

# THE INFLUENCE OF PACKAGING ON THE BUYING BEHAVIOR OF THE CUSTOMERS

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## *Abstract:*

**Purpose:** This paper seeks to discuss and analyse if the packaging of the product has an impact in the buying behavior of the customer and the degree to which it, in fact influences this decision.

**Design/ Methodology/ Approach:** Data was collected by the circulation of a questionnaire from 104 respondents of various age groups and gender within the city of Bengaluru. The collected data was analysed and the results were interpreted using various graphical tools such as Pie Charts, Histograms and Bar Graphs.

**Findings:** Packaging plays a very crucial role in influencing the purchase decision of the product. However, each aspect of the package is not equally influencing as the other.

**IndexTerms - Packaging, Branding, Buying Behaviour, Labelling.**

## INTRODUCTION

The original purpose of packaging was protection, preservation and containment of the product. But, in the recent times it has evolved as the best medium of point of sales promotion. Its scope has extended from just being a protective cover on the product to being the most vital means of communication and promotion of the product. Through this article we aim to identify the degree to which the packaging of a product influences the purchasing decision of the customer. This would also depend on the various demographic and economic segments from where the respondents have been segmented.

## REVIEW OF LITERATURE

Chung Lo and Tung (2013) discusses the significance of packaging is featured by the way that the client judges the value of the item through its packing and is likewise anxious to try items with unique packaging. It likewise goes ahead to express that 40% of an organisation's selling cost goes into packaging. According to a study by Aday and Yener (2014) in Turkey, the investigation of the reactions uncovered that the material of the package like glass or plastic was a noteworthy measure in the purchasing choice of the client. Likewise, Ampuero and Vila (2006) found that merchandise implied for the privileged societies, exceptionally valued and tastefully refined and exquisite need dull and cool hues for their packing. Consequently even the very shade of the item is a noteworthy part to play in affecting the client's perception of the product. As per Jerzyk (2016), packaging has turned into a contemporary apparatus for coordinated advertising and the most persuasive limited time instruments at the purpose of offer. By showing distinctive mixes of item components, for example, the value, quality, substance, and size, bundling helps in making an item recognizable too imparting the potential points of interest. Ilyuk and Block (2016) pointed that items that arrive in a solitary serving package make a feeling of consummation and conclusion that is more psychological, the impression that an affair is finished. The physical placement of the Brand Logo is likewise another perspective that can affect on customers' view of an item, as posted by Sundar and Noseworthy (2014). As per the examination, purchasers have a more grounded slant towards effective brands whose logos are put higher on the bundling than when it is put lower. Henceforth, Consumer observation and purchasing propensities are vigorously subject to the bundling of the items.

Ampuero and Vila (2006) seek to discuss the need to comprehend purchaser recognitions keeping in mind the end goal to effectively plan item pressing and to accomplish the coveted position in the brains of customers. For that reason, data collection process was separated into two stages. Firstly, to decide the key graphic factors in the plan of packaging. The second, to connect each packaging with a positioning methodology. The seven items in the positioning procedures chosen were chosen from the customers' point of view utilizing multidimensional scaling. The sequence was repeated for the remaining six positioning typologies. Customers have displayed amicable observations towards items packaging techniques. In this sense, the general supposition should direct packaging creators to properly live up to buyers' desires. So we suggest considering the lasting character of the unmistakable codes that packaging transmits, rather than simply concentrating on positioning through vaporous messages transmitted by the broad communications.

Ghosh (2016) in his article states that a right choice of packaging elements like colour and design will enhance happiness in the consumers mind. The article focuses on finding the relationship between customer behaviour as depended variable and independent variables such as packaging colour, background image. 150 respondents from Howrah and West Bengal were asked to rate products of Mother Diary on a 5- Point Likert Scale. The findings of the article state that the consumers are indeed satisfied with elements like colour, quality and packaging innovation. However, the relation is not the same with the typographic style of packaging. The Chi-test results also show the evident relationship between elements of packaging and sales of the products. Thus, packaging shows a strong impact on influencing consumer's purchase decision than advertising (Mutsikiwa and Marumbwa, 2013)

Ahmad (2012) aims to study the impact of product packaging of consumers buying behaviour and their importance in sales. With the sample size of 50 and a 5 point itemized rating scale, the article proves that Colour and picture on the packaging is highly independent with the purchase decision (51.5 %) out of the six elements (Colour, Convenience, shape, quality, picture and labelling). The article also states that consumers usually perceive packaging as a part of the product and therefore can be difficult for them to distinguish two aspects of packaging such as colour and design.

Iram and Chacharkar (2017) aim to find the answers to impulsive buying behavior and its factors through various models. This article touches the topic of impulse buying decisions which are affected by internal and external factors and therefore it is said to be a sensitive behavior. It includes the unreasoned and sudden urge of purchasing products by consumers. Certain factors such as personal factors, circumstances, personal selling impact, product characteristics and such are the contributors for stimulating impulsive buying behavior. It was concluded that the satisfaction of the consumer is not always involved in impulse buying but depends on the different experiences of the consumers and situation. There are four different situations which includes

1. The marketers who offered the value proposition and valued equally by their target customers.
2. Not valued by customer due to lack of knowledge and understanding of their needs.
3. Marketer not offering a value proposition but it is however valued by the customer.
4. Regret on both parts.

In conclusion, the connection between the behavior pattern, urge, self-control and the factors influencing it were established.

Carl McDaniel and R. C. Baker (1977) found answers to the importance of convenience food packaging as well as the perception of the consumers in terms of product quality related to packaging. Potato chips were packaged in wax-coated paper bags and polyvinyl bags to examine the responses in terms of taste or crisp and convenience of opening the bag. The polyvinyl bags were seen to have a longer shelf life but this was more psychological. Psychological considerations are the factors effecting the evaluation of the various characteristics of the product. The majority of the respondents felt that taste was the most vital determinant in the purchasing of such snack foods, rest consisted of price, brand and package. However the difficult to open polyvinyl bags were preferred due to the crispiness and taste of the chips in those bags, as well as the increased shelf life. This, therefore, was perceived important for maintaining the quality of the product and consumers were willing to sacrifice the convenience of opening the bag. The promotion function of packaging were further effected by the ability of the protection and containment functions of packaging.

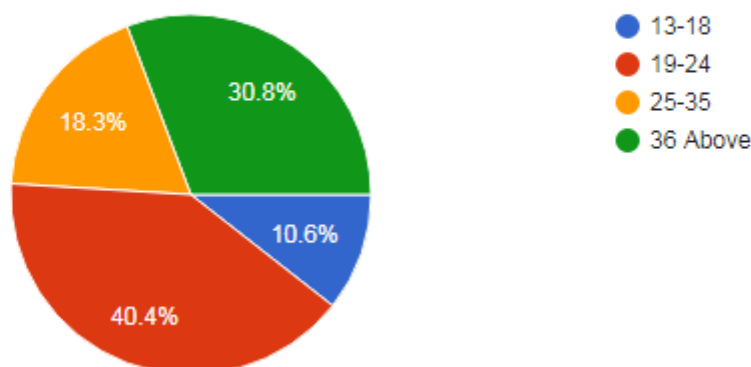
Thick and difficult packaging is immediately connected with high quality products or rather organic ones which requires such covering to have a longer shelf life. The success of the product however lies with the amount of satisfaction the consumer gets from consuming the particular product, making it a regular product in their lives. Only the first impression is made through packaging, rest depends on all other contributors such as price, taste, quality.

#### FINDINGS AND INTERPRETATION:

104 respondents across Bengaluru were identified using the random sampling method. The data was collected through a questionnaire containing 8 questions. These questions ranged from identifying the degree to which factors like branding, packaging material, graphic design and the colour of the package influence the customer's perception of the product and the degree to which it influences the customer in the purchasing of the product.

#### Age category of respondent

104 responses

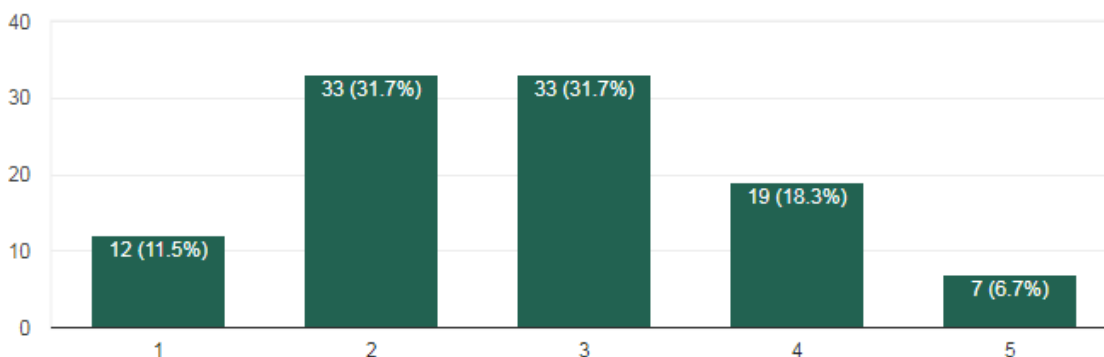


The interpretations from the above mentioned findings are:

- As is clear, from the pie chart relating to the age of the respondents, most of them belong to the age group between 19 years and 35 years. Hence this depicts that the results are indicative of the choice the youth.
- 67 of the 104 respondents chose to strongly agree with the fact that expiry date is a important factor that influences the purchasing decision of customers. This is because this component of the package tells us about the shelf life and the duration upto which the product can be used.
- 75 out of 104 respondents agree with the fact that the manufacturing date in the package plays an essential role inducing the customer to buy the product. this tells the customers how much time ago the product was manufactured and hence tells them how fresh the product is.
- A total of 76 respondents agree that the information factor about the package such as Calorie content, Ingrediants etc play a vital role in influencing the buying behaviour of customers. This is especially true in the case of women purchasing products and checking the calorie content of the product.
- The majority of the people believe that the colour of the package plays an important role in the the buying decision. however a notable fact here is that, almost 30 people were of the opinion that the colour of the package has a neutral effect on the buying decision of the customers.
- 58 people believe that the shape of the package plays a vital role in the influencing decision of the product. This can include the irregularity and uniqueness of the shape of the package.
- 45 of the total respondents strongly agree that branding as a part of a product's packaging plays a key role in inducing customers towards the product. This could mean that customers are very sensitive to brands and their image in the market.
- 65 of the total respondents agree with the fact that material of the package plays an important role in determining if customers will buy the products or not. This involves the use of glass or plastic or paper packaging by the companies. Companies must ensure that this material used in packaging keeps the product hygienic for maximum amount of time.
- 46 out of the total respondents strongly believe that the quality of the package influences the buying behaviour of the customers. This is because the quality of the package also gives an impression about the quality of the product to the customer.
- 28, the single highest majority in any opinion are neutral about the influence of graphics of the package on the buying decision of the customers. This means that the purchase decision of the customers is not necessarily influenced by the package's graphics.
- A total of 58 people agree with the fact that the size of the package plays an important role in the purchase decision of customers. However, 29 respondents are also neutral about its influence on the buying behaviour.
- 69 out of the total respondents feel that labelling as apart of the product's package is a vital component in influencing the buying decision of the product. Hence the companies with concentrate on making more attractive and stronger labels in order to induce customers to buy their products.
- 38.4 % of the respondents agree with the fact that attractive packaging ensure high quality products. But however, 36.5% of the respondents are neutral about that the fact that products with attractive packaging are of high quality.

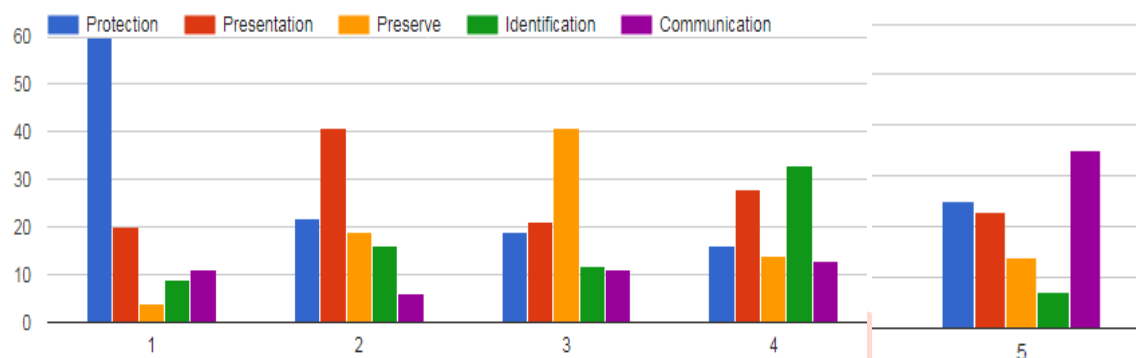
## "Products with attractive packaging are more satisfying"

4 responses



- A total of 43.2% of the people agree with the fact that products that come in attractive packaging are more satisfying in every way. However, 31.7% of the people chose to remain neutral on this perspective.
- 51.9% of the people believe that the products that come in attractive packaging are expensive. This can be taken as a true claim as the cost of the product is majorly determined by its package and products with attractive and intricate packaging are bound to be expensive.

- Almost 70% of the people, believe that the information provided on the package of the product is important. Also some of this information must be made available to the public to keep them fully informed about their purchase and its use and consumption methods.
- 58.7% of the respondents have claimed to have purchased a product due to its attractive packaging. this shows that the package influences the impulse buying nature of the customers and thus acts as one of the most important point of sales method of promotion.
- Around 43% of the people think that the quality of the package is actually consistent with the quality of the product. However, it must be noted that 37.5 are also neutral of the opinion on this claim.
- In the next part of the questionnaire the respondents were asked to rank Protection, Preservation, Presentation, Identification and Communication as functions of packaging from the most to the least important with 1 being the most important and 5 being the least. The majority in each function is as below:



- 60 people believe that Protection is the most important function of the package of a product. 41 people believe that Presentation is the second most important function and 40 people are of the opinion that Identification is the third most important function of packaging. This is followed by 33 people believing that Identification is the fourth main function of packaging which leaves Communication is the least important function of Packaging.

#### CONCLUSION:

From the above results it can be also seen that most people are still unaware of the importance that packaging of a product plays in influencing the customers to purchase it. Its existence has still not been acknowledged by many. Hence companies must not neglect this aspect of their promotions and take it as seriously as any other promotional activity. The purchaser purchasing conduct is subject to the packaging and on its highlights. Packaging components like Packaging shading, Background Image, Packaging Material, Font Style, Design of wrapper, Printed Information and Innovation are taken as indicators. Because of changing customers' way of life the enthusiasm for package as an apparatus of offers advancement furthermore, stimulator of hasty purchasing conduct is developing progressively. Thus, package performs a vital part in promoting correspondences, particularly in the purpose of offer and could be regarded as a standout amongst the most vital variables impacting customers buy choice.

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