

Product Packaging: A Study on the Influence of Consumption Pattern

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ABSTRACT

This study aims to assess how packaging influences consumer purchasing decisions. This study aims to explore the essential factors driving a brand's success. The study also revealed the connection between the independent and dependent variables. Basic research was carried out, data was gathered via a questionnaire, and the analysis was conducted using SPSS software. This study included a sample of 110 respondents, and the reliability of the model was evaluated.

The results suggest that packaging plays the most significant role. Packaging factors like color, materials, and design were also found to have a substantial impact on consumers' buying choices. Moreover, innovation and packaging were recognized as key factors. The study ultimately confirmed that packaging plays a significant and influential role in shaping consumer purchasing decisions.

Keywords: Packaging, Consumer Behaviour, Colour, Design

CHAPTER-1

INTRODUCTION

A product consists of a blend of physical goods and intangible services provided to a customer for purchase. Consumers appreciate innovative products and services that cater to their needs and preferences. By understanding this mindset, you can effectively draw their attention to a product or service. We can easily understand consumer purchasing behavior toward a product or service through observation: What attracts the consumer to one product over another?

To what extent do preferences for a company's products or services cause damage?

When it comes to drawing customers to any product, packaging is crucial. Packaging draws customers and boosts revenue.

Businesses have not paid much attention to product packaging in recent decades. There was no sale because I didn't purchase the product and consumers weren't drawn to it. Prior studies have demonstrated a discrepancy between consumer purchases and packaging quality. appealing packing. The materials, colors, and other aspects of packaging are the subject of a large portion of the research.

This argument makes reference to the importance that item bundling holds in consumers' minds and how it affects their purchasing decisions. Reiterating the importance of judgment, advertisers try to influence and mould consumers' perceptions and judgment by bundling products rather than letting them place them on their own.

Bundling is frequently the final impression a buyer or customer will have of your products before making their final purchase decision. For this reason, it is important to make sure that bundling fills in as many gaps as possible in order to get that deal. These gaps may be related to symbolism, brand values, the

usefulness of the items, or pure advancement. Bundling can be used in a variety of ways to increase respect.

Advertisers should think about a few things to help their brands position, get an advantage, stay up to date with innovations, or increase their cost premium. Bundling can provide a number of business advantages, such as:

- A clear representation of the organization's or brand's values
- Significant enhancement of the message, experience, or contentment
- Increased influence from the point of sale

New avenues of distribution or possible openings More than 70% of purchasing decisions are made at the rack, and since product bundling is the first thing a buyer sees, it plays a crucial role in setting a brand apart from competitors. The combination of products that the buyer is considering buying has a clear influence on them. Advertisers take extreme steps to create packages that will draw customers and convince them to buy the product because they are well aware of this fact. The shift in consumer behavior suggests that advertisers must adjust their spending and

observe the developments well, providing them with the information and support they require to make the best decision.

Bundling is often the final impression a buyer or shopper will have of your products before making that final purchase decision, so it's important to make sure it fills in as many gaps as possible to get that deal. These gaps could be related to symbolism, brand values, the usefulness of the items, or unadulterated development. Bundling can be used in a variety of ways to increase respect. Advertisers should think about a few things to help their brands position, get an advantage, stay up to date with trends, or increase their cost premium. Bundling can provide a number of business advantages, such as:

- A clear representation of the organization's or brand's values
- A significant improvement in how the object expresses, interacts, or delights; • Increased influence from the point of sale
- Open doors or new dispersion channels

Over 70% of purchasing decisions are made at the rack, and as product packaging is the first thing a consumer sees, it plays a crucial role in setting a brand apart from competitors. Bundling products that consumers are considering buying has a significant impact on them. Advertisers are well aware of this fact and go to great lengths to create packaging that will both draw in customers and convince them to buy the product. The shift in consumer behavior really means that advertisers must adjust their spending and watch the developments unfold at the right moment, providing them with the information and support they need to make the best decision.



Given that this component is distinct from other organizational components, the shade of bundling is important. The more thoughtful the customers are about the things, the better the bundling tone. Organizations used various bundling tones to entice and recall customers in a competitive climate. Packaging materials are also important since they prevent losses and, if used properly, make the products more appealing to customers. According to the client's judgment, the text style is printed on the packaging because businesses who use the best text styles are more successful in capturing the market. There are three types of discernment exist, which are as follows:

1. Somaesthetic or hearing visual
2. Gustative
3. Sensation insight. (Gallen and Sirieix, 2007).

Bundling is an important strategy for attracting customers. The children have higher expectations for the covering plan, thus the association plans the covering for the children as well. According to Renaud Lunardo (2007), the objective is to use data to attract customers and have a huge impact on young adults' purchasing habits. Printed data provides information on the item's construction and intended purpose. As a result of the competition's advancement in daily life, item bundling has become a more important means of brand communication.

Bundling selection should be considered the initial showcasing strategy in the entire marketing process (Panwar, 2004). According to Taleghani et al. (2011), buyer satisfaction is also influenced by service, quality, utilization, and capacity. When the buyer is satisfied, they repurchase the product. According to Rentie & Brewer (2000), over 73% of purchasing decisions are based on the location of the item's stockpiling and sale.

According to Mustafa (2007), a customer's decision to purchase an item is heavily influenced by its environmental safety. Bundling is the primary component of the item, and it is often the primary cause of the item's failure (Schoell, 1985). The following are the components of bundling, according to Silayoi and Speech (2007): shape, diversity, image, illustrations, designs, photographs, and size. Images are important because, in some item purchase scenarios, they may serve as a symptomatic data snippet (Underwood et al., 2001).

One of the key components of the brand strategy and packaging that further increases the visual boosting is variety option. It is also seen as a crucial tool for creating and sustaining the brand and creating the corporate image in the eyes of the consumer mind. Additionally, they were unquestionably associated with the other brand (Infuriate et al., 2000). A customer's purchasing decision is influenced by pressing size and form.

Numerous experts have examined bundling in great detail. Bundling perseverance, simple circulation, client advancement through bundling, bundling structure, bundling as a quiet promoter, variety of bundling, spotless and solid bundling, and advancement in bundling are seven independent factors that Azad and Masoumi (2012) determined are important factors affecting upper hand related to bundling. The results confirm that, in fact, all of the parameters mentioned affect intensity. Azad and Mohammadi (2013) made an effort to identify the key elements influencing the bundling of dairy products.

Five elements—framework, mindfulness, plan, and correspondence—were identified as key variables influencing consumers by the review's factor research, which was based on a survey given to some Pegah dairy producer employees. The effect of encouraging growth and the verbal and visual elements of bundling on customers' purchase objectives was investigated by Benachenhou et al. (2018). They demonstrated how marketing development and the verbal and visual elements of bundling affected the

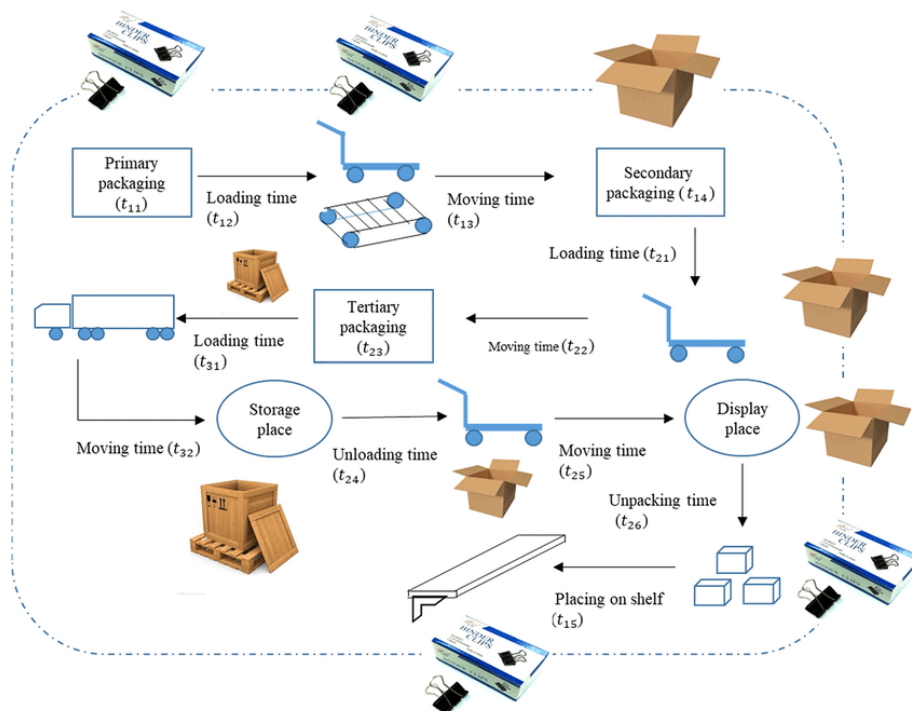
purchase objectives of this brand's customers. The impact of basic achievement factors (CSFs) on innovation execution in the Buyer Bundled Merchandise (CPG) production network was identified and studied by Arora et al. (2017).

"Between Hierarchical," "Authoritative," "CPG Area Explicit," "Human," and "Program Oversee meant" CSFs have an impact on the successful execution of innovation in the CPG production network, according to the review. Muslim et al. (2020) examined how web-based entertainment counters affected the attitudes and social norms of Malaysian youths in the X and Y age groups toward Umrah bundles. The review confirmed that sharing content in online entertainment interactions could maintain a significant and positive impact on behavior goals. Rundh (2009) explored the plan cycle of a bundle from both internal and external influences, illustrating how bundling arrangement could contribute to item progress.

According to Lee and Lye (2003), a substantial portion of an item's use involves bundle expenses, such as material and direct labor, and it is imperative to reduce these costs as far as is reasonably possible. In order to reduce unnecessary costs without alienating clients, it is crucial to supervise the bundling of charges. The best way to organize and execute a useful bundling to promote business improvement was studied by Svanes et al. (2017). Forbearing (2007) conducted a precise analysis to determine the unique visualization of in-store purchase options. An eye-track probe of the unique bundling plan visualization was the focus of the review.

1.2 Conceptual framework of consumer behaviour

According to the concept presented by Khan and Martin (2007) in their book "Consumer Behavior," there are five distinct stages of customer decision-making that are crucial to understanding consumer behavior. They support the idea that an impartial buyer usually takes action in these phases of a sequential request. A prudent purchaser is one who pursues buy-related choices without being influenced by his close-to-home relationship.



1.2.1 Need Acknowledgement

The first step in client autonomous direction is need acknowledgment, which lays the groundwork for decisions pertaining to purchases. Every action a client takes is motivated by a sense of fulfillment, whether it be mental or physical. The item has the capacity to satisfy both mental and bodily desires. Additionally, advertising usually try to meet close-to-home requirements, such as those that apply, and the necessities may be pragmatic or cognitively stimulating. Although it is evident that request is a characteristic capability, there is a reasonable impetus that results in the impression of desire for the vast majority of commonplace merchandise.

1.2.2 Data Search

Another inevitable phase in the dynamic contact with the buyer is the search for data. Customers will demand data whenever they are aware of the requirements for a decent or administration. This could be working (using external sources, like advertising, magazine articles, and family/companions) or just that (using internal sources, like buyer memory). It has been suggested that the type of procurement decision will determine the scope and depth of this search.

1.2.2 Assessment of Choices

The second stage of the buyer's decision-making process helps a customer gather all relevant information. Right now, he needs to evaluate all of the options available to him based on the information he has collected. Customers' evaluations of a product, brand, or specialty cooperative will be influenced by a variety of elements, including environmental concerns, as well as the overall importance of comfort, affordability, and management. All things considered, as previously mentioned, the buyer will essentially choose to stick with a current vendor or specialty co-op rather than taking on the hassle of changing it.

1.2.4 Buy

This gives the merchant a unique test: how to make sure that customers respond quickly to the data that is available to them, even while they have the chance to gather data and explore possibilities. Since the buyer may not be the client for excessive installment, the buyer may have an advantage over such a decision.

1.2.5 Post Buy Conduct

It usually tries to evaluate the purchase decision regardless of when the customer has made the purchase. When the buyer feels satisfied, he will make another purchase. By all accounts, he has the legitimate fulfillment in the unlikely event that he makes a redundant purchase. In summary, the system used for the buyer's purchasing direction and its fundamental components are shown in the accompanying table (Table No. 1.1).

1.3 The Packaged Food Industry

In India today, having access to high-quality food is fundamental to our existence. According to a World Health Organization (WHO) research, the world's population is expected to reach 7.6 billion people by 2020, a 31% increase from the 5.8 billion people living there in the mid-1990s. Furthermore, according to the report, the population of developing nations is expected to have increased by a significant 98%.

According to the report, the urban population of developing nations would nearly quadruple between 1995 and 2020. The United States' packaged food sector is primarily driven by two causes in 2016: widespread consumption and the constantly shifting lifestyles of the populace. As a result, the packaged food sector in the United States generated USD 806.3 billion in revenue in 2016. There is little doubt that the population shift will provide significant obstacles to the provision of food systems. With a population of

1.3 billion, the middle class, which is essentially a working-class element of the entire society, makes up the majority of households in India.

Due to the middle class's increased purchasing power, hectic lifestyles, and eating habits, the market for packaged food products—especially ready-to-eat—is expanding at a rate of 10 to 15 percent annually. This is undoubtedly a very healthy rate when considering the population as a whole. Many international corporations and well-established players in other business sectors are finding the packaged food market to be an appealing business opportunity due to its robust growth rate.

Table 1.1: Consumer Behaviour: Conceptual Framework (Khan and Martin, 2007)

Sl No.	Stages (Independent)	Variables (Dependent)
1	Need Recognition	Rituals
		Festivals
		Special Occasions
2.	Information Search	Friends and Relatives
		Advertisement
		Sales Representatives
3.	Evaluation of Alternatives	Product
		Price
		Point of delivery/Place of Sale
		Promotion
		Packaging
4	Purchase	Purification (Silk Mark)
		Cash
		Credit
		Instalment
5.	Post Purchase Behaviour	Compare with another Product/Brand
		Product Values
		Collection of Feedbacks

The National Sample poll Organization (NSSO) conducted a poll from July 2009 to June 2010 to determine how much money rural and urban households spent on food. The results were quite positive. According to the survey, rural residents spend over 53.6% of their entire income on goods and services, including food, whereas urban consumers only spend 40.7%. Cereals alone account for the majority of their purchases. All businesses that have envisioned themselves working in the ready-to-eat food industries have found this survey to be extremely helpful. Furthermore, this survey provides important insight into how the characteristics and eating habits of contemporary consumers are evolving.

The following table (Table no. 1.2) articulates the share of food items in the total consumption expenditure by Indian households.

Table 1.2 - Share of Food in Total Consumer Expenditure

YEAR	RURAL	URBAN
1987-88	64.0	56.4
1993-94	63.2	24.7
1999-00	59.4	48
2004-05	55.0	42.5
2009-2010	53.6	40.7

Source: 66th round survey by National Sample Survey Organization (NSSO)

1.4 Benefits of Bundled Food

As the pattern reveals, the packaged food is becoming incredibly popular among employed people, teenage children, working women, people who live in hotel rooms, and single men who live alone or share space with others. Certain packaged foods can be consumed straight away or after being warmed or defrosted and then mixed with water. The following are some of the advantages that the bundled meal provides to its customers:

1.4.1 Less Planning Time

The packaged food is one that is ready to eat or requires a supposedly large amount of money to prepare. Because of this, it requires less money to plan or cook on fire. Due to the time required to actually put up the cuisine at home, many people use such goods. They find it easier to purchase premade goods rather than devoting significant energy to activities involving food planning or preparation. Therefore, it may be argued that packaged food requires less preparation and is therefore valuable to its buyers. In their reviews, Keng and Lin (2005) and Dost et al. (2015) also discovered that clients benefit greatly from reduced time spent handling food arrangements.

1.4.2 No Preparation of Fixings

Cooking requires a variety of prearranged courses of activities, and food preparation is an art form. For example, cutting and slashing, arranging all the necessary fixings, and so forth. However, the consumer of bundled food benefits from the fact that prepared food or packaged food does not require this kind of preplanning. Gandhi and Koshy (2006), Dixon et al. (2006)

1.4.3 Standard Weight and Volume

Typically, packaged food comes in a specified weight and size that can accommodate a certain number of patrons. Therefore, generally speaking, there aren't many opportunities for extra meals, which is advantageous for the public as a whole.

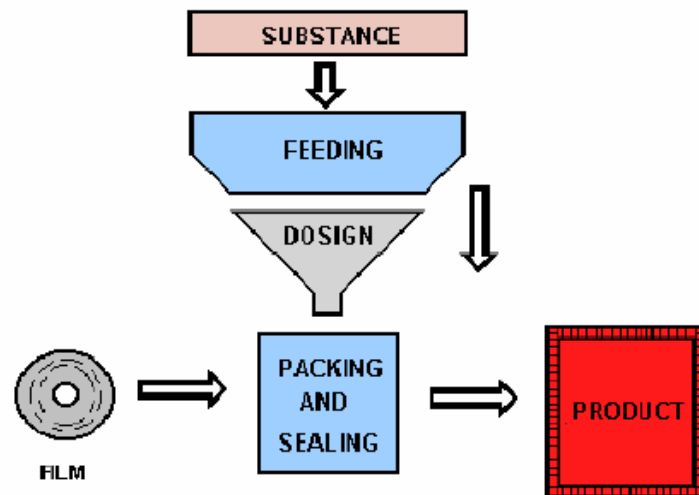
1.4.4 Advantageous for Unpractised

Based on his review, Anand (2011) has previously studied that food preparation is a craft that only a small percentage of people may be familiar with. As a result, people who are unfamiliar with cooking or have very little cooking expertise can also benefit from packaged meals as they can eat anything they want without having to worry about learning how to prepare.

1.4.5 Assortment of Things

Today, customers can choose from a variety of options in the bundled meal class. From chapati to parathas, pungent to desserts, dry to sauce-filled, and so forth, there are endless options. In this manner, the individual who enjoys eating a variety of foods benefits from the packaged food.

A person who prepares food at his place usually has to clean up after culinary activities, such as cleaning the kitchen or the utensils, which could become a mess after cooking. Additionally, because the food is prepared to consume and requires little to no effort to arrange meals, the packaged food also helps to restrict or eliminate the tasks of cleaning up. In their specific analyses, Keng and Lin (2005) and Dost et al. (2015) have also supported this claim.



1.4.6 Simple Transportation

In the unlikely event that bundled food occurs, these are quite easy to handle and proceed from one region to the next. Additionally, because they are typically transported in concentrated structures and protected, their transportation costs are somewhat lower than those of other types of commodities.

1.4.7 Cost Productive

Since the field of finance has said that large-scale production leads to economies of greater size, it follows that packaged food produced in huge quantities is also cost-effective. Consequently, it is an extra advantage of packaged food. Bae and associates (2010)

1.4.8 Simple Accessibility

According to independent studies by Goyal and Singh (2007) and Tiwari and Verma (2008), many grain or food items that are difficult to prepare at home due to expensive item innovation used in preparedness can discourage someone from setting it up on their own. For example, you need a stove in your kitchen to make a cake. In these situations, packaged food makes typically difficult-to-cook foods easily accessible.

1.5 Impediment of Bundled Food

Although it is evident that prepared foods in bundles are meant to be affordable, delicious, and long-lasting, this does not guarantee that we, as consumers, will always find these foods useful. Additionally, there are a few drawbacks to packaged food, which include the following:

1.5.1 Undesired Additives

The food is packaged with additives to keep it safe till the purchasers finally eat it. These chemicals protect these foods for a longer period of time. In any event, these additives may be harmful to the health of its customers, which is a serious detriment to packaged food that a customer may have to deal with. The investigation focused on by Banerjee et al. (2013) also revealed the characteristic of high additives.

1.5.2 High Fat Components

According to Banerjee et al. (2013), many packaged food sources include added sugar, high calorie content, salt, and trans-fat and immersion components. They are also stored for a longer period of time. The modern family may encounter several circumstances where people are more concerned about their health, and these fatty foods, such as sugar, may also be harmful to the health of the consumer.

1.5.3 Significant Expense

The cost of packaged food from the market might occasionally be very high. When produced at home, these products may be inexpensive. Accordingly, this becomes just another sham of packaged food.

Moreover, the cost of production, advertising, and shipment. impact the cost of these packaged goods. This aspect of the bundled food sector has also been the subject of Baskaran et al. (2017).

1.5.4 Absence of Minerals and Nutrients

Various types of additives are used in the process of preserving various packaged food types for a longer period of time. The food item may lose minerals and nutrients as a result of these additives. Banerjee and associates (2013).

1.5.5 Absence of Newness

In a country like India, traditional cooking methods are used merely to stay up with the latest culinary trends. In this way, the packed meal falls short of being novel. In fact, the flavour component of prepared food is occasionally also ruined. Additionally, preserving those for a longer period of time keeps these things intact, but the novelty isn't kept up with, making it yet another major annoyance of packaged food. Bae and associates (2010)

1.5.6 Lesser Amount

Patel and Rathod (2017) and Baskaran et al. (2017) have also noted that it is frequently seen that the packed food arrives in a noticeably smaller quantity. Sometimes the quantity is so much less that it isn't sufficient for one buyer to use it all, as it were. In fact, a lot of packaged food manufacturers provide fewer basic ingredients, such meat, fish, cheese, and so forth. In this sense, the smaller amount encourages a customer to either purchase more or remain content with the amount that has been provided, which is again a sign of flaws in the client's eyes.

1.5.7 Sub-par Unrefined Substance

In certain instances, food packaging companies may use inferior, raw ingredients for various items, such as cream, pies, tomatoes, frankfurter rolls, and so on. The nature of certain items is further diminished by the lower nature of unprocessed substances. That being said, there is another major obstacle to packaged food. The aforementioned are the drawbacks of packaged foods that are typically thought of in this way. Although these drawbacks have a significant impact on bundled food, interest in bundled food is steadily increasing.

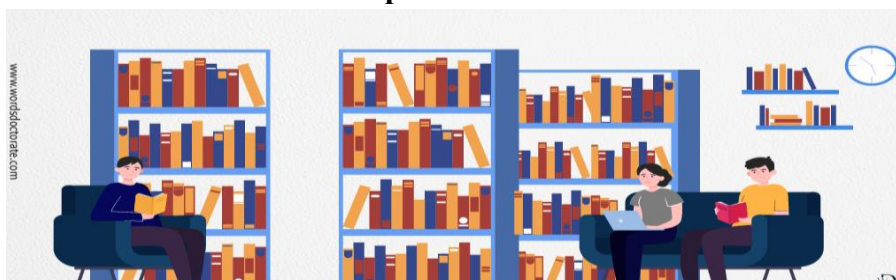
CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

These days, there are numerous associations operating in the market to compete with one another and provide the product in accordance with customer needs. Businesses are using a variety of tactics to compete with one another and capture customers in the marketplace. Bundling, one of the most well-known tactics, might be considered one of the most significant pieces of equipment in today's advertising letters, necessitating a closer look at its constituent parts and how they affect the way buyers behave while making purchases.

2.1 Literature Review related to the Consumption Pattern



Parmar Vishnu, Amin Muhammad Ahmed, and Ahmed Rizwan Raheem (2014) a straightforward handle/open/portion/arrange, package shape, or a picture or bundling tone that is appropriate and visually arresting and gives people a happy inclination. Brand and country of origin are regarded as important ones. Additionally, the impact of bundle components on consumers' purchasing decisions has been evaluated, and it is assumed that this depends on the degree of association, time constraints, or personal characteristics of the buyer. Bundling can set a brand apart from its competitors and has a preferable outcome over marketing. It promotes and facilitates the purchase decision both at the point of sale and at each time the item is used.

Bundling in different serving sizes might help overcome economic barriers or introduce an item into new target business sectors. The choice of brand may actually be influenced by bundling, especially when it comes to children's products. Different bundling prompts have been discovered to affect how an item is perceived. Customers may find it difficult to distinguish between the two, as the bundling is often regarded as crucial to the product (the concept of gestalt). Bundling tone, font, outlines, and designs are a few examples of viewpoints that can affect how an item is perceived.

In order to evaluate consumer understanding and utilization of food labels and their impact on food purchasing behavior, Kumar and Ali (2011) conducted a study. The findings showed that consumers used that specific category of information more frequently while making purchases of packaged food items. In many instances, there were also notable differences among different socioeconomic categories. The findings had significant ramifications for both food corporations and regulatory bodies.

According to Mahera Mazhar, Sayeda Daud, Sana Arz Bhutto, and Muhammad Mubin (2015), bundling consists of a number of elements that influence the customer and alter their purchase behavior. The primary factors influencing a shopper's purchase decision are, of course, the bundling components. Customers are drawn to the uninteresting but appealing variety, thus the bundling tone has a favourable relationship with them.

Usually, they buy the things. Bundling material clearly has no influence on the buyer's decision because it has a negative correlation with the customer's purchasing behavior. People require a few novel manifestations that captivate them and alter their perception of the brand.

According to Nawaz Ahmad, Mohib Billo, and Asad Lakhan (2012), women in general are well conscious of the importance of bundling. According to them, it should have a distinct structure, be easy to deal with, and be attractive. They would also desire the packages that should be used for other purposes. Since it conveys the item's unwavering quality, marking is said to be an important authoritative report. There is no doubt about the undeniably important role of bundling as an essential device to stand out for customers and their view of the item quality. He also discovered that the colour of an item's bundling is the primary trademark, followed by the image or picture on the item bundling.

Muhammad Ibrahim, Amna Noreen, Sayed Fayaz Ahmad, Sadique Hussain, and Saadat Ali (2015) claimed that the impact of bundling on consumer understanding and purchase intent demonstrates that bundling plays a crucial role in customer purchasing behavior and item correspondence data. Bundling provides all of the information about an object, including its weight, types, manufacturer, location of manufacture, fixings, and other details. It also explains how to use the product most effectively. Bundling components such as variation, plan, substance, size, and naming are essential for the product, keep customers interested, and benefit the manufacturer who uses printed data in bundling as an item advancement with the analysis of very expensive advertisements.

The customer's purchase behavior is directly impacted by the buy goal and shopper insight. The type of wrapping material can conserve the object, make it more appealing, make it more perfect, and give it a pleasant perception. The buyer is drawn to the product by its excellent basis, variety, shape, authentic marking, bolts, symbols, and small packaging.

In their reports, Fuad Mohammed Alhamdi (2019) noted that there is a strong correlation between the bundling's design, size, condition, and color in terms of drawing the buyer's attention to the product. Based on the findings, we can conclude that the bundling's design affects the buyer's perception of the product. Variety plays an important role in a possible client's dynamic cycle, according to Mr. Mitul M. Deliya and Mr. Bhavesh J. Parmar (2012). Different tones set different temperaments and can help with attracting consideration. Both sexes like blue, which is the most well-known and adored kind. Blue is frequently associated with the sky or water and is thought to be a stable, calm, and quiet color. Yellow is a very valuable tone since it is the most easily seen. Green is associated with life and nature, therefore if you want to give your item a distinctive vibe, choose green.

Bundling is the final mark of correspondence, according to Bassam Charif Hamdar, Mona Al Dana, and Ghida Al Chawa (2018), who observed that 60–70% of all purchasing decisions are made in-store. Businesses should invest in bundling in order to create an amazing brand image in the minds of their customers.

From a monetary standpoint, it depends on the buyer's character to determine the item's value; buyers satisfied their needs by comparing prices, quality, and packaging of the item with alternatives. Request and supply-bundling have a favorable impact, and as a result, we would become more well-known and produce more expensive, eye-catching bundles.

According to Sania Farooq, Salman Habib, and Saira Aslam (2015), bundling may be considered one of the most important marketing strategies; however, a more thorough analysis of its components and how they affect the purchasing behavior of customers is necessary. Since the analysis suggested that each of the four components of the bundling—plan, designs, variety, and material—had a key positive relationship with the buy aim, it has also been verified that the suggested research model and bundle components are significantly influencing buyer decisions.

According to research by Ankit Katiyar, Nikha Katiyar, and Dr. Deepak Tiwari (2014), out of 100 respondents, 60% said that written information and packaging material had the biggest influence on their decision, followed by foundation pictures and covering plans (35%), and bundling tone (5%). After reviewing the data, they concluded that while less educated people concentrate on the item's basic picture, financial specialists and salaried employees who receive instruction concentrate on data and bundle content.

According to Mersid Poturak (2014), 26.6% of the respondents stated that the brand has an impact on their purchasing decisions. According to 22.5% of respondents, the bundle plan influences their purchasing decisions. Of these, 34.1% claimed that cost affects their purchasing decisions. According to residents' assessments, cost is the factor that most affects their purchasing behavior, hence H1 is accepted. The percentage of respondents who agree with the explanation (52.8%) is significantly greater than the percentage of understudies who cannot help but disagree with this claim (13.1%). According to people groups' assessments, H2 is recognized since the item's nature is demonstrated by the bundling material.

CHAPTER 3 RESEARCH METHODOLOGY

SCISPACE



RESEARCH METHODOLOGY

Everything You need to Know

3.1 The accompanying research questions are being intended to

1. Does the wording used on packaging affect the purchasing decisions of consumers?
2. Does the use of printed information on packaging affect the purchasing decisions of consumers?
3. When the packaging is altered, do consumers switch brands?
4. Does the product packaging's shape affect its overall appearance?
5. Does the product packaging change in any way based on the content that can be viewed?
6. Do consumers favour products with reusable packaging?

3.2 Objective of the study

This study's primary goal is to assess how packaging affects Indian consumers' purchasing decisions. The following goals are taken into consideration in order to achieve this goal.

1. Researching how packaging design, color, material, and innovation affect customer purchasing decisions
2. To find out if consumers believe that the product's price and package quality are related.
3. To find out if consumers base their purchasing decisions on the written information.

3.3 Nature of Data

Primary Data and Secondary Data

3.4 Method

We used primary sources to gather our data. Survey questionnaires were used to obtain data for this investigation. While secondary data came from earlier studies and literature, we created a list of questions and then reduced it to a select handful. After that, we distributed the surveys. Quantitative data collection Procedure for Measurement and Scaling With a 5-point itemized rating type scale that ranged from (1) strongly disagree to (5) strongly agree, the questionnaire was designed as an ordinal scale, allowing respondents to rate only one item at a time.

3.5 Questionnaire Design

Participants were presented with the research questionnaire, which consisted of 23 questions and collected data for a single variable. Before finishing, they had enough time to review the questionnaire, ask questions, and get explanation on any topics related to the research and questionnaire, if needed.

3.6 Response Rate

To make the filling and analysis of questionnaires easy and accurate, we used Google form. Our response rate was 100% with the sample subject answering all the questions.

3.7 Independent Variable

- Packaging colour.
- Packaging Material
- Design of wrapper
- Innovation

3.8 Dependent Variable

Consumer Purchasing Behaviour (attracting towards the product)

3.8.1 Population Sample

The population for the data is INDIA and the Sample Size is 110 people of Uttar Pradesh

3.8.2 TOOLS AND MEASURES

The questionnaire was prepared with the help of google forms and total 110 responses were taken. SPSS and excel was used for data analysis.

3.8.3 INSTRUMENT VALIDATION AND RELIABILITY

RELIABILITY STATISTICS

CRONBACH'S ALPHA

NUMBER OF ITEMS

0.760

26

TABLE 3.1 Thus, this shows that good level of internal consistency for the research scale or set of items.

3.8.4 DATA ANALYSIS TECHNIQUE

Different statistical techniques were used to test the study's hypotheses and to answer the study's questions by using

SPSS software, these techniques are:

1. Cronbach's alpha (α): used to test the reliability of the scale
2. SPSS was used for calculating mean
3. Google form was used for result

CHAPTER 4

RESULTS AND ANALYSIS OF DATA

4.1 DATA ANALYSIS

RESPONDENT PROFILE

1. Age
110 responses

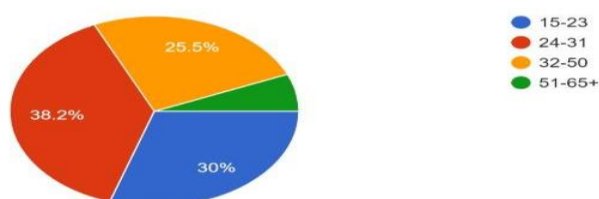


FIG 4.1

The age group of "15-23" comprises 29.7% of all respondents, followed by "24-31" with 37.8%, "32-50" with 25.2%, and "51-65+" with 7.2% of all respondents, according to the illustration.

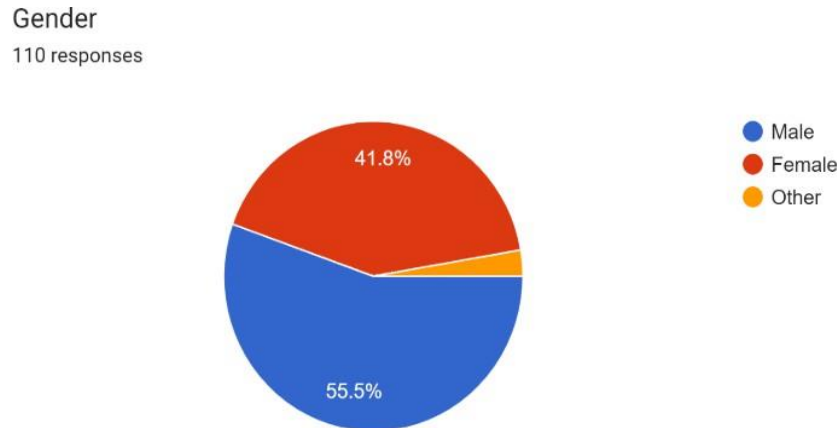


FIG 4.2

Male respondents made up 55.9% of the sample (110 respondents), followed by female respondents (41.4%) and others (2.7%; 110 respondents). It is evident that the majority of respondents were male.

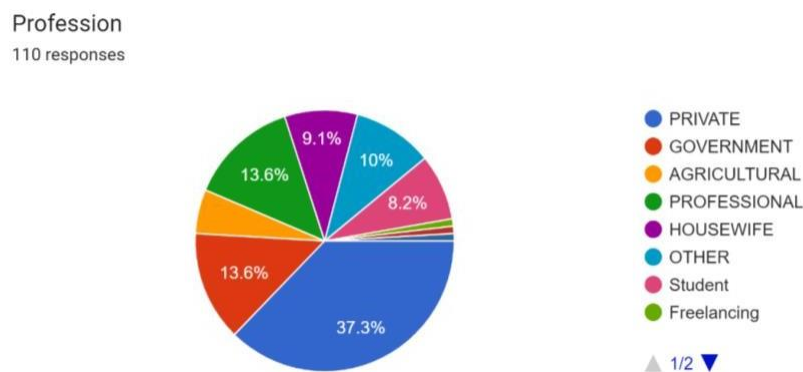


FIG 4.3

According to the figure, the calling class "PRIVATE" accounts for 37.3% of all respondents, followed by "GOVERNMENT" (13.6%), "Agrarian" (5.5%), and "Proficient" (13.6%). The calling class "HOUSEWIFE" accounts for 9.1% of all respondents, followed by "OTHER" (10%), "Understudy" (10%), and "Outsourcing" (0.9%).

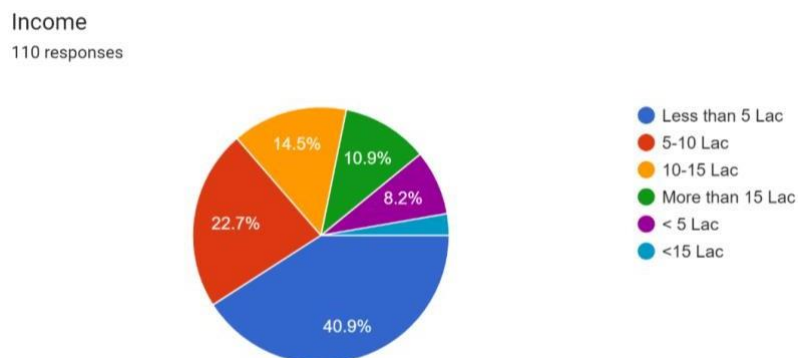


FIG 4.4

According to the figure, 49.1% of all respondents fall into the "Under 5 LAC" pay classification, followed

by the "5-10 LAC" pay class (22.7%), the "10-15 LAC" pay class (14.5%), and the "In excess of 15 LAC" pay class (13.6%).

4.2 DESCRIPTIVE STATISTICS

Appealing Packaging influences me to purchase the Product
110 responses

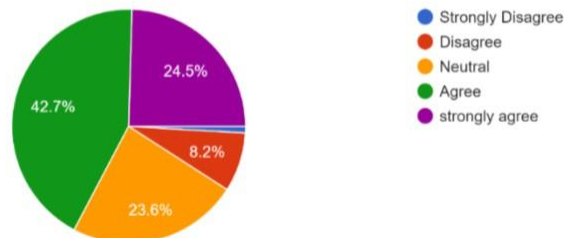


FIG 4.2.1

It demonstrates that the following factors influence consumers' decisions to purchase an item: 42.7% of the 110 respondents agreed with the statement, 24.5% strongly agreed, 23.6% were unbiased, 8.2% couldn't help but contradict it, and 0.9% couldn't help but contradict it.

Packaging colour has an effect in my purchasing process
110 responses

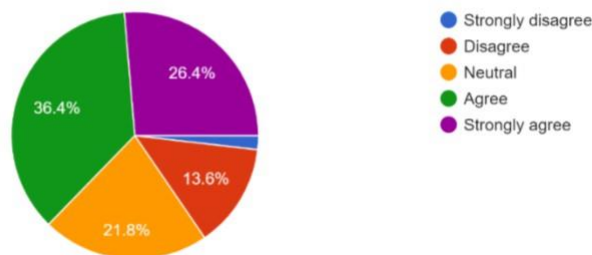


FIG 4.2.2

Out of 110 respondents, 36.4% of buyers agree, 26.4% strongly agree, 21.8% are unbiased, 13.6% can't help contradicting the statement, and 1.8% firmly can't help contradicting that statement, demonstrating that bundling variety influences buyers' decisions to purchase the product.

Label of the Package is significant during my purchasing interaction
110 responses

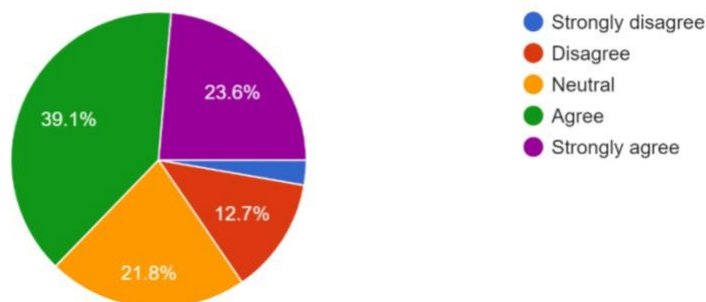


FIG 4.2.3

It demonstrates that the mark of bundling is important when a buyer decides to purchase the product. Of the 110 respondents, 23.6% strongly agreed with the statement, 39.1% agreed, 21.8% were nonpartisan, 12.7% couldn't help but contradict it, and 2.7% couldn't help but contradict it.

Quality of the Packaging material means a lot to me during purchasing process
110 responses

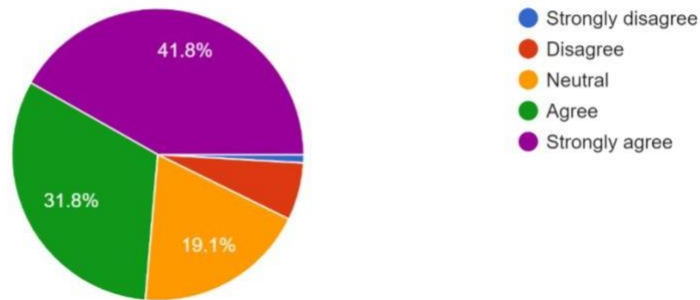


FIG 4.2.4

Out of 110 respondents, 41.8% strongly agreed, 31.8% agreed, 19.1% were unbiased, 6.4% couldn't help contradicting the statement, and 0.9% firmly couldn't help contradicting that statement, demonstrating that the nature of the bundling material influences buyers' decisions to purchase the item.

The Quality of Packaging relates to the cost of the product
110 responses

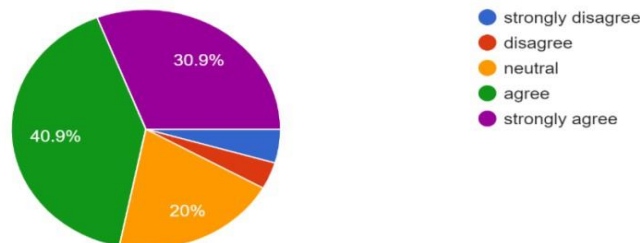


FIG 4.2.5

The fact that 30.9% of the 110 respondents said they unquestionably agreed with the statement, 40.9% said they agreed, 20% said they were unbiased, 3.6% said they couldn't help contradicting the statement, and 4.5% said they couldn't help contradicting it clearly indicates that the nature of bundling and the item's cost influence buyers' decisions to purchase the item.

Package design affects product choice during my purchasing process
110 responses

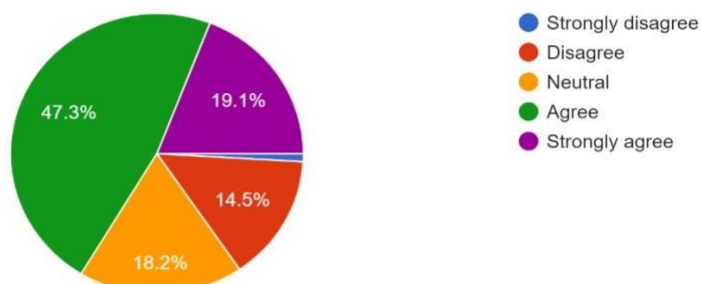


FIG 4.2.6

It demonstrates how package configuration affects the buyer's choice to purchase the item during the purchasing process. Of the 110 respondents, 19.1% of buyers are unquestionably in agreement, 47.3% are in agreement, 18.2% are impartial, 14.5% are unable to avoid opposing the statement, and 0.9% are unable to avoid contradicting it loudly.

Language utilized on the packaging impacts my purchasing interaction
110 responses

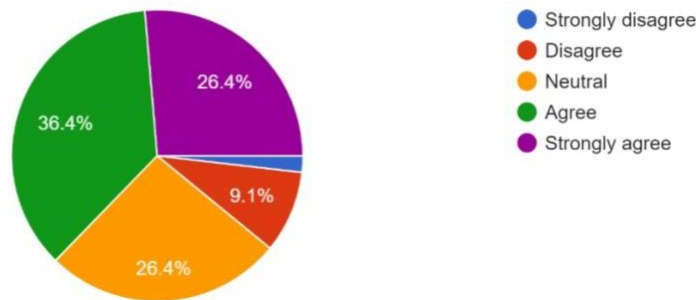


FIG 4.2.7

The pie chart shows how the dialect on the product's packaging influences consumers' decisions to purchase it, with 1.8% strongly arguing differently, 26.4% firmly concurring, 36.4% concurring, 26.4% neutral, and 9.1% disagreeing.

The brand picture on the package has an effect in my purchasing cycle
110 responses

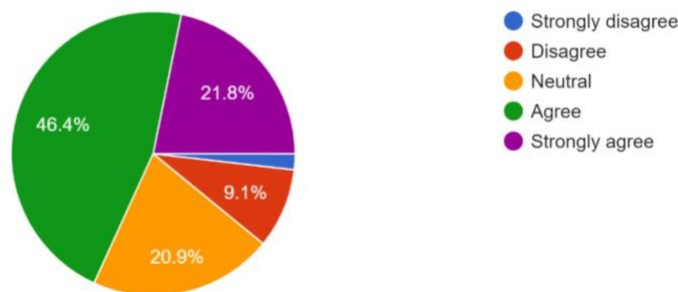


FIG 4.2.8

With 21.8% highly agreeing, 46.4% agreeing, 20.9% neutral, 9.1% disagreeing, and 1.8% strongly disagreeing with the statement, the pie chart demonstrates that the brand graphic on the package encourages consumers to purchase the product.

I change the brand as the packaging changes.
110 responses

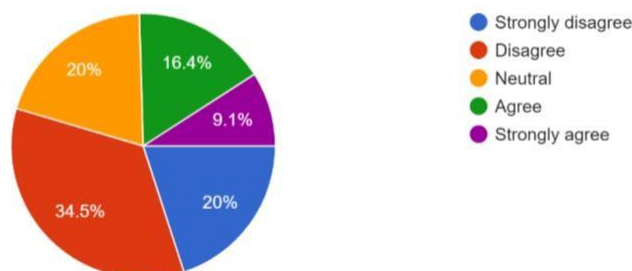


FIG 4.2.9

Show that, assuming that the brand changes are bundled with the item, 9.1% of the 110 respondents are unquestionably in agreement, 16.4% are in agreement, 20% are not political, 34.5% are unable to avoid contradicting the statement, and 20% are strongly unable to avoid contradicting that statement.

Innovation is significant in Packaging
110 responses

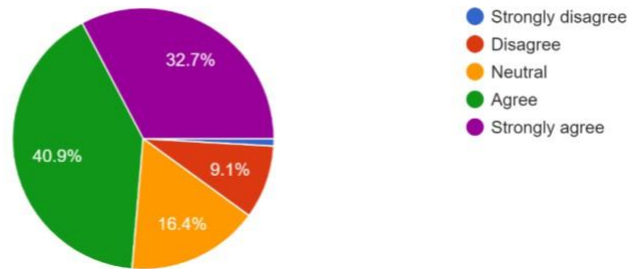


FIG 4.2.10

According to the pie chart, 32.7% of consumers highly agree, 40.9% agree, 16.4% are neutral, 9.1% disagree, and 0.9% strongly disagree with the statement when there is a significant innovation in packaging.

I prefer & attract towards the item having attractive shape
110 responses

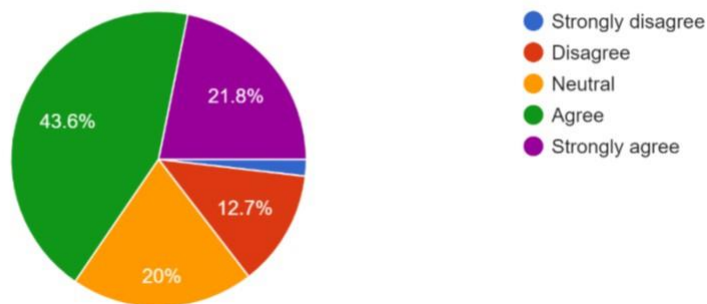


FIG 4.2.11

There are indications that buyers are influenced to purchase the item by the attractive state of the bundling. Of the 110 respondents, 21.8% of buyers are unquestionably in agreement, 43.6% are in agreement, 20% are unbiased, 12.7% are unable to refute the statement, and 1.8% are firmly unable to refute that statement.

I lean toward items with Viewable text dimension
110 responses

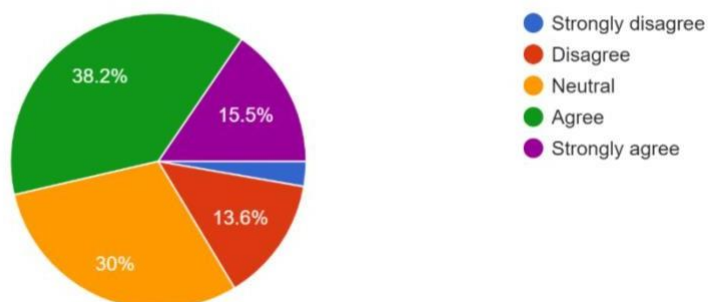


FIG 4.2.12

Provide evidence that the presence of visible text on the packaging influences buyers' decisions to purchase the product. Of the 110 respondents, 15.5% strongly agreed, 38.2% agreed, 30% were unbiased, 13.6% couldn't help but contradict the statement, and 2.7% couldn't help but contradict it.

I prefer packaging with better transportation and handling
110 responses

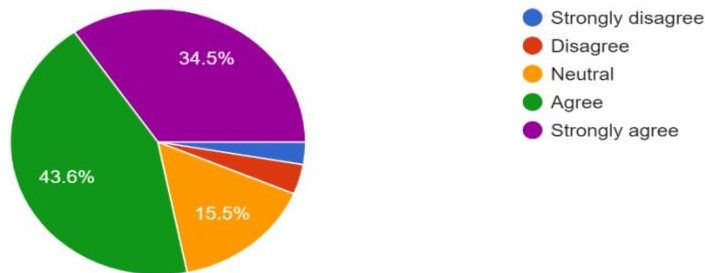


FIG 4.2.13

34.5% of the 110 respondents unquestionably agreed, 43.6% agreed, 15.5% were unbiased, 3.6% couldn't help contradicting the statement, and 2.7% firmly couldn't help contradicting that statement, demonstrating that bundling with improved transportation and taking care of the item has an impact on buyers' decisions to purchase it.

I purchase the packages items such the pack/container can be reused
110 responses

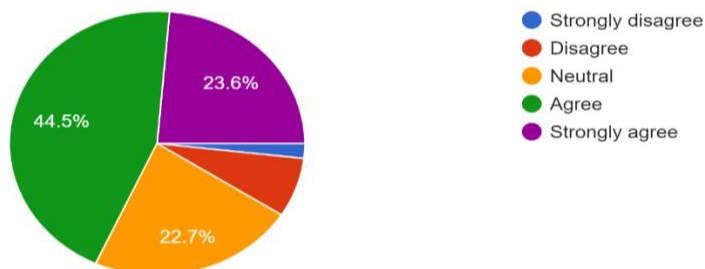


FIG 4.2.14

It demonstrates that bundles, such as the fact that the pack or compartment can be reused, influence buyers' decisions to purchase the product. Of the 110 respondents, 23.6% of buyers strongly agreed with the statement, 44.5% agreed, 22.7% were unbiased, 7.3% couldn't help but contradict it, and 1.8% firmly couldn't help but contradict it.

Printed data works with my purchasing behaviour
110 responses

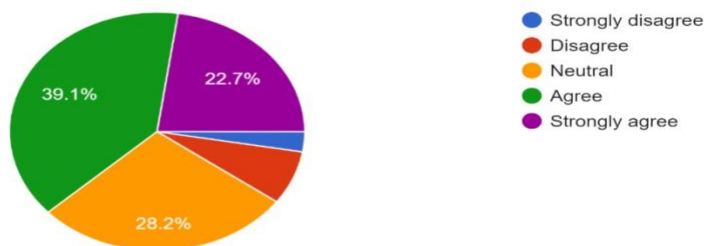


FIG 4.2.15

It shows how written information influences a buyer's decision to purchase an item. Of the 110 respondents, 22.7% firmly concur, 39.1% concur, 28.2% are nonpartisan, 7.3% cannot help but oppose the assertion, and 2.7% cannot help but contradict the assertion without reservation.

I purchase the item founded on the familiarity of the package
110 responses

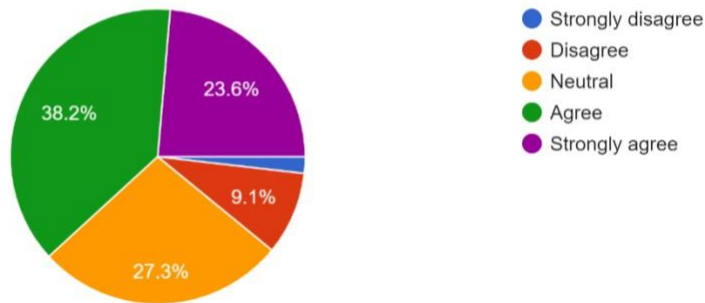


FIG 4.2.16

It shows that buying the item based on the group's shared characteristic influences buyers. Of the 110 respondents, 23.6% of buyers are unquestionably in agreement, 38.2% are in agreement, 27.3% are unbiased, 9.1% are unable to avoid contradicting the statement, and 1.8% are firmly unable to avoid contradicting that statement.

The package should stand apart from items for simple Identification
110 responses

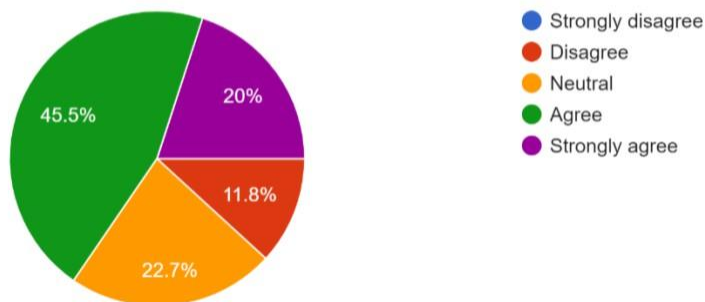


FIG 4.2.17

Show that for easy identification, the bundling should be kept apart from the product. 20% of the 110 respondents who responded to the survey said they strongly agreed with the statement, 45.5% said they agreed, 22.7% said they were impartial, 11.8% said they couldn't help but contradict it, and 0% said they couldn't help but contradict it.

Instructions given on packages are useful
110 responses

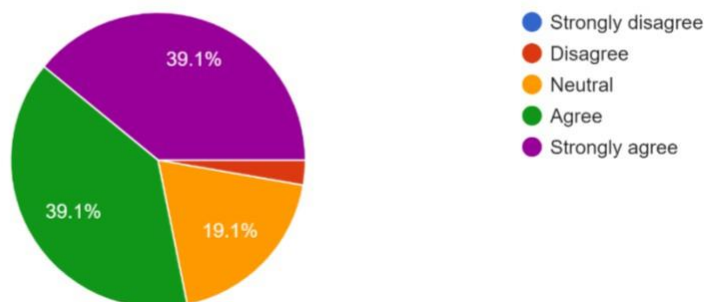


FIG 4.2.18

It demonstrates how advice given on the subject is beneficial to the buyer and influences their decision to acquire the goods. Out of 110 respondents, 39.1% of buyers are in complete agreement, 39.1% are in agreement, 19.1% are neutral, 2.1% are unable to avoid contradicting the statement, and 0% are firmly unable to avoid contradicting that statement.

Packaged food is more hygienic when contrasted with unpackaged
110 responses

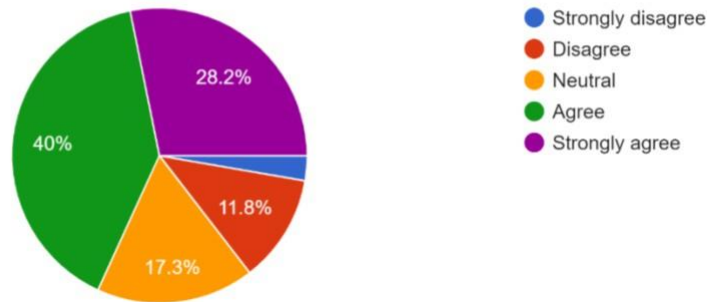


FIG 4.2.19

When packaged food is presented in contrast to unpackaged food, 28.2% of respondents strongly agreed, 40% agreed, 17.3% were unbiased, 11.8% couldn't help contradicting the statement, and 2.7% couldn't help contradicting that statement. This indicates that packaged food is more sterile when presented.

Packed items are all over in the market and is effectively accessible
110 responses

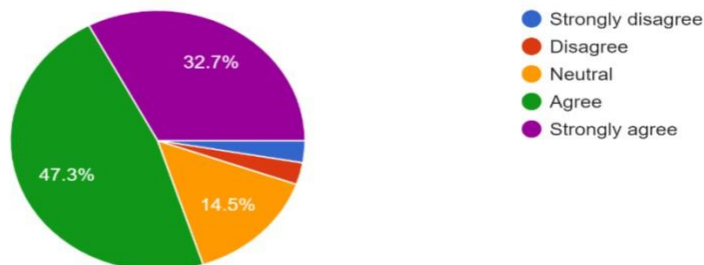


FIG 4.2.20

It demonstrates that packaged goods are widely available in the market and can persuade customers to buy them. Of the 110 buyers who responded, 32.7% strongly agreed, 47.3% agreed, 14.5% were neutral, 2.7% disagreed with the statement, and 2.7% strongly disagreed.

I read the data given on the packaging of product cautiously.
110 responses

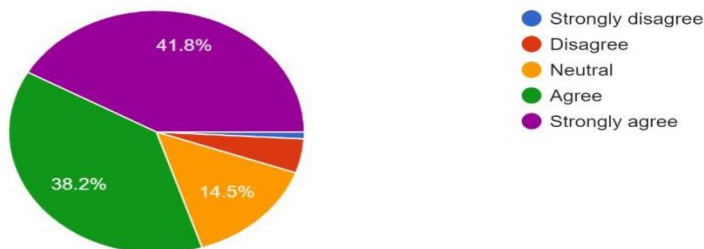


FIG 4.2.21

Show that I have read the information provided about how the item's packaging may influence a buyer's decision to purchase it. Of the 110 respondents, 41.8% of buyers strongly agreed with the statement, 38.2% agreed, 14.5% were nonpartisan, 4.5% couldn't help but disagree with it, and 0.9% couldn't help but disagree with it.

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 DESCRIPTIVE STATISTICS

DESCRIPTION	N	Mean
Age	110	2.08
Gender	110	1.47
Profession	110	3.21
Income	110	1.93
Appealing Packaging influences me to purchase the Product	110	3.82
Packaging colour has an effect in my purchasing process	110	3.72
Label of the Package is significant during my purchasing interaction	110	3.68
Quality of the Packaging material means a lot to me during purchasing process	110	4.07
The Quality of Packaging relates to the cost of the product	110	3.90
Package design affects product choice during my purchasing process	110	3.69
I evaluated item as per printed data while buying	110	3.75
Language utilized on the packaging impacts my purchasing interaction	110	3.76
The brand picture on the package has an effect in my purchasing cycle	110	3.77
I change the brand as the packaging changes.	110	2.60
Innovation is significant in Packaging	110	3.95
I prefer & attract towards the item having attractive shape	110	3.71
I lean toward items with Viewable text dimension	110	3.50
I like creative text style in packaging of product	110	4.04
I prefer packaging with better transportation and handling	110	3.81
I purchase the packages items such the pack/container can be reused	110	3.72
Printed data works with my purchasing behaviour	110	3.73
I purchase the item founded on the familiarity of the package	110	3.74
The package should stand apart from items for simple Identification	110	4.15
Instructions given on packages are useful	110	3.79
Packaged food is more hygienic when contrasted with unpackaged	110	4.05
Packed items are all over in the market and is effectively accessible	110	4.15
I read the data given on the packaging of product cautiously.	110	4.04

THE INSTRUMENT OF THE STUDY WAS SCALED AS FOLLOWS:

Opinion	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Degrees	5	4	3	2	1

TABLE 5.2

Mean Interval	Opinion
1–1.80	<i>Strongly disagree</i>
1.81–2.60	<i>Disagree</i>
2.61–3.40	<i>Neutral</i>
3.41–4.20	<i>Agree</i>
4.21–5.00	<i>Strongly agree</i>

TABLE 5.3 MEAN ON DIFFERENT OPINIONS

CONCLUSION

The following conclusions were drawn from the research study's findings about how packaging affects consumers' purchasing decisions:

1. One of the most important tools in today's marketing communications is packaging, which calls for a more thorough examination of its components and how they affect consumers' purchasing decisions.
2. A package shape that is easy to handle, open, dose, or dispose of; or a picture or packaging color that is appropriate and vibrant and makes them feel joyful. Each of these components makes a significant contribution to the endeavor to capture the interest and attention of the consumer. In addition to the individual functions of each component, we believe that a well-executed mix of these components might make the final product more appealing and eye-catching.
3. Examining the significance of each of its individual components for the consumer's decision demonstrates how packaging and its components affect the consumer's choice to buy. The primary components of the package have been determined for this purpose: the product information, producer, country of origin, and brand are deemed significant, while the graphic, color, size, shape, and material of the packaging are taken into consideration, as well as the wrapping design and innovation
4. The suggested research model, package components that ultimately influence customer choice, has been empirically tested; in a situation where various products from a category of convenience goods were offered.
5. Packaging may differentiate a brand from its rivals and has a wider audience than advertising. Not only does it encourage and support the decision to buy, but it also does so each time the product is utilized.

RECOMMENDATIONS

1. Every firm should have clear packaging policies in light of the swift shifts in consumer preferences.
2. The idea of green marketing, which is predicated on the use of packaging materials with a comparatively lower environmental impact than traditional approaches, is one of the contemporary

marketing trends that must be taken into account when packaging products.

3. In order to identify the shortcomings in its promotional and productive efforts, it is necessary to gather the thoughts and impressions of consumers regarding the goods and services that are presented to them.
4. Through frequent consumer surveys, customer feedback, or ideas, businesses and marketers can gain a better understanding of what customers want from their products.
5. Packaging should be promoted to be more appealing because it is crucial to bringing in more customers. It is crucial to think about utilizing a range of media to further this function because customers have varying opinions about the product.
6. After observing customer needs, packaging should be consistently improved.

IMPLICATIONS

1. The study provides insight into the considerations that the company should use when creating the product's packaging.
2. One significant management takeaway from this research is that managers should use packaging techniques to improve customers' perceptions of their goods and gain a competitive edge.
3. It is important to thoroughly evaluate the features of consumers. Targeting and determining the requirements and preferences of every market segment is crucial.

LIMITATIONS

Notwithstanding these positive findings, this study nevertheless has unavoidable limitations.

The tiny sample size, which resulted from time constraints, is the study's most evident weakness.

SCOPE FOR FUTURE RESEARCH

There may have been more inquiries about product packaging, as well as considerations like discounts and more packaging.

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