

**INFLUENCE OF PACKAGING ON CONSUMER
BUYING BEHAVIOUR**

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C E R T I F I C A T E

This is to certify that Dissertation entitled **“INFLUENCE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR”** has been prepared by **GOPEE KRISHNAN G, ARJUN K ANIL and SULFEECKER E K** under my supervision and guidance in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce of the MG University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship etc.

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DECLARATION

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ACKNOWLEDGEMENT

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CHAPTER -1
INTRODUCTION

INTRODUCTION

The outer covering of a product has a significant impact on consumer purchasing behaviour. Beyond simply enclosing and safeguarding the product, packaging is an effective marketing tool that communicates brand identity, values, and product attributes to consumers. In today's competitive market, when multiple products compete for consumers' attention, smart packaging design can serve as a differentiator that influences purchasing decisions.

This project seeks to investigate the multidimensional impact of packaging on customer purchasing behaviour. The goal is to understand how package features interact with consumer preferences, perceptions, and behaviours across various dimensions such as visual appeal, functionality, sustainability, and psychological impact. This understanding is crucial for organizations seeking to strategically develop packaging that not only appeals to but also resonates with their target audience.

In the fast-paced world of consumerism, where choices abound and attention spans dwindle, packaging emerges as a silent yet powerful influencer of purchasing decisions. Beyond its utilitarian function of enclosing products, packaging serves as the physical embodiment of a brand's identity, values, and promises. It's the first encounter consumers have with a product, wielding the potential to captivate, persuade, and ultimately drive buying behaviour. This project sets out to explore the intricate interplay between packaging and consumer buying behaviour, recognizing packaging as a critical touch point in the consumer journey. In today's hypercompetitive market landscape, where differentiation is key to standing out amidst the noise, packaging design and strategy have assumed newfound significance. At its core, packaging is a storyteller, communicating brand narratives, product attributes, and value propositions to consumers in a matter of seconds. Through compelling visual cues, tactile experiences, and functional features, packaging shapes perceptions, triggers emotions, and influences purchase decisions. However, the influence of packaging extends beyond aesthetics and functionality. With sustainability becoming an increasingly pressing concern, consumers are demanding eco-friendly packaging solutions that align with their values and beliefs. This shift in consumer mind set has compelled brands to rethink their packaging strategies, integrating sustainability as a core pillar of their approach. Moreover, the psychological dimensions of packaging cannot be overlooked. Subtle cues embedded within packaging designs can evoke emotions, evoke

nostalgia, or even tap into aspirational lifestyles, exerting a profound impact on consumer behaviour. This project endeavours to delve into the multifaceted realm of packaging and consumer behaviour, examining various dimensions including:

1. Visual Impact: Analysing the role of colour, typography, imagery, and design aesthetics in capturing consumer attention and shaping brand perceptions.

2. Functional Utility: Investigating how packaging features such as ease of use, convenience, and informative labelling influence consumer satisfaction and purchase intent Sustainability

3. Imperative: Exploring the growing importance of sustainable packaging solutions and their impact on consumer preferences, brand loyalty, and corporate reputation.

4. Psychological Triggers: Unpacking the subconscious cues embedded within packaging designs that evoke emotions, trigger memories, and influence decision-making processes.

5. Cultural Dynamics: Considering how cultural norms, societal values, and demographic factors intersect with packaging preferences, shaping consumer behaviour across diverse markets and segments.

By synthesizing insights from academic research, industry best practices, and consumer trends, this project aims to provide actionable insights for businesses seeking to harness the power of packaging to drive brand engagement, loyalty, and competitive advantage in an ever-evolving marketplace.

1.1 STATEMENT OF THE PROBLEM :

The study wants to figure out how packaging affects what people choose to buy. Even though packaging is really important, researchers don't fully understand how different things like design, information on the package, and efforts to be eco-friendly affect what people think and buy. Also, while it's known that factors like age and interests matter, it's not exactly clear how they affect what packaging people like and what they buy. This study will look at how packaging features and messages work together with things like age and interests to influence what people buy. By doing this, researchers hope to help businesses make packaging that gets people interested and sells more.

1.2 OBJECTIVE

- To explore the emotional impact of packaging design on consumer purchasing decisions.
- To evaluate how packaging functionality affects consumer satisfaction.
- To identify the problems faced by consumers while purchasing products based on mere packaging.
- To evaluate how packaging of a product affects perception of the brand.
- To assess packaging's role in conveying product freshness, safety, and authenticity.
- To identify factors influencing buying decision.

1.3 SIGNIFICANCE OF THE STUDY :

The goal of the study is to identify how packaging influence businesses, marketers, and consumers .

For businesses, it offers insights into developing effective packaging strategies to differentiate products, increase sales, and gain a competitive edge. Marketers can leverage these insights to design packaging that effectively communicates brand identity, values, and product attributes, enhancing brand awareness and customer loyalty. Moreover, packaging research informs product development decisions, guiding the creation of products that better align with consumer preferences and needs.

1.4 SCOPE OF THE STUDY :

The scope of the study is limited to information collected from Ernakulam city and study is based on response received from 100 students.

1.5 RESEARCH METHODOLOGY :

SOURCE OF DATA

Both primary and secondary data have been used for the study.

For primary data collection, a comprehensive questionnaire is prepared. In order to analyse influence of packaging on consumer buying behaviour various indicators are identified by research based on the information collected from students.

Secondary data used for the study are obtained from journals, magazines and websites.

SAMPLE DESIGN

This study is based on responses received from 100 students who are situated in Ernakulam city. This study is based on influence of packaging on consumer buying behaviour.

INSTRUMENTS USED

This study uses comprehensive questionnaire designed to know about the influence of packaging on consumer buying behaviour.

TOOLS OF ANALYSIS

The primary and secondary data collected were analyzed and interpreted through Simple Average method

1.6 LIMITATIONS :

- Limited sample size
- Subjectivity in consumer responses
- Limited time
- Influence of external factors like advertising
- The scope of study is limited to Ernakulam city
- Financial constraint

1.7 CHAPTERISATION :

- Chapter -1 INTRODUCTION
- Chapter -2 LITERATURE REVIEW
- Chapter -3 THEORETICAL FRAMEWORK
- Chapter -4 DATA ANALYSIS AND INTERPRETATION
- Chapter -5 FINDINGS SUGGESTIONS AND CONCLUSION

CHAPTER – 2
LITERATURE REVIEW

LITERATURE REVIEW

MEANING AND DEFINITION

Packaging refers to the process of designing, evaluating, and producing containers or wrappers for products. It involves protecting the product, facilitating its transportation and storage, and communicating information about the product to consumers. Packaging can also influence consumer perceptions and purchasing decisions.

According to Philip Kotler, " packaging is an activity of designing and producing the container for a product".

According to William J Stanton, " The packaging may be defined as all the activities involved in designing and producing the container or wrapper for a product.

Literature review:

- **Clifford ZirraTizhe et al. (2017)** conducted research that revealed a direct correlation between product differentiation and consumer evaluation. Essentially, product differentiation refers to the distinctiveness of a product compared to others in the market. When a product stands out in terms of features, branding, or packaging, it tends to capture more attention from consumers.
- **Nawaz Ahmad et al. (2012)** delves into the multifaceted role of packaging in driving sales promotion and influencing impulsive buying behaviour among consumers. Packaging serves as the bridge between a product and its potential consumers, offering a unique opportunity for brands to communicate their value proposition and evoke emotional response.
- **Rettie & Brewer (2000)** state that package design is one of the most significant parts of product strategy. Approximately 70 percent of all purchase decisions of goods are made at the point of purchase. According to this we can conclude that the package itself is the

only marketing communication the consumer may receive while evaluating the product. Packaging plays a critical role in the purchasing decision.

- **Silayoi and Speece (2007)** say that in cases when the consumer is undecided, the package becomes an important in the buying choice because it communicates to the consumer during the decision making time. There are various factors that influence the buying behaviour of consumers such as: Packaging colour, Design of Wrapper, Printed Information, Background image, Packaging Material, innovation.
- **Jones and Slater (2003)**, the role of packaging in brand positioning and consumer perception was examined. They found that packaging communicates brand values and quality, shaping consumer expectations and loyalty. Effective packaging design, aligned with brand identity, can establish a strong brand image and foster consumer trust and loyalty over time.
- **Smith and Cooper-Martin (1997)** delved into the influence of packaging on consumer sensory perception and product experience. They found that tactile elements, such as texture and material, play a significant role in consumer product evaluation and satisfaction. Packaging that engages multiple senses can create memorable and immersive consumer experiences, strengthening brand engagement and loyalty.
- **Underwood et al. (2001)** delved into the role of packaging as a communication medium. Their findings revealed that packaging serves as a crucial source of information for consumers, effectively conveying product features, benefits, and brand values. The design, labelling, and messaging on packaging play a pivotal role in shaping consumer understanding and perception of the product, ultimately influencing their purchase decisions.
- **Creusen and Schoormans (2005)** delved into the experiential aspect of packaging, emphasizing its role in enhancing consumer product experience. Their study underscored the significance of sensory elements, such as texture and visual appeal, in shaping

consumer perceptions and product evaluation. Packaging that engages multiple senses creates a holistic product experience, leading to heightened satisfaction and increased brand loyalty among consumers.

- **Kollat and Willett's (1967)** study delved into the role of packaging in consumer decision-making processes. Their research highlighted the importance of packaging aesthetics and functionality in capturing consumer attention and effectively communicating product information. Packaging designs that are visually appealing and informative can engage consumers at the point of purchase, facilitating informed decision-making.
- **Hagtvedt and Brasel (2016)** explored the role of packaging in consumer memory and brand recognition. Their research demonstrated that distinctive packaging designs contribute to brand recall and recognition among consumers, enhancing brand salience and preference. Packaging elements that stand out on the shelf can leave a lasting impression on consumers, increasing the likelihood of brand engagement and repeat purchases over time.
- **Kotler (1973)**, the role of packaging as a communication tool in consumer decision-making processes was thoroughly examined. Kotler emphasized that packaging serves as more than just a container; it conveys vital product information, brand identity, and quality cues to consumers. Packaging that effectively communicates these attributes can capture consumer attention at the point of purchase and facilitate informed decision-making.
- **Bigne et al. (2005)** delved into the influence of packaging aesthetics on consumer preferences and perceptions. Their research highlighted the power of packaging design in shaping consumer attitudes and purchase intentions. Visually appealing packaging designs evoke positive emotions and perceptions, enhancing the overall attractiveness of the product and increasing consumer willingness to purchase.

- **Verlegh and Steenkamp's (1999)** study delved into the intricate relationship between packaging design, brand positioning, and consumer perception. They highlighted how packaging serves as a powerful tool for conveying brand values and differentiating products in the minds of consumers.
- **Mehta and Chugan (2019)**, the influence of packaging on consumer preferences and perceptions was investigated. Their research revealed that packaging aesthetics significantly affect consumer attitudes and purchase intentions. Packaging designs that are visually appealing and congruent with consumer preferences can enhance product attractiveness and stimulate purchasing behaviour.
- **Orth and Malkewitz (2008)** explored the impact of packaging on consumer attention and perception. Their research demonstrated that packaging characteristics, such as colour, shape, and typography, significantly influence consumer attention and recall. Eye-catching packaging designs can capture consumer attention and increase product visibility on the shelf, leading to higher sales and market share.
- **Garretson and Burton (2005)** investigated the role of packaging in consumer product evaluation and purchase decisions. Their findings highlighted the importance of packaging aesthetics and functionality in influencing consumer perceptions of product quality and value. Packaging designs that are visually appealing and informative can enhance product attractiveness and facilitate informed decision-making.
- **Peck and Childers (2008)** investigated the role of packaging in consumer decision-making processes. Their research highlighted the importance of packaging aesthetics and functionality in facilitating consumer choice and satisfaction. Packaging designs that are not only visually appealing but also user-friendly can positively impact consumer perceptions and enhance overall product experience.
- **Wansink and van Ittersum (2003)** investigated the effect of packaging size and portion perception on consumer behaviour. Their findings revealed that larger packaging sizes

can lead consumers to perceive larger portions, influencing consumption behaviour and portion control strategies. Packaging designs that effectively manage portion perception can help promote healthier consumption habits among consumer

CHAPTER – 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 PACKAGING

Packaging refers to the activities of designing and producing the container or wrapper of a product. It plays an important role in the marketing success or failure of products, especially consumer non-durable goods. For example, packaging of Maggie noodles, Uncle chips, etc.

Packaging encompasses the materials and design used to enclose and protect products for storage, distribution, sale, and use. It involves the creation of containers, labels, wraps, and other forms of protection to ensure products remain intact, safe, and appealing to consumers. Additionally, packaging often includes branding elements and product information to communicate essential details to consumers.

3.1.1 CHARACTERISTICS

- **Protection:** Packaging must shield the product from damage, contamination, or spoilage during storage, transportation, and handling
- **Containment:** It should securely hold the product and prevent leakage or spillage
- **Preservation:** Packaging helps extend the shelf life of products by protecting them from environmental factors such as air, moisture, light, and microorganisms.
- **Information:** Packaging communicates essential details about the product, including ingredients, nutritional information, usage instructions, expiration dates, and safety warnings.
- **Convenience:** Packaging should be user-friendly, easy to open, handle, and reseal if necessary, enhancing the overall user experience.
- **Attractiveness:** Appealing packaging design can attract consumers' attention and influence their purchasing decisions. Eye-catching visuals, colours, and branding elements play a significant role in this aspect.
- **Environmental sustainability:** With increasing concern for the environment, sustainable packaging solutions are gaining importance. Packaging should minimize waste, use eco-friendly materials, and be recyclable or biodegradable whenever possible.

- **Cost-effectiveness:** Packaging should strike a balance between functionality and cost, ensuring that the expenses associated with packaging do not significantly impact the product's overall affordability
- **Regulatory compliance:** Packaging must meet legal requirements and industry standards regarding safety, labelling, and environmental impact.
- **Differentiation:** Packaging serves as a tool for product differentiation, helping products stand out from competitors on store shelves. Unique packaging designs, branding elements, and innovative features can distinguish a product in a crowded marketplace, attracting consumers' attention and fostering brand loyalty.

3.1.2 LEVELS OF PACKAGING

There are different levels of packaging which are given below:

1. **Primary package:** It refers to the product's immediate container (e.g., plastic packet for socks, shirts, etc.). In some cases, it is kept throughout the entire life of the product (e.g., a shaving cream tube, Horlicks bottle, etc.).
2. **Secondary packaging:** It is the additional layers of protection given to the products' immediate container. For example, a tube of toothpaste is covered in a cardboard box.
3. **Transportation packaging:** It refers to further packaging of products necessary for storage or transportation. For example, a cola manufacturer may send the bottles to retailers in thick plastic cover containing 20 or 50 bottles.

3.1.3 Functions of Packaging

1. **Product identification:** Packaging helps the consumers to identify the products easily. For example, Colgate in white colour or Ponds cream jar by the shape of its package, etc.
2. **Product protection:** The basic function of packaging is to protect the product. Packaging protects the product from breakage, leakage, contamination, temperature, evaporation, pilferage, etc. This type of protection is required during storing, distribution and transportation.

3. **Facilitating the use of the product:** The size and shape of the package, should be such that there should be convenience in opening, handling, and using for the consumers. Cosmetics, medicines and tooth pastes are good examples.
4. **Product promotion:** Beautiful packages attract the consumers. It is used as a promotional tool. Sometimes, it works even better than advertising. In self-service store, packaging plays an important role. Hence good package acts as a silent salesman.

3.1.4 IMPORTANCE OF PACKAGING

Packaging is important because of the following reasons:

1. **Rising standards of health and sanitation:** The standard of living of people is on the rise. More and more people now prefer to buy packed goods as the chances of adulteration in such goods are minimum.
2. **Self-service outlets:** Self-service retail outlets are now very much popular in cities and towns. So the traditional role assigned to personal selling is now replaced by packaging.
3. **Innovational opportunity:** Innovating packaging today now increased the scope of marketing. We can store milk for a week without refrigeration in the recently developed packing materials. Similarly, we can store soft drinks, mango juices, etc., in specially designed packages (foils) which will last long.
4. **Product differentiation:** The colour, size, material, etc., of package make product differentiation. By seeing it, one can make some guess about the quality of the product (e.g., paint, hair oil, shampoo, etc.).
5. **Differentiation:** Packaging serves as a tool for product differentiation, helping products stand out from competitors on store shelves. Unique packaging designs, branding elements, and innovative features can distinguish a product in a crowded marketplace, attracting consumers' attention and fostering brand loyalty.
6. **Protection:** Packaging safeguards products from damage, contamination, and deterioration during transportation, handling, and storage. It ensures that products reach consumers in optimal condition, reducing the likelihood of returns and complaints.

7. **Preservation:** Effective packaging helps extend the shelf life of products by shielding them from environmental factors such as air, moisture, light, and microorganisms. This preservation contributes to reducing food waste and maintaining product quality.
8. **Branding and Marketing:** Packaging serves as a powerful marketing tool, communicating brand identity, values, and messaging to consumers. Eye-catching packaging designs, logos, colours, and branding elements attract attention, differentiate products from competitors, and influence purchasing decisions.
9. **Information:** Packaging provides essential information about the product, including ingredients, nutritional values, usage instructions, expiration dates, and safety warnings. Clear and accurate labelling helps consumers make informed choices and ensures regulatory compliance.
10. **Convenience:** Packaging design factors in user convenience, ensuring that products are easy to handle, open, use, and store. Functional packaging features such as resealable closures, portion control, and single-serving options enhance consumer satisfaction and user experience.

3.1.5 DISADVANTAGES OF PACKAGING

1. **Environmental Impact:** Excessive packaging contributes to waste generation and environmental pollution. Packaging materials, especially non-biodegradable plastics, can end up in landfills, oceans, and natural habitats, harming ecosystems and wildlife. Additionally, the production of packaging materials consumes resources and energy, further exacerbating environmental issues.
2. **Resource Depletion:** The production of packaging materials, such as paper, plastic, and metals, requires the extraction of natural resources, including forests, fossil fuels, and minerals. This extraction process can lead to habitat destruction, deforestation, and depletion of finite resources.
3. **Waste Generation:** Packaging contributes significantly to municipal solid waste streams, posing challenges for waste management and disposal. Improperly managed packaging waste can clutter urban landscapes, create litter, and strain waste management infrastructure.

- 4. Economic Costs:** Packaging incurs costs throughout the supply chain, including material procurement, manufacturing, transportation, and disposal. Excessive or inefficient packaging practices can increase production costs, transportation expenses, and waste management expenditures, impacting the profitability of businesses and the affordability of products.
- 5. Health Concerns:** Some packaging materials contain chemicals or additives that may pose health risks to consumers if they leach into food or beverages. Bisphenol A (BPA), phthalates, and other harmful substances used in certain packaging materials have raised concerns about their potential adverse effects on human health.
- 6. Overpackaging:** Overly elaborate or redundant packaging designs, often used for marketing purposes, can result in wasteful packaging practices and unnecessary resource consumption. Overpackaging not only contributes to environmental problems but also detracts from the efficiency and practicality of packaging solutions.
- 7. Regulatory Compliance:** Compliance with packaging regulations and standards can be complex and costly for businesses, particularly in terms of labelling requirements, material restrictions, and packaging waste management obligations. Non-compliance may result in fines, legal liabilities, and damage to brand reputation.
- 8. Perceived Value vs. Actual Content:** Sometimes, elaborate packaging can create a perception of higher value for the product than its actual content justifies. This can lead to consumer dissatisfaction if the product fails to meet expectations based on the packaging's appearance, leading to negative reviews and decreased brand trust.
- 9. Space Constraints:** Excessive packaging can consume significant storage space in warehouses, retail shelves, and consumers' homes. This can be particularly problematic for e-commerce businesses that need to optimize packaging dimensions to minimize shipping costs while ensuring product protection.
- 10. Single-Use Plastics:** The prevalence of single-use plastic packaging contributes to the global plastic pollution crisis. Plastic packaging, which is often disposed of after a single use, persists in the environment for hundreds of years, posing threats to wildlife, ecosystems, and human health. Finding alternatives to single-use plastics is crucial for addressing this issue and reducing plastic waste.

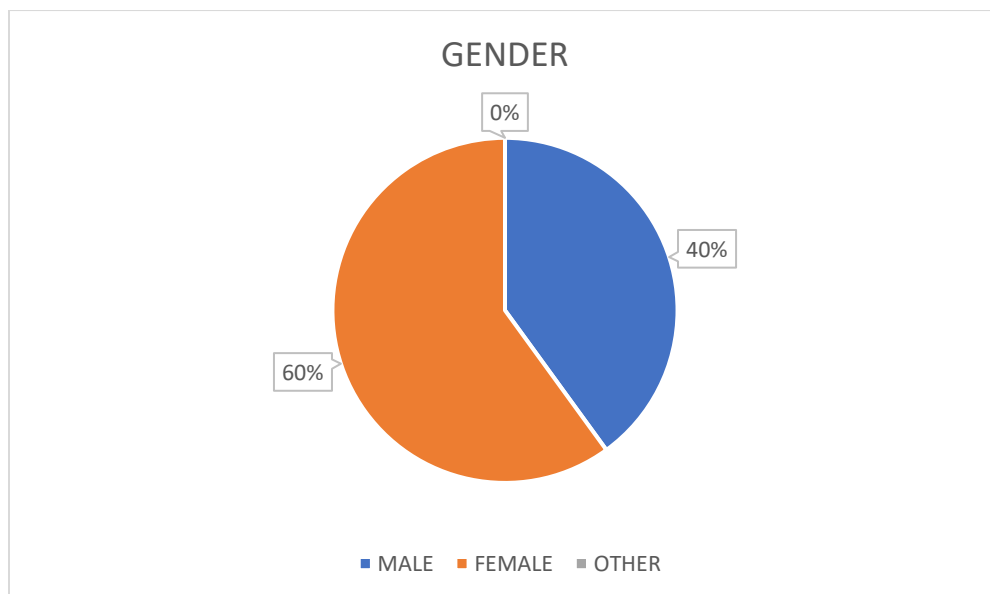
CHAPTER – 4
DATA ANALYSIS & INTERPRETATION

4.1 GENDER

TABLE 4.1 GENDER OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
MALE	40	40%
FEMALE	60	60%
OTHERS	NIL	NIL
TOTAL	100	100%

FIGURE 4.1 GENDER OF RESPONDENTS



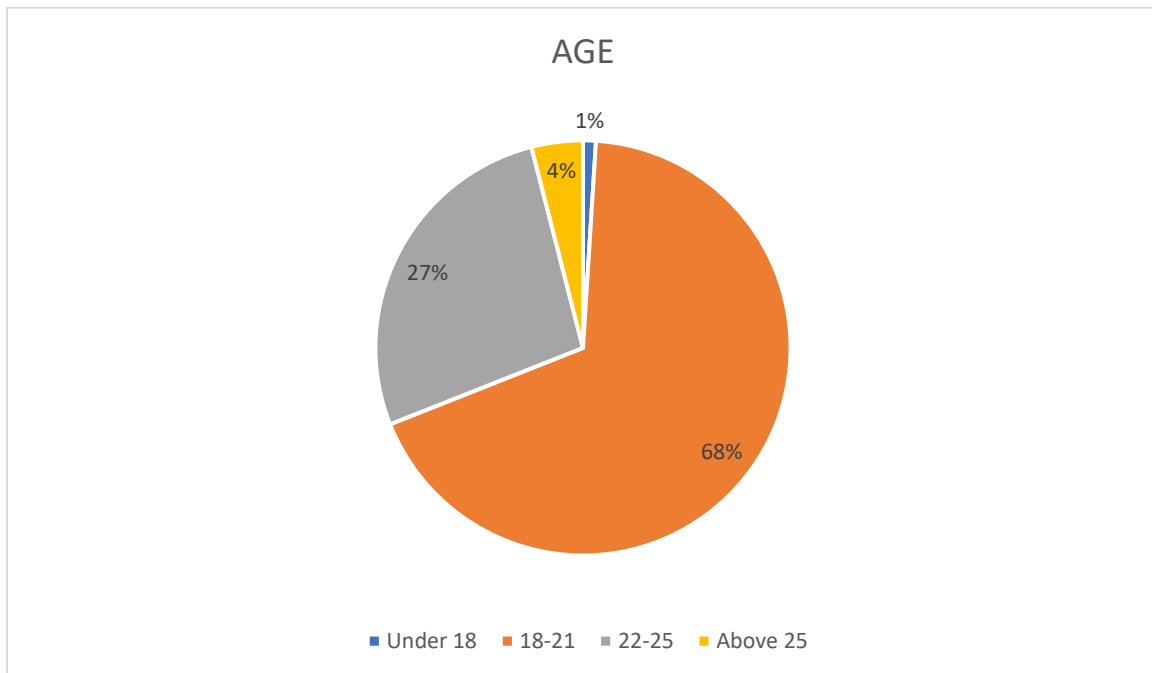
INTERPRETATION: 60% of the population is male and 40% is female.

4.2 AGE

TABLE 4.2 AGE OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
Under 18	1	1%
18-21	68	68%
22-25	27	27%
Above 25	4	4%
Total	100	100%

FIGURE 4.2 AGE OF RESPONDENTS



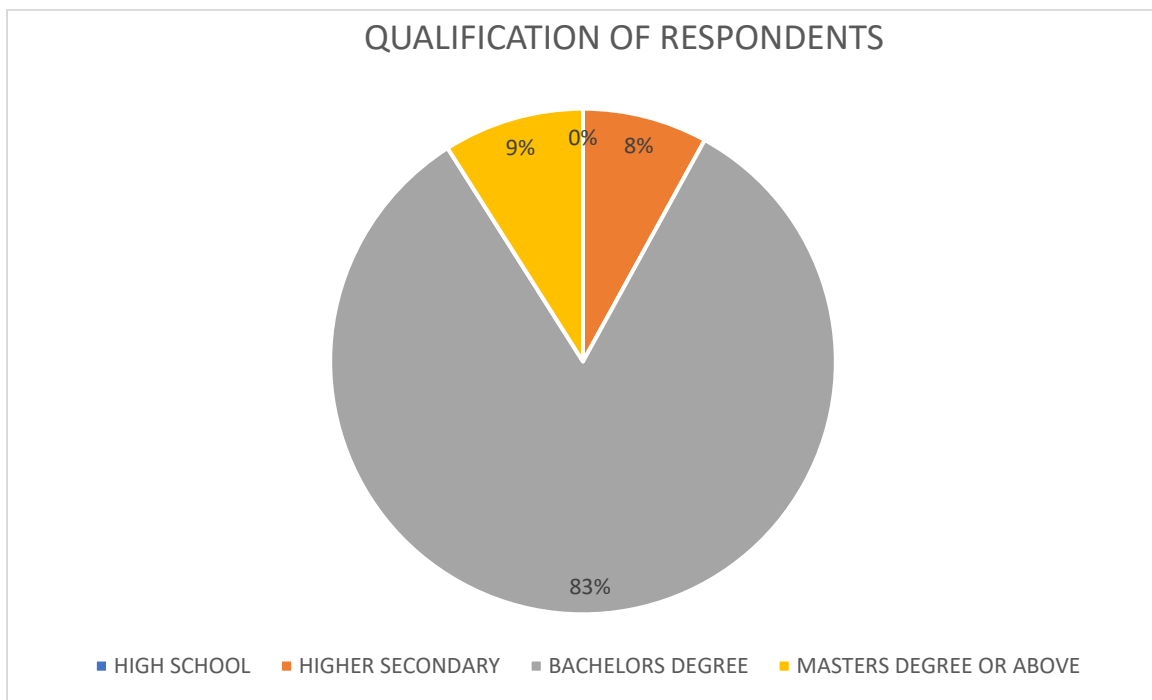
INTERPRETATION: The respondents' ages are displayed. 1% of population is under the age 18. 68% of the population is between the age of 18-21. 27% of people fall into the 21–25 age bracket. 4% of the population is above 25 . It is clear that the majority of the population is between 18-25.

4.3 QUALIFICATION OF RESPONDENTS

TABLE 4.3 QUALIFICATION OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
HIGH SCHOOL	NIL	NIL
HIGHER SECONDARY	8	8%
BACHELORS DEGREE	83	83%
MASTERS DEGREE OR ABOVE	9	9%
TOTAL	100	100

FIGURE 4.3 QUALIFICATION OF RESPONDENTS



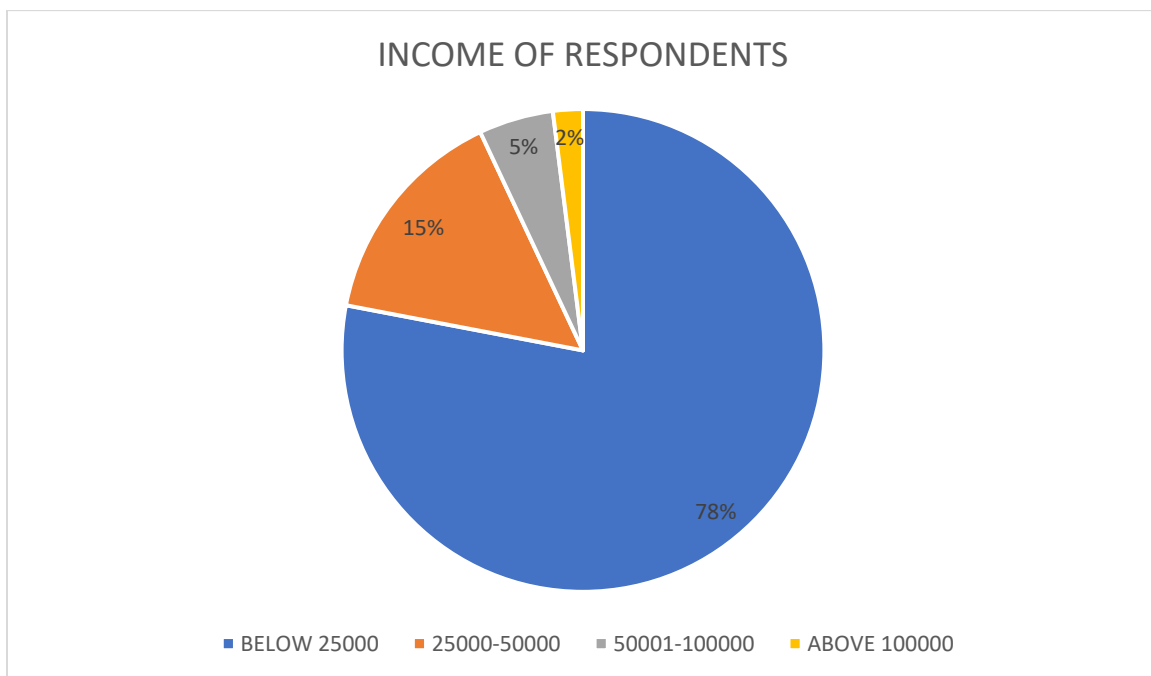
INTERPRETATION: This chart shows the qualification of respondents. 90% Bachelors Degree 83% , Masters Degree or above 9%, Higher Secondary 8%, High School 0%.

4.4 INCOME OF RESPONDENTS

TABLE 4.4 INCOME OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
BELOW 25000	78	78%
25000-50000	15	15%
50001-100000	5	5%
ABOVE 100000	2	2%
TOTAL	100	100%

FIGURE 4.4 INCOME OF RESPONDENTS



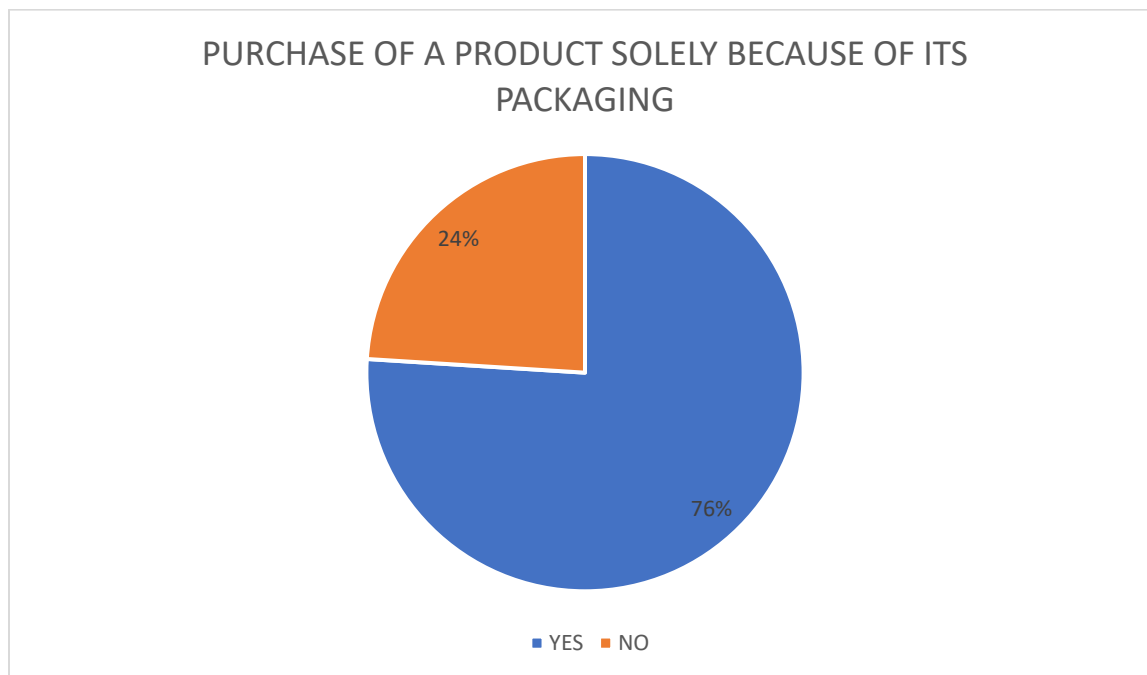
INTERPRETATION: This chart shows the income of respondents. 78% of the population have income below 25000, 15% have income between 25000-50000, 5% have income between 50000 – 100000, and 2% have an income above 100000.

4.5 PURCHASE OF A PRODUCT SOLELY BECAUSE OF ITS PACKAGING

TABLE 4.5 PURCHASE OF A PRODUCT SOLELY BECAUSE OF ITS PACKAGING

PARTICULARS	RESPONSES	PERCENTAGE
YES	76	76%
NO	24	24%
TOTAL	100	100%

FIGURE 4.5 PURCHASE OF A PRODUCT SOLELY BECAUSE OF ITS PACKAGING



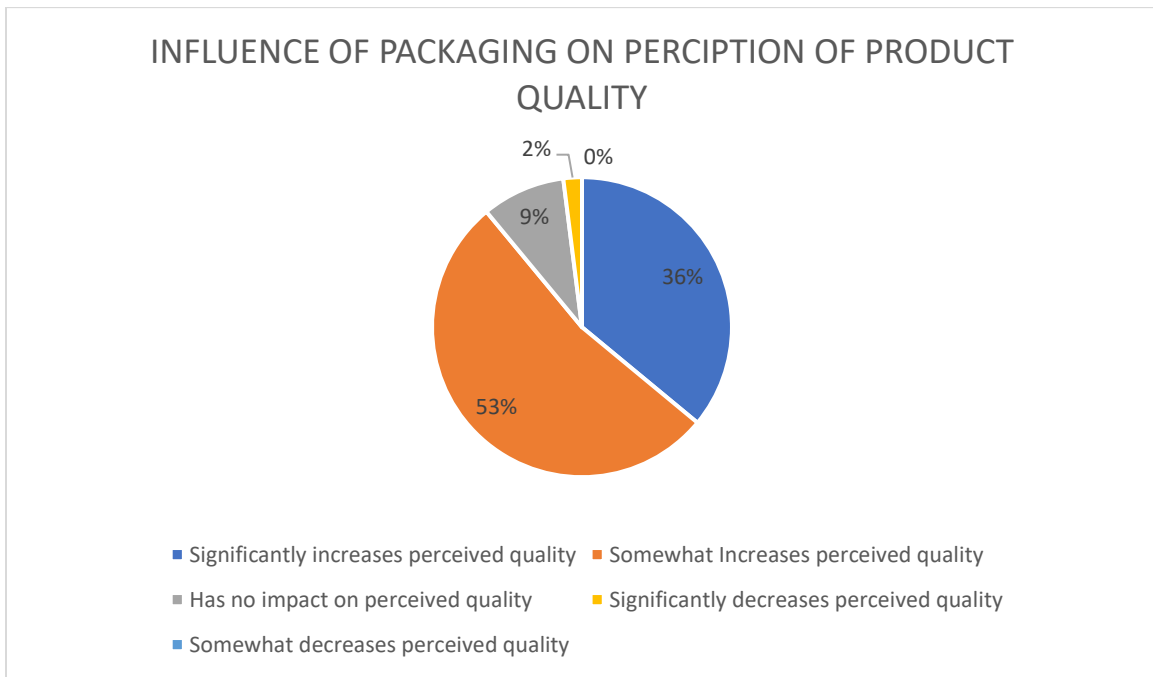
INTERPRETATION: This chart shows the purchase of a product solely because of the attraction to its packaging. 76% of the population have purchase a product solely because they were attracted to its packaging 24% of the population have not purchased a product because of more packaging.

4.6 INFLUENCE OF PACKAGING ON PERCEPTION OF PRODUCT QUALITY

TABLE 4.6 INFLUENCE OF PACKAGING ON PERCEPTION OF PRODUCT QUALITY

PARTICULARES		RESPONSES	PERCENTAGE
Significantly	increases	36	36%
Somewhat	Increases	53	53%
Has no impact on perceived quality		9	9%
Significantly	decreases	2	2%
Somewhat	decreases	NIL	NIL
TOTAL		100	100%

FIGURE 4.6 INFLUENCE OF PACKAGING ON PERCEPTION OF PRODUCT QUALITY



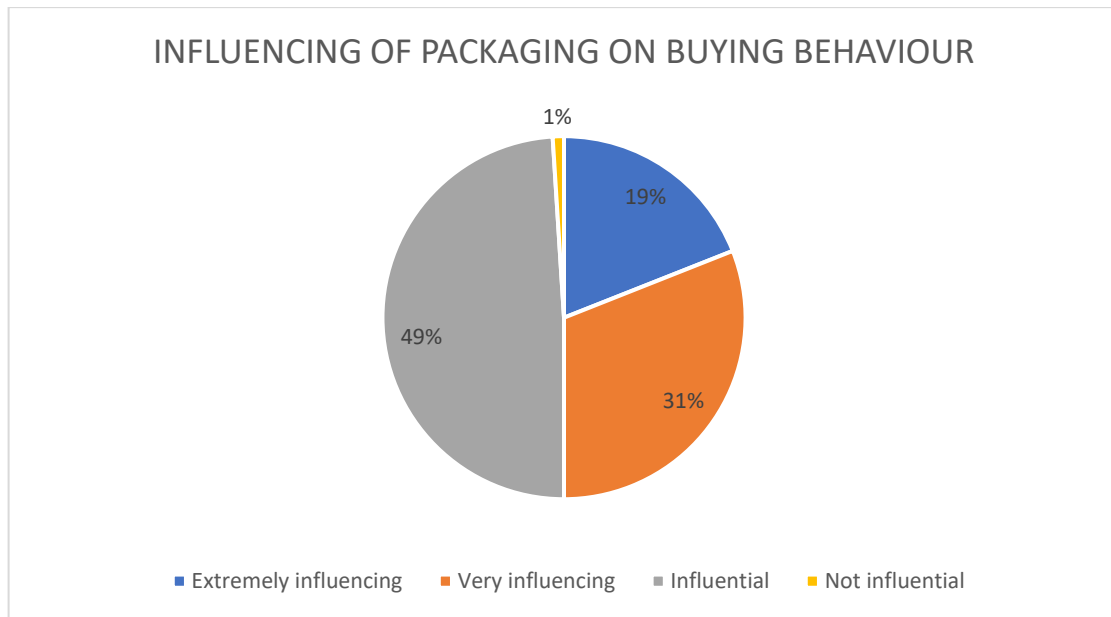
INTERPRETATION: The majority of people think packaging somewhat increases product quality, with 36% saying it significantly increases it, 53% saying it somewhat increases it, 9% saying it has no impact, and 2% saying it significantly decreases it.

4.7 INFLUENCING OF PACKAGING ON BUYING BEHAVIOUR

TABLE 4.7 INFLUENCING OF PACKAGING ON BUYING BEHAVIOUR

PARTICULARES	RESPONSES	PERCENTAGE
Extremely influencing	19	19%
Very influencing	31	31%
Influential	49	49%
Not influential	1	1%
Total	100	100%

FIGURE 4.7 INFLUENCING OF PACKAGING ON BUYING BEHAVIOUR



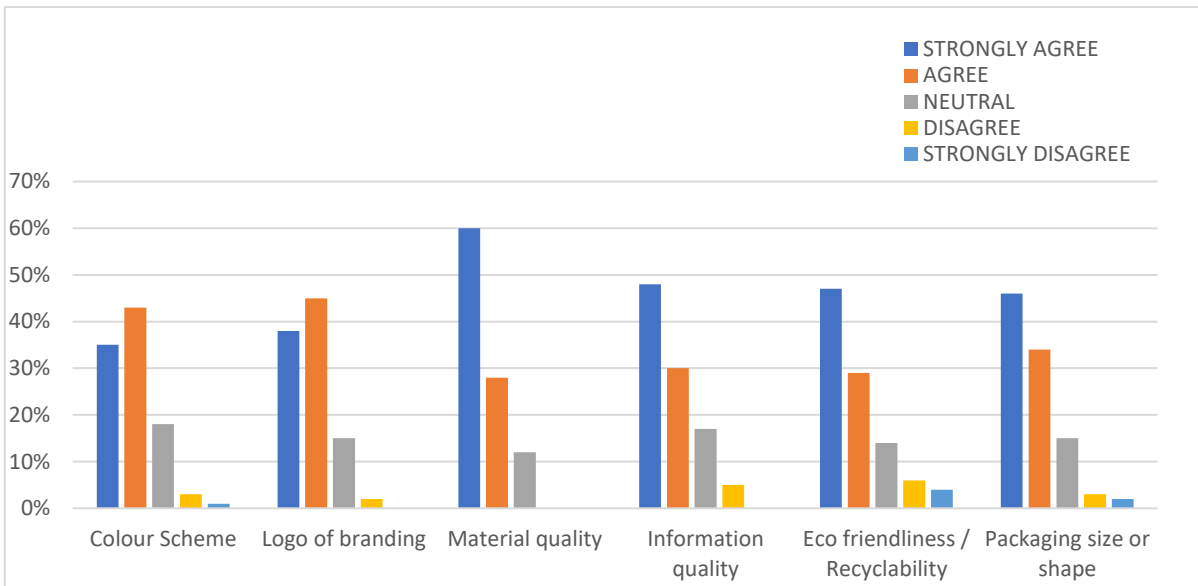
INTERPRETATION: According to the study, 99% of the population believes that packaging has some influence on buying behavior, with 19% considering it extremely influential, 31% very influential, and 49% influential. Only 1% think packaging has no influence on buying behaviour.

4.8FACTORS INFLUENCING BUYING DECISION BASED ON PACKAGING

TABLE 4.8 FACTORS INFLUENCING BUYING DECISION BASED ON PACKAGING

PARTICULARES	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Colour Scheme	35%	43%	18%	3%	1%
Logo of branding	38%	45%	15%	2%	NIL
Material quality	60%	28%	12%	NIL	NIL
Information quality	48%	30%	17%	5%	NIL
Eco friendliness / Recyclability	47%	29%	14%	6%	4%
Packaging size or shape	46%	34%	15%	3%	2%

FIGURE 4.8 FACTORS INFLUENCING BUYING DECISION BASED ON PACKAGING



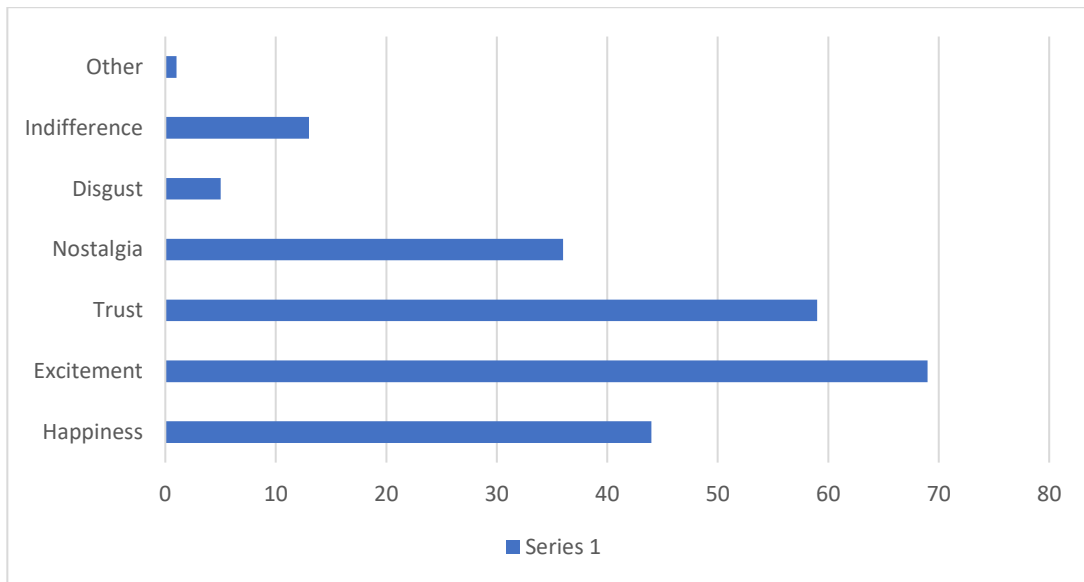
INTERPRETATION: This chart shows factors influencing buying decision based on packaging.60% of the population have the opinion that material quality is the most important factor

4.9 EMOTIONS EVOKED BY PACKAGING

TABLE 4.9 EMOTIONS EVOKED BY PACKAGING

PARTICULARES	RESPONSES	PERCENTAGE
Happiness	44	44%
Excitement	69	69%
Trust	59	59%
Nostalgia	36	36%
Disgust	5	5%
Indifference	13	13%
Other	1	1%

Figure 4.9 EMOTIONS EVOKED BY PACKAGING



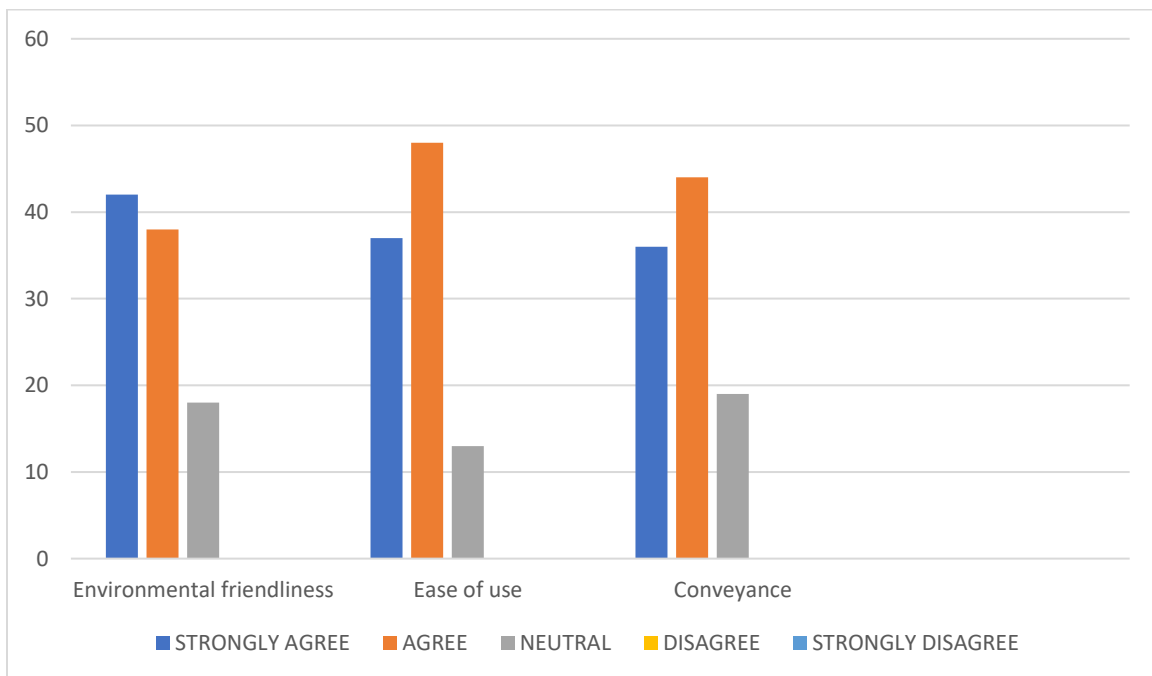
INTERPRETATION: This chart shows emotions evoked by packaging.69% of the population feels excitement,59% of the population feels trust,44% of the population feels happiness,36% of the population feels nostalgia,13% of the population feels indifference, 5% of the population feels disgust.

4.10 INFLUENCE OF PACKAGING ON VARIES CRITERIAS

TABLE 4.10 INFLUENCE OF PACKAGING ON VARIES CRITERIAS

PARTICULARES	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Environmental friendliness	42	38	18	2	
Ease of use	37	48	13	1	1
Conveyance	36	44	19	1	

FIGURE 4.10 INFLUENCE OF PACKAGING ON VARIES CRITERIAS



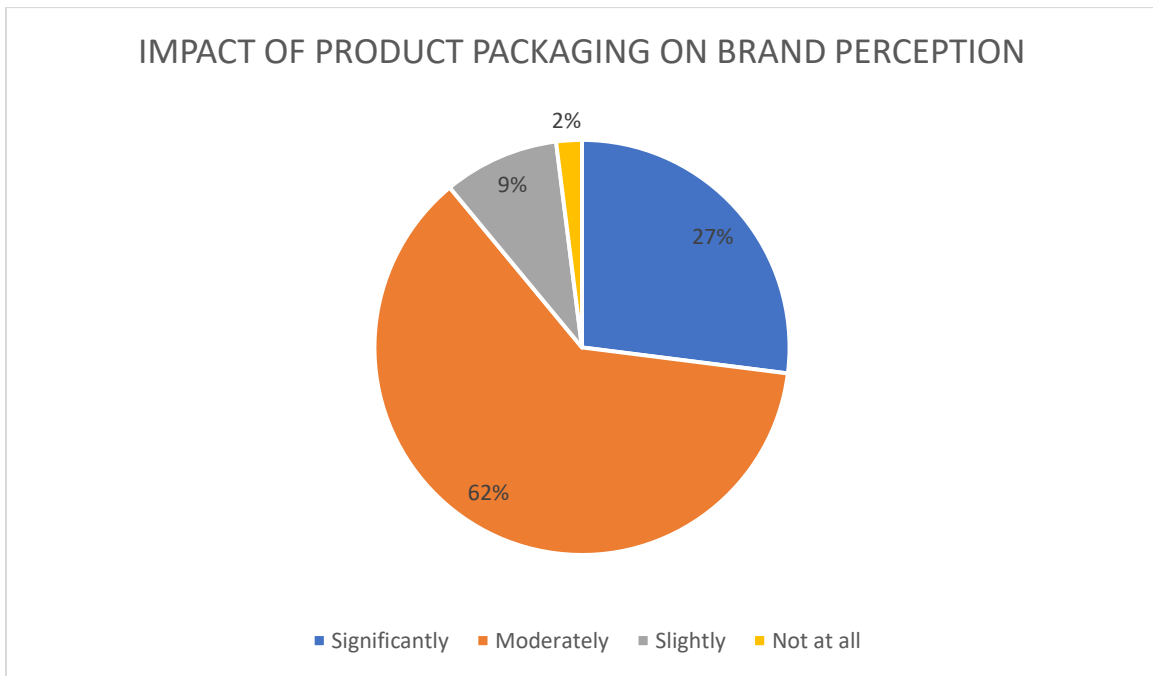
INTERPRETATION: This chart shows influence of packaging on various criteria's. The data suggest that significant portion of respondents strongly agree that environmental friendly, ease of use and conveyance are the key factors of packaging influencing various criteria's.

4.11 IMPACT OF PRODUCT PACKAGING ON BRAND PERCEPTION

TABLE 4.11 IMPACT OF PRODUCT PACKAGING ON BRAND PERCEPTION

PARTICULARES	RESPONSES	PERCENTAGE
Significantly	27	27%
Moderately	62	62%
Slightly	9	9%
Not at all	2	2%
TOTAL	100	100%

FIGURE 4.11 IMPACT OF PRODUCT PACKAGING ON BRAND PERCEPTION



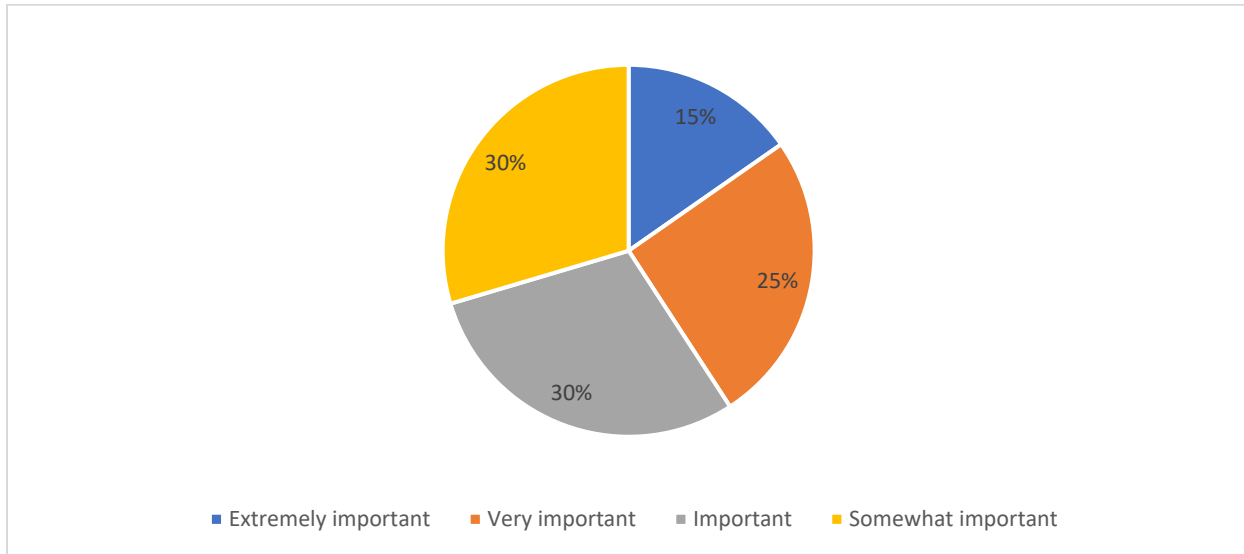
INTERPRETATION: This chart shows impact of packaging on brand perception . Majority of the respondents (62%) thinks that packaging moderately affects perception of the brand. 2% are in the opinion that packaging not at all affects perception of the brand.

4.12 IMPORTANCE OF PRODUCT PACKAGING IN ENSURING FRESHNESS, SAFETY AND AUTHENTICITY

TABLE 4.12 IMPORTANCE OF PRODUCT PACKAGING IN ENSURING FRESHNESS, SAFETY AND AUTHENTICITY

PARTICULARES	RESPONSES	PERCENTAGE
Extremely important	15	15%
Very important	25	25%
Important	29	29%
Somewhat important	29	29%
Not important	2	2%
TOTAL	100	100%

FIGURE 4.12 IMPORTANCE OF PRODUCT PACKAGING IN ENSURING FRESHNESS, SAFETY AND AUTHENTICITY



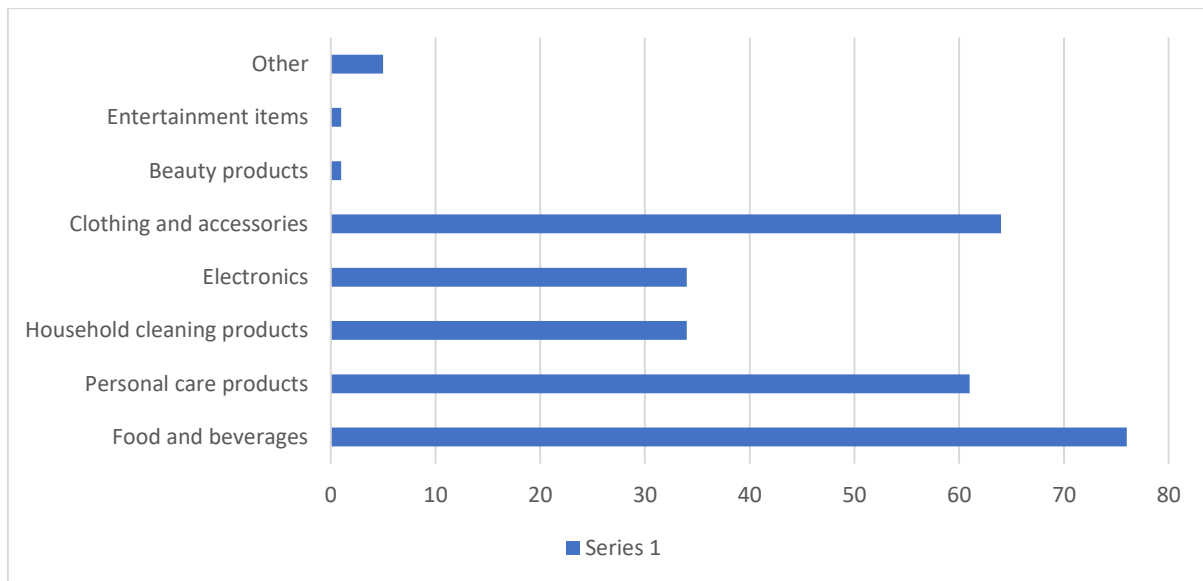
INTERPRETATION: This chart shows the importance of product packaging in ensuring freshness, safety and authenticity. Majority of the respondents thinks that packaging is a important factor in assuring freshness, safety and authenticity of items you buy

4.13 TYPICALLY PURCHASED PRODUCTS

TABLE 4.13 TYPICALLY PURCHASED PRODUCTS

PARTICULARES	RESPONSES	PERCENTAGE
Food and beverages	76	76%
Personal care products	61	61%
Household cleaning products	34	34%
Electronics	34	34%
Clothing and accessories	64	64%
Beauty products	1	1%
Entertainment items	1	1%
Other	5	5%

FIGURE 4.13 TYPICALLY PURCHASED PRODUCTS



INTERPRETATION: This chart shows products typically purchased by the respondents. Majority of the population purchases food and beverages, clothing and accessories and personal care products.

CHAPTER 5
FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

For the purpose of research, 100 sample responses were precisely chosen. A questionnaire-based approach was used to gather the data. Tools like percentages, pie chart and bar diagrams are used to measure and assess the information gathered. The analyses produced the following results

- The data suggest that packaging may have a greater influence on females, as 60% of the respondents were female, while males accounted for 40% of the total respondents. This gender proportion indicates a higher likelihood for females to be influenced by packaging compared to males.
- The data indicate that the survey received the highest response rate from individuals aged between 18 and 21, accounting for 68% of the total respondents. Following this, the age group of 21 to 25 contributed 27% to the responses. Meanwhile, respondents above 25 constituted 4%, with those under 18 representing only 1% of the total respondents.
- The data indicates that a significant majority, 78% of the respondents, were swayed to purchase a product purely due to the appeal of its packaging. This finding underscores the vital importance of packaging in capturing consumer attention and driving purchasing decisions. It suggests that effective packaging design can be a powerful tool for businesses to differentiate their products, enhance brand visibility, and ultimately influence consumer behaviour in the marketplace.
- Packaging plays a significant role in influencing perceived product quality, with 89% of respondents believing it either somewhat or significantly affects perceived quality. Only a small minority, 9%, believe that packaging has no impact on perceived quality. However, there is a concern as 2% of respondents believe that packaging significantly decreases perceived quality, indicating that poor packaging can have a negative impact on consumer perception. Overall, investing in effective packaging design and quality control can be crucial for enhancing perceived product quality and positively influencing consumer behaviour.
- Based on the survey findings: Happiness: 44% Excitement: 69% Trust: 59% Nostalgia: 36% Disgust: 5% Indifference: 13% Others: 1% The emotions most likely to be evoked by packaging, according to the respondents, are excitement and trust, with significant percentages indicating these feelings. Nostalgia and happiness also plays a role but to a lesser extent. Disgust and indifference are less commonly associated with packaging.

- Various factors about packaging significantly influence consumers' buying decisions. Firstly, the colour scheme stands out as an important factor, with a combined 78% of respondents either strongly agreeing or agreeing on its impact. Similarly, logo and branding play a vital role, with 80% of respondents acknowledging their influence. Material quality emerges as a top priority, with a substantial 88% of respondents expressing agreement or strong agreement. Furthermore, information clarity is valued by 78% of respondents, highlighting its significance in shaping purchasing decisions. Eco-friendliness and recyclability also weigh heavily on consumers' minds, with 76% expressing agreement or strong agreement. Moreover, packaging shape and size are essential considerations, with 80% of respondents indicating their influence. These findings underscore the multifaceted nature of packaging's impact on consumer behaviour and emphasize the importance of considering various factors when designing packaging to meet consumer preferences and needs.
- Packaging significantly impacts various criteria, with 80% of respondents agreeing it affects environmental friendliness (42% strongly agreeing, 38% agreeing), 85% acknowledging its influence on ease of use (37% strongly agreeing, 48% agreeing), and 80% recognizing its role in conveying information effectively (36% strongly agreeing, 44% agreeing).
- The packaging of a product has a substantial impact on consumers' perception of the brand, with 27% indicating it affects their perception significantly, and a majority of 62% stating it has a moderate influence. Additionally, 9% feel that packaging slightly influences their perception, while only 2% believe it has no impact at all. These findings underscore the importance of packaging in shaping consumers' overall impression and perception of a brand, highlighting the need for brands to invest in high-quality and appealing packaging designs to positively influence consumer attitudes and behaviours.
- A combined 69% of respondents consider it important to extremely important, with 25% rating it as very important and another 15% deeming it extremely important. Additionally, 29% find it somewhat important, while only a small minority of 2% believe it is not important. These findings underscore the significant role of packaging in ensuring the quality and integrity of products, reflecting consumer expectations for secure and trustworthy packaging solutions. This shows that product packaging plays a crucial role in assuring the freshness, safety, and authenticity of items purchased, as evidenced by the survey findings

- The survey reveals that respondents typically purchase a variety of products, with food and beverages being the most commonly bought category at 76%, followed closely by personal care products at 61%. Clothing and accessories also rank high, with 64% of respondents indicating purchasing these items. Household cleaning products and electronics share the same percentage of 34% in consumer purchases. However, beauty products and entertainment items have lower percentages, each at 1%. Additionally, 5% of respondents specified other types of products they typically purchase. These findings provide insights into consumer spending habits across different product categories.

Suggestions

Based on the findings presented, several suggestions can be made to leverage the influence of packaging on consumer behaviour.

Targeted Marketing: Recognize the gender and age variations in responses to tailor marketing strategies accordingly. Since females and younger adults seem more influenced by packaging, campaigns could be tailored to appeal specifically to these demographics.

Focus on Packaging Design: Invest in effective packaging design to capitalize on its influence on purchasing decisions. Design elements such as colour scheme, logo, material quality, and information clarity should be carefully considered to evoke positive emotions and enhance brand perception.

Environmental Considerations: Given the significant influence of eco-friendliness and recyclability on consumer decisions, prioritize sustainable packaging solutions to align with consumer values and preferences.

Product Perception: Ensure that packaging reflects positively on the perceived quality and trustworthiness of the brand. High-quality packaging can enhance consumer perception and contribute to building a positive brand image.

Information Accessibility: Make product information easily accessible and clear on packaging to meet consumer expectations and facilitate informed purchasing decisions.

Diverse Product Categories: Tailor packaging strategies according to the product category, considering that consumer preferences vary across different types of products. Focus marketing efforts on popular categories such as food and beverages, personal care products, and clothing and accessories.

Continuous Improvement: Regularly assess consumer feedback and market trends to refine packaging strategies and stay competitive in the marketplace.

By implementing these suggestions, businesses can optimize their packaging strategies to effectively influence consumer behaviour and drive sales.

Conclusion

The purpose of the study was to examine the influence of packaging on consumer buying behaviour . There were 100 participants in the study, and a structured mailed questionnaire was the method of data collection. Primary and secondary data are the two types of data used in this.

In summary, the findings underscore the pivotal role of packaging in influencing consumer behaviour, with a focus on its impact across various demographics and product categories. The study reveals a greater susceptibility of females and younger adults to packaging influences, highlighting the importance of targeted marketing efforts. Key factors such as design elements, eco-friendliness, and information clarity emerge as crucial drivers of consumer purchasing decisions, emphasizing the need for businesses to prioritize these aspects in packaging strategies. Additionally, the study emphasizes the significance of packaging in shaping brand perception and product quality, underscoring the importance of continuous improvement and alignment with consumer preferences. Overall, the findings provide actionable insights for businesses to optimize their packaging strategies and enhance their competitiveness in the marketplace.

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ANNEXURE

QUESTIONNAIRE

INFLUENCE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR

1. Name (optional):

2. Age

Mark only one oval.

- Under 18
- 18-21
- 22-25
- Above 25

3. Gender *

Mark only one oval.

- Male
- Female
- Other

4. Educational level *

Mark only one oval.

- High school
- Higher secondary
- Bachelor's degree
- Master's degree or above

5. Monthly income *

Mark only one oval. 6

- . Under 25000
- 25000-50000
- 50001-100000
- Above 100000

6. Have you ever purchased a product solely because you were attracted to its packaging?

Mark only one oval.

- Yes
- No

7. How does packaging influence your perception of product quality? *

Mark only one oval.

- Significantly increases perceived quality
- Somewhat increases perceived quality
- Has no impact on perceived quality
- Significantly decreases perceived quality
- Somewhat decreases perceived quality

8. Overall, how much do you think packaging influence your buying behaviour? *

Mark only one oval.

- Extremely influential
- Very influential
- Influential
- Not influential

9. Which factors about packaging influence your buying decision?*

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree

- | | | | | | |
|---|-------|-------|-------|-------|-------|
| <input type="radio"/> Colour scheme | ----- | ----- | ----- | ----- | ----- |
| <input type="radio"/> Logo and branding | ----- | ----- | ----- | ----- | ----- |
| <input type="radio"/> Material quality | ----- | ----- | ----- | ----- | ----- |
| <input type="radio"/> Information clarity | ----- | ----- | ----- | ----- | ----- |
| <input type="radio"/> Eco friendliness /
recyclability | ----- | ----- | ----- | ----- | ----- |
| <input type="radio"/> Packaging size /
Shape | ----- | ----- | ----- | ----- | ----- |

10. Which emotions are most likely to be evoked by packaging ? (Select all that applies)

Check all that apply.

- Happiness
- Excitement
- Trust
- Nostalgia Disgust

- Indifference
- Other:

11. How does packaging influence the following criteria's?*

Mark only one oval per row.

|Strongly agree | Agree | Neutral |Disagree | Strongly disagree |

- | | | | | | |
|-----------------|-------|-------|-------|-------|-------|
| ○ Environmental | ----- | ----- | ----- | ----- | ----- |
| ○ Friendliness | ----- | ----- | ----- | ----- | ----- |
| ○ Ease of use | ----- | ----- | ----- | ----- | ----- |
| ○ Conveyance | ----- | ----- | ----- | ----- | ----- |

12. How does the packaging of a product affects your perception of the brand?*

Mark only one oval.

- Significantly
- Moderately
- Slightly
- Not at all

13. How important is product packaging in assuring the freshness, safety and authenticity of the items you buy?

Mark only one oval.

- Not important
- Somewhat important
- Important
- Very important
- Extremely Important

14. What type of products do you typically purchase ? (Tick all that applies) *

Check all that apply.

- Food and beverages
- Personal care products
- Household cleaning products
- Electronics
- Clothing and accessories
- Other:

15. Are there any specific product category where packaging plays a more significant role in your purchase decisions?

Mark only one oval.

- Yes
- No

