

Impact Of Packaging On Consumer Buying Behaviour

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ABSTRACT

The objective of this study is to find the impact of packaging elements on consumer buying decision process for cosmetic products. Packaging is considered as a strategic tool to amplify the competitiveness of products. The packaging elements that influence the consumer buying behaviour are the colour, design, label, language, printed information, background image, innovative packaging, packaging material quality and font style. This study is based on both primary and secondary data. To conduct the research, convenience sampling has been adopted as it is least expensive, least time consuming and most convenient. The study shows that innovative packaging of durable and non durable product industry has the most influential effect on consumer buying behaviour compared to the other packaging elements. This study can be a useful tool for all companies which are likely to survive in the competitive market of the durable and non durable product industry and sustain their good image.

Keywords: Packaging elements, Purchase behaviour, Consumer Behaviour and Product packaging.

Introduction

In today's competitive marketing world, products' packaging has occupied an important position in delivering the products or services to the consumers. It has been recognized as a considerable tool of making the products or services distinctive from the similar kinds of products or services available in the market (Sarangi, 2009). A product can be highly accepted only because of good packaging. At the same time, a poor packaging can damage the company's image in the market as product packaging affects the consumers' expectation and choice. Has established that products packaging attracts consumers' attention to the brands. It enhances the product image as well as consumers' perception toward the product or service. Mutsikiwa and Marumbwa (Mutsikiwa and Marumbwa, 2013) have clearly observed that the appearance of the package is believed to have a strong impact on influencing consumer purchase decision than advertising.

However, a question arises that can this phenomenon apply to all categories of products and services such as daily necessities, food items, cosmetic products etc. Moreover, although there is huge literature on packaging in general, there is a lack of literature on the issue of impact of packaging in the durable and non durable products on consumer buying behaviour. In this backdrop, this study aims at analysing the impact of durable and non durable product packaging on consumer behaviour while deciding about a purchase of durable and non durable product. It reveals the answers to some questions: the main packaging elements connected to durable and non durable products, the impact of packaging on consumer decision making process and the relative importance of factors regarding the packaging of durable and non durable products. This research is mainly quantitative in nature and based on both primary and secondary data to identify the limitations and conclude with the findings.

Consumer's Behaviour

Consumer behaviour is a process by which an individual or group of individuals can select, buy, use or dispose products, services or experiences to satisfy their desires or needs. Kotler (2012) said that consumers can say one thing but may do another thing. So, understanding the consumer behaviour is not an easy task. Solomon (2013) claimed that marketers can influence consumers' behaviour. There are some factors that influence consumers' behaviour. The controllable factors are product, price, place and promotion.

The uncontrollable factors are demographic, cultural, economic, social, personal, and psychological factors. Kotler (2015) found that among the uncontrollable factors, the cultural factors have the significant impact on consumer behaviour. Consumer buying behaviour is the physical, mental and emotional activities that consumers are engaged with when selecting, buying and using products or services to get satisfied in terms of their needs and desires. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services.

Consumer Decision Making Process: There are five steps of consumer buying decision making process. Problem recognition is the first phase of consumer decision making process. In this stage he or she recognizes a problem or need. He or she feels a difference between his or her desired state and real state. The needs can be physiological and psychological needs or social needs or situational factors influencing needs (Sethna and Blythe, 2016). Information search is the second phase which refers to a process by which consumers search for appropriate data around their environment to make a purchase decision. Kotler (2009) said that if the consumer's motivation is high and if a satisfying product is close to him or her, then he or she will probably buy it immediately without any search. In case of routine purchase, consumers are unlikely to search for information.

But if there is more uncertainty, consumers spend more time in search for relevant information and alternative ways. Consumers can get information from personal sources (family, friends, and neighbors), commercial sources (advertisement, internet), public sources (mass media) or experiences (product usage). At present internet and specialized portals are the most popular sources of information. Evaluation of alternatives is the third phase where consumers evaluate all the alternatives. He or she will choose the alternative which will contribute to his or her goal. To satisfy a need, all the products available in the market place offered by the different companies are filtered. Then the consumers evaluate the alternatives and choose the best one.

Purchase decision is the fourth phase where consumer buys the product. Five roles can be observed during the purchase decision- initiator, influencer, decision maker, purchaser and user. Attitude of others and situational factors can step into the purchase intent and purchase decision. Post-purchase behaviour is the final phase where consumers ask himself or herself if he or she is satisfied or not with the product. The answer to this question depends on the ratio between consumer expectation and perceived performance. If the actual product performance exceeds the expectation, consumers become delighted and if the actual performance is less than the expectation, consumers become dissatisfied. If the consumers become satisfied, they will probably buy the same product in future (Imiru, 2017).

Review of Literature

The understanding of the different dimensions of product packaging as approached by academics and professionals is crucial to explore the importance of impact of packaging on consumer buying behaviour. So, this section concentrates on discussing the issues like packaging, functions and characteristics of good packaging, packaging elements affecting consumer buying behaviour and consumer decision making process. The discussion solely focuses on justifying the impact of packaging on consumer buying behaviour based on the model of consumer buying behaviour in the context of durable and non durable products.

Deliya and Parmar (2012) claimed that packaging acts as an extrinsic value of the good. Its definition varies and ranges from being simple to more extensive and holistic interpretations. A unique packaging approach can be used in drawing consumers' attention. It can make impulse purchases. The visual properties of a package that are attractive to the customers are colour, size, orientation and shape.

Jusuf Zekiri and Vjollca Visoka Hasani(2015) discussed the effect of packaging elements on the buying behavior. To measure the relative impact of each packaging element on the consumer. The researcher has collected the data from Primary source and analysed the data with the help of Descriptive statistics, Testing hypotheses. The result of the study revealed the packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging color helps consumers to differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements makes the marketing offer effect of product packaging on consumer buying behaviour" The objective of study us to identify the element of product packaging that durable and non durable products use. To measure the role/influence that product packaging has on the consumer. we analysed the data with the help of Hypothesis, quantitative method. The result of the study was the use of sturdy packaging is very important because consumers associate good quality packaging with superior products. Under the pretext of creating appealing packaging, brands do not provide adequate quantity of the product to consumers which do not work in the favor of the brand.

Godwell Karedza and Mike Sikwila (2017) examined the impact of packaging designs on consumer purchasing habit of durable and non durable goods before, during and after the dollarization era in Zimbabwe. To establish the major role of packaging on durable and non durable products. To examine the

effect of other factors that can be controlled and that cannot be controlled on the purchasing pattern and habit of durable and non durable products in Zimbabwe. The result of the study was durable and non durable products managers are recommended to use mostly preferred labels in their marketing appeals. Basically the labels placed on products should describe where it was made, when it was made, what it contains and how to utilize it, dates when their products expire. In addition the researcher recommends that companies that are in the durable and non durable sector should use clear labels that are easy to understand. The researchers also recommend that when designing packages, designers of the manufacturing firms must ensure that the package protects the product inside to a greater extent as this is considered to be the main role of packaging.

Chukwu and Enudu(2018) made the research with the objective to assess the relationship between attractive packaging and consumer buying behavior. Ascertain the relationship between value and quality of packaging and consumer buying behaviour. Establish the relationship between shabby packaging and consumer buying behaviour. Identify the relationship between impulse purchasing and consumer buying behaviour. The researcher has collected data from 400 copies of questionnaire were successfully administered and collected back immediately after consent and analysed data with the help of Hypotheses. The result of the study was concluded that the predictor variables, attractive packaging, value and quality of packaging and impulse purchasing has positive relationship with consumer buying behavior. Shabby packaging do not have positive relationship with consumer buying behaviour.

Adebisi, and Akinruwa (2019) studied the objectives and found that if presentation of a product have relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronize a particular product. This is the question, which this research work intends to answer. The researcher has collected data from Primary source and analysed the data with the help of structured questionnaire. The result of the study was to production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income. Again, company should carefully choose colour combination that are capable of appealing to customers' interests and consequently influence their choice of a product by mere sighting of the package.

Research Methodology

Research methodology is a plan of action for a research work and explains how data's are collected, analysed and presented.

Dependent variable- In this study, consumer buying behaviour is the dependent variable.

Consumer buying behaviour: Consumer buying behaviour is the physical, mental and emotional activities that consumers are engaged with when selecting, buying and using products or services to get satisfied in terms of their needs and desires. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services .

Independent variables- In this study, there are nine independent variables which influence the consumer buying behaviour.

Packaging colour: Packaging colour can help in drawing consumer attention. It is important because it differentiates a product from the competitors' products. Colour has a significant role in potential consumers' decision-making process. Different packaging colours signify different meanings according to the consumer perceptions and culture. Different colours emphasize different mood.

Package design: The design of the package communicates favourable or unfavourable implied meaning about a product. A good package design is eye catching and can easily attract the consumers. Different colour, symbol and sign associated with attractive design persuade the consumers to notice and touch the product and ultimately encourage them to purchase the product.

Research problem

□ To investigate consumers' insight and attitude towards packaging elements of durable and non durable products in Salem, Tamil Nadu.

Research objectives

□ The broad objective of this study is to determine the impact of packaging elements on consumer buying decision process for durable and non durable products, however, more specifically the objectives are to find out the packaging elements, identify the impact of packaging on buying decision, measure the relative importance of each packaging element.

This study is quantitative in nature. Quantitative research has been used to quantify the data and typically applied some form of statistical analysis.

Types and Sources of Data Used

Both primary and secondary data have been used in this study. Primary data have been collected directly from the respondents through the sample survey. Primary data collection is expensive, and time consuming. So, the secondary data have been collected for some purpose other than the problem at hand. Secondary data have been collected from books, guides, directories, articles, journals and statistical data.

Sample Design

The target population for this study is university students and service holders where the age limits are between 20-40 years, and both male and female are considered. Non probability convenience sampling technique has been used in this study because it is least expensive, least time consuming, and most convenient. Finally, data have been collected from 160 respondents.

Data Collection Procedure: Personal interview survey method has been adopted for collecting the data.

Statistical analysis: Regression analysis and ANOVA have been used to analyse the data. In this study, multiple regression analysis has been computed as there is one dependent variable and more than two independent variables. Moreover, one-way ANOVA has been used as there are more than two samples. F test is used to test the null hypothesis that the coefficient of multiple determination in the population, R square is zero. That is equivalent to testing the null hypothesis: all the betas are equal to zero. From the study it has been found that there is no high correlation among the independent variables. That means there is no multidisciplinary. That is why factor analysis has not been computed for the study. For this study, SPSS software has been used to process the data, as it has versatile data processing capability.

Data Analysis and findings

Table 1: Demographic Characteristics of the Respondents

Demographic Variable	Frequency	Percentage
<i>Occupation</i>		
Student	129	80.60
Service holder	27	16.90
Others	4	2.50
<i>Age Limit</i>		
20-25	119	74.30
25-30	40	25.00
30-35	1	0.7
35-40	0	0
<i>Gender</i>		
Female	87	54.4
Male	73	45.6

Table 1 Shows that a structured questionnaire which was 160 respondents by responded. Thus, it provides information about the demographic characteristics of the respondents and their profile. The study included different age groups, occupations, and gender of the respondents. Majority of the respondents are females constituting 54.4%. Majority of the respondents are within the age of 20-25 years (74.3%). The table also shows that majority of the respondents are students (80.6%).

Table 2: Correlations Table

	Behaviour	Color	Label	PMQuality	Design	Printed info	Language	Innovative	Image	Font style
Buying Behaviour	1.000	0.386	0.442	0.374	0.501	0.270	0.327	0.486	0.315	0.321
Colour	0.386	1.000	0.400	0.307	0.591	0.162	0.158	0.319	0.321	0.099
Label	0.442	0.400	1.000	0.336	0.466	0.282	0.358	0.335	0.115	0.222
PM Quality	0.374	0.307	0.336	1.000	0.377	0.201	0.224	0.200	0.174	0.047
Design	0.501	0.591	0.466	0.377	1.000	0.179	0.264	0.474	0.235	0.169
Printedinfo	0.270	0.162	0.282	0.281	0.179	1.000	0.418	0.187	0.169	0.148
Language	0.327	0.158	0.358	0.224	0.264	0.418	1.000	0.266	0.182	0.276
Innovative	0.486	0.319	0.335	0.280	0.474	0.187	0.266	1.000	0.328	0.325

Image	0.315	0.321	0.115	0.174	0.235	0.169	0.182	0.328	1.000	0.285
Font Style	0.321	0.099	0.222	0.047	0.169	0.148	0.276	0.325	0.285	1.000

Table 2 shows that the correlations between the dependent variable and the independent variables. Also shows the correlations among the independent variables. From the table, it is seen that dependent variable and independent variables are correlated and the independent variables are not highly correlated with each other. So, it means there is no multicollinearity.

Table 3. Regression model summary

R	R Square	Adjusted Square	R	Std. Error of the Estimate
0.855 ^a	0.829	0.395		0.943

From the model summary (Table 3), it has been found that the R value 0.855 denotes the moderate association between dependent variable and the predictors. R square value measures the strength of association between dependent variables and the predictors. Here, the R Square value is 0.829 which indicates that the 42.9% of variance in the dependent variable (Buying Behaviour) is explained by the independent variables. Adjusted R Square Supports R Square by 39.3%. As the value of adjusted R square is low, there is an opportunity to further explore the independent variables and to further explore correlations among independent variables.

Major Findings of the study

Our study shows that there are many packaging elements that act as factors influencing the consumer buying behaviour such as, packaging colour, size, printed information, font, packaging material, label, language, shape, design of wrapper and innovation. After analysing the survey data, it has been found that there is a moderate association between dependent and independent variables. It means the null hypothesis is rejected and it denotes that all the packaging elements have an impact on consumer buying behaviour.

According to the survey results, innovative packaging of durable and non durable product has the most influential effect on consumer buying behaviour compared to the other packaging elements. Package design, label and quality of packaging material also have an impact on consumer buying behaviour. The other elements of durable and non durable product packaging such as colour, printed information, background image, language and font style also have little impact on the consumer behaviour while buying any cosmetic product.

Based on the respondents' demographic characteristics, it has been found that being influenced by the attractive packaging, females are more likely to buy durable and non durable products than the males. Moreover, the service holders are more sensitive to the attractive packaging than the students while buying cosmetics and the age limit 20-25 is more likely to get influenced by the packaging of durable and non durable products. So, consumers' age, occupation and gender have differential effect on buying behaviour.

Managerial implications

The several theoretical implications are determined by the researcher. Although most of them are many packaging elements that act as factors influencing the consumer buying behaviour such as, packaging colour, size, printed information, font, packaging material, label, language, shape, design of wrapper and innovation. (Simmonds and Spence, 2017), but this research found that innovative packaging of cosmetics has the most influential effect on consumer buying behaviour compared to the other packaging elements. Package design, label and quality of packaging material also have an impact on consumer buying behaviour.

The findings of this research have direct implications for the people who are involved in durable and non durable businesses in Salem. Thus, they should consider the following:

First one is, consumers are highly attracted by the innovative packaging while buying products, thus, marketers should consider this element while designing their products package.

Second one is, the demographic characteristics of the target consumers must be studied as consumers' buying behaviour varies in terms of their gender, age and occupation. Moreover, they respond differently toward packaging cues.

Third one is, price is very important for all consumers. Thus, the discounted price or offer should be printed on the package so that the consumer can notice it. Finally, the other packaging elements such as colour, printed information, language, background image and font should be consistent with the whole package.

Conclusion

This study finds that packaging could be recognized as one of the valuable marketing weapons for making proper communication between an organization and its consumers. The study makes clear the overall consumers' perception about the importance of different elements of packaging. A right choice of packaging colour, background image, wrapper design, innovative packaging and label create a happy feeling in consumers' mind. The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package.

All these packaging elements contribute as an important effort to catch consumer's attention and interest. For durable and non durable and also cosmetic products visual appeal is more important than the qualitative aspect of packaging. From this study it has come out that product packaging has a strong influence on consumers' behaviour during buying process and it makes an important part of the overall marketing mix.

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