

A STUDY ON ROLE OF PACKAGING IN CONSUMER PURCHASING DECISION

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Abstract- Earlier the role of packaging was to defend the product but now it is an important element for increasing sales, tool for marketing communication and attracting the customers. The Packaging is focused more on the customers preferences and tastes. The study focuses to understand the role of packaging in consumer purchase decision, to measure the factors attracting consumers towards packaging elements of the product and to identify the problems of packaging in consumer decision making process. The hypothesis is tested through statistical tools and collected data is interpreted through graphs.

Index Terms- Packaging, customers, marketing communication, factors, problems

I. INTRODUCTION

Among the factors that customers prefer in buying any product, packaging has become an important selling proposition. Due to consumers standard of living and change in lifestyle, packaging has been changed as per the preferences of the consumers. It is a form of tool for promoting sales and acts as stimulus for growth in sales and increase in market share and reduces the cost of promotion. The term packaging is innovative designing a container or a wrapper for a product that acts as protection, description of contents including the cost of the manufacturer and promotion of the product In packaging labels are important as it helps in marketing mix and creating brand identity.

II. REVIEW OF LITERATURE

1. **Abhilasha Pathak (2014)**-The author has explained the influence of cognitive power on product packaging. The process of remembering judging analysing the packaging content affects the potentiality of the brand. It is like dressing a product in an innovative way that makes the product identifiable to the eyes of the customers.

2. **Charles W. L, Joe F. H, Carl M (2011)** –Here the authors have mentioned varied functions of marketing. Packaging is one of the functions where it develops an image in the customer's mind about the product. There is a need to design the package attractively so that it helps in getting good sales and profit to the company
3. **Keller (2009)**-The author explains that in packaging colour is important as it not only draws attention but also helps in differentiating the products from other products and from competitors. Colour plays a major role in making decisions to buy any product as they have different meanings like green symbols organic or fresh.
4. **Silayoi, P and Speece, M (2004)** The authors explain that based on the picture of the product on the packaging the consumer tries to frame an picture of the product looks like, how does it taste or smell or sound
5. **Yonca Limon, Lynn R. Kahle, and Ulrich R. Orth (2009)** As per the authors, the packaging provides an identification for the product. It plays a major role in getting customers attracted to the product. Packaging is used for identification of the product. It plays an important role in attracting the consumer. For children design wrappers are attractive so the industries need to manufacture these wrappers. The packaging acts as an important tool in communicating to the market about the product with detail analysis of its factors and the effect it has on the customers.

III. OBJECTIVES

- 1.To study the role of packaging in consumer purchase decision.
- 2.To measure the factors attracting consumers towards packaging elements of the product.
- 3.To identify the problems of packaging in consumer decision making process.

IV. HYPOTHESIS

1. **H₀₁** - There is no substantial change between the influence of gender and the quality of the package in making purchase decision.
H₁₁ - There is a substantial change between the influence of gender and the quality of the package in making purchase decision.
2. **H₀₂** - There is no substantial change between the influence the influence of age and the quality of the package.
H₁₂-There is a substantial change between the influence of age and the quality of package.
3. **H₀₃** - There is no substantial change between the influence of gender and the user-friendly nature of the package.
H₁₃- There is a substantial change between the influence of gender and the user-friendly nature of the package.
4. **H₀₄** - There is no substantial change between the influence of age and the user-friendly nature of the package.
H₁₄- There is a substantial change between the influence of age and the user-friendly nature of the package
5. **H₀₅** - There is no substantial change between the influence of gender and factors that usually considered in a package.
H₁₅- There is a substantial change between the influence of gender and factors that usually considered in package.
6. **H₀₆** - There is no substantial change between the influence of age and factors that usually considered in a package.
H₁₆- There is a substantial change between the influence of age and factors that usually considered in a package.

V. RESEARCH METHODOLOGY

The sources of data used for collecting are primary and secondary sources. Questionnaire was used for collecting the data and from books, authentic websites and magazines were collected as secondary data. 100 samples were taken for the study and the technique used was Random Sampling. To test hypothesis chi-square test is used. The collected data is analysed by using statistical tools and interpretations are depicted through graphs.

VI. FINDINGS OF THE STUDY

It is found that customers prefer clearly written instructions in the package, user friendly in nature

packages that are good in quality. The signs, symbols and logos in a package are least considered by the customers. They give importance to the products like health drinks and perishable goods so packaging for food products is important.

VII. SUGGESTIONS

1. Firms should focus on providing instructions in an understandable manner and should concentrate on font style, font size etc.
2. Firms should concentrate on refining the superiority of the package to increase sales.
3. Focus on creativity of logos used so that customers can relate the product while seeing the logo.
4. Firms should concentrate on package and packaging elements in regard to food products.
5. Leakage and breakage of the packages should be taken care of to avoid loss of reputation of that particular product this will affect the sales.

VIII. CONCLUSION

Innumerable factors affect the packaging of any product which influences the product choice among the customers. The most important are quality, user friendly nature and creativity that appeals the customers and makes the product different from competitors. If the product is on food then customers give importance on date of manufacturing, date of expiry, contents used, its nutrition value and how it helps in retaining the health. As we see more than advertising, packaging has more importance to build brand distinctiveness among the customers and to differentiate from the competitors.

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