

**DISSERTATION
ON
‘IMPACT OF PACKAGING ON CONSUMER
BUYING BEHAVIOUR’**

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CHAPTER 1

INTRODUCTION

- 1.1 Introduction**
- 1.2 Rationale for the Dissertation**
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1.1 Introduction:

Packaging of a product has many functions including containment, protection, convenience and communication. Product packaging serves to consolidate unit loads of shipping, to protect the product inside during the period of shipping, to convey necessary information. Other than these functions packaging is also used in marketing activities. The labels on the product can be used to encourage potential buyers to purchase the product. Companies use attractive colors, logos, symbols and captions to promote that can influence purchase decision.

According to Rundh (2005) package attracts consumer's attention to brand, enhances its image, and influences consumer's perceptions about product. Also, package imparts unique value to products.

In this competitive environment packaging has become an effective tool to capture the consumers purchase intention. Packaging performs the important role for attracting the customers. We can see the buying intentions of children. The design of the wrapper attracts the children, so organisations' design the wrapper in such a way that it is attractive to their eye.

However, the purpose of this study is to evaluate the consumer buying behavior after evaluating certain attributes of packaging used by the companies. This study also questions, how the major brands use packaging for creating stronger brand image.

1.2 Rationale for the Dissertation:

The motivation behind this research is to discover the primary significant components related with the packaging impact, which are driving the achievement of a brand.

Organizations to make the correct packing for their items, they should comprehend the consumer buying process and understanding the role and the effect of packing as a variable that can impact the purchase decision. Along these lines, by understanding what components impact the buying conduct and what packing components are most significant assistance organizations settling on the correct choices about packaging their items.

This research will recognize the connection between consumer buying process as the principle variable of the examination and some free factors like packaging color, font, material, design, information, brand image, size and innovation that help consumers in their buying process. The essential research information is gathered through an organized poll. Therefore, the examination attempts to discover the main factors that have an effect and impacts consumers purchase decision.

1.3 Objectives of the Study:

- a. To find how the packaging variables influence consumer buying behaviour.
- b. To understand how effective packaging guides the marketers to gain the customer loyalty.
- c. To find how the product packaging changes the perception of consumers, which effect over purchase intention.
- d. To understand the impact of packaging on major brands.

1.4 Research Methodology:

This study used different methodologies to explain the process of research, methods of data collection, sample selection, and ways of analyzing the data. Research is an intensive activity that is based on the work of others and generating new ideas to pursue new questions and answers. The main purpose of this paper was to identify the impact of the packaging elements on the consumer buying behavior. The buyer behavior of consumers is a dependent variable that is influenced by the independent variables used in the study. The paper used both types of data, primary and secondary. The primary data was collected through a structured questionnaire. Whereas, secondary data was collected from books, textbooks, online articles, journals, etc.

This study collected data from respondents using a structured questionnaire in order to find out the packaging elements that have an impact on the buying behavior of customers. The statistical tools SPSS (PASW Statistics), Excel and Google Forms were used for data analysis.

1.5 Expected scope and outcome of the project:

- a. The study focuses on identifying the effect of packaging on consumer buying behaviour.
- b. The study also identifies the success and failures of packaging over time.

1.6 Limitation of the Project:

- a. This study is done based on the data provided by the respondents.
- b. The major respondents of this study are around the age of 20-25.
- c. Respondent bias was one of the major limitations of research, and there might not be perfect positive responses from all the respondents.

CHAPTER 2

LITERATURE REVIEW

2. LITERATURE REVIEW

Jeffrey R Pohtam says that Packaging could be treated as one of the most valuable tools in today's marketing communications, necessitating more detailed analysis of its elements and an impact of those elements on consumer buying behaviour. Journal of Management in Practice (2016).

A 2014 study, "Impact of Product Packaging in Consumers' Buying Behavior," published in the European Journal of Scientific Research describes this response: "...the packaging is perceived to be part of the product and it can be difficult for consumers to separate the two (the concept of gestalt).

Rita Kuvykaite (2009) has descriptive research. According to Rita package attracts consumer's attention to brand, enhances its image, and influences consumer's perceptions about product.

Brewer (2006) found that customers learn colour associations from current brands in the market, which lead them to prefer certain colours of various product categories.

Food items brands utilize a range of packaging attributes, which includes packaging colors, packaging designs, shapes, messages, and symbols (Pinya Silayoi & Mark Speece, Oct 2004). These attributes draw in and support the consideration of buyers and assist them with relating to the images introduced. Also, package imparts unique value to products. (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004).

Lichtle (2002) found that consumers take different meanings of different colour and it relates the colour with their beliefs and preferences. In packaging layouts, the placement of visual elements also plays an important role for consumer psyche, because a psychic research of Rettie and Brewer, (2000) indicates that brain laterality results in an asymmetry in the perception of elements in packaging designs. The recall of package elements/attributes is likely to be influenced by their lateral pass position on the package, as well as by other usually recognized factors, such as font color, font size and font style.

CHAPTER 3

CONCEPTUAL FRAMEWORK

3.1 FOUNDATION

3.2 INDEPENDENT VARIABLE

3.3 DEPENDENT VARIABLE

3.1 Foundation

The definitions of ‘packaging’ vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging can be defined quite simply as an extrinsic element of the product (Olson and Jacoby (1972)) - an attribute that is related to the product but does not form part of the physical product itself. “Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used” (Arens, 1996).

Packaging may be discussed in relation to the type of product being packaged: medical device packaging, bulk chemical packaging, over-the-counter drug packaging, retail food packaging, military material packaging, pharmaceutical packaging, etc.

Consumer behavior is the study of how people are making purchase decisions to satisfy their needs, wants or desires, and how their emotional, mental, and behavioral responses influence the buying decision. To analyze consumer behavior, people are using concepts and ideas from various fields such as psychology, economics, biology, and chemistry.

3.2 Independent Variables

a. Colour

Humans are visual beings. Almost 90% of people decide to buy a product looking at the color. Colour has a very strong influence on our feelings and brain.

One colour can stimulate different feelings. For instance, red triggers powerful emotions and a sense of urgency. Red triggers appetite which is why several food brands make use of it. We can usually see the use of red colour in candies. We tend to buy them in urgency.

Also, Netflix, Coca Cola, and H&M use red colour in their logos.

b. Font

It's widely accepted that fluent fonts, such as Helvetica, are easy to process and the processing they

facilitate should create a positive effect that consumers generally misattribute to the quality of the related object. It is the most used font in the world. As a result, many companies including BMW, American Airlines, LG, Microsoft, etcetera used Helvetica in their brand logos.

c. Quality of Material

A research conducted by Harry Harlow's from the 1960s. The scientist separated little monkeys from their mothers and tested their choice between two surrogates. One was made with hard wire and another was made with soft material. Both provided food. The monkeys went to the one made with the soft material.

In marketing, the sense of touch is used primarily in conjunction with the sense of sight. As humans feel a natural need to touch what interests us visually.

d. Design

As the economy and globalization continue to drive innovation, the sheer variety of new ways to brand and package items becomes innumerable. Brands use their aesthetics and design to influence how consumers connect with the brand on an emotional level.

e. Information

Consumers can change his/ her decisions based on information printed on the packaging. Mostly in merchandise and FMCG products consumer can evaluate the product only based on printed information.

f. Brand image

Strong brand images improve perceptions of quality and benefits, reduce perceived risk, and soften the consumer tendency to evaluate only the basis of price. Taken together, these factors all improve consumer purchase intentions.

g. Innovation

Innovation on the product can add value to the product in the consumer's mind if it meets his/her need. The innovation must be practical. Manufacturers today try to make their product look appealing with lower production cost. The innovation might motivate consumers to adopt the product.

h. Size

A bulky size of the packaging might play with the consumers' emotions. While the consumers' expectations are very high looking at the packaging, but the product might be very less.

It is also costly friendly and environment friendly to use the right size for packaging. Research shows that having the right packaging size also protects the products from damaging.

3.3 Dependent Variable

a. **Consumer Buying Behaviour**

Over here we try to observe how the independent variables affects the decision of the consumer buying behaviour.

CHAPTER 4

DATA ANALYSIS

4.1 DESCRIPTIVE STATISTICS

4.2 CORRELATIONS

4.3 ONE SAMPLE T-TEST

4.1 Descriptive Statistics

A structured questionnaire was sent to 150 participants. The descriptive statistics shown in table 1, shows the demographic characteristics of the respondents. The study was taken from different age groups in India. The questionnaire consisted of 14 questions out of which 6 questions were based on demographic characteristics and 8 questions were on the buying behaviour of the respondents.

Table 1

Descriptive Statistics			
		Frequency	Percentage
Gender	Male	80	53.3
	Female	70	46.7
Age	Less than 20	48	32
	20	40	26.7
	21-30	35	23.4
	31-40	7	4.9
	41-50	14	9.5
	Greater than 50	6	3.5
Education	Secondary	50	33.3
	Bachelors	76	50.7
	Masters	13	8.7
	Doctorate	2	1.3
	Diploma	9	6
Job	Student	89	59.3
	House Manger	6	4
	Engineer	15	10
	Business	6	4
	Educator	2	1.3
	Medicine	4	2.7
	Research	1	0.7
	Retired	1	0.7
	NIL	26	17.3

The tables below show the frequency and percentage of the respondents for the independent factors.

Table 2: Packaging colour impacts the consumer buying behaviour

		Frequency	Percentage
Response	Strongly Agree	28	18.7
	Agree	70	46.7
	Neutral	30	20
	Disagree	15	10
	Strongly Disagree	7	4.7
	Total	150	100

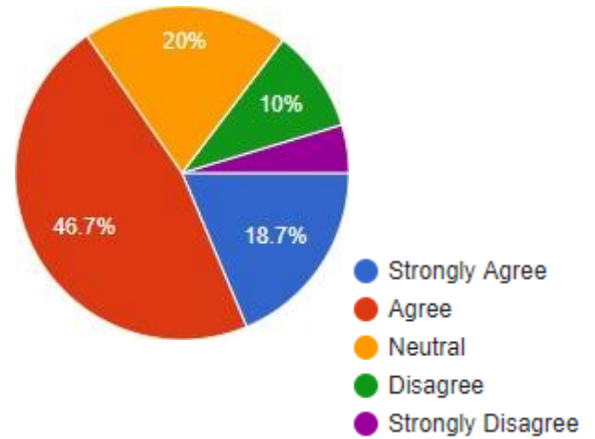


Table 3: The font on the packaging impacts the consumer buying behaviour

		Frequency	Percentage
Response	Strongly Agree	46	30.7
	Agree	69	46
	Neutral	26	17.3
	Disagree	7	4.7
	Strongly Disagree	2	1.3
	Total	150	100

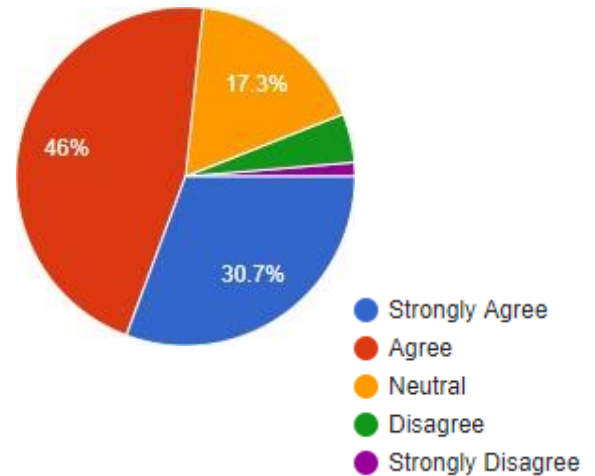


Table 4: The material of the packaging impacts the consumer buying behaviour

		Frequency	Percentage
Response	Strongly Agree	48	32
	Agree	73	48.7
	Neutral	17	11.3
	Disagree	11	7.3
	Strongly Disagree	1	0.7
	Total	150	100

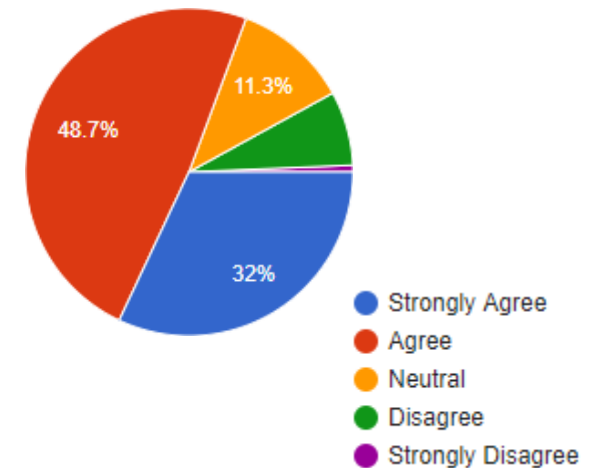


Table 5: The design of the package impacts the consumer buying behaviour

		Frequency	Percentage
Response	Strongly Agree	45	30
	Agree	55	36.7
	Neutral	32	21.3
	Disagree	15	10
	Strongly Disagree	3	2
	Total	150	100

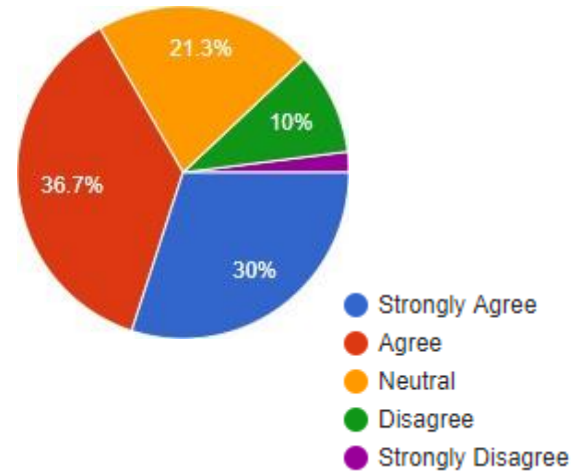


Table 6: The printed information on the packaging impacts the buying behaviour

		Frequency	Percentage
Response	Strongly Agree	50	33.3
	Agree	56	37.3
	Neutral	32	21.3
	Disagree	8	5.3
	Strongly Disagree	4	2.7
	Total	150	100

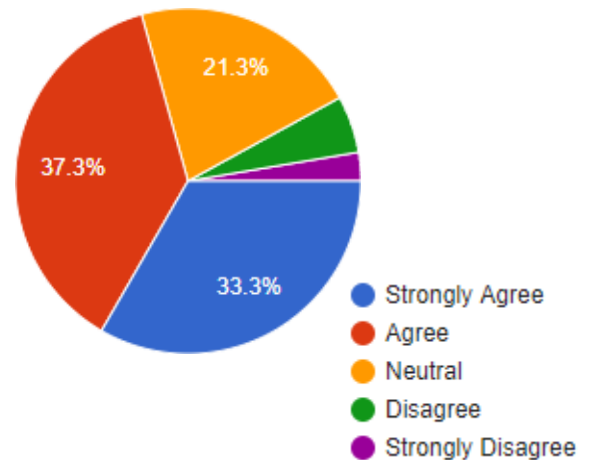


Table 7: The brand logo on the packaging impacts the consumer buying behaviour

		Frequency	Percentage
Response	Strongly Agree	38	25.3
	Agree	59	39.3
	Neutral	37	24.7
	Disagree	12	8
	Strongly Disagree	4	2.7
	Total	150	100

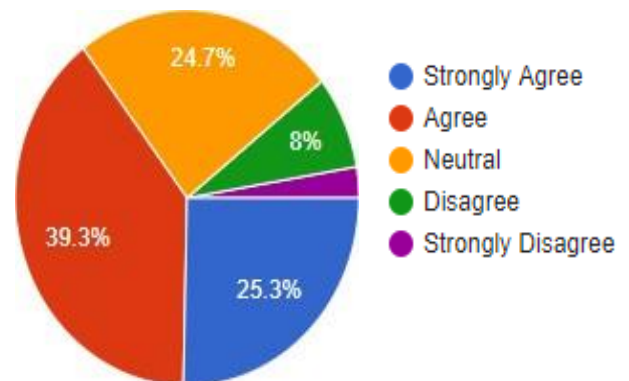


Table 8: Different innovations on the packaging design impacts the consumer buyingbehaviour

		Frequency	Percentage
Response	Strongly Agree	43	28.7
	Agree	57	38
	Neutral	30	20
	Disagree	16	10.7
	Strongly Disagree	4	2.7
	Total	150	100

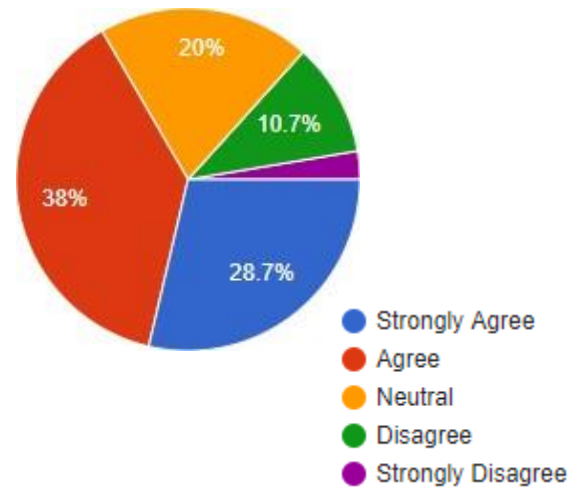
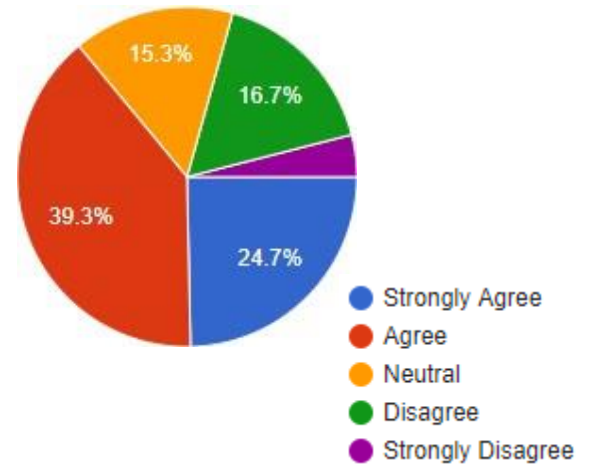


Table 9: The size of the packaging impacts the buying behaviour

		Frequency	Percentage
Response	Strongly Agree	37	24.7
	Agree	59	39.3
	Neutral	23	15.3
	Disagree	25	16.7
	Strongly Disagree	6	4
	Total	150	100



4.2 Correlations

Table 10

		Buying behaviour	The packaging color impacts consumer behavior during buying process
Buying behaviour	Pearson Correlation	1	.713**
	Sig. (2-tailed)		.000
	N	150	150
The packaging color impacts consumer behavior during buying process	Pearson Correlation	.713**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The packaging color impacts consumer behavior during buying process

H0: The packaging color does not impact consumer behavior during buying process

In the table 10 we can see that the two variables packaging colour and buying behaviour are positively correlated as $r = .713$ and $p = .000$

So, we reject the null hypothesis, which means that the color impacts the consumer buying behaviour.

Table 11

		Buying behaviour	The font of the package is attractive and impacts decision in the buying process
Buying behaviour	Pearson Correlation	1	.640**
	Sig. (2-tailed)		.000
	N	150	150
The font of the package is attractive and impacts decision in the buying process	Pearson Correlation	.640**	1
	Sig. (2-tailed)	.000	
	N	150	150

H1: The attractive font on packaging impacts consumer behavior during buying process

H0: The attractive font on packaging does not impact consumer behavior during buying process

In the table 11 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .640$ and $p = .000$

So, we reject the null hypothesis, which means that the attractive font design impacts the consumer buying behaviour.

Table 12

		Buying behaviour	The quality of the packaging material impacts decision in the buying process
Buying behaviour	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	150	150
The quality of the packaging material impacts decision in the buying process	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The quality of the packaging material impacts decision in the buying process

H0: The quality of the packaging material does not impact decision in the buying process

In the table 12 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .540$ and $p = .000$

So, we reject the null hypothesis, which means that the quality of the packaging material impacts decision in the buying process.

Table 13

		Buying behaviour	The package design has an impact on product selection during buying process
Buying behaviour	Pearson Correlation	1	.730**
	Sig. (2-tailed)		.000
	N	150	150
The package design has an impact on product selection during buying process	Pearson Correlation	.730**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The package design has an impact on product selection during buying process H0: The package design does not have an impact on product selection during buying process

In the table 13 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .540$ and $p = .000$

So, we reject the null hypothesis, which means that the quality of the package design has an impact on product selection during buying process.

Table 14

		Buying behaviour	The information on the package helps in buying process
Buying behaviour	Pearson Correlation	1	.303**
	Sig. (2-tailed)		.000
	N	150	150
The information on the package helps in buying process	Pearson Correlation	.303**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The information on the package helps in buying process

H0: The information on the package does not help in buying process

In the table 14 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .303$ and $p = .000$

So, we reject the null hypothesis, which means that the information on the package helps in buying process.

Table 15

		Buying behaviour	The brand image on the package has an impact on consumer buying process
Buying behaviour	Pearson Correlation	1	.524**
	Sig. (2-tailed)		.000
	N	150	150
The brand image on the package has an impact on consumer buying process	Pearson Correlation	.524**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The brand image on the package has an impact on consumer buying process
H0: The brand image on the package has no impact on consumer buying process

In the table 15 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .524$ and $p = .000$

So, we reject the null hypothesis, which means that the brand image on the package has an impact on consumer buying process.

Table 16

		Buying behaviour	Innovation is important in consumer buying process
Buying behaviour	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	N	150	150
Innovation is important in consumer buying process	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: Innovation is important in consumer buying process H0: Innovation is not important in consumer buying process

In the table 16 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .693$ and $p = .000$

So, we reject the null hypothesis, which means that innovation is important in consumer buying process.

Table 17

		Buying behaviour	The size of the packaging has an impact on consumer behaviour during buying process
Buying behaviour	Pearson Correlation	1	.417**
	Sig. (2-tailed)		.000
	N	150	150
The size of the packaging has an impact on consumer behaviour during buying process	Pearson Correlation	.417**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

H1: The size of the packaging has an impact on consumer behaviour during buying process

H0: The size of the packaging has no impact on consumer behaviour during buying process

In the table 17 we can see that the two variables packaging font and buying behaviour are positively correlated as $r = .417$ and $p = .000$

So, we reject the null hypothesis, which means that the size of the packaging has an impact on consumer behaviour during buying process.

4.3 One sample t-test

The One Sample t Test determines whether the sample mean is statistically different from a known or hypothesized population mean. This test will help us identify if the independent variables have/ not have an impact on consumer buying behaviour.

Table 18: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The packaging color impacts consumer behavior during buying process	150	3.6467	1.04359	.08521
The font of the package is attractive and impacts decision in the buying process	150	4.0000	.88991	.07266
The quality of the packaging material impacts decision in the buying process	150	4.0400	.88901	.07259
The package design has an impact on product selection during buying process	150	3.8267	1.03461	.08448
The information on the package helps in buying process	150	3.9333	1.00112	.08174
The brand image on the package has an impact on consumer buying process	150	3.7667	1.00613	.08215
Innovation is important in consumer buying process	150	3.7933	1.05739	.08634

Table 18: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The size of the packaging has an impact on consumer behaviour during buying process	150	3.6667	1.12725	.09204

In the table 18, N is the number of participants that filled the questionnaire. Here, mean is the responses of the participants, the minimum value is 1 and maximum value is 5.

Standard deviation tells us how measurements of the group are spread out of each other (lower standard deviation means the numbers are closer whereas, higher standard deviation means the numbers are more spread out).

The hypothesis that we are testing are as follows: -

H1: The packaging color impacts consumer behavior during buying process

H2: The font of the package is attractive and impacts decision in the buying process

H3: The quality of the packaging material impacts decision in the buying process

H4: The package design has an impact on product selection during buying process

H5: The information on the package helps in buying process

H6: The brand image on the package has an impact on consumer buying process

H7: Innovation is important in consumer buying process

H8: The size of the packaging has an impact on consumer behaviour during buying process

Table 19: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The packaging color impacts consumer behavior during buying process	7.589	149	.000	.64667	.4783	.8150
The font of the package is attractive and impacts decision in the buying process	13.763	149	.000	1.00000	.8564	1.1436
The quality of the packaging material impacts decision in the buying process	14.328	149	.000	1.04000	.8966	1.1834
The package design has an impact on product selection during buying process	9.786	149	.000	.82667	.6597	.9936
The information on the package helps in buying process	11.418	149	.000	.93333	.7718	1.0949
The brand image on the package has an impact on consumer buying process	9.332	149	.000	.76667	.6043	.9290
Innovation is important in consumer buying process	9.189	149	.000	.79333	.6227	.9639
The size of the packaging has an impact on consumer behaviour during buying process	7.243	149	.000	.66667	.4848	.8485

The value of t is larger; $t \neq (<-1.976 \text{ or } +1.976>)$ and the value of p is also smaller than (<0.05). Which states that we must reject the null hypothesis and accept the alternate hypothesis.

Which brings us to the conclusion that the independent variables (color, font, quality, design, information, brand image, innovation, and size) have an impact on the dependent variable i.e. buying behaviour.

CHAPTER 5

IMPACTS OF PACKAGING ON BRANDS

5.1 Independent variables used by Apple Inc.

5.2 Learnings from the packaging failures in the history.

5.1 Independent Variables used by Apple Inc.

Apple's look is simple and clean with few words and life-sized images of the products. It builds anticipation and makes the product the star of the show. Although the materials used are nothing more exciting than cardboard and cellophane, they are the best examples of these packaging mainstays and put together in a way that conveys class and elegance.

Apple used the most popular font Helvetica on their products from 2007 to 2014. Until they customized their own font San Francisco.

Every part of the packaging is designed to be clean, simple and direct. The design is simple in a world of clutter and constant sensory over-stimulation. Apple's iconic sensory experience is the literal expression of the absence of eye-grabbing colors and images – white. And that minimalism is exactly the thing that attracts the eye.

To ensure that opening the box is a unique experience, designer creates and tests endless versions of box shape, angles and tapes. This isn't just about esthetics. It's also about a package that's easy for customers to open, easy for them to identify the component parts, and easy for them to start using.

On brand image, the research (*The International Journal of Social Sciences and Humanities Invention*, vol. 5, Issue 12, December, 2018) suggests the company's management to consistently offer products with up-to-date models in order to make the brand image of Apple iOS smartphone more attractive and recognizable. According to this study, respondents assume that smartphone with up-to date and interesting models is a high brand image.

Changes in iPhone packaging from iPhone 6s to iPhone 7 illustrate the significant impact potential of these efforts. With sales of iPhone exceeding 200 million units in fiscal year 2015, iPhone represented a key target for high-impact packaging changes. Apple teams looked for opportunities to change both the quantity and type of materials used in iPhone packaging. For iPhone 6s packaging, we used two stacked plastic trays—one to hold iPhone and the other to secure the accessories. For iPhone 7, a new design allowed a single tray to do the work of two, eliminating the need for a second tray and significantly reducing material use.

5.2 Learnings from Packaging Failures in the history

a. Tropicana Orange Juice – PepsiCo

In early 2009 PepsiCo redesigned a new cartoon for its popular orange juice. Investing 35 million dollars on advertising campaign. The sales were gradually dropping. By the end of 2 months almost 20% sales had dropped. There was a loss of 30 million dollars.

The consumers were emotionally bonded with the original packaging. Many consumers didn't recognize the product on the shelves of the supermarket. Major changes were done on the design. One of the major changes was, the symbol of the orange with the straw signified freshness which was replaced with a glass of juice. Consumers were thrown away as they were committed to the previous design. When consumers saw the new design, they didn't recognize it therefore decided not to purchase it.

b. Life Savers Soda

Life savers candy was developed in 1912 by chocolate maker Clarence Crane. The candy was a success. After a few years they produced a drink Life savers soda. The bottle was decorated with the same red, yellow, green and orange stripes as the candy wrapper. In 1980's they failed, as the consumers thought it was going to be similar in taste as the candy. They felt like they would be drinking candy from the bottle. Although the soda was good in taste it couldn't succeed in the market.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

6.2 Recommendation

6.1 Conclusion

It is a saying that sometimes packaging could be more expensive than the product, this saying is true. Most companies spend excessively on the packaging of the product. As packaging makes the product visible to the consumers in such a competitive market. So, it becomes very important to have a good packaging.

From the obtained results we can lay down the Impact that the independent variables can create on the consumer buying behaviour.

The packaging colour, shape and size help the consumers to differentiate the consumers favorite brand from the competitors. All these elements contribute each of the important effort to catch consumers' attention.

Consumers value information in their product as they get information about the product, its origin, its content, usage, and sometimes recipes.

Bringing innovation in the packaging design increases the value of the product and urges the consumer to buy the product. As well as gives them the sense of urgency to buy the innovative products.

Most consumers like the product quality after they purchased their desired packaged products. Based on those facts we cannot say there is a hundred percent equal relationship between good package and good package quality, but there is positive thinking about the well-defined package shows high product quality.

People are becoming more and more demanding packaging has been gradually shown its important role in a way to serving consumer by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasing important role of packaging as a

strategic too to attract consumers' attention and their perception on the product quality.

6.2 Recommendations

All the marketing units pay attention for good packaging. Poor packaging can lead to product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Reserchers believe that culture differences do have an impact on companies. Initiatives to design product package, for instance, during our research, the choices of packaging colours are quite different between various customers. Thus, it is recommended that it is important for international companies to take a consideration of culture differences when they design the product package in different parts of the world.

Going ecofriendly could be one of the positive ways to target eco-conscious customers of today. People are aware of the positive impacts of eco-friendly packaging on the environment and prefer buying it over others.

Make low cost packaging look chic. The example which we have already discussed from Apple Inc. They use fiber-based materials which can be recycled and inexpensive to the company. This is a very smart way to package their products cheap and eco-friendly.

Another example which we discussed from PepsiCo. Tells us that, we shouldn't take the identity of the product and replace it. The brand recognition is also a very important aspect of packaging. It should be kept consistent in all the products. If required minimal changes can be done like Starbucks has done over the years.

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ANNEXURES:

Questionnaire

Dear participants, my name is Kritika Shah and I'm conducting research for my dissertation on the topic "Impact of packaging on consumer buying behavior". I would like to assure you that your personal information will remain confidential.

Kindly take a moment to fill out the questionnaire below. Thank you for your time.

Education	
Name	
Gender	
Age	
Profession	

S.No.	Questions	Agree	Strongly Agree	Neutral	Disagree	Strongly disagree
1.	Color of packaging matters to me while purchasing a product.					
2.	The creative font styles are attractive.					
3.	A product packed in a high-quality material, is more preferable.					
4.	I prefer attractive package design while buying.					
5.	I evaluate the product according to the printed information while purchasing.					
6.	I get influenced by a brand image/brand logo to buy the product.					
7.	Innovative packaging changes my decision while buying.					
8.	Size of the packaging matters.					