

AN EFFECTIVE STUDY ON “HOW CAN PACKAGING AFFECT CONSUMER CHOICES AS AN EFFECTIVE MARKETING TOOL?” IN CONTEXT TO GHAZIABAD, UTTAR PRADESH

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ABSTRACT

The goal of this study is to examine how toothpaste packaging in India may affect customer purchasing decisions. Online mode was used to acquire data from 50 samples. Packaging and its attributes, such as color, picture inserts, design, amount of goods, printed information, innovations, font style, etc., have a significant impact on the consumer's purchasing choice. The main goal of this study is to discover the packaging components that enhance the value of dentifrices and hence affect customer purchasing decisions. In addition to assisting marketers in rethinking the packaging of oral care products, this research will provide strategists with the knowledge they need to develop fresh approaches. Additionally, enterprises should strive on offering larger product sizes that would save their clients' money because of the size of Indian families.

Keywords: Denitrifies, packaging, innovation, toothpaste.

INTRODUCTION

The science and art of enclosing, safeguarding, storing, and using this technology for product sales and distribution is known as packaging. The process of designing, analysing, and producing packages is sometimes referred to as packaging. Packaging is a general term for a coordinated system of preparing items for travel, warehousing, logistics, sale, and final use. (1)

The packaging of toothpaste (POT) is fully integrated into industries, institutions, government, business, and personal care usage and serves as a means of protection, preservation, transportation, information, and marketing among many oral care businesses. Additionally, packaging aids in product placement among the many toothpaste brands and is designed in accordance with customer perception and the purchase decision point that characterizes the majority of shopping occasions.

The packaging requirements for toothpaste are continually changing due to new dentifrices, legislative changes, and technological advancements in the dental care industry (DCI). The significance of other issues including anti-counterfeiting measures, kid resistance, and elder and consumer friendliness is only growing.

(2)

In an oligopoly market, it might be challenging for vendors to persuade customers to make a replacement product a frequent purchase. Along with making a memorable usage experience and differentiating comparable items from rivals, companies also need to make a consumer feel the urge to use the same product repeatedly. A brand would overcome the subconscious barrier of supplier anonymity to accomplish this.

Contrarily, packaging will be employed to appeal to a buyer's senses by having an appealing, colourful, unique, and beautiful appearance. Numerous studies conducted in the past and present have demonstrated the linear association between a certain quality impression and the consumer's positive affirmation of their purchasing behaviour. Furthermore, a survey done for the purpose of this research employed an unfavourable sample of the Indian youth market to provide the data. (3)

On toothpaste containers, non-verbal and verbal cues, colors, and images are highlighted to draw attention, especially when customers are unfamiliar with the brands. Furthermore, it is asserted that packaging draw attention when their looks deviate from those of a product class. With over 70% of the oral care market, toothpaste is the largest category. The toothpaste market is thought to be worth between 10,000 and 12,000 CR. (4)

LITERATURE REVIEW

Packaging may be described as the development of a product's container and package by adding value to the product wrapping with artwork and labeling. Packaging is regarded as the product's silent salesperson since it sells the goods invisibly and effectively (5). The packaging of toothpastes assists consumers in selecting among a large choice of comparable brand items, and it also increases customers' purchasing behavior. Three methods of packaging are used: primary (the initial A tube, squeeze tube, or collapsible tube), secondary (wrapper and additional packaging added to the product to protect it), and transportation packaging (large boxes or wooden boxes to carry a large number of products and aid in transportation without causing product damage). (6)

Printed on toothpaste packaging are the following items: -

Type of Category or Product.

- A brand that represents a product.
- Variant: The other alternative choices that are comparable to the product.
- Reasons to Buy: justifications for why the buyer should buy the product, including its practical advantages.
- Functional Benefits: What the product actually offers.
- Call to Action: Why should the buyer purchase the product? Size, Weight, Color, Content, and Other Details - Details about the product's
- Size, weight, and other details are important.
- A product's emotional end promise or benefit is how it will meet the demands of the customer.

The consumer's buying intention is shown by his or her willingness or intention to purchase the product. Consumers' purchasing intentions vary over time as a result of changes in their interests and preferences, as well as changes in society or their personal experiences. If a consumer uses a product once and it is unable to meet their needs, they will automatically switch to another product of their choice. In a similar vein, if a consumer must attend a family event, they will prefer a different type of oral care product than the one they typically use (7).

RESEARCH OBJECTIVE

- To research the motivations behind toothpaste purchases by consumers.
- To research how toothpaste packaging affects consumer purchasing decisions.
- To investigate the connection between toothpaste sales and packaging.

RESEARCH DESIGN

A research study's aims are guided by a thorough blueprint called the research design. Analytical descriptive research design is the method used in this particular research study. The study is an investigation and assessment of the effect of packaging on customer purchasing decisions for dental care goods. Descriptive research design is what it is. The study is descriptive and conclusive. The questionnaire was used to get the

primary data, while the internet, magazines, etc. were used to gather the secondary data. Customers who buy and use toothpaste made up the sample unit.

RESEARCH LOCATION

Data for this study came from the areas of Ghaziabad, Uttar Pradesh, in India. There were people of various ages in the study population. For this investigation, a stratified random sampling strategy was employed. Based on the target population's overall level of toothpaste consumption (known, at least in the aggregate, from retail data), distinct age groups were created. To guarantee impartial data, samples from each stratum were chosen at random. There were 50 responders in all.

DATA COLLECTION

This research study used a structured questionnaire as its major technique of data gathering. There were a few closed-ended and a few open-ended questions on this questionnaire. This was designed to be simple for responders to complete and to get the most amount of data possible.

FINDINGS, ANALYSIS, AND DATA INTERPRETATION

❖ Age of Respondent:

A variety of age groups were chosen for the survey, and the sample design is categorized by age. 50 participants were chosen for the survey, which is shown in Table 1:

AGE GROUP	% OF RESPONDENT	NO. OF RESPONDENT
BELOW 18	13.5%	7
18-35	30%	15
35-60	44%	22
ABOVE 60	12.5%	7
TOTAL	100%	50

TABLE 1

❖ Customer preferences that affect the selection of toothpaste:

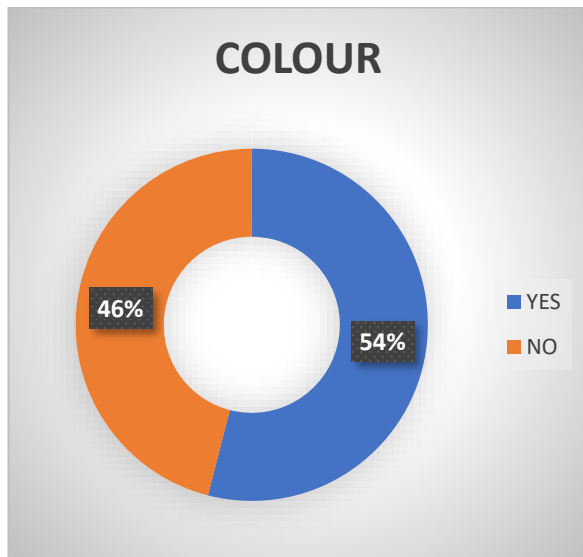
Respondents were asked how packaging affected them when it came to dental care goods. They were asked to select the option that best represents their viewpoint from a set of four options. Below are the options presented and the outcomes that the question yielded:

- Typically falls in love with the product's packaging and buys it: 18%
- Will purchase Dentifrices with respectable packaging: 41%
- Focuses more on product size and sees packaging as only one component: 32%
- only takes into account the product's utility: 9%

❖ Colour:

With the potential to communicate and express a specific promotional message, colour may play a significant part in packaging. This message may ultimately generate good or negative feelings in customers. Different colours have different connotations, such as the calming effects of blue and its associations with wealth, security, and trust; the low cost or cheerfulness of orange; the excitement and stimulation of red; the cheerfulness and joy of yellow; and the awareness of health and well-being that green connotes. Thus, colour has a significant influence on toothpaste packaging.

Influence NO	Influence Yes
46%	54%

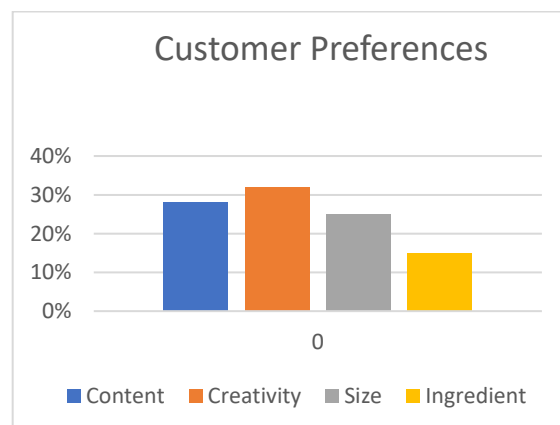


❖ Packaging characters that influence consumers:

Numerous characteristics of packing have been researched.

Respondents were asked to rank the importance of the various package characteristics.

The manufacture date, component weights, photos, usage instructions, and other information are all included on toothpaste packaging.



CONCLUSION AND DISCUSSION

Here are the findings of our investigation on how packaging affects customer purchasing decisions for dental care products:

1. In today's marketing communications, creative packaging for toothpastes should be seen as a useful instrument, requiring a more thorough investigation of its constituent parts and having a significant influence on customer purchasing decisions.

2. By evaluating the significance of each component separately, it is possible to determine how the package and its components will affect a customer's buying choice. Graphics, color, size, packaging material, wrapper design, printed information, and brand should all be taken into consideration as significant package components for this goal.
3. Additionally, it is important to assess how package components affect customer purchasing decisions in light of the degree of consumer engagement, the urgency of the situation, and the unique traits of the consumer.
4. Based on the study, it has been shown that toothpaste packaging makes marketing easier since it tells the consumer the product's purpose directly, as opposed to advertising and other promotion efforts.
5. According to the study, there is a strong correlation between a company's packaging and its brand image. The perception that consumers have of a brand is significantly influenced by its packaging.

LIMITATION

Our study has four major limitations. We have acknowledged them by listing the following:

Our study was limited to only one product category, dental care goods, which is one of its limitations. The sample size being so tiny is another drawback. The study's focus on a small number of toothpaste characters is a third significant drawback, and its focus on respondents from Ghaziabad, Uttar Pradesh, is a fourth.

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