A Study on Impact on Product Packing of Consumers Purchase Behavior
With Reference To E-Sandhai Pvt. Ltd

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Abstract— The objective of this study id to determine impact of product packing on consumers purchase behavior. Packaging is often the first thing consumer notice about a product. A visually appealing a well designed package can grab attention and make a positive first impression, potentially leading to a purchase. This research also identified the relationship between the dependent and independent variable. This in the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study sample of 120 respondents has been collected and tested the readability of the model. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packing elements like packaging color, packaging size, packaging material, design of the wrapper and printed information are most important factor in consumer purchase behavior.

Indexed Terms- Product packing, Consumers purchase behavior.

I. INTRODUCTION

Marketing is a form of communication between a business house and its customers with the goal of selling its product or service to them. Goods are not complete products until they are in the hands of customers. Marketing is the management processes through which goods and services move from concepts to the customers. In the dynamic landscape of consumer behavior, the significance of product packaging cannot be overstated. Packaging serves as more than just a means of containment; it's a powerful tool that influences consumers' purchasing decisions and perceptions of a product. This study delves into the impact of product packing on consumer behavior, focusing specifically on the context of E-Sandhai, the burgeoning online marketplace that has transformed the retail experience in recent years.

II. OBJECTIVES OF THE STUDY

- Assessing consumer preference
- Analyzing the influence of packaging on buying decision
- Evaluating brand perception based on packaging and
- Understanding how packaging affects consumer perception of product quality and value.

III. SCOPE OF THE STUDY

- Product range
- Market analysis
- Packaging Elements
- Consumer behavior
- Brand identity
- Technological trends

IV. NEED OF THE STUDY

- Packaging plays a crucial role in shaping brand perception. By studying its impact, E-Sandhai can ensure that their packaging aligns with their brand image and values, ultimately strengthening consumer trust and loyalty.

V. REVIEW OF LITERATURE

Appu A, Bhuvana R.K, Parag K & Arpan S, (2024).Consumers buying behavior are heavily affected by the pricing and packaging information description in today's global, multifacilitated, and

culturally diverse marketplace. Researching pricing and packaging is important for understanding how product differentiation might affect sales to consumers of diverse cultural backgrounds.

Albert Dimas Lejiw, Achumad Fauzi, (2023).This study aims to analyze the effect of product pricing and product packaging on consumers buying behavior through customer satisfaction.

Temesgen Belayneh Zerihdun, Tesfaye Ashebir, (2022). Product packaging has grown to be a crucial component of the sales process. Packaging is a key component of marketing mix since it gives a product shape and serves as a secondary purpose of product promotion and advertising.

Nisar Ahmed, Shaheen Kanwa, (2021) explains about the study on packaging impact on consumer buying behavior, ideal packaging ids important as business success depends on anticipated selling of products and their packaging.

Fuad Mohammed Alhamidhi, (2020), Packaging becomes part and parcel of contemporary life especially in the continuous development for the conception of marketing. It becomes one of the basic dimensions for the concept of production because it plays big role to emphasize the mental image of the product on the consumers side. The importance of packaging leads several of marketing thinkers to consider it as enclosed marketing mix elements and one of corner stone in which goods depend on its success process.

VI.   RESEARCH METHODOLOGY

- RESEARCH DESIGN

A research design is a framework or plan for conducting research. It outlines the procedures and methods that will be used to collect and analyze data in order to answer research questions or test hypotheses. This paper has employed a descriptive research method. This study aims about product packing on consumers purchase behavior.

- METHOD OF DATA COLLECTION

A research design is a framework or plan for conducting research. It outlines the procedures and methods that will be used to collect and analyze data in order to answer research questions or test hypotheses. This paper is solely based on primary data. In this paper, data was collected through a self-administered questionnaire across the customers of E-Sandhai private limited

- POPULATION

The universe chooses for the research study is the customers of E-Sandhai Private Limited, Trichy. The population of this   company is 200 customers which I were fixed to collect the data.

- SAMPLING UNIT

Sampling unit are the members of the population from which measurements are taken during sampling. Sampling unit of the study is E-Sandhai Private Limited customers in Trichy.

- SAMPLE SIZE

The Sample size is 120.

- SAMPLING METHOD

The Simple Random sampling method was employed for the sampling of data collection.

- TOOLS FOR DATA ANALYSIS DESCRIPTIVE STATISTICS

This chapter deals with the descriptive and statistical analysis of the primary data collected from the customers. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred. Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple forms of analysis which helps the researcher to realize the outcome of the research.

- CHI-SQUARE

Chi Square test oh homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test

statistic is formed as independence test and homogeneity test.

- ANOVA

ANOVA stands for Analysis of Variance. Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. One-Way Analysis of Variance tells you if there are any statistical differences between the means of three or more independent groups.

- SCALING METHOD

The process of arriving at a set of statements to measure attitude, opinion, or perception is known as scaling. In this paper, the impact of product packing on consumers purchase behavior is analyzed using a questionnaire based on a five-point Likert scale.

VII. DATA ANALYSIS AND INTERPRETATION DATA 4.1 DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviors, and trends. It allows organizations to gain insights into customer preferences, market dynamics, and operational efficiency.

4.2 DESCRIPTIVE STATISTICS

TABLE – 4.2.21
How much does the product packaging influence your purchase decision?

How much does the product packaging influence your purchase decision	Respondents	Percentage
Strongly Disagree	23	19.2%
Disagree	19	15.8%
Neutral	24	20.0%
Agree	29	24.2%
Strongly Agree	25	20.8%
TOTAL	120	100%

Source: Primary data

- INFERENCE:

From the above Table no 4.2.21 we infer that, 19.2% of respondents in strongly disagree of about how much does product packaging influence your purchase decision, 15.8% of respondents in disagree of about how much does product packaging influence your purchase decision, 20.0% of respondents in neutral of about How much does product packaging influence your purchase decision, 24.2% of respondents in agree of about how much does product packaging influence your purchase decision, 20.8% respondents in strongly agree of about how much does product packaging influence your purchase decision. Hence we conclude that 24.2% of respondents in agree of about how much does product packaging influences your purchase decision.

4.3 CHI SQUARE
TABLE 4.3.1
Gender × Do you look at the convenience of buying a product before making a purchase decision?

H0-There is no significance relationship between the gender and the convenience of buying a product before making a purchase decision.

H1-There is a significant relationship between gender and the convenience of buying a product before making a purchase decision

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	14.61	4	.006
Likelihood Ratio	15.20	4	.004

Linear-by-Linear Association	4.17	1	.041
N of Valid Cases	120		

Inference

From the above Table no 4.3.1, it was found that the Pearson's Chi-Square significant value is .006 which is less than 0.05. Hence Null Hypothesis (H0) is rejected and Alternative Hypothesis (H1) is accepted. Therefore, it is inferred that there is a significant relationship between the gender and the convenience of buying a product before making a purchase decision.

TABLE 4.3.2

Working experience × Do you believe clear and accurate printed information contribute to consumer safety and satisfaction?

H0-There is no significance relationship between working experience and clear and accurate printed information contribute to consumer safety and satisfaction.

H1-There is a significant relationship between working experience and clear and accurate printed information contribute to consumer safety and satisfaction.

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	26.89	12	.008
Likelihood Ratio	26.35	12	.010
Linear-by-Linear Association	.02	1	.005
N of Valid Cases	120		

Inference

From the above Table no 4.3.2, it was found that the Pearson's Chi-Square significant value is .008 which is less than 0.05. Hence Null Hypothesis (H0) is rejected and Alternative Hypothesis (H1) is accepted.

Therefore, it is inferred that there is a significant relationship between working experience and clear and accurate printed information contribute to consumer safety and satisfaction.

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4.4 ANOVA

TABLE 4.4.1

Working experience × How much does product packaging influence your purchase decisions?

H0-There is no significant relationship between working experience and product packaging influence your purchase decision.

H1-There is significant relationship between working experience and product packaging influence your purchase decision.

		Sum of Square	dF	Mean Square	F	Sig.
How much does product packaging influence your purchase decision?	Between Groups	17.80	3	5.93	3.12	.029
	Within Groups	220.57	116	1.90		
	Total	238.37	119			

Source: Primary Data

Inference

From the above Table no 4.4.1, it was found that significance value is 0.029, the significance value $0.029 < 0.05$(5% level of significance).Hence we rejected the null hypothesis (H0) and accepted the alternative hypothesis (H1).Hence that there is a significant relationship between working experience and product packaging influence your purchase decision.

TABLE 4.4.2

Age × How much does product packaging influence your purchase decision?

H0-There is no significant relationship between age and product packaging influence your purchase decision.

H1-There is significant relationship between age and product packaging influence your purchase decision.

		Sum of Squares	df	Mean Square	F	Sig.
How much does product packaging influence your purchase decision?	Between Groups	17.34	3	5.78	3.03	.032
	Within Groups	221.03	116	1.91		
	Total	238.37	119			

Source: Primary Data

Inference

From the above Table no 4.4.2, it was found that significance value is 0.032, the significance value 0.032 < 0.05(5% level of significance).Hence we rejected the null hypothesis (H0) and accepted the alternative hypothesis (H1).Hence that there is a significant relationship between the age and the product packaging influence your purchase decisions.

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FINDINGS

1. It indicates that majority of a E-Sandhai Private Limited give Agree about how much does product packaging influences your purchase decision.
2. There is a significant relationship between the gender and the convenience of buying a product before making a purchase decision.
3. There is a significant relationship between working experience and clear and accurate printed information contribute to consumer safety and satisfaction.
4. There is a significance relationship between the working experience and product packaging influence your purchase decision.
5. There is a significance relationship between the age and the product packaging influence your purchase decisions.

SUGGESTION

1. Develop a comprehensive online marketing strategy to widen market reach.
2. Enhance customer service protocols for increased satisfaction and loyalty.
3. Strengthen partnerships with suppliers for a more reliable supply chain.
4. Enhance employee training initiatives to improve performance and job satisfaction.
5. Cultivate stronger supplier relationships to ensure a resilient supply chain.

CONCLUSION

The study aimed to analyze the product packing on consumers purchase behavior and 120 samples were taken the research. Data was collected through a self-administrated questionnaire across the customers of E-Sandhai Private limited by simple random sampling method and it was found that customers are moderately satisfied with the product packaging were firms delivers to the customers. Packaging can create a memorable brand experience, establish trust, and differentiate the product from competitors. Product packaging plays a crucial role in influencing consumer purchase behavior by communicating brand identity, quality and appeal. Well-designed packaging can enhance a product's perceived value, attract customers, and contribute to brand recognition and loyalty.

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