

A study on impact of packaging on consumer buying behaviour at sumeru industries

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Abstract

The aim of this thesis is to get the A study to point toward role of packaging on consumer buying behavior. The basic purpose of behind it to find out how such factors are behind the success of packaging. According to this research I try to find the positive relationship between independent variable and dependent variables. For collecting the data, I will use the questionnaire, while for analysis I will use SPSS. A sample of 100 consumers will be selected to test the reliability of the model.

Keywords: impact of packaging.

In today's competitive market packaging does not only works as protecting a product rather it has become an essential marketing tool. Research has also proven that packaging has various functions and even low investment in it if compared with advertising and other promotional activities can increase product sales and create a point of difference thus gaining the competitive advantage. Because packaging is the first thing that a consumer encounter at a retail store, therefore if appropriately designed it could boost up sales and build brand equity.

Marketers should therefore choose the aesthetic and functional elements of packaging in order to fulfill the marketing objective and build stronger and positive relationship of brand with consumers while keeping consumers desires and considerations as well. More than two elements are needed in packaging in order for a product to deliver its message to consumers. Design elements of packaging which include brand name, product image, and the shape of its packaging and color associations all help consumers in making their buying decision. Packaging is considered to be the less expensive and an effective tool in marketing communications.

Packaging is important in strengthening the identity of a brand and symbolic qualities that are attached with a brand via packaging. If packaging does not communicate properly and appropriately the information or particularly the nutrient information, then the consumers trust would be broken and consumers would feel deceived. Research has shown that consumers positively evaluate product's packaging if it consistently and coherently conveys the meaning of that product through its packaging elements.

At the point of sale, if consumers are in hurry, they often prefer visual elements of packaging in their purchase decision and if there is no time pressure then they may prefer verbal elements of packaging. In addition, if the product is of high involvement and needs much information then verbal elements of packaging are necessary in influencing the consumer to buy a product and if the product is of low

involvement, then aesthetic and visual elements of packaging are necessary to influence the decision of consumer in buying a product. In order for packaging to create a competitive advantage firms should include it as a creative marketing tool and not just a product strategy.

Review of Literature

Many studies have been done regarding customer satisfaction. The current literature reviews pertaining to this area are described below.

Rita Kuvykaite (2009) studied on A package attracts consumer's attention to particular brand and influences consumer's perceptions about product. The objective of to measure the consumer is not dissatisfied with the packaging available on the market, he would still like to be tempted by functional and attractive packaging ideas, by multisensory appeal and creative design - preferably with packaging ideas made from board. It has helped us to understand the mindset of the consumers regarding the packaging of product and the ways in which packaging should follow to always retain and acquired the customers.

Bed Nath Sharma (2008) studied on New Consumer Products Branding, Packaging and Labeling in Nepal. Consumer new product manufacturers mostly use the label in their products. Basically, they describe that who made it, where it was made, when it was made, what it contains, how to use it etc. Furthermore, they believe that the consumers are properly guided by label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically.

Renaud Lunardo (2009) studied on the influence of label on wine consumption: its effects on young consumers' perception of authenticity and purchasing behavior. The result of the study to paper is to identify the effects of authenticity on purchase behavior. To effects can now be linked with the previous discussion about the buying processing of bottled wine to develop the hypotheses to be tested.

The Influence of Eco-labelling On Consumer Behaviour -**Katharina Sammer And Rolf Wustenhagen (2007)** conducted research. They found that The EU Energy label is used for the two product categories in our survey, light bulbs and washing machines, and investigate the relative importance of this eco-label compared to other product features (like brand name) in consumers' purchasing decisions. The Most Important Result of Analysis Is the Significant Willingness to Pay for Packaging Energy Efficient Products.

Judy Rex, Stuart Wai and Antonio Lobo (2003) studied on The Impact of Colour and Packaging as Stimuli in the Decision-Making Process for a Low Involvement Non-Durable Product. This study suggested that 'flavour' (or variety) should be included in a model for purchasing low involvement products that have different flavour or variety variants. It seems that the impact of colour and packaging as stimuli may need further research.

Research Methodology

For conducting the research, Descriptive research design was used. 100 respondents were taken into consideration. Data were collected through primary as well as secondary sources. For collecting the primary data structured Questionnaire was used. The secondary data for research were collected from website.

Research Objectives

- To check the effect of packaging elements on the detergent powder.
- To measure the relative impact of each packaging element on the consumer.
- To identify the elements which should be highlight while design the packaging.

Data Analysis and Discussion

| Which Factors are mostly affecting to purchase of detergent powder? | | | | | |
|--|---------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Brand | 18 | 18.0 | 18.0 | 18.0 |
| | Design of Packaging | 20 | 20.0 | 20.0 | 38.0 |
| | Price | 17 | 17.0 | 17.0 | 55.0 |
| | Quality | 45 | 45.0 | 45.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The above question is asked to the respondent to know influencing factors on consumer. Above table and pie chart shows that 45% respondent choose or purchase product through checking packaging quality. Where most of people select their product according to brand, price and design of package. Out of 100 respondent 20% respondent select their product through design of package. Out of 100 respondent 17% and 18% respondent say they are selecting their product via price and brand.

| Does packaging of a detergent powder influence your buying behaviour? | | | | | |
|--|-----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 47 | 47.0 | 47.0 | 47.0 |
| | No | 30 | 30.0 | 30.0 | 77.0 |
| | Sometimes | 23 | 23.0 | 23.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The above question is asked to the respondent to know really packaging influence on customer purchasing decision. From the above table and pie chart shows that 47% people agree that packaging influence on customer purchasing decision. While 30% people say that packaging of product does not influence while purchasing. Where 23% people say sometimes, they found the packaging makes their purchasing decision.

| Do you switch your brand due to change in packaging of existing brand? | | | | | |
|---|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 31 | 31.0 | 31.0 | 31.0 |

| | | | | | |
|--|-----------|-----|-------|-------|-------|
| | No | 38 | 38.0 | 38.0 | 69.0 |
| | Sometimes | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

This question is asked to the respondent to know if the packaging of product change, then people really switch their brand or purchase another product. Out of 100 respondent 31% people agree that they are changing their brand if packaging of existing brand was changed. Where 38% people disagree that they don't change if product packaging was changed. 31% people sometimes they change their brand because of packaging change.

| What is your priority towards packaging? | | | | | |
|--|--------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Protective | 20 | 20.0 | 20.0 | 20.0 |
| | Eco-Friendly | 54 | 54.0 | 54.0 | 74.0 |
| | Attractive | 20 | 20.0 | 20.0 | 94.0 |
| | Other | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

This question is asked to know what people think about packaging of the product. Above table and chart shows that 54% respondents say that packaging is eco-friendly and save environment of the earth. Where out of 100 respondent 20% people say that packaging is attractive its means package attracts people to purchase it. Out of 100 respondent 20% respondent says that packaging protects the product and give long life the product.

| One-Sample Test | | | | | | |
|------------------------------|----------------|----|-----------------|-----------------|---|-------|
| | Test Value = 2 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Packaging colour | 2.341 | 99 | .021 | .2700 | .041 | .499 |
| Printed information | 1.565 | 99 | .121 | .1600 | -.043 | .363 |
| Language used on the package | 3.487 | 99 | .001 | .3800 | .164 | .596 |
| Packaging Quality | -.732 | 99 | .466 | -.0700 | -.260 | .120 |
| Package design | 1.989 | 99 | .049 | .2200 | .000 | .440 |

Packaging colour

H0: Packaging colour is not Influencefactor while purchase the detergent powder.

H1: Packaging colour is Influencefactor while purchase the detergent powder.

From the above table the p-value is 0.21 is greater than 0.05. It can be concluded that null hypothesis are accepted, its Packaging colour is Influencefactor while purchase the detergent powder.

Printed information

H0: Printed information is not Influencefactor while purchase the detergent powder.

H1: Printed information is Influencefactor while purchase the detergent powder.

From the above table the p-value is 0.121 is greater than 0.05. It can be concluded that null hypothesis are accepted, its Printed information is Influencefactor while purchase the detergent powder.

Language used on the package

H0: Language used on the package is not Influencefactor while purchase the detergent powder.

H1: Language used on the package is Influencefactor while purchase the detergent powder.

From the above table the p-value is 0.001 is greater than 0.05. It can be concluded that null hypothesis are accepted, its Language used on the package is Influencefactor while purchase the detergent powder.

Packaging Quality

H0: Packaging Quality is not Influencefactor while purchase the detergent powder.

H1: Packaging Quality is Influencefactor while purchase the detergent powder.

From the above table the p-value is 0.466 is greater than 0.05. It can be concluded that null hypothesis are accepted, its Packaging Quality is Influencefactor while purchase the detergent powder.

Package design

H0: Package design is not Influencefactor while purchase the detergent powder.

H1: Package design is Influencefactor while purchase the detergent powder.

From the above table the p-value is 0.049 is greater than 0.05. It can be concluded that null hypothesis are accepted, its Package design is Influencefactor while purchase the detergent powder.

| Did design of detergent powder wrapper inspire you in purchasing? | | | | | |
|---|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 70 | 70.0 | 70.0 | 70.0 |
| | No | 30 | 30.0 | 30.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Out of 100 respondent 70% people say "Yes" it means that design of product wrapper always inspire people to purchase it. Where 30% people say "No" it means that product wrapper does not make any difference while purchasing the product.

| Do you read printed information on the package of detergent powder? | | | | | |
|---|-----|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 76 | 76.0 | 76.0 | 76.0 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | No | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

In above question most of people read information' s printed on packaging because it helps the consumer to evaluate the product. Where 24% people does not read printed information on packaging, they just bought the product without any evaluation.

| Do you evaluate detergent powder according to printed information while purchasing? | | | | | |
|---|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 61 | 61.0 | 61.0 | 61.0 |
| | No | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

From the above table and pie chart through I can say that 61% people evaluate the product through

| One-Sample Test | | | | | | |
|--|----------------|----|-----------------|-----------------|---|-------|
| | Test Value = 2 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| package having attractive back ground | 3.399 | 99 | .001 | .3700 | .154 | .586 |
| Innovation is important in Packaging | -.235 | 99 | .815 | -.0200 | -.189 | .149 |
| The innovative package can change your decision while purchasing | .965 | 99 | .337 | .0900 | -.095 | .275 |
| creative Font Style in Package | 3.431 | 99 | .001 | .4200 | .177 | .663 |
| Wrapper design is important in Packaging | 3.153 | 99 | .002 | .3600 | .133 | .587 |

reading printed information. Where 39% people does not evaluate the printed information means they are bought the product without evaluation.

Package having attractive back ground

H0: Respondent agree that they satisfy with attractive background.

H1: Respondent doesn't agree that they satisfy with attractive background.

From the above table the p-value is 0.001 is greater than 0.05. It can be concluded that null hypotheses are accepted, it can be said that respondent is agree that they always satisfy with attractive background.

Innovation is important in Packaging

H0: Respondent agree that Innovation is important in Packaging.

H1: Respondent doesn't agree that Innovation is important in Packaging.

From the above table the p-value is 0.815 is greater than 0.05. It can be concluded that null hypotheses are accepted, it can be said that respondent is agree that Innovation is important in Packaging.

The innovative package can change your decision while purchasing

H0: Respondent agree that the innovative package can change your decision while purchasing.

H1: Respondent doesn't agree that the innovative package can change your decision while purchasing.

From the above table the p-value is 0.337 is greater than 0.05. It can be concluded that null hypotheses are accepted, it can be said that respondent is agree that the innovative package can change your decision while purchasing.

Creative Font Style in Package

H0: Respondent agree that the Creative Font Style in Package.

H1: Respondent doesn't agree that the Creative Font Style in Package.

From the above table the p-value is 0.001 is greater than 0.05. It can be concluded that null hypotheses are accepted, it can be said that respondent is agree that the Creative Font Style in Package.

Wrapper design is important in Packaging

H0: Respondent agree that the Wrapper design is important in Packaging,

H1: Respondent doesn't agree that the Wrapper design is important in Packaging.

From the above table the p-value is 0.002 is greater than 0.05. It can be concluded that null hypotheses are accepted, it can be said that respondent is agree that the Wrapper design is important in Packaging.

Finding

- It has revealed that elements of package are the most important for consumer's purchase decision. For a major part of consumers', a size and material are the main visual elements.
- Most of the respondent while purchase a product they more focus on quality of the product more than brand.
- In my research most of respondent says that packaging of product influence while purchasing of the product.
- Most of people says that packaging is eco-friendly.
- According to my research most of people read printed information of the packaging.

Conclusion

Throughout project I came to know that packaging really influences the consumer while purchasing a product. Package could be treated as one of most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behaviour.

According to my research, I found out that most consumers like the product quality after they purchased their desired packaged products. Based on those facts, I cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well-designed package shows high product quality.

As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown his 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 increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality.

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