

# Impact of Brand Image and Packaging Design on Consumer Buying Behaviour

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**Abstract**—This study examines the impact of brand image and packaging design on consumer buying behaviour for products of Travancore Sugars and Chemicals Ltd. Using a cross-sectional survey design, data were collected from 100 consumers of TSCL products through a structured questionnaire that measured perceptions of brand image, packaging attributes (visibility, information, aesthetics, functionality) and purchase behaviour on Likert scales. Descriptive statistics, correlation analysis, and multiple regression were used to analyse the relationships between variables. Findings indicate that both brand image and packaging design have a statistically significant positive effect on purchase intention and actual buying behaviour, with brand image showing a stronger influence on consumer trust and perceived quality, while packaging design significantly affects impulse purchases and shelf appeal. The study highlights that attractive, informative and functional packaging reinforces a positive brand image and increases consumer preference for TSCL products. Managerial implications suggest that TSCL should invest strategically in cohesive brand-building and packaging improvements— particularly in visual appeal and information clarity—to boost market share. Limitations and suggestions for future research are discussed, including larger samples and experimental designs to test causal effects.

**Index Terms**—Brand Image, Packaging Design, Consumer Buying Behaviour, Travancore Sugars and Chemicals Ltd., Marketing Strategies

## I. INTRODUCTION

### 1.1 INTRODUCTION

In today's competitive marketplace, consumers are exposed to a vast array of products and brands offering similar features and benefits. In such a scenario, brand image and packaging design play a crucial role in influencing consumer buying behavior. Beyond product quality or price, modern consumers

often make purchase decisions based on how they *perceive* a brand and how attractively a product is *presented*. A strong brand image evokes trust, recognition, and emotional connection, while appealing packaging attracts attention, communicates value, and often acts as a silent salesman on store shelves.

A brand image represents the perception and associations that consumers form about a brand through their experiences, advertisements, and word-of-mouth. It reflects how a brand is positioned in the consumer's mind and can determine whether a product is perceived as premium, reliable, innovative, or affordable. For instance, brands like Coca-Cola, Apple, and Nike have built strong identities that influence consumer preferences and loyalty. A positive brand image not only drives purchase decisions but also fosters long-term customer relationships and repeat purchases.

Similarly, packaging design serves as a critical marketing tool, particularly in industries where product differentiation is limited. Packaging is often the first tangible contact between a product and a consumer. Its color, typography, shape, material, and overall aesthetics can communicate key messages about the brand's quality, personality, and positioning. For example, minimalist designs often convey elegance and sophistication, while vibrant and colorful packaging may suggest fun, energy, and youthfulness. In many cases, consumers form first impressions within seconds, and an appealing package can convert impulse interest into actual purchase decisions.

Moreover, in an era where consumer behaviour is rapidly evolving due to lifestyle changes, digital influence, and sustainability concerns, both brand image and packaging design have gained strategic importance. Environmentally friendly packaging, for

instance, can enhance a brand's reputation among eco-conscious consumers. At the same time, consistent branding across packaging, advertising, and online presence strengthens the overall consumer experience and brand recall.

### 1.2 INDUSTRY PROFILE

Liquor production is one of the profitable businesses in today's world. In India several private, public and government companies are producing liquor and making huge profits. Brand image represents the psychological and emotional connection that consumers build with a brand over time. It includes perceptions related to quality, prestige, reliability, and the personality of the brand. A strong brand image can transform a product from a simple commodity into a lifestyle symbol. Equally important is packaging design, which serves as a brand's visual ambassador on store shelves. In today's retail environment, where direct interaction between seller and buyer is minimal, packaging often acts as the "first point of contact" and the "final influencer" in the buying process.

### 1.3 THEORETICAL BACKGROUND

Brand image and packaging design play a crucial role in influencing consumer buying behaviour. A positive brand image builds trust, emotional connection, and loyalty, encouraging repeat purchases. It helps consumers associate products with quality, reliability, and prestige. On the other hand, attractive and functional packaging immediately captures attention, communicates essential product information, and differentiates the product from competitors. Elements such as color, graphics, shape, and material influence consumers' perceptions and purchase decisions. Together, brand image and packaging design create a strong first impression and serve as powerful marketing tools that drive both initial trial and long-term brand preference.

### 1.4 RESEARCH PROBLEM

In today's highly competitive market, consumers are exposed to a large number of brands offering similar products, particularly in the liquor and beverage industry. While product quality and pricing remain important, companies increasingly rely on brand image and packaging design to influence consumer perceptions and purchase decisions. Despite their significance, there is often limited understanding of how these factors directly impact consumer buying behaviour, especially in the context of regional liquor

brands where direct advertising is restricted. For a company like Travancore Sugars and Chemicals Ltd., which operates under the Kerala government's regulatory framework, the role of brand image and packaging in shaping consumer preference becomes crucial yet challenging to measure. Consumers today are not only concerned with the functional aspects of a product but also with the emotional, social, and psychological benefits associated with it. Factors such as brand recognition, loyalty, label design, color, typography, and packaging material often influence buying decisions subconsciously.

### 1.5 NEED FOR THE STUDY

The liquor and beverage industry is highly competitive and consumer-driven. Product quality alone is not sufficient; brand image and packaging strongly influence buying behaviour.

TSCL operates in a regulated market where advertising restrictions make packaging and branding key marketing tools.

Changing consumer lifestyles and exposure to global brands affect expectations and perceptions.

There is limited research on the link between brand image, packaging design, and consumer behaviour in Kerala's liquor market.

The study provides valuable insights into consumer preferences and decision-making patterns.

It helps TSCL improve product presentation and adopt innovative packaging strategies.

### 1.6 OBJECTIVES OF THE STUDY

Objectives of the Study

1. To analyse the influence of brand image on consumer buying behaviour
  - Assess how consumers perceive the brand and its reputation.
  - Determine the extent to which brand trust and recognition influence purchase decisions.
2. To evaluate the impact of packaging design on consumer preference
  - Examine how packaging elements such as color, label, shape, and material affect buying decisions.
  - Identify which packaging features are most attractive.
3. To study consumer perceptions and attitudes toward products of Travancore Sugars and Chemicals Ltd.
  - Understand how consumers perceive the company's products in terms of quality,

aesthetics, and brand prestige.

4. To identify the relationship between brand image, packaging design, and purchase behaviour
  - Explore how these factors interact and jointly influence consumer decision-making.

## II. LITERATURE REVIEW AND RESEARCH DESIGN

### 2.1. LITERATURE REVIEW

(Keller, 2003), brand image represents consumers' perceptions and associations toward a brand, which strongly influence purchase decisions and loyalty. (Kotler and Keller, 2016) emphasize that a positive brand image enhances customer trust and product preference. (Silayoi and Speece, 2007) highlight that packaging design plays a dual role—protecting the product and acting as a silent marketing tool that attracts attention and communicates quality. Similarly, Underwood (2003) notes that packaging elements such as color, shape, and labeling significantly affect consumer emotions and buying choices.

### 2.2. RESEARCH GAPS

- Limited Studies on Liquor Industry Branding in Kerala
- Lack of Empirical Data from Government-Owned Units
- Insufficient Attention to Packaging as a Communication Tool
- Gap in Understanding Demographic Influence
- Integration of Brand Image and Packaging Design

## III. RESEARCH METHODOLOGY

### 3.1. RESEARCH DESIGN

The present study adopts a descriptive research design, which is appropriate because it aims to describe and interpret existing conditions related to consumer behaviour, rather than manipulating variables. The study focuses on examining the influence of brand image and packaging design on consumer decision-making and identifying factors

that contribute to consumer loyalty towards TSCL products.

### 3.2. RESEARCH AREA

The research covers four major districts of Kerala :

- Thiruvananthapuram
- Ernakulam
- Pathanamthitta
- Kottayam

### 3.3. POPULATION AND SAMPLING

1. Population: All consumers who purchase liquor products manufactured by Travancore Sugars and Chemicals Ltd. in Kerala.

2. Sample Size: The study may consider around 100 respondents to ensure reliability of results .

3. Sampling Method: Non-random sampling

### 3.4. SOURCE OF DATA

The study uses both primary and secondary data sources to ensure a comprehensive analysis. Primary Data

The main data is collected through a structured questionnaire designed to capture consumer opinions about brand image, packaging design, and buying preferences. The questionnaire includes multiple-choice and Likert-scale questions to quantify consumer attitudes and perceptions.

Secondary Data:

Supporting information is gathered from company records, journals, research papers, textbooks, official websites, and government reports related to the liquor industry, consumer behaviour, branding, and packaging.

### 3.5. TOOLS AND TECHNIQUES

To collect data efficiently, the study uses:

- Questionnaires distributed among consumers at selected retail outlets.
- Interviews or brief interactions with sales personnel to understand consumer reactions.
- Observation of packaging appeal and product display at point of sale

IV. DATA ANALYSIS AND INTERPRETATION

1.7 GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	90	90%
Female	10	10%
Total	100	100%

TABLE 4.1.1

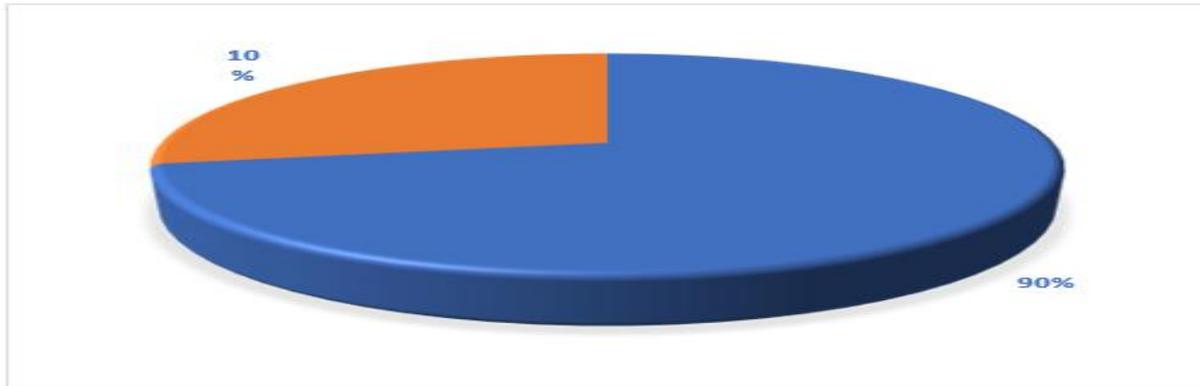


FIGURE 4.1.1

INTERPRETATION

The analysis of gender distribution among the respondents reveals that a majority, 90%, were male, while the remaining 10% were female. This indicates a higher participation of male respondents in the study, suggesting that their perspectives may have a stronger influence on the overall findings.

4.2.impact of brand image and packaging design affect the consumer buying behaviour

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
Total	100	100%

TABLE 4.2.1

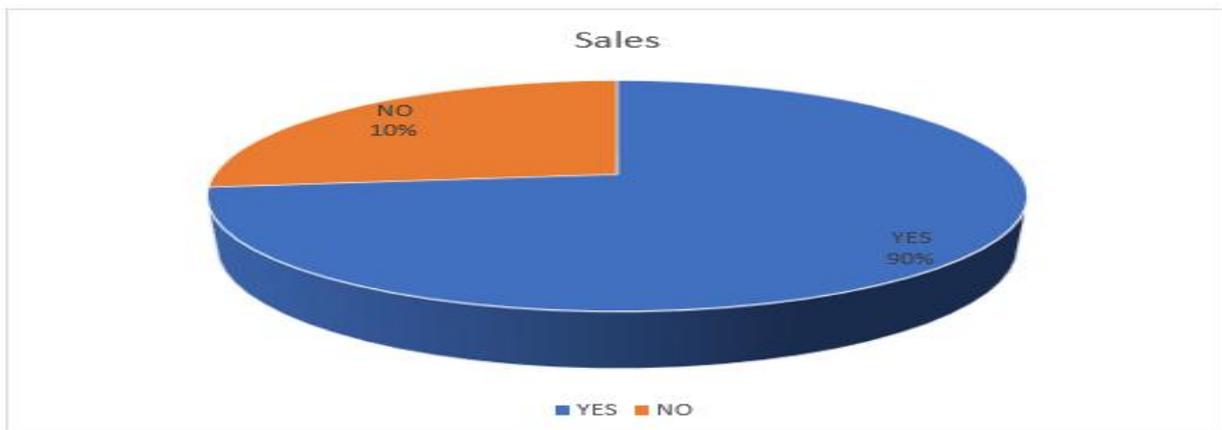


FIGURE 4.2.1

**INTERPRETATION**

A significant majority (90%) believe the impact of brand image and packaging design directly affect consumer buying behaviour .

**4.3. Influence of Brand Image on Purchase Decision**

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	35	35%
Agree	45	45%
Neutral	10	10%
Disagree	5	5%
Strongly disagree	5	5%
Total	100	100%

TABLE 4.3.1

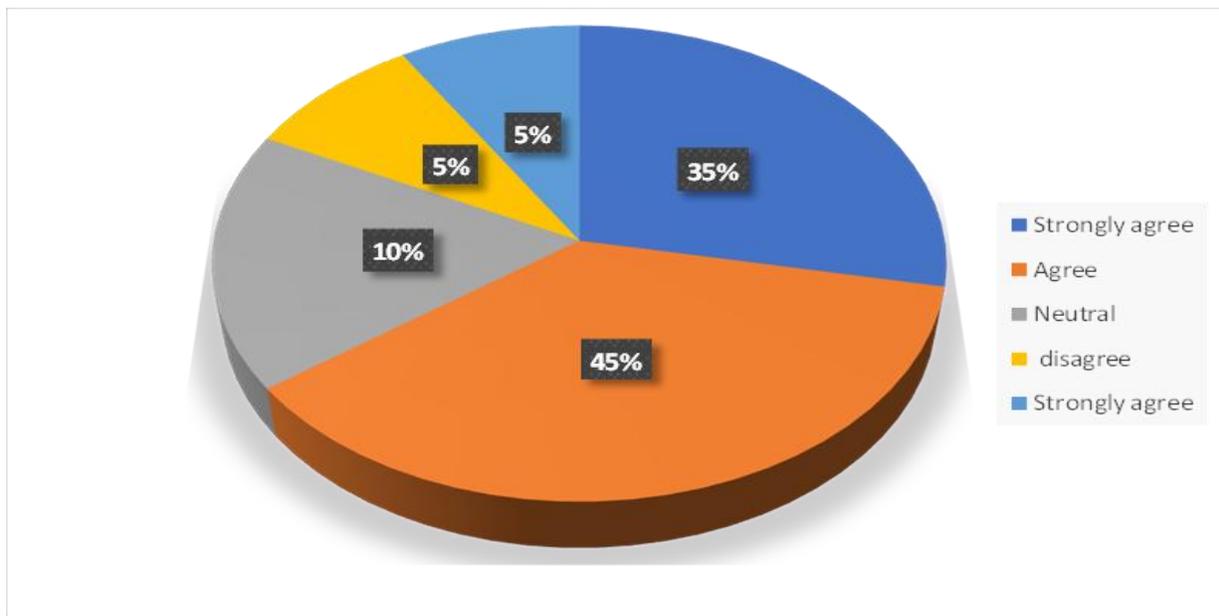


FIGURE 4.3.1

**INTERPRETATION**

About 80% (35% + 45%) of respondents agree that brand image strongly influences their buying decision. This highlights the importance of maintaining a positive and trusted image in the market.

**4.4. Perception of Packaging Design**

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Excellent	20	20%
Good	50	50%
Average	20	20%
Poor	10	10%
Total	100	100%

TABLE 4.4.1

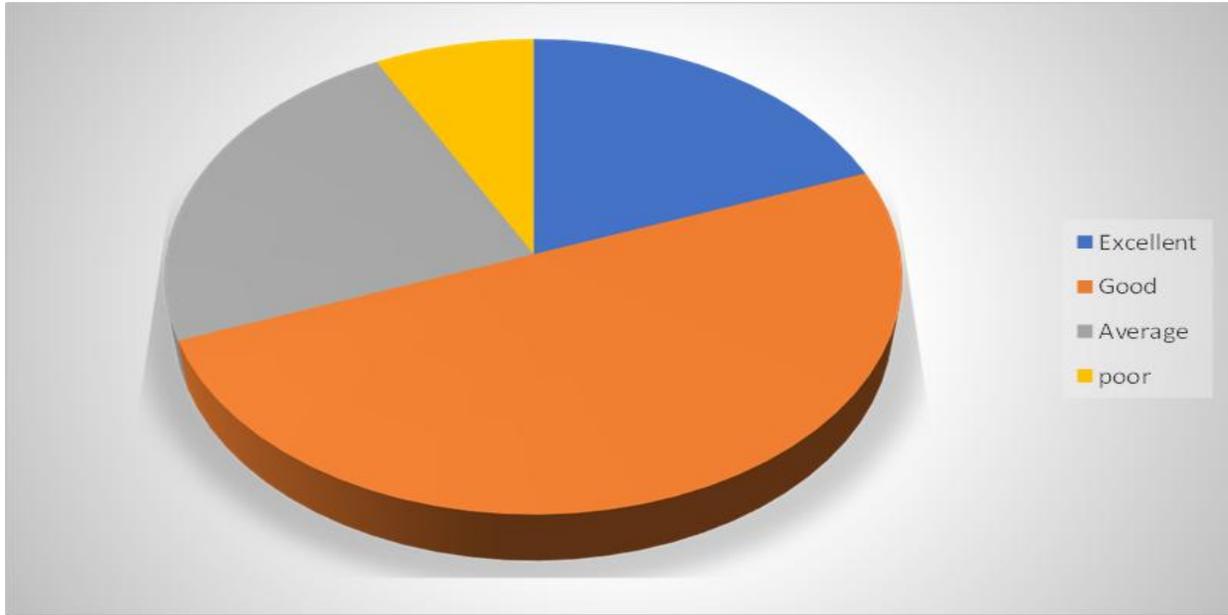


FIGURE 4.4.1

#### INTERPRETATION

Half of the respondents (50%) feel that TSCL's packaging design is good, while 20% rated it excellent. However, 30% found it average or poor, indicating room for improvement in visual appeal and modern design features.

3. Brand Storytelling
4. Consumer Feedback Mechanism
5. Shelf Display Optimization
6. Product Diversification
7. Employee Training on Branding
8. Interactive Packaging Features

#### V. CONCLUSION AND RECOMMENDATIONS

The study concludes that brand image and packaging design have a significant influence on consumer buying behaviour at Travancore Sugars and Chemicals Ltd. A strong and positive brand image enhances consumer trust, loyalty, and repurchase intention, while attractive and informative packaging captures attention, improves brand recall, and differentiates the products in a competitive market. Promotional offers, clear labeling, and premium packaging colors further strengthen the overall purchase decision. The findings also highlight the growing importance of eco-friendly packaging and targeted marketing strategies for younger consumers. Overall, maintaining product quality, modernizing packaging designs, and consistent branding are essential for sustaining customer satisfaction and improving TSCL's market position.

1. Innovative Packaging Designs
2. Digital Marketing Integration

#### REFERENCE

##### COMPANY PROFILE:

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