

THE ROLE AND IMPACT OF THE PACKAGING EFFECT ON CONSUMER BUYING BEHAVIOUR

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Abstract

In today's scenario, most of the companies use packaging as an important marketing tool. Packaging is very crucial in marketing as it is the best way for companies to get the consumers notice products. Packaging is more than just your product's pretty face. The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. A common use of packaging is marketing. The objective of this study is to determine the components that play an important role on consumer's buying behavior. The objective of this research is to find out the main significant factors related with the packaging effect, which are driving the success of a brand. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. So, by understanding what factors influence the buying behavior and what packaging elements are most important help companies making the right decisions about packaging their products. This research will identify the relationship between

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consumer buying process as the main variable of the study and some independent variables like packaging color, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process.

Key words: Packaging; Marketing, Consumer; Buying behavior; Purchase Decision

I. INTRODUCTION

Packaging is generally considered as a crucial element of the modern lifestyle and the way business is organized. Packaging is the cover of a physical object, a product that will be offered for selling. It is the process undertaken to protect the quality of product from deterioration and keeping the products ready for transportation and storage and which helps in preservation, identification, and packaging of products. Packing comprises as an integral part of marketing process, which involves all stages of activities involved in the transfer of goods and services from the producer to the customer. Packaging is an important part of the branding process as it acts like an indirect method of communicating the image and identity of a company.

Packaging is used for accessibility sharing information and for effective communication. Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. As the role of self-service marketing is increasing, the role of packaging is becoming quite significant. For example, in a typical supermarket a shopper passes about 500 items per minute, or one item every tenth of a second. Thus, the only way to get some consumers to notice the product is through displays, shelf hangers, tear-off coupon blocks, etc. Packaging is an important matter from a strategic viewpoint, with effects extending from the first impression consumers will have to environmental policy to cost-cutting. Thus, packing a product is very important to increase revenues, decrease costs, and maintain alignment with environmental policies and legislation.

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The main purpose of packaging is to protect the product, it can also be used by companies for promoting their marketing offer, and for boosting their sales. A good packaging helps to identify and distinguish products in the minds of the consumers. Packaging is used for easy delivery and safety purpose. Packaging helps companies differentiate the product from another brand. Companies must recognize what influences consumers in their consumer buying process. They must also understand what elements influences the buying behavior and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. Market research helps companies to create the ‘right’ packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles organizations’ intentions are developing brands to attract and retain the existing consumers. The scholars have recognized the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitors’ promotion and communication strategies. Companies can use this understanding in a very strategic way to offer the right products and services to the right customer at the right time. So, packaging elements, shapes, colors, sizes, and labels might influence consumers to respond positively.

1.1. Objectives of the Study

The paper tries to study and find out the most essential elements of packaging that influence the buying decision process. It will study the following points.

- To find out the impact of packaging on the buying behavior decision.
- To check the effect of packaging elements on the buying behavior.

1.2. Research Questions and Hypothesis

The study tries to answer the following research questions:

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1. What is the impact of packaging elements on the buying behavior of consumers?
2. What is the effect of the packaging elements on the buyer behavior?

The study will also try to answer the following hypothesis:

H0: Packaging has no impact on the buying behavior of consumers.

H1: Packaging has an impact on the buying behavior of consumers.

H2: Consumer Behavior is highly unpredictable.

II. LITERATURE REVIEW

There are various elements that influence the buying behavior of consumers such as, packaging color, and packaging material, design of wrapper, printed information, brand image, innovation and practicality. The color of the packaging can help to attract consumer attention. Color of packaging is important because it used by companies to differentiate its product from other competitors. Therefore, colors play an important role in a potential customer's decision-making process. Companies use different colors for highlighting a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Packaging promotes the product. It helps consumers use the product and finally, packaging assists recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company's products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales. Labeling provides information regarding the product category, products ingredients, and product instructions. The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high-quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior.

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Packaging is used for identification of the product. Printed information contains all the information related to the product quality, price, description which help to identify the brand. Labeling is also one of the most visible parts of product and an important element of the marketing mix. The information on packaging is an important component since it can support marketing communication strategies of companies, establish brand image and identity. Moreover, brand image can be defined as a unique bundle of associations within the minds of target customers. According to Goldberg the image on the product is important because it increases the attention and familiarity with that given product. The background image is the image in the mind of the customer which helps to identify the brand of the product from different brands. Brand image can be assumed as a set of brand associations that collected in the minds of consumers. Brand image refers to the image a product holds in the consumer's mindset. Brand image represents what consumers think and feel about a brand identity. According to Aaker, consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The assumption that the well-known brand is more reliable, always available, and easy to find, and has a quality that no doubt, make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar. Bringing innovation in the packaging design also increase the value of the product in the consumer mind. Innovative packaging can attract consumers, but practicality is equally important. Innovative packaging may add value to the product if it meets a consumer need. But its practicality is also very important for creating the added value, like easily opening, easily stored, recyclable, etc. Nowadays, manufacturers try to design packaging that maintains the key equities of the brand to appeal to customers' needs and preferences.

III. METHODOLOGY

This study used different methods, and methodology explains the process of research, design, 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 role and 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

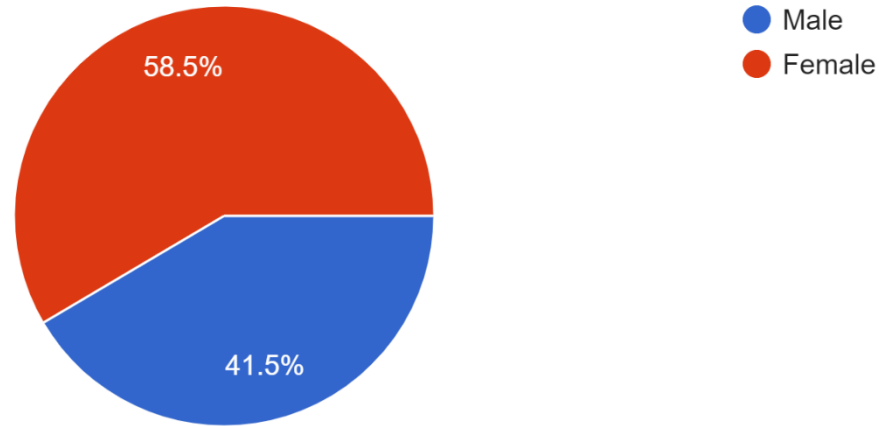
data was collected through a structured questionnaire. Whereas, secondary data was collected from books, textbooks, online articles, journals, etc. This study collected data from respondents using a structured questionnaire in order to find out the packaging elements that have an impact on the buying behavior of customers. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.

IV. DATA PRESENTATION AND ANALYSES

This chapter includes a systematic presentation of data obtained from the survey about the role and impact of the packaging effect on consumer buying process. A structured questionnaire was sent to 100 respondents, but 53 responded it. Thus, the respondents' rate is about 51%. The study included different age groups, Gender, Income of the respondents. There were 53 valid participants who responded 11 questions of the structured questionnaire.

GENDER

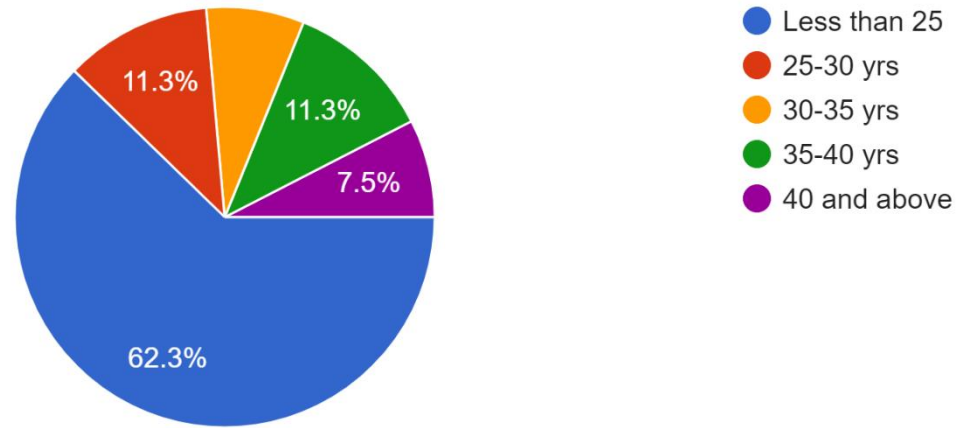
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The above chart indicates that more of female respondents have filled up the questionnaire.

AGE

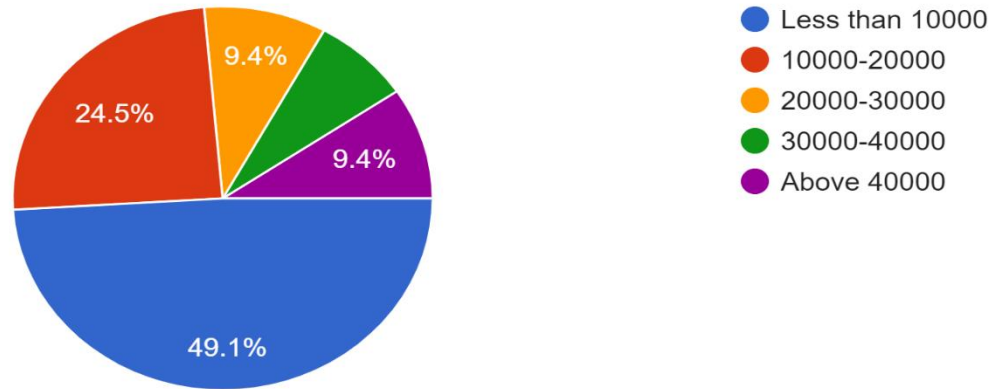
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The above chart indicates that the age group of less than 25 years have given more Responses.

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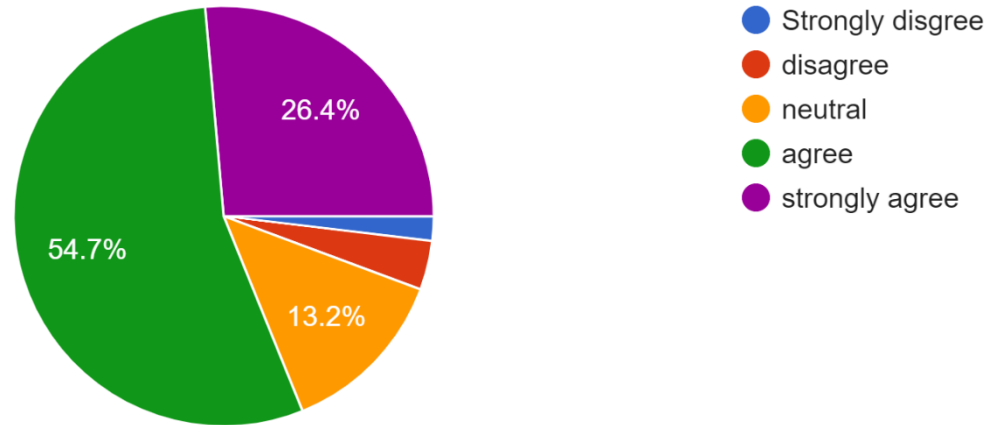
INCOME



The above chart indicates that the respondents mostly fall under less than 10000 income group.

IMPORTANCE OF LABELLING ON PACKAGING

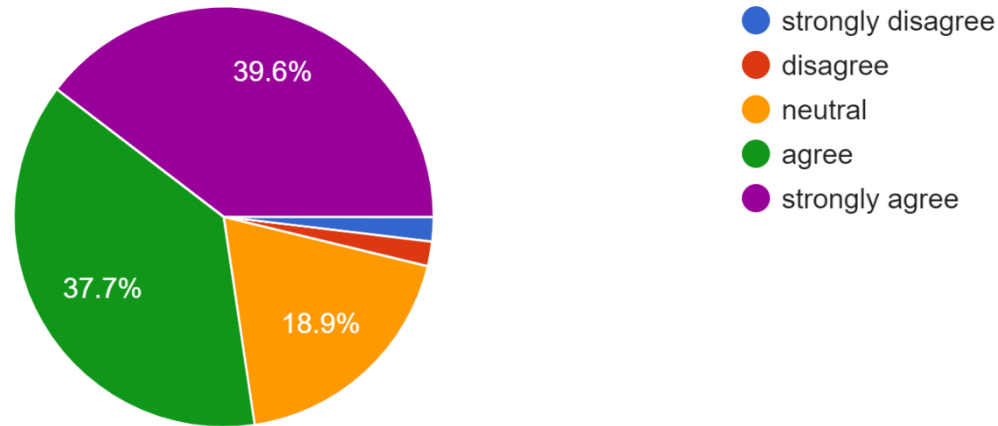
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The above chart indicates that maximum respondents agree that labelling is important on packaging.

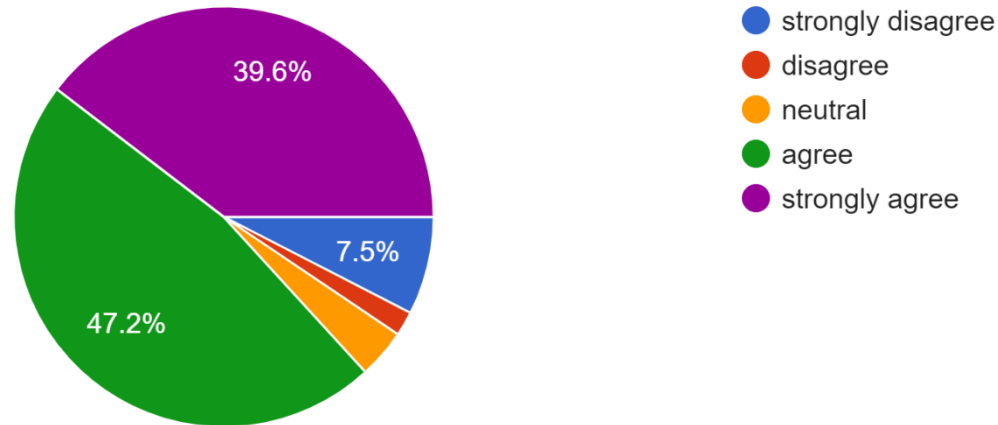
QUALITY OF PACKAGING MATERIAL

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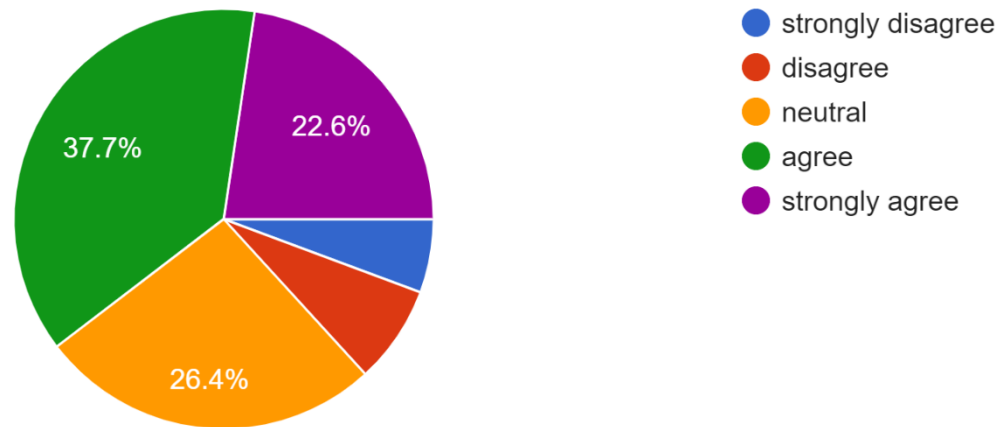
The above chart indicates that the respondents strongly feel that the quality of packaging material is important.

PRINTED INFORMATION ON LABEL AND ITS IMPORTANCE



The above chart indicates that printed information is vital on packaging.

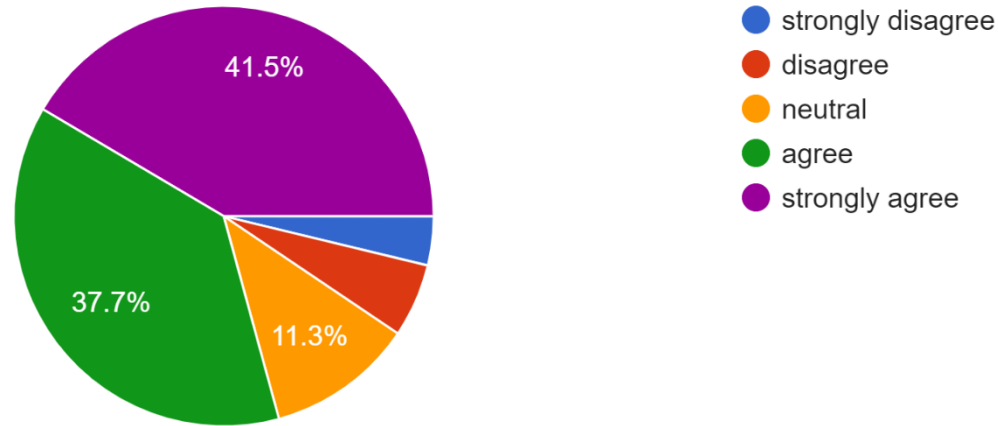
RELATION BETWEEN PRICE AND QUALITY OF PACKAGING



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The above chart indicates that price and quality of packaging are related to each other.

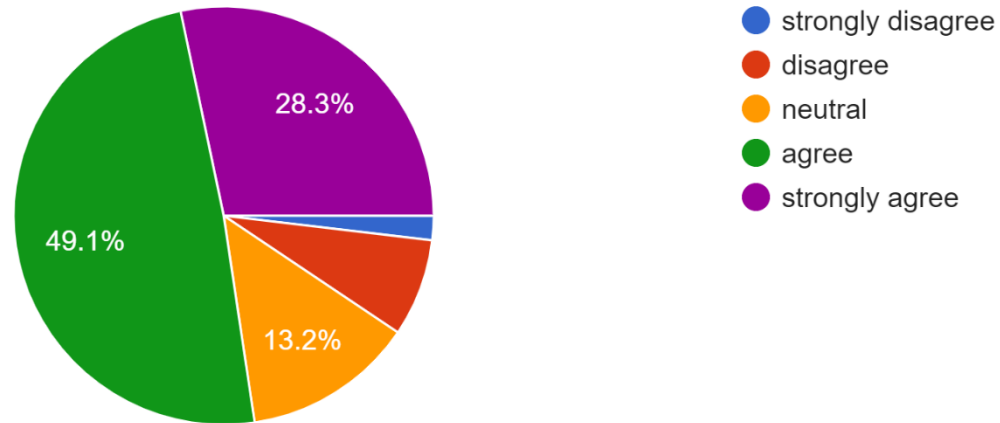
BRAND IMAGE AND ITS IMPACT ON CONSUMER BEHAVIOUR



The above chart indicates that brand image has a high impact on consumer behavior.

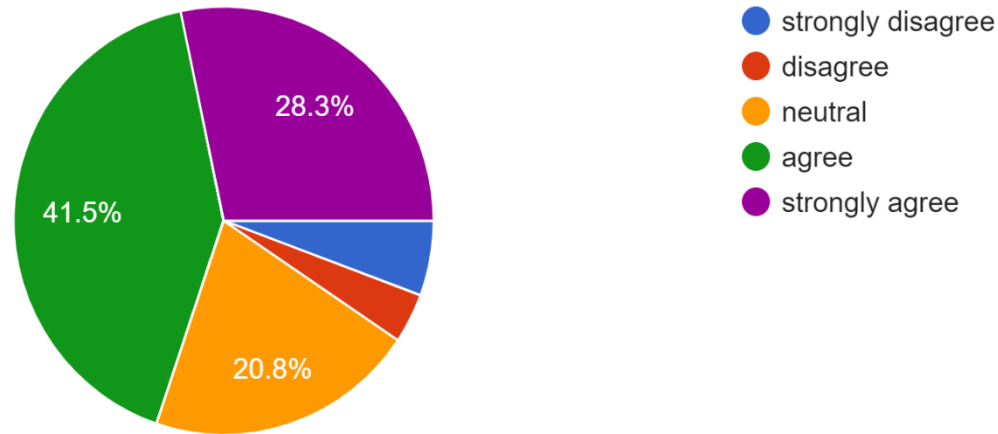
PACKAGING DESIGN AND PRODUCT SELECTION

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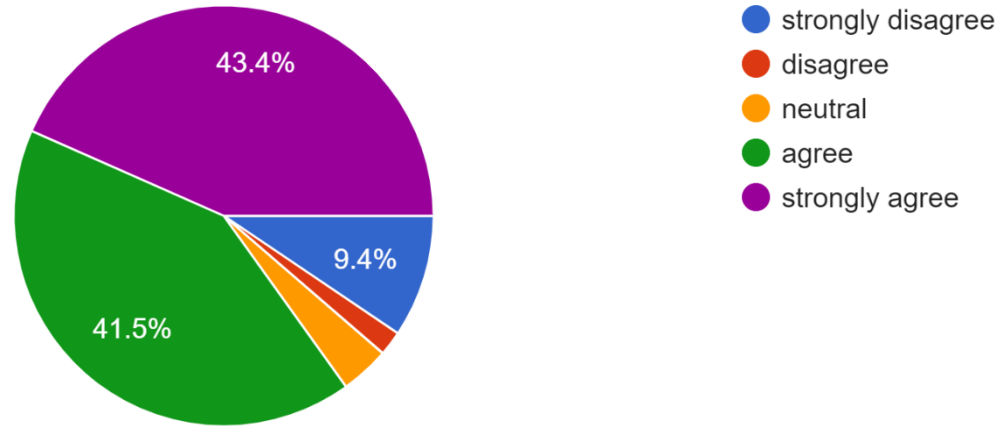
The above chart indicates that packaging design highly attracts consumer attention.

LANGUAGE ON PACKAGING



The above chart indicates that language influences packaging to a higher extent.

INNOVATION AND PRACTICALITY IN PACKAGING



The above charts indicates that consumers want innovation in packaging.

V. CONCLUSIONS

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The obtained results of research on role and the impact of packaging on consumer's buying behavior lay down the following conclusions: The packaging elements represent a good means of marketing communications towards consumers. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products. Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information given in the label also helps companies promote the product in the market. From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing. The obtained results also show the language used on the package influences consumer behavior during the buying process.

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