



IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR IN FAST MOVING CONSUMER GOODS

Rohan M Philip¹, Dr.S.Loganatha prasanna²

1. II MBA – PG Scholar, School of Management, Hindustan Institute of Technology & Science; rohanphilip23@gmail.com

2. Research Guide - Asst. Prof (SG), School of Management, Hindustan Institute of Technology & Science; loganathaprasanna@gmail.com

ABSTRACT-- The study focuses on examining the impact of product packaging on consumer buying behavior in Fast Moving Consumer Goods (FMCG). Customers are very selective about the products they buy today and have high demands. The way a product is packaged has a big impact on the buying choice of the consumer. The packaging is a complete package that transforms into the product's main selling point and encourages impulsive purchasing. This study aims to determine the effects of several product characteristics, including product quality, colour, and design, on FMCG consumer purchasing behaviour. These packaging elements influence customer purchasing behaviour as well, making it crucial to research them in order to comprehend consumer behaviour and innovate appropriately. Packaging boosts sales, expands market share, and lowers marketing and advertising expenses. The results of this study will add to the body of knowledge on packaging in the fast-moving consumer goods sector and give businesses useful information for creating marketing plans that will increase their sales and market competitiveness.

Keywords: *consumer behavior, packaging, product packaging, marketing.*

INTRODUCTION:

For businesses, packaging has evolved into a tool for sales promotion. The packaging's quality, colour, wrapping, and other features influence the consumer's purchasing decisions. Packaging is a complete package that transforms into an ultimate selling point and encourages impulsive purchasing. Packaging boosts sales, expands market share, and lowers market and advertising expenses. Additionally, packaging gives products a unique sense of value, serves as a tool for product differentiation, aids consumers in choosing a product from among a variety of similar ones, and influences customers' purchasing decisions. The results of earlier studies indicate that there is no consensus regarding the general classification of packaging materials and package components. There are also differing opinions on how packages affect consumers' purchasing decisions. While some researchers try to look at every possible packaging element and how it might affect consumers' purchasing decisions, others concentrate on specific packaging elements and how they might affect consumer purchases. Additionally, some

researchers look at how packaging and its features affect a consumer's decision throughout the entire buying process, while others focus on individual decision-making steps. Advertising and brand perception have a substantial impact on consumer purchasing decisions and exert a strong positive influence.

People have a positive attitude towards the brand's image. According to a study, youths in Gujranwala are more aware of their social standing and prefer branded products, which has a beneficial impact on their consumer buying behaviour. This study's goal is based on a fictitious analysis of packaging elements and how they affect consumers' purchasing decisions. This empirical study identifies the characteristics that ultimately affect consumers' decisions when numerous and varied options are provided.

REVIEW OF LITERATURE:

After seeing a well-labeled product, buyers buy more of those things. As a result, labelling affects customer purchasing decisions, but there are also other elements that play a role (**Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013**).

Buying environmentally friendly products is known as "green purchasing." With the moderating influence of perceived product price and quality, the research model in this study examines the effects of predictor variables (environmental concern, organisational green image, and environmental knowledge) upon the criterion variable (green purchase intention). According to **Adelina & Morgan (2007)**, packaging can be considered one of the most important tools in today's marketing communications because it has a significant influence on consumers' purchasing decisions. Consumer buying decisions may be influenced by packaging and its components (**Ahmed et al., 2014**).

The use of promotional strategies (cash discounts) between samples, in-store form displays (window displays), and more apparel spontaneous purchases, according to **Karbasivar & Yarahmadi (2011)**, are essential factors in encouraging customers to make impulsive purchases. They can give away additional goods to entice customers to make impulse purchases. Additionally, sealers can increase clothing impulse purchases by modernising their stores and utilising eye-catching lighting and colours. The study's findings demonstrate a crucial connection between customer impulse buying behaviour and window displays, credit cards, and promotional activities.

Both the qualitative and quantitative research, according to **Erzsebet & Zoltan (2007)**, demonstrated that respondents used comparable risk-reduction techniques while making purchases of baby care products. This study looked into how consumers feel about and purchase baby care items. The primary research's findings demonstrated that the product met consumers' needs in terms of dependability, performance, and packaging.

The brand image, brand attachment, and environmental effects are all taken into account in **Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahmad's (2019)** study of how these factors affect customer purchasing decisions. According to the findings (**Ahmed,**

Arif, and Meenai, 2012), brand image does not positively correlate with purchase decisions, brand attachment has a moderately favourable correlation with purchase decisions, and environmental influences do not positively correlate with purchase decisions.

Packaging can be thought of as a deliberate arrangement that prepares goods for handling, storage, coordination, trade, and final use. Packaging has several functions, including containing, securing, blocking, transporting, illuminating, and promoting sales. The highest point of metal jars is totally absorbed into government, business, institutional, mechanical, and personal use in many countries. In order to prevent product damage during storage and transit, packaging is extremely important. For perishable or fragile goods, this is particularly crucial. The packaging should be created to minimise waste and ensure that the product is not overpackaged while still offering the goods enough protection. In FMCG, packaging is crucial and should be created with the consumer in mind. Packaging should protect the goods during transportation and storage, be practical, reflect the brand's positioning and values, and be environmentally friendly. Companies may design FMCG packaging that meets customer requirements and expectations while also promoting a more sustainable future by taking these considerations into account.

HYPOTHESIS:

The empirical findings should test the following hypotheses.

H1: The impact of packaging on consumer purchase behaviour.

H2: The impact of quality of packaging on consumer purchase behaviour.

H3: The impact of packaging design on positive customer experience.

H4: The impact of printed information on consumer purchase behaviour.

H5: The impact of shape of packaging on consumer purchase behaviour.

H6: The impact of colour of packaging on consumer purchase behaviour.

H7: The impact of protection through packaging on consumer purchase behaviour.

H1: 76 % strongly agree that the packaging as impact on consumer behaviour and 30% agree with this statement. Only 4% of respondents disagree with the given statement.

H2: 71 % strongly agree that there is impact of quality of packaging on consumer purchase behaviour and 32% agree with this statement. Only 3% of respondents strongly disagree with the given statement.

H3: 43 % strongly agree that the packaging material is important for customer satisfaction and 37% agree with this statement. Only 2% of respondents strongly disagree with the given statement.

H4: 49 % agree that the package design has an impact on customer satisfaction and 35% strongly agree with this statement. Only 2% of respondents strongly disagree with the given statement.

H5: 32 % agree that the labelling helps on customer satisfaction and 53% strongly agree with this statement. Only 3% of respondents strongly disagree with the given statement.

H6: 53 % agree that the colour has an impact on the customer satisfaction and 42% strongly agree with this statement. Only 4% of respondents strongly disagree with the given statement.

H7: 68 % agree that the protection is important on the customer satisfaction and 32% strongly agree with this statement. Only 3% of respondents strongly disagree with the given statement.

DATA INTERPRETATION AND ANALYSIS :

One Sample T Test was used to analyse packaging elements that have an impact on consumer satisfaction. The one-sample t test shows whether a mean of a single variable differs from a specified constant.

Table 1

	N	Mean	Std.	Std. Error Mean
The impact of packaging on consumer purchase behaviour	135	3.84	1.061	0.052
The impact of quality of packaging on consumer purchase behaviour	135	3.97	0.997	0.06
The impact of packaging design on positive customer experience	135	4.14	0.97	0.047
The impact of printed information on consumer purchase behaviour	135	4.07	0.918	0.045
The impact of shape of packaging on consumer purchase behaviour	135	4.28	1.01	0.051
The impact of colour of packaging on consumer purchase behaviour	135	3.85	1.19	0.06
The impact of protection through packaging on consumer purchase behaviour	135	4.12	0.997	0.04

The results presented in table 1 of one sample statistics show the mean of populations 'responses, standard deviation and standard error. Mean value provides the idea about the central tendency of the values of a variable. Number of observations of each variable

is 135. Standard deviation gives the idea about the dispersion of the values of a variable from its mean value. The minimum value is 1 while maximum value is 5.

With the null hypothesis, the means are the same, whereas with the alternative hypothesis the means differ. A big “t” ($> +2.0$ or < -2.0), with a small p-value (< 0.05), denotes that the null hypothesis is rejected, and we would suppose that the means are significant. But a small “t”, with a big p-value, it denotes that the means are not significantly different.

Table 2

	95% of Confidence Interval					
	Test Value = 3			Mean	Upper	Lower
	t	df	Sig			
The impact of packaging on consumer purchase behaviour	15.233	134	0	0.815	0.7	0.91
The impact of quality of packaging on consumer purchase behaviour	19.527	134	0	0.98	0.88	1.06
The impact of packaging design on positive customer experience	23.871	134	0	1.165	1.09	1.24
The impact of printed information on consumer purchase behaviour	23.621	134	0	1.094	1	1.16
The impact of shape of packaging on consumer purchase behaviour	24.763	134	0	1.258	1.14	1.32
The impact of color of packaging on consumer purchase behaviour	14.311	134	0	0.871	0.71	0.99
The impact of protection through packaging on consumer purchase behaviour	22.743	134	0	1.142	1.02	1.26

The obtained results from table 2 conclude that the packaging elements have an impact on the satisfaction of consumers. Furthermore, from the table we can see a big "t" and a small p-value "p". So the alternative hypotheses are accepted.

FINDINGS:



DESIGN: Convenience – The properties of packages make them more convenient to distribute, handle, stack, display, sell, open, close, use, dispense, reuse, recycle, and dispose. **Portion control** – Packaging for single servings or doses contains a precise amount of the substance to regulate consumption. It is possible to divide up mass-produced goods into packages that are increasingly suitable for different family sizes. Selling fixed one-liter milk jugs rather than requiring customers to bring their own jugs to fill themselves aids with inventory control.

Quality: Considerations for package advancement incorporate maintainability, ecological responsibility, and appropriate natural and reusing standards. A true life cycle analysis that takes into account the energy and material data sources and yields to the package, the packed item (substance), the packaging process, the coordination framework, waste the executives, and so on, may be included. The necessary administrative requirements for the purpose of assembling, dealing with, and using must be understood. As part of a waste hierarchy that can be taken into account when developing products and packaging, the conventional "three R's" of reduce, reuse, and recycle are included.

Prevention – The reduction of waste is a crucial goal. Packaging should only be used when necessary. Appropriate packaging might also aid in reducing waste. In order to prevent loss or damage to the packaged item (substance), packaging is crucial. The liveliness and material utilisation of the thing being wrapped are frequently much more noticeable than those of the package. The ability of the package to guarantee the item for its intended purpose is essential. If the item is damaged or tampered with, its entire vitality and material content may be lost.

Minimization – In order to minimise the package during the design phase, the mass and volume of the packaging (per unit of contents) can be measured and utilised as criterion. Packaging that is often "reduced" also helps to cut expenses. The goal of decreased packaging is still being pursued by packaging engineers.

Reuse – We recommend using reusable packaging. For closed loop logistics systems, reusable packaging has been useful for a long time. Frequently, it's necessary to inspect, clean, repair, and recover anger. Some manufacturers use the packaging from the arriving parts for a product again, either as packaging for the finished product or as a component of the finished product.

Recycling – Reprocessing materials into new products is known as recycling. Emphasis is placed on reusing the largest, most important components of a package, such as steel,

aluminium, papers, plastics, and so forth. It is possible to select minor components that are simple to isolate and don't degrade operations involving reuse. Packages can occasionally be designed to segregate segments to increase the likelihood that they will be reused.

Protection: Among other things, the items inside the packaging may need to be protected from mechanical stress, vibration, electrostatic discharge, compression, temperature, etc.

Barrier protection – The need for an oxygen, water vapour, dust, etc. barrier is common. A fundamental aspect of a plan is penetration. Some packages include desiccants or oxygen barriers to assist extend their use lifespan. In some food packaging, altered or regulated air is also maintained. An vital capability is the ability to keep the substance flawless, crisp, sanitary, and fine for the duration of the intended use. When two materials must be isolated before being used, such as when using special paints, pastes, restorative liquids, etc., an obstruction is also created. The package border is broken at the customer's end, or anticipated amounts of material are ejected for mixing and further use.

Safety – Packaging can play a significant role in reducing the shipping's safety risks. Packages may be designed with enhanced alter protection from deflect control as well as alter evident highlights that indicate modifying has taken place. Packages can be made to help reduce the risks of parcel theft or the theft and sale of goods: Compared to other types, some package advances are more resistant to theft, and some even include steal-showing seals. With such anti-copying advances, fake customer items, illegal deals (redirection), material substitution, and changing could all be prevented or reduced. The use of safety printing and confirmation seals on packages can help show that the contents and packaging are authentic. Additionally, packages may contain anti-robbery devices like colour packs, RFID labels, or electronic article reconnaissance labels that can be activated or detected by devices at exit signals and require specific devices to deactivate. This type of packaging can be used as a retail disaster prevention strategy.

Waste Prevention – The reduction of waste is a crucial goal. Packaging should only be used when necessary. Appropriate packaging might also aid in reducing waste. Packaging is crucial in preventing injury or misfortune to the bundled item. The liveliness and material utilisation of the thing being wrapped are frequently much more noticeable than those of the package. The ability of the package to guarantee the item for its intended purpose is essential. If the item is damaged or tampered with, its entire vitality and material content may be lost.

Information: How to use, transport, reuse, or dispose the package or object is indicated on labels and packaging. Some types of information are required for pharmaceuticals, food, therapeutic, and synthetic products by government legislation. Some names and packages are also used for track and follow functions. Most items have their serial and package numbers printed on the packaging, and for food items, prescription medications, and other synthetic substances, the packaging frequently includes an expiration/best-before date, usually in a shorthand format. Packages may use images to display their development content.

Marketing – Advertisers can use packaging and labels to persuade consumers to purchase a product. For a very long time, package visual representation and physical design have been essential and evolving miracles. The goal of the offer showcase is frequently tied to promoting interchanges and visual communication on the package's exterior. The majority of packaging aims to reflect the philosophy and personality of the business.

Visual Appeal: In the current market, where consumers are exposed to a large selection of products and have little time to make decisions, visual attractiveness is especially crucial. Products can stand out on the shelf and draw customers' attention with attractive packaging. For new products or those entering a crowded market, this is especially crucial. In order to spread the company's message and forge a distinctive brand identity, visual appeal can also be leveraged. This can be accomplished by utilising typefaces, colours, and images that complement the overall look of the brand. The visual appeal of packaging can affect consumers' views of the goods in addition to drawing attention and developing a strong brand identity. When packaging is well-designed and visually appealing, consumers may perceive quality and value, but packaging that is poorly designed may have the reverse impact.

SUGGESTIONS: The results of the study strongly suggest that the various package components have an effect on consumers' purchase decisions. As a result, it is crucial to concentrate on the packaging for fast-moving consumer items in order to provide high-quality and sustainable packaging that will draw customers and influence their purchasing decisions.

CONCLUSIONS: In the fast-moving consumer goods sector, packaging is crucial for protecting and conserving products as well as influencing consumer behaviour and purchase decisions. In the fast-moving consumer goods sector, packaging serves a variety of purposes. Because buyers take many things into account before making a purchase, it is crucial to pay close attention to each of these factors in order to increase sales and an organization's bottom line. As a result, organisations that produce fast-moving consumer goods must place a high value on packaging and invest in it.

REFERENCE:

- [1]. Silayoi, P., & Speece, M., 2017. The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), 1495-1517.
- [2]. Wells, L.E., Farley, H., & Armstrong, G.A., 2017. The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35 (9), 677-690.

- [3]. Butkeviciene, V., Stravinskiene, J., & Rutelione, A., 2018. 'Impact of consumer package communication on consumer decision making process', *Inzinerine Ekonomika-Engineering Economics* (1), pp. 57-65.
- [4]. Ampuero, O., & Vila, N., 2016. Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.
- [5]. Malik, E.M., Ghafoor, M.M., Iqbal, K.H., Ali, Q., Hunbal, H., Noman, M., and Ahmed, B., 2020. Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal* 23 (1): 117-122.
- [6]. Underwood, R. L., 2019. The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, Winter, 62-76
- [7]. Adelina Broad bridge & Henry Morgan, 2017, consumer buying behavior and perception toward retail brand baby products.
- [8]. Karbasivar, A. and Yarahmadi, H., 2021. Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies* 2 (4):
- [9]. Ahmed, R.R., Arif, A.A., Menai, Y.A., 2022. New Product development: Strategy & implementation mechanism based on Primary & Secondary data Research, *Interdisciplinary Journal of Contemporary Research Business*, 4 (6): 1034-1046.
- [10]. Saed, R., Lodhi, R.N., Muktar, A.M.J., Hussain, S., Mamood, Z., and Ahmad, M., 2021. Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal* 24 (7): 844-849.
- [11]. Rettie, R., & Brewer, C., 2021. The verbal and visual components of package design. *Journal of Product Brand Management*, 9 (1), 56-70.
- [12]. Maikstene, K., and Auruskevina, V., 2018. 'Manufacturer and retailer brand acceptance under different levels of purchase involvement', *Inzinerine Ekonomika-Engineering Economics*.