

ROLE OF PACKAGING ON CONSUMERS' BUYING DECISIONS – A CASE STUDY OF PANIPAT CITY

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ABSTRACT

Packaging is considered as an integral part of the product. Packaging serves as a promotional tool. It plays a vital role in communicating the image and identity of an organization. The right packaging can help in product positioning and carve an image in the mindsets of consumers. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. The objective of this study is to find out role of packaging in brand communication and determining the elements/attributes of packaging for communicating the brand value to customers. For this purpose, the marketer has to take care of the ongoing changes and technology, culture and environment. The objective of the study is to assess the awareness level of consumer about packaging, to check the impact of packaging on marketing of products, to assess the average pulse rate of different products and to assess the relation between packing color, graphics and consumer behaviour. To pursue these objectives, a questionnaire is framed. This research reveals that there is close relationship between the buying decisions and packaging.

Keywords: Marketing Mix, Pulse Rate, Package Design, Packaging.

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INTRODUCTION

Packaging plays an important role in the marketing context. Packaging can even drive the brand choice. Package could be treated as one of most valuable tool in today's marketing communication. The role of package has changed due to increasing self-service and changing consumers' lifestyle in today's competitive world. Packaging as a tool of sales promotion is growing increasingly. There is a cut throat and steep competition so, the marketers have realized that the importance of satisfying the customers to the extent possible. For this purpose, the marketer has to take care of the ongoing changes and technology, culture and environment. Packaging is also playing an important role in marketing as well on purchase decisions. Now-a-days, marketing strategies are revolving around packaging. Thus packaging is the most important element which influences buying decisions. Packaging has five major aspects that are summarized as VIEWR – Visible, Informative, Emotionally appealing, Workable and Reusable. Modern Marketing in which emphasis is basically laid down on consumer will be failed if proper message is not communicated on package. While making packaging policies and strategies, first of all, the marketer has to develop a packaging concept. The packaging concept should be determined by considering the requirement of consumers and the cost of packaging must be optimum. Secondly, the marketer has to understand the consumer behavior. The purpose for understanding the consumer behavior is: Why & How a consumer makes his purchase decisions? These aspects enable marketers to design and to understand the consumer behavior on the basis of which marketers are able to predict how consumers are able to shape their packaging strategies. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs.

REVIEW OF LITERATURE

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 (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase decision. In this context, seeking to maximize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer's buying behavior

became a relevant issue. Literature analysis on question under investigation has shown that there is no agreement on classification of package elements as well as on research methods of package impact on consumer's purchase decision. Some of researchers try to investigate all possible elements of package and their impact on consumer's purchase decision (Silayoi & Speece, 2004; Silayoi & Speece, 2007; Butkeviciene, Stravinskiene & Rutelione, 2008), while others concentrates on separate elements of package and their impact on consumer buying behavior (e.g., Vila & Ampuero, 2007; Madden, Hewett & Roth, 2000; Underwood et al., 2001; Bloch, 1995). According to Rita 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 (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice. Research methods that Rita used is systematic and comparative analysis of scientific literature; empirical research There are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He conclude that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice.

OBJECTIVES OF THE STUDY

- To assess the awareness level of consumer about packaging.
- To check the impact of packaging on marketing of products.
- To assess the average pulse rate of different products.
- To assess the relation between packing color, graphics and consumer behaviour.

RESEARCH METHODOLOGY

Customer responses are taken to make the study more precise and feasible. A survey is conducted in Panipat city and a structured questionnaire is framed to achieve the above objectives.

Sample Size : 60 Sample Frame : Panipat City

Sampling Technique : Simple Random Sampling

Data so collected presented through tables, charts and diagrams. Analysis and Interpretation of data has been done through the percentage analysis, Likert's Scale and Weighted Average.

Analysis of Data

Table 1: Sample Profile of Customers

Variable	Number of Respondents	Variable	Number of Respondents
Age		Gender	
< 25 years	25	Male	15
26-40 years	20	Female	45
> 40 years	15		
Total	60	Total	60

(Source: Primary Data)

Table 2: Do you think packaging is an important element of the product?

Response	No. of Responses	% of responses
Strongly Agree	50	83.33
Agree	02	3.33
Neutral	01	1.67
Disagree	02	3.33
Strongly Disagree	05	8.33
Total	60	100.00

(Source: Primary Data)

Table 3: Do you think packaging increase the price of the product?

Response	No. of Responses	% of responses
Strongly Agree	05	8.33
Agree	40	66.67
Neutral	10	16.67
Disagree	02	3.33
Strongly Disagree	03	5.00
Total	60	100.00

(Source: Primary Data)

Table 4: Do you read or see the label while purchasing a product?

Response	No. of Responses	% of responses
Yes	40	66.67
No	20	33.33
Total	60	100.00

*(Source: Primary Data)***Table 5: Whether the information provided on the label is sufficient or not?**

Response	No. of Responses	% of responses
Yes	18	30.00
No	30	50.00
Can's say	12	20.00
Total	60	100.00

*(Source: Primary Data)***Table 6: Do you think that well packaged product lead to a good quality?**

Response	No. of Responses	% of responses
Yes	48	80.00
No	12	20.00
Total	60	100.00

*(Source: Primary Data)***Table 7: Do you always check the seal while purchasing the product?**

Response	No. of Responses	% of responses
Yes	55	91.67
No	05	8.33
Total	60	100.00

*(Source: Primary Data)***Table 8: Whether the packaging should be eco-friendly or reusable?**

Response	No. of Responses	% of responses
Yes	58	96.67
No	02	3.33
Total	60	100.00

(Source: Primary Data)

The respondents who said no, the reason behind are that they presumed that it increases the price the product.

Table 9: Do you think, packaging affects your purchase decisions?

Response	No. of Responses	% of responses
Yes	45	75.00
No	10	16.67
Can't say	05	8.33
Total	60	100.00

*(Source: Primary Data)***Table 10: What factors influence your buying decisions?**

Factor	Response					Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
1. Quality of the Product	30	10	10	05	05	15.67
2. Price of the Product	20	30	05	05	Nil	16.33
3. Look of package	15	25	05	10	05	14.33
Grand Mean						15.44

*(Source: Primary Data)***Table 11: What type of product packaging you like most?**

Factor	Response					Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Medicine	20	10	10	05	15	13.00
FMCG	30	10	Nil	15	05	15.00
Food Products	15	25	02	10	08	13.93
Dairy Products	25	10	05	05	15	13.67
White Goods	05	Nil	01	20	34	7.47
Cosmetics	20	30	05	05	Nil	16.33

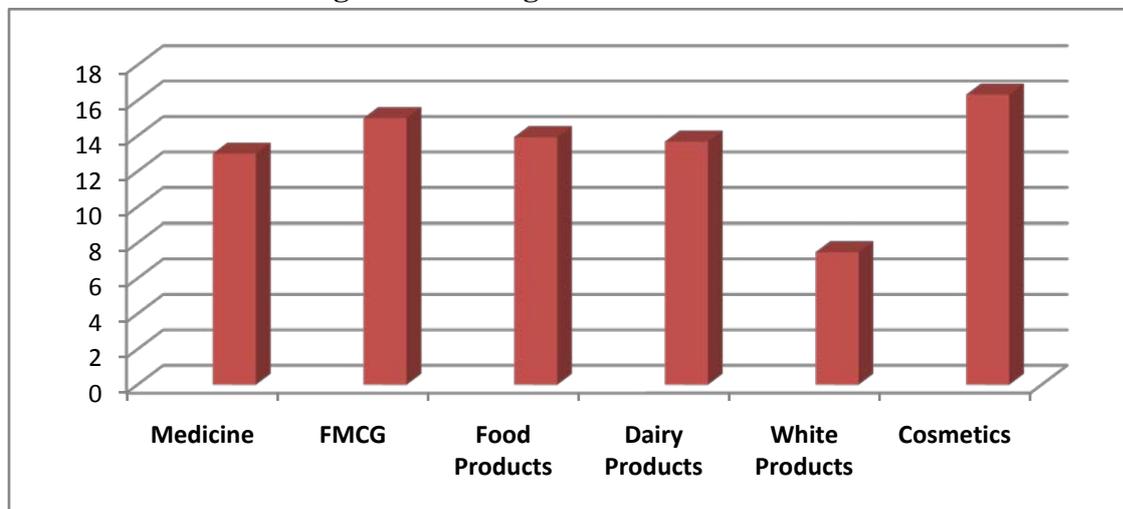
*(Source: Primary Data)***Figure 1: Average Pulse rate of the Products***(Source: Primary Data)*

Table 12: Is the Color and Graphics of package attracts you most?

Factor	Response					Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Colors on Package	30	05	05	15	05	14.67
Graphics on Package	40	10	Nil	10	Nil	17.33

(Source: Primary Data)

FINDINGS OF THE STUDY

- Female respondents are more attentive towards packaging of the product.
- This study shows that the consumers consider the packaging is an important element of product.
- Most of the consumers agree that the packaging increase the price of the product.
- Most of the respondents said that they check label and seal while purchasing the product.
- It is found that customers like the packaging which is eco-friendly.
- It has also found that there is a close relation with the Price of product and buying decisions.
- It is found that the packaging of Cosmetic and FMCG goods the consumers like most.
- Pulse rate of Cosmetics products higher than other products.
- It is found that the Graphics of the package attracts the consumers.
- People claim that good packaging increase the customer loyalty and brand loyalty.
- It has been revealed from the study that, the respondents are much conscious about labels, seal, manufacturing and expiry date which is engraved on the product packaging.

RECOMMENDATIONS

- Standardization must be made mandatory for packaging of all products.
- Eco friendly packaging must be used to make the environment clean and green.
- Necessary and important information must be provided on the Label.
- Manufacturing and Expiry data must be clearly mentioned on the package.

CONCLUDING REMARKS

We have seen in the above study the behavior of Indian consumer is being changed and also changing day by day. Package could be treated as one of most valuable tool in today's

marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. Therefore, Marketers shall have to rethink that package should be more informative and motivator because it influence the buying decisions. By making a packaging strategy, a marketer definitely can influence the buying decisions of consumers and also can take the competitive advantage.

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