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## A study on product packaging impact on consumer buying behaviour-with special reference to FMCG products

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### Abstract:

The main aim of this study is to investigate the product packaging Impact on consumer buying behavior. Few studies are shows that product packaging outlook and appearance is helpful to attract and appeal with the target consumer .but consumer choice is the primary consideration. So marketer must focus on various elements of packaging and product packaging has becoming an important tool for selling a product and product packaging is became a silent promotional tool to most successful business companies. And we know that large numbers of factors are influence consumer buying behavior, and one of the most important influential factors is well attracted product packaging. So, this study is mainly focus on to revel how product packaging has influence buying behavior of consumer. And the study found that product packaging elements are most important tool for influencing consumer buying decisions. Consumers are ready to buy and pay high price for good and well attracted product packaging. And study concluded that there is a huge demand and scope for product packaging research. Packaging is silent promotional tool and a company has to more focus on in this area. It is useful to companies to attract and retain the consumer to sustain and survival in changing market condition.

**Key words:** Product Packaging, Consumer buying behaviour, & FMCG.

**01 Introduction:** We live in the rapidly changing world, and market conditions also changing every day. In fact adopting to change is very important factor very organization .so companies have to look at the rapidly changing market condition with understanding consumer expectations and providing goods and service according to the consumer is very important factor and to deal with ultimate competitive world. Consumer value is defined in the market place not in the factory or an agency and only by consumer satisfaction. So many companies are spending more money on promotional activities and all areas marketing activities. So packaging of products has seen significant growth in recent years. Besides ensuring the safety of the product, it also includes that attractive product packaging influence more on consumer buying behavior. A product can be an idea, method, information, service, or object that meets a need or fulfils a desire of the consumer. Consumers are usually impulsive when they buy products, and they are always looking for new products and services. The attractive packaging makes consumers prefer the products or services that a company offers. Every product

consists of many elements; quality, protection, meeting consumer needs, and packaging enhances its existence and creates a strong image in the consumer's mind. Color, material, design, and other characteristics are also used as promotional tools by companies. Packaging is the overall package a company offers to its consumers and stimulates impulse buying. An attractive package increases the sale of a product and attracts consumers. It also reduces the marketing and advertisement cost of the product. Companies are now more focused on the product packaging as there is tough competition among all fast moving consumer goods.

Packaging has become a sales promotion tool for organizations. In the 21<sup>st</sup> it's like a consumer eating with their eyes. Beautiful looking products such as food make people not only want to consume the food but also to believe that the food tastes better. The globalization of the economy has made it necessary for manufacturers to present their products in an attractive manner in order not only to differentiate their products from the competitors' products but also as an instrument to boost up its sale volume. There are number of ways to attract the eyes of public toward product. Out of these ways one of the important ways is packaging the product in a so attractive way so it easily pulls up the consumer's intention. The role of packaging becomes so important at present time that it is not possible to sell the product without good packaging. Consistently expanding purchaser awareness coupled with competitive rivalry is presenting advertisers with a fairly remarkable test – persistent packaging advancement. In the market, most of the consumers purchase a product before checking the background.

**02. Product packaging:** product Packaging is the basic element of every product. Without proper packaging the product cannot be stored and moved from one place to another. And product Packaging provides a unique identity to the product. Therefore, packaging main intention is to providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage and movement and also provide useful information to the targeted consumers about elements of the package. Packaging is the process of act of designing and creating the contents and wrapper for the product. And it is useful to storing, handling and protecting the product from external factors like sunlight, moisture, breakage. Packaging makes the product attractive and acts as an important tool of sales promotion. And it is a silent promotional tool Attractive packages allows and attract the customers to buy the product. In now a day's competitive environment the role of package has changed due to increasing self-service and changing consumer's lifestyle. Firm's interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs. According to Rundh (2005) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also, package imparts unique value to products, works as a tool for differentiation, helps consumers to choose the product from wide range of similar products, stimulates consumers buying behavior.

**Characteristics of Good Packaging** always indicates that the packaging has desirable unique and different features that are relevant to the product like label and, Size, Durability.

**Types of Packaging Material** the Company's e are manufactures are using a wide range of raw materials as well as printing technologies to produce attractive product packages that not only just look good, but also helps product to keep and to secure .and Packaging comes in different types, and each type has its own applications,

its own merits, and demerits. here few types of packaging listed below: Glass, Metals, Rubbers, Plastics, Fibrous Materials, Foils, Films and Laminates , Blister Pack, and Textile.

**03. Consumer buying behavior:** it is refers to the actions taken by consumers before buying a product or service. And this process may include consulting search engines, engaging with social media posts, or any different other available actions. Consumer buying behavior is a Process by which individuals search for select, purchase, use, and dispose of goods and services. To fulfill their needs and wants and it is a process of consumer decision making. Purchase decision making pattern that is a complex amalgam of needs and desires. And is influenced by factors such as the consumers Social and cultural environment and norms, and Aspirations and inhibitions. Buying Behavior is the decision processes and acts of people involved in buying and using products.

#### 04. FMCG Products:

The FMCG (fast-moving consumer goods) sector, also known as CPG (consumer packaged goods), has become one of India's leading sectors as the economic status of consumers has improved. The FMCG industry is shifting from a need-based to a want-based product model. The FMCG industry is more than 115 years old. Consumers of FMCG products have changed dramatically over the past decade; for instance, they have moved from tooth powder to toothpaste and are demanding mouthwash in the same category. FMCG industry is the backbone of the Indian economy. This sector makes up the fourth largest part of the Indian economy. Consumer packaged goods are also known as FMCG products. These goods are inexpensive and require little effort on the part of consumers to purchase. End-consumers buy FMCG goods often and in small quantities. FMCG products include bath soaps, laundry soaps, ice cream, tea, coffee, dairy products, cakes, toilet cleaners, skin care, oral care, etc. Consumers frequently purchase FMCG items and repurchase them frequently. Within a short period of time after being purchased, FMCG products are applied, consumed, and replaced. With respect to consumer behavior towards this category, consumers tend to spend minimum effort for comparison and purchase. However, much of astute marketing activities have evolved from these products, where consumers show low involvement, get wider choice and are allured by a host of inducements.

#### Most commonly FMCGs are:

- Beverages, Cosmetics
- Electronic Goods ,Household Products
- Medicines, Packaged Food, and Toiletries

#### 05. Review of Earlier Works:

Few studies conducted on the domain are reviewed and the summary of the review is presented below.

**01. Janki Chitroda, et al. (2020)** in their Study on Product Packaging Impact on Consumer Buying behavior' and the main objective of this study was to determine and to examine the factors, which are impact on consumer buying behavior. The study found that the overall perception of the consumer about different variables of packaging of product is satisfactory. And a right choice of packaging color, background image, package design, language used on the package and printed information about well

packaged product will create a good image in consumer's mind. And association between product, packaging and impact on consumer's buying behavior consent, and study conclude that visual appeal is more important than the qualitative aspect of packaging.

**02. Maloth Naresh Naik, et al. (2019)** the main intention of this study was to investigate the impact of product packaging elements on the purchase behavior of consumers and then analysis the consumers purchasing capability. And the study found that packaging viewed just as a box/container or outer covering, but packaging has various tasks to playing at the sales point. And packaging act as a silent sales person to influence the buying behavior of customer.

**03. Dr.Viplaw Kishore Pandey et al. (2018)** this study mainly focused to determine the various influencing elements of product packaging are the most significant from consumer's point of view. According to this study, it is concluded that most consumers like the product quality after they purchased their desired packaged product. Based on those facts, study cannot say there is a equal relationship between good package and good product quality, but there is a positive thinking in the minds of consumers. As such, consumers are have more demanding on well packaged product and its quality, its influence their perception and decisions for buying a particular product.

**04. Benjamin Atta Annan (2018)**The study on impact of product packaging characteristics on consumer perception of liquid soap in Ghana. 'The main objective of the study was to establish the characteristics of packaging that influences consumers' perception concerning liquid soap. Customer influenced by The visual elements include size, color, graphics, shape, and material, whereas the informational elements include origin of product, manufacture and expiry date, ingredient, regulatory body, and environmental concern. Study reveals that packaging influences consumers to purchase a product. Mostly, packaging influences consumers through its attractiveness and caused by individual elements of packaging. And study concludes that packaging enhances its reputation and influences perception of consumers about a product.

**05. Khandoker Mahmudur Rahman (2017)** the study conducted on product packaging, and to examine the various decisions concerning the packaging of products: from objective setting to strategic thinking that helps integrate and align packaging decisions with other broader objectives such as positioning, communication, and branding. The study reveals the variety of tests that packages need to undergo from visual to technical, consumer, retail, recognition, and related tests. The case examines how convenience provided by plastic bags conflicts with social and environmental degradation, thus affecting broader quality of life issues.

**06. Clifford zirrattizeoaya et al. (2017)** in their study on 'impact of packaging on consumer buying behavior in Nasarawa state. The study found that product attractiveness has no significant impact at stimulating consumer interest in a product, the study reveals that product attractiveness affect the consumer buying decision. The study focused that product differentiation has significant effects on consumer evaluation of the product. Study suggest that organization should concentrate their efforts on

making the package of product very attractive in order attract the interest of their consumers. Organizations should pay attention to the information used.

**07. Pallavi G S, et al. (2015)** the article particularly shows that Consumer Behavior towards Selected FMCG products. The study was on the Comparative analysis of two FMCG giants focusing upon the brand awareness of the consumers. A comparative study was done by taking the two leading FMCG companies working in India. The two companies are Hindustan Unilever Limited and Procter & Gamble. Both these companies are in competition with each other. Both the company's focus is on their advertising. The companies have a wide portfolio of products. Consumer goods are those goods that are used widely by the consumers in their day-to-day life. So, a major task is to make these products available to the consumers.

**08. Nora Bezaz (2014)** in their work on 'impact of packaging color on children's brand name memorization (7-12-year-old)' has tried to study the effect of packaging color on children's brand name memorization (recall and recognition). This study examined the impact of age and school grade on brand name memorization and on the relationship between packaging color and memorization. The study reveals showed that chromatic color of packaging has a positive impact on brand name recognition but not on the recall. Furthermore, the age variable has a significant positive effect on recall capacity but not on brand name recognition.

**09. Rizwan Raheem Ahmed, et al. (2014)** in this study on 'Impact of Product Packaging on Consumer's Buying Behavior' the main objective of this study was to determine role of packaging on consumer's buying behavior. The purpose of this study was to examine the essential factors, which are driving the success of a brand. This study also identified the relationship between the dependent and independent variables.. And study reveals that the packaging elements like its Color, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Concluded that the Packaging is one of the most important and powerful factors, which influences consumer's purchase decision.

**10. Olga Ampere, et al. (2006)**, in their study on Consumer perceptions of product packaging. This study seeks to understand consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers and study reveals that each positioning strategy appears associated with particular packaging dimensions. And Consumers have exhibited harmonious perceptions towards products-packaging strategies, and study concludes that a general feeling as to what a particular packaging exactly means exists. So, companies should focus more on product packaging design to appropriately meet consumers' expectations.

## **06. Research gap:**

There has been a dynamic change in the market trend in the global market. Once the year this dynamics of market has provided various opportunities and challenges for the organizations to cater the needs and wants of

the consumers. In this regard the present study will be an attempt to understand the product packaging impact on consumer buying behavior. Though, earlier studies have been undertaken on the effect of packaging, color and other packaging materials on the purchasing intentions of consumers. And product package labeling, and packaging visuals, Features and components of packaging, perception behind the buying intentions of consumers towards FMCG products. But no studies have been conducted to analyze the Impact of product packaging on consumer buying behavior towards FMCG products. In this study area hence the present study is designed to identifying the impact and influencing factors of product packaging on consumer buying behavior towards FMCG.

### 07. Objectives of the Study:

The main objective of the present study is to analyse the product packaging impact on consumer buying behaviour-with special reference to FMCG .To fulfil this objective, the following objectives are formulated.

- To find out the impact of product packaging on buying behavior of consumer.
- To analyze the various elements and types of product packaging
- To study the profile of FMCG and consumer awareness about product packaging
- To examine the level of consumer preference towards packaging.

### 08. Research Methodology:

#### 8.1 Type of research:

The present study is exploratory, descriptive and analytical in nature. The study is based on both Quantitative and qualitative methodologies to investigate into different constructs postulated.

**8.2 Scope of the Study:** The scope of the present study covers impact of product packaging and consumer buying behavior. And in this study area deals with only in the shimoga city. The natures of the respondents are FMCG buyer of the chosen population in the study area. The sample size for this study is 50 respondents in Shimoga city in Karnataka state. The purpose the survey is to obtain the opinion of the respondents regarding product packaging of FMCG. And the instrument was distributed to the respondents of the study area to collect the required information.

**8.3 Data Sources:** A self instructed questionnaire was developed for the study to collect the required data from the respondents at shimoga city. The secondary data is collected through published sources like books, articles, and also company website and other e-sources.

**8.4 Sampling Technique:** random sampling technique is adopted to collect the required data. Random sampling is considered to be the suitable technique for collect and approaches the consumer of FMCG.

**8.5 Sample Size:** The sample size for this study is 50 respondents in Shimoga city in Karnataka state. Since, the purpose the survey is to obtain the opinion of the respondents regarding opinion about product packaging.

### 09. Result and discussion:

**Table: 1 Demographic Profile**

Demographic variables	Categories	Frequency	Percentage
Gender	Male	32	64%
	Female	18	36%
Age	Below 18 years	1	2%
	18-30 years	35	70%

	31-39 years	7	14%
	40-49 years	4	8%
	50 and above	3	6%
<b>Education</b>	SSLC	05	10%
	PUC	02	4%
	Degree	06	12%
	Post graduation	32	64%
	Other	05	10%
<b>Monthly Income</b>	Less than 10000	4	8%
	10000-20000	18	36%
	20000-30000	14	28%
	30000-40000	10	20%
	40000 above	4	8%
<b>Occupation</b>	Government Employee	02	4%
	Private Employee	02	4%
	Others	18	36%
	Students	28	56%

- From above table it is clearly shows that among 50 respondents 36% of respondents are female, which is 18 and 64% respondents are male. This overall study of the data reveals that majority of the respondents were male those who are influenced by packaging in purchasing with special reference to FMCG products.
- 2% of respondents in the below 18years, 70% of respondent are in the age group of 18-30, 14% of respondents in the age of 31-39 years, and 8% of respondents in the age of 40-49, finally 6% of respondents under the age of 50 and above. We are seen that much more importance is giving by 18-30 and 31-39 age group of people who are the knowledgeable people who knows about concept of packaging they know what matter what not.
- The Above Table Shows, out of 50 Respondents the Percentage of Educational Qualification of The Respondents, 64% Of Respondents Have Their Educational Qualification Up To PG, 12% Of Respondents Have Their Educational Qualification Up to Degree, 10% Of Respondents Have Their Educational Qualification Up to Others, 4% Of Respondents Have Their Educational Qualification Up To PUC, 10% Of Respondents Have Their Educational Qualification Up To SSLC. The Study Shows That Majority of Respondents are Post Graduate, the study found Research Did Find That Now a Days More Person Is Trying to Complete At Least Degree. It Is Clear That Most of Post Graduates Are Influenced by Products Changes Which Not Only in Packaging It Also Involves Different Aspects of Product as Well.
- From above table it is clearly says that among 50 respondents, 4% of respondents are the private employees, 56% of respondent's students, 4% of respondents are government employees. And 36% of respondents are belonging to others, by this graph it clearly shows that students are more attracted towards the product packaging.

**02. Table show that consumer preference towards packed product**

Types Of Products	No Of Respondents	Percentage
Fast-Food	10	20%
Dairy	9	18%
Drinking	9	18%
Grocery	14	28%
Medicines	7	14%
Toiletries	1	2%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Source:** Primary data

**Interpretation:**

In the above table shows that out of 100%, 20% of respondents are prefer the fast food to be packed but when it comes to grocery It is 28%, ,and both dairy and drinking wanted to be packed by the 36% of respondents combined. 14% and 2% are expected by the respondents in respect to medicines and toiletries respectively.

**03. Table shows about consumer priority towards product packaging**

Elements	Respondents	Percentage
Protective	15	30%
Eco-Friendly	24	48%
Attractive	11	22%
Others	0	0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source:** Primary data

**Interpretation:**

Above table shows that 24(48%) of respondents are preferring eco-friendly products, Where out of the 50 respondent 30% people say that packaging is protective it means it will give a long life of the product.22% of people prefer attractiveness of product for purchase it. so, manufacture should focus more on this kind of packaging like eco-friendly and protective and attractive product because consumer are well known about products because of social media and digital marketing influences. and consumer expecting healthy products so, manufacture must focus on this area while designing and offering goods to the consumer.

**04. The table shows that influence of product packaging elements on consumer purchasing decision.**

Elements	Strongly agree-	Agree-	Norma	Disagree-	Strongly disagree-	TOTAL
Colour of packaging	15	10	12	10	3	50
Background image of packaging	5	17	16	9	3	50
Materials of packaging	9	6	18	12	5	50
Printed information	6	12	12	13	7	50



Innovation of packaging	6	12	12	12	8	50
Label of packaging	2	13	15	17	3	50
Quality of packaging	9	5	14	14	8	50
Design of packaging	3	18	15	11	3	50
Language used on packaging	14	7	13	11	5	50
Brand image on the packaging	8	13	11	13	5	50

### Interpretation:

- In this table shows that more number of consumers are influenced by color of packaging, and image, language used on the packaging and material used on the packaging. Less consume influenced by other elements of product packaging it shows that more number of consumer attracted by well and attracted product packaging so, companies more focus on visual and color, content of the packaging.

**05. Table shows that information about the product packaging which consumer feel essential to be available on the packaging.**

Elements	Strongly agree	Agree-	Normal-	Disagree-	Strongly disagree-	Total
Name of Brand	14	07	11	09	09	50
Type of product	04	15	12	16	03	50
Weight	07	12	13	13	05	50
Quality mark	06	17	09	10	08	50
Safety	16	13	13	04	04	50
Contents	06	16	08	11	09	50
Expiry date	09	10	11	08	12	50
Instructions	08	12	07	16	07	50
Manufacturing	10	09	13	12	06	50
Other	08	08	18	11	05	50

### Interpretation

- The above table shows that providing the detailed picture about what consumer wanted to have on their product package, study reveals that respondents are choose the product basis of name of the product, safety, weights, contents, Manufacturing address, Expiry detail respectively which they feel necessary but, when it comes to the type and instruction about product most of consumer said that not necessary. This study shows that how consumer prefers information on the product while buying so; manufacture

must considered these elements to while designing the product package to attract the consumer according to their expectations.

#### 06. Table shows that how respondents are willing to pay high price for better/attractive packaging

Particulars	No. of respondents	Percentage
Certainly	9	18%
Probably	16	32%
Not sure	9	18%
Probably Not	7	14%
Never	9	18%
Total	50	100%

#### Interpretation

- The above table shows that 32% of the consumer's are said that probably they would pay an extra for the better and attractive packaging and 18% of respondents are said that certainly pay the amount for the better packaging. And 18% of the respondents are said that they are not sure about the payment for a better and attractive packaging. 14% and 18% people said that they are not ready to pay for the better and attractive packaged product. So, study reveals that price of the product is secondary thing in buying decision so manufacture should offer goods to the targeted consumer with well and attracted packaging

#### 10. Conclusion:

The study reveals that product can affect a consumer's decision while purchasing a product. And packaging is very important promotional and silent promotional tool in today's marketing communications. Consumer has become quite aware of what they are purchasing over the years. And Consumers are showing positive attitudes towards packaging because it ensures product safety and hygiene. The packaging color helps consumers differentiate their favorite brands, and it helps companies catch the attention of consumers.. Printed information contains all the information related to the product's quality, price, and description, which aids in identifying the product and facilitates the purchase decision process. A product's value in the minds of consumers is also increased by innovation in its packaging design. According to their study we could say that there is a scope for the products packaging and continues research is required by companies for more improvement ,innovation and development sin product packaging according to the changing market conditions and influence the consumer by well product packaging so, there is a need for further study and research in this area.

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