“Impact of Packaging on Consumer Buying Behaviour”

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Abstract
In today’s life packaging is one of the necessities of human life. Different types of packaging styles play a vital role in the life of product. For the purpose of safety, handling, storage, mode of attraction, etc. In the views of product packaging gives them a unique identity which differentiate them from other products prevailing in the market. It helps companies to differentiate their products from their competitors. Packaging is also one of the most important factor of marketing system which influence the buying behaviour of the consumers. Every companies have their own range of packaging features such as style, colors, pattern, designs, shapes, fonts, symbols and information. This will helps the consumers also to easily differentiate their desired product from the other one. In other words we can say that packaging is not only fruitful for companies or business organization but also for the consumers which used them. This paper investigates the Impact of packaging on consumer buying behaviour. For this purpose the research had been conducted with the help of both primary and secondary database. In primary source the data is collected by the researchers own observations at different sources. And the Secondary data is collected with the help of comprehensive literature available in the form of secondary data i.e. Magazines, Journals, e-journals, Websites, Books, and Newspapers etc. After conducting a deep review of collected data findings are presented to understand the new dimensions emerging in the packaging of products.

Key words: Packaging, Consumer buying behaviour.
Introduction

Packaging
Packaging is a kind of marketing tool which helps to promote the product in the market. Packaging acts as the language of product which provides the basic characteristics and important information about the product. In other words we can say that packaging is the main source which provides a unique identity to the product and indicates the superiority of a product in a market. Packaging is an important component of the marketing system which plays an important role in increasing sales, promotion, and brand image of the product. There are several elements of packaging such as information availability about the product, manufacturing date, expiry date, MRP, ingredients, characteristics, features, offers, discounts, etc. about the products. These elements helps product to be easily sold in the market and become favorite to the customers. There are different packaging styles which are used by the marketers according the different age group like for children, youngsters, and aged peoples. In other words we can say that packaging is a complete package to capture the mind setup of all group of human being.

Consumer Buying Behaviour
Consumer Buying Behaviour is the study of individuals, groups, or organizations that how they react or behave in different situations. Buying is one of the action of any individual when they are going to purchase something. The process they use to select and choose any products and services are known as buying behaviour of that individual. Consumer buying behaviour is one of the process of decision making of any buyer both individually and in groups such as how emotions affect buying behaviour. Consumer buying behaviour is changes according to different conditions such as demographically, culturally, traditionally, climatically, etc.
Research has shown that consumer buying behaviour is difficult to predict, even for experts in the field. Relationship marketing is an effective way to know and to analyses the actual Consumer buying behaviour. One of the main aim of every business organizations is to satisfy the behaviour of consumers. Complete marketing is finally depends upon this. The study assumes that the consumers are actors in the marketplace.

Packaging and Consumer Buying Behavior
As far as recent trend is concern, the companies must having a correct understanding of consumers and their buying behavior. As we all know that the today’s public become very aware and educated. So the proper packaging of the product is very important to attract the consumers. The appearance of a packaging help consumers to identify the product brand. Visibility of all contents and features are very important to the consumer needs. Packaging pattern and styles creates deep impact on consumer buying behaviour.Different elements of packaging attracts the consumer’s attention. Information available on packaging, colour, pattern, style, fonts, pictures, photos, offers, etc. are the elements of packaging which changes the buying intention of consumers. In other words we can say that packaging is one of the main source by which product become a unique one and gets the different identity. Hence, the packaging plays an important role in consumer buying behaviour.

Factors that affect Consumer Buying Behaviour by Packaging:

- Colour used for Packaging.
- Quality of Packaging.
Objectives of the Study:

1. To study the factor which effects the buying behaviour of consumer by Packaging.
2. To study the impact of different type of packaging patterns on the Consumer Buying Behaviour.
3. To conduct a deep review of literature by which emerging factors can be identified for further research in same field.

Review of Literature:

- **Muhammad Amir Adam and Kamran Ali (2014)** found in their research that the consumers like to buy well packaged products. It is also depends on the credibility of the brand of that product. So it is very important for local brands to enhance their packaging style for which they can easily compete with the big companies. Because if international brands comes into the market to avail this opportunity then definitely the sales of local brand decreases. To overcome this problem local brand should use patriotic colours in packaging as well as show familiar culture in their packaging to get success in the market.

- **JusufZekiri and VjolcaVisokaHasini (2015)** obtained the results that role and the impact of packaging on consumer’s buying behaviour depends on the elements which represents a good means of marketing information to consumers about the product and services. The packaging style and pattern helps not only to consumers to differentiate their favourite brands but also for companies to capture consumer’s attention and interest. So the pattern, colour, and style of the packaging differentiating the product from the other products.

- **MahdiaFarrukhSialetall (2011)** examined in their study that brand image have positive impact on buying behaviour consumers. Brand image mediates the relationship of packaging and buying behaviour of consumers. They said that consumer buying behaviour is not only depends on the packaging pattern of the product but also on the brand image of the product.
• Olawepo, et all (2015) defined that there is a big relation between packaging and consumer’s purchase intention. Their research showed that the packaging as a whole impacts on the consumer purchase intention. Their analysis also showed that the colour and style of packaging is also plays an important role to change the buying behaviour of the consumers.

• Sadique Hussain et all (2015) found in their research that there is a very high impact of packaging on consumer perception and purchase intention. Packaging shows all of the information about any product like manufacturing date, expiry date, ingredients used, MRP, where they are made, who are the manufacturer, weight, types etc. which attracts the consumers and intended them to change their mind setup. The element of the packaging like style, colour, pattern, design, material, size, labelling are very important for product for making consumers delighted. So it is necessary for the companies that they should focus on the packaging standard.

• Sania Farooq (2015) said in their study that packaging could be considered one of the most valuable tools in marketing communications for changing the mind of consumer. It has been also confirmed that packaging elements have an ultimate effect on consumer choices.

• Bidyut Ghosh (2016) found that the packaging considered as one of the valuable marketing weapons in making proper communication between an organisation and its consumers. The study showed that the packaging creates the deep impact on the perception of the consumers. A right choice of packaging will create a happy feeling in consumers’ mind. All these specifications and characteristics of packaging contribute an important effort to catch consumer’s attention and interest.

Research Methodology:

An exploratory research has been conducted with both primary and secondary database. For the primary source, data is collected by the researcher own observations at different sources. And the secondary data is collected with the help of comprehensive literature available in the form of secondary data i.e. Magazines, Journals, e-journals, Websites, Books, and Newspapers etc. has been taken. The Opinion and views of the Marketing Professionals and experts on the subject were also obtained through personal interactions and telephonic interview.

Findings:

• N number of packaging style and pattern.
• Increase in cost of the product.
• Interest and taste of people’s.
• Illiteracy of the peoples.
• Poor Advertising.
• Poor communication and information about the product.
Poor visibility and display of important specifications of the products.

Insufficient information.

Irrelevant for many viewers.

Colour used for packaging.

Conclusion:

In the recent trend Packaging treated as one of the most valuable tool in today’s marketing strategies. For the communication of all information about the products makes packaging a most important marketing tool for the companies. The elements of packaging such as information about the product, style, design, pattern, colour, ingredients used, important dates, price, etc. plays an important role in buying decision of the consumers. All these elements together are the complete package of packaging which leaves deep impact on consumer buying behaviour and also to catch the consumer’s attention and interest. Different type of packaging helps consumer to easily differentiate their interested product from the other ones. It is also fruitful to the companies to make their product a unique identity and brand image. Analyzing an importance of each element of packaging, it is very helpful in consumer’s purchase decision. At last we can say that Packaging is that package of marketing tool which is not only useful for companies but also very necessary for the consumers.

Suggestions:

- The companies should create an effective packaging for products.
- Companies should create an informative and effective information on Packaging about the product and services.
- Packaging must be user friendly for all groups of peoples.
- Enhance the Packaging Pattern which fulfils the needs of Consumers.
- Content in Packaging must be very clear and precise.
- Consumer’s preference, choice, and taste should capture time to time.
- Time to time changes in the Style of Packaging according to the consumer’s taste.
- Proper marketing research is very important in this direction.
- Improve and enhance consumer convenience.
References:
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