



# Consumer Preferences Towards Packaging Of Fmcg Products In Selected Rural Ares Of Andhra Pradesh

Dr. Kirit Chavda<sup>1</sup>, Ms. Ranga Anusha<sup>2</sup>, Mr. Chauhan Jenish Dilip Bhai<sup>3</sup>.

<sup>1</sup>Assistant Professor (Research Cadre), Faculty of Management Studies, Parul University, Vadodara

<sup>2</sup>Student, MBA – Agribusiness Management, Faculty of Management Studies, Parul University, Vadodara

<sup>3</sup>Student, MBA- Agribusiness Management, Faculty of Management Studies, Parul University, Vadoda

Abstract: -

This study looks at the packaging preferences of rural consumers in few Andhra Pradesh areas fast moving consumer goods (FMCG). The study focusses on pack size, price sensitivity, visual attractiveness, and word of mouth influence using a descriptive research design and primary data from the 106 respondents. The preferences were analysed using percentage analysis. The findings show that the consumers have a strong preference for the tiny pack sizes (sachets or pouches), are highly sensitive to pricing, and greatly influenced by word of mouth while buying the products. In rural FMCG markets, packaging is major factor in brand awareness and consumer behaviour.

Keywords: -FMCG, Packaging, Rural consumers, Sachets.

## INTRODUCTION

Packaging is important in rural FMCG markets because it influence brand identification, product quality, and purchasing decisions. Consumers in rural Andhra Pradesh are quickly drawn to the tiny pack size and appealing colours, as well as the prices, and later focus on the information written on the packet, such as the data of manufacture or date of expiry, ingredients used, company name, and so on. Some people even see the packaging quality of the product. (Sathyanarayana S, B. H. Suresh)

Rural markets in India are widely scattered, heterogeneous, and price sensitive, making it essential for companies to design products and packaging that suit local needs (Savanam Chandra Sekhar and R. Padmaja 2014).

## LITERATURE REVIEW

- Harieen Mahajan, Jignesh Vidani (2023) Packaging strategies outlook on consumer buying behaviour for FMCG products.
- Dr. Shivaji Banerjee and Aditya Kedia (2021) Influence of packaging of FMCG products on the consumer's purchase decision studies which packaging elements influence buyer behaviour in FMCG.
- Saraniya M.C., Husna Thaj, Kaushik Bhide and Fezeena Khadir (2020) Impact of colors of FMCG packaging on consumer buying behaviour explores how color in packaging affects consumer psychology and purchase decisions.
- L Rambabu (2020) Packaging strategies: knowledge outlook on consumer buying behavior discusses the impact of packaging, including the influence of visual elements and the significance of word of mouth and local recommendations in rural buying decisions.
- Padmakar Shahare (2019) Changing perception of indian rural consumers towards packaged food products.
- Asian Journal of management (2018) role of packaging on consumer buying behavior examines packaging components such as colour, font, and material affecting consumers purchase intentions with insights into rural market challenges.
- Dr. Sathyanarayana s, Dr. B.H. Suresh (2017) The role of Packing on Buying Behaviour of Rural Consumers with Special Reference to FMCG.
- Sathyanarayana S & B. H. Suresh (2017) *The Role of Packing on Buying Behaviour of Rural Consumers with Special Reference to FMCG* — In Karnataka, among 1,600 rural respondents: packing plays a significant role in FMCG purchases; rural consumers prefer sachets; brand recognition via colours, logos, shape, size; packing size and household income influence pack-size preference.
- Chandrasekar & Suganthi (2017) The Role of packing on Buying Behaviour of Rural Consumers with special reference to FMCG Examines the significance of packaging in the buying behaviour of rural consumers in Karnataka, highlighting brand recognition through colour, logo, shape, and size as crucial factors in rural FMCG marketing.
- Suchismita Mishra (2017) A Study on Buying Behaviour of Rural Consumer towards Selected FMCG Products — Investigates decision-making process, factors affecting behaviour (free offers, packaging, quantity, quality, etc.) across several FMCG items. Useful for pack size effects.
- Sathyanarayana S & B. H. Suresh (2017) *The Role of Packing on Buying Behaviour of Rural Consumers with Special Reference to FMCG* — In Karnataka, among 1,600 rural respondents: packing plays a significant role in FMCG purchases; rural consumers prefer sachets; brand recognition via colours, logos, shape, size; packing size and household income influence pack-size preference.
- Prakash Gyan & Pathak Pramod (2016) *Intention to buy eco-friendly packaged products among young consumers of India* — For young consumers: personal norms, attitude, environmental concern, willingness to pay influence purchase intention for eco-designed packaging. Though this is more urban/young, it can inform rural if age cohort overlaps.
- Gyan Prakash & Pramod Pathak (2014) *understanding Rural Buying Behaviour: A Study with Special Reference to FMCG Products* — Important factors affecting purchase: price, brand name, quality, availability, packaging, etc. Rural vs urban differences.
- Deliya (2012) A study on consumers buying behaviour and influence of packaging in FMCG. Highlights the role of packaging design as an important communication tool influencing rural consumers purchasing decisions in Haryana.

Sehrawet & Kundu (2007) Buying behaviour of rural and urban consumers in India the impact of packaging. Compares rural and urban consumer view on packaging, showing rural consumers are more influenced by packaging in terms of product perception, ease of storage, and environmental concerns.

## OBJECTIVES

1. To study about the packing trends in rural India.
2. To find out the consumer preferences towards FMCG packing in selected rural areas.
3. To study about the factors influencing consumers preferences towards FMCG packaging in rural India.

## HYPOTHESIS

Price and small pack preference: -

H0: Price does not affect preference for small pack sizes.

H1: Price affects preference for small pack sizes.

Word of mouth influence: -

H0: word of mouth does not influence purchase decisions.

H1: word of mouth influences purchase decisions

## RESEARCH METHODOLOGY

Systematic and structured approach to collect, analyse, and interpret data for the purpose of answering.

## RESEARCH DESIGN

Descriptive research is done

Survey method: - Structured questionnaires are prepared and collected the data

## RESEARCH AREA AND SAMPLE

The research was conducted in the rural areas of Vijayawada, Andhra Pradesh. A sample of 106 people who are using the FMCG products.

## DATA COLLECTION METHOD

Primary data was collected through structured questionnaire via face-to-face interviews and google forms. The questions covered topics such as preferred pack size, brand recognition through packaging.

## DATA ANALYSIS TOOLS

Data was Analysed using SPSS And Ms Excel.

Sampling size: - 106

Statistical tools used for this analysis: - CHI SQUARE

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which categories of FMCG products do you buy regularly?	106	100.0%	0	0.0%	106	100.0%
How frequently do you purchase these products?						

**Which categories of FMCG products do you buy regularly? \* How frequently do you purchase these products?**

Count

	Count	How frequently do you purchase these products?			
		Bi-Weekly	Bi-Weekly, Monthly	Daily	Daily, Bi-Weekly
Which categories of FMCG products do you buy regularly?					
•Personal care (soap, shampoo, toothpaste)	0	0	0	0	0
•Personal care (soap, shampoo, toothpaste), Household cleaning products	0	0	0	0	0
Beverages (tea, coffee, soft drinks)	1	0	3	0	0
Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste)	1	0	0	0	0
Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste), Household cleaning products	0	0	0	0	0
Beverages (tea, coffee, soft drinks), Household cleaning products	0	0	0	0	0
Household cleaning products	0	0	1	0	0
Household cleaning products, Others:	0	0	0	0	0
Others:	0	0	0	0	0
Packaged food (grains, snacks, dairy)	1	0	3	0	0

Packaged food (grains,0 snacks, dairy), •Personal care (soap, shampoo, toothpaste)	0	1	0
Packaged food (grains,0 snacks, dairy), •Personal care (soap, shampoo, toothpaste), Household cleaning products	0	1	0
Packaged food (grains,0 snacks, dairy), •Personal care (soap, shampoo, toothpaste), Household cleaning products, Others:	0	0	0
Packaged food (grains,0 snacks, dairy), •Personal care (soap, shampoo, toothpaste), Others:	0	0	0
Packaged food (grains,0 snacks, dairy), Beverages (tea, coffee, soft drinks)	0	4	1
Packaged food (grains,2 snacks, dairy), Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste)	1	0	0
Packaged food (grains,0 snacks, dairy), Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste), Household cleaning products	0	0	0
Packaged food (grains,0 snacks, dairy), Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste), Household cleaning products, Others:	0	0	0
Packaged food (grains,0 snacks, dairy), Beverages (tea, coffee, soft drinks), •Personal care (soap, shampoo, toothpaste), Others:	0	0	0

	Packaged food (grains,0 snacks, dairy), Household cleaning products	0	1	0
Total		5	14	1

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	138.968 <sup>a</sup>	152	.768
Likelihood Ratio	116.505	152	.985
N of Valid Cases	106		

a. 177 cells (98.3%) have expected count less than 5. The minimum expected count is .01.

### Symmetric Measures

	Value	Approximate Significance
Nominal by NominalPhi	1.145	.768
Cramer's V	.405	.768
N of Valid Cases	106	

### Regression analysis

#### Descriptive Statistics

	Mean	Std. Deviation	N
<b>Importance of packaging attributes (1 = Not Important to 5 = Extremely Important): [Hygiene and safety]</b>	<b>4.37</b>	<b>.929</b>	<b>103</b>
Age	30.29	10.646	103

## Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.093 <sup>a</sup>	.009	-.001	.929

a. Predictors: (Constant), Age

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.615	.277		16.642	.000
	Age	-.008	.009	-.093	-.941	.349

a. Dependent Variable: Importance of packaging attributes (1 = Not Important to 5 = Extremely Important): [Hygiene and safety]

## RESULTS/FINDINGS AND DISCUSSION

Mostly small size packets are only preferred because there are having very small financial backgrounds and their people will not see the size of the packet only purpose matters. And mostly they will depend upon the price of the product if they find there are getting another product with lower cost they will automatically shift to the product. And mostly they will take decisions from the family and friends who are using those products and they will take suggestions from the shopkeepers. Mainly they will remember the colour and logo on the packets based on that only they will buy the products.

## CONCLUSION

The current study has been undertaken with an intention to understand the role of packing while buying the FMCG. After that we formed some structured questionnaire has been constructed and collated data from the 106 rural respondents spread around the Andhra Pradesh. The study concludes that packaging significantly influences rural consumers FMCG purchase behaviour in Andhra Pradesh. Small, affordable, and visually appealing packaging formats are most effective. Price sensitivity and word of mouth play a major role, while eco-friendly packaging remains a secondary consideration. FMCG firms should design cost effective, functional, and visually distinctive packaging to succeed in rural markets. The reasons stated for preferring loose packs were storage easy, low-cost consumption, cheapness, necessity purchase and flexibility.

## LIMITATIONS OF THE STUDY

Some people are not even interested to answer the questions. Some respondents are not ready to give the clear information. Because of their education background some respondents could not fully understand the packaging concept and weather it should be ecofriendly or not and even there are not aware about the material usage. In rural areas availability of FMCG products will be limited.

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