

# THE ROLE AND EFFECT OF PRODUCT PACKAGING ON CONSUMER BEHAVIOUR

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## ABSTRACT

This paper explores the relationship between product packaging and consumer behavior. It studies the role and effects that packaging of a product has in the mind of the consumer and how it affects their buying behavior. The **research problems** emanated on how packaging of FMCG products deceives consumers into purchase of a product and that the product packaging takes away from the quality of a product. Further problems include, youngsters today prefer appealing packaging over the quality of a product along with purchasing such products based on emotional appeal rather than logical reasoning. In this context, the **general objective** of the study is to identify the element of product packaging that FMCG brands use and to measure the role/influence that product packaging has on the consumer. Specific objectives include to discover visual elements (colour, material, font, text) of packaging that youngsters find appealing, to identify the weaknesses in product packaging and how it can be improved and to establish that product packaging influences consumers to switch brands. A quantitative **methodology** in the form of a survey is employed for engendering the findings. **Theoretical background** of the study is the 7 P's of marketing (E. Jerome McCarthy) and Classical Conditioning; Stimuli-Response Theory (Ian Pavlov). **Major findings** of the study include that product packaging positively influences the buying behavior of consumers, flavor mentioned and material used is a huge determinant in the mind of a consumer as well as colour. Thus the paper's **recommendations** include brands using sturdy material while constructing the product packaging while also keeping in mind the quantity of the actual product given to the consumer.

**Keywords:** Buying behavior, Consumer behavior, Elements of packaging, Fast Moving Consumer Goods (FMCG) and Product packaging.

## 1.0. Introduction

### 1.1. What is advertising?

Advertising of any kind is essentially a paid message that is communicated to a mass audience. This is done with persuasive communication that influences human behavior over time. Traditionally advertising includes print ads such as newspapers, magazines, billboards and banners ads as well as radio and television advertising. Advertising is a big business and companies around the world have been known to spend about 592.043 billion dollars a year. The reason behind spending such a large amount is that time and again, multinational corporations have successfully persuaded large number of consumers to not only purchase the product but also develop a buying

pattern/behavior, making them come back multiple times to buy the very same product without thinking twice, therefore establishing “brand loyalty”(Burnswick, 2014).

### **1.1. Definitions of advertising**

The traditional definition of advertising includes different dimensions. Each innovation in the field of communication has been used for advertising. These innovations have changed the definition of advertising over the years.

**Jobber’s** definition of advertising (1985), “any paid form of non personal communication of ideas or products in prime media, i.e. television, print, posters and radio” (Bendixen, 1993).

**Phillip Kotler’s** definition of advertising is, “advertising is any form of paid promotion of non personal form of ideas, goods and services by an identified sponsor”. Aimed at a specific group of people, advertising is not meant for the whole general public as all member of society doesn’t consist of a target audience. Advertisements are designed to arouse the demand of the target group i.e. potential customers. It may take the form of oral messages or visual messages for the purpose of informing and influencing the target audience. It is a commercial transaction involving payment to one or more media (Review of Marketing Journal, 2011).

**American Marketing Association (AMA)** definition of advertising: “any advertising is any form of paid promotion of non personal form of ideas, goods and services by an identified sponsor”(Adjie, 2001). This was adopted based on Phillip Kotler’s definition of advertising and has been improvised. The media here refers to various organs of mass communication which include radio, television, newspapers, radio, magazines, billboards, posters and the advent of the upcoming new media such as internet ads and social media sponsorship.

**Hart and O’Conner’s** definition of advertising is “It is action of calling something to attention of the public especially by paid announcements”(Patel and Halvalia, 2011).

**Frank Jeflin’s** definition of advertising, “It is the means by which we make known what we have to sell or what we want to buy”(Patel and Halvalia, 2011) According to this definition, advertising is all about communicating the products with the sole aim of generating revenue for the brand.

### **1.2. History of advertising**

The earliest form of advertising can be traced back to as far as 4000BC, in the form of rock art and papyrus, in India and Egypt. The earliest oral advertising inscriptions were found in China, in the form of poetry. The earliest recording of this was noted in the 13<sup>th</sup> century poem by Guillaume de la Villeneuve. This later became posters after the invention of the printing press in 1439 by Johannes Gutenberg. Advertisers began using newspapers that were widely read for the purpose of advertisements and that used minimal text content, supporting the cause of product promotion, that influenced potential consumers rather than providing information that most people do not read (Morales, 2017).

Modern advertising has its roots in the mid 19<sup>th</sup> century as the world wars taught Americans and Germans about war propaganda and technologies offering both an increased production and more ways to propagate messages in media. Print advertising began to appeal to the emotional side of its readership including interests of leadership,

anxiety, fear, indulgence and loyalty. Traditional methods employed for many decades included advertising in newspapers, magazines and other print media especially posters distributed to the public. Radio and sometimes television broadcasts were used to target specific audiences into believing messages of propaganda (Gifford, 2005).

In the 1930's the stock market crash of 1929 and the subsequent Great Depression had a great impact on the advertising industry. Advertising generally slackened down and we see little or less copy and a better use of negative space. In the 1940's print ads began to depend more on imagery, some even avoided block copy altogether in favor of images and slogans. They started seeing the use of a slogan as the most important element of any advertising layout (Saunders, 1999).

Apart from the usual ad displays or videos, advertisers are also banking on the use of social media influencers, people with large social media following. These people are used as mediums to influence potential consumers and gain a wide reach. They are paid to advertise sad product or service in a very subtle manner, which happens to be one of the main characteristics of new media advertising. Consumers today do not tend to believe obvious advertising of a product because of the notion of false content promotion. Through social media influencers, the target audience is more inclined to believe what is promoted because it comes from a "trusted source" (Rusinova, 2010).

### **1.3. Branding**

The marketing practice of creating a name, symbol or design that identifies and differentiates one product from other is called a brand. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? Simply put, your brand is your promise to your customers. It tells them what they can expect from your product and how it is differentiated from other products in the same category. The brand of a product is derived from what the product is along with its main function/purpose and how you want the product to be perceived by your target audience. The foundation of a brand is the logo which is used to symbolize the brand as a whole; to communicate your brand. Your branding strategy is how, what, where, when and to whom the brand plans on communicating and delivering their message to, this also includes the different avenues used as tool of marketing(Hafeez, Sabir, Safdar and Khursid,2014).

### **1.4. Brand Identity**

Brand identity stems from an organization i.e. an organization are responsible for creating a distinguished product with unique characteristics. It is how an organization seeks to identifies itself. It represents how a brand wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to the following elements- brand vision, brand culture, positioning, personality, relationship and presentation. It is a bundle of mental and functional associations with the brand. Associations are not "reasons-to-buy" rather provide familiarity and differentiators that cannot be replicate. (Mindrut, Manolica and Roman, 2013).

### **1.5. 4and 7 P's of the Marketing Mix**

The origin of the 4 P's in the marketing mix was first introduced in the 1940's by E. Jerome McCarthy, professor of Marketing at Harvard University. In 1948, he published an article on 'The Management of Marketing Costs' where he first begins to define the concept of the different elements of marketing. It was in 1953 when the American Marketing Association formally defined the 4 P's of Marketing that the concept gained traction. The 4 P's are as follows:

1. **Product:** it refers to an item/commodity that satisfies a consumer's need or want. Products can include tangible goods (products) and intangible goods (services or ideas or experiences)
2. **Price:** it refers to the amount of money spent on a particular product. It can also be seen as a measurement of sacrifice the consumer is willing to make in order to acquire said product/service (time and effort).
3. **Place:** refers to the accessibility of the product. Placement is used as a technique to gain consumer's attention in both stores as well as online. It is considered as an added convenience.
4. **Promotion:** it refers to marketing communication. It may consist of various elements such as advertising, sales promotion and so on.

By the 1980's, the Marketing Mix theory was used extensively in the field of advertising and product packaging as a tool to influence potential consumers so much so that Boom and Bitner proposed an extension of the 4 P's of marketing to the 7 P's of marketing.

5. **Physical Evidence:** this refers to the interaction space between the consumer and the employee/medium through which a product is sold, involving the environment for example the sale of furniture and electronics.
6. **People:** refers to the individuals who sell the brand to potential consumer. Service personnel and their interaction with consumers.
7. **Process:** The procedure, flow and mechanisms that occur with the service of delivery. Example: process design, preparation of operation manuals and so on (Chartered Institute of Marketing, 2009).

## 1.6. Elements of Product Packaging

### 1.6.1. Packaging Colour

Packaging colour plays a vital role in consumer perception. The tone, vibrancy, level of exposure and so on holds value in the mind of a consumer. Certain colours are associated with a particular meaning. Example: Yellow is positivity (Singh, 2018).

### 1.6.2. Packaging material

High packaging quality holds a greater brand value than low or flimsy packaging that won't hold the product the right manner (Singh, 2018).

### 1.6.3. Design Wrapper

The main logo will encompass most of the wrapping of the product, which is what the consumer has to retain. In order to increase the retention span, the wrapping of a product needs to be right (Singh, 2018).

#### 1.6.4. Material

The packaging material selected will be contingent on the design theme and consumer needs. Just like colours, the texture of a given material will evoke a specific feeling for consumers, so the material needs to be in line with the design theme (Singh, 2018).

#### 1.7. Significance of the study

Attention to various elements of product packaging such as use of logo, shape of the packaged product, use of colour schemes and eye catching typography are all factors that a brand needs to take into consideration when designing the packaging of a product. Through this study, the role and effect of FMCG product packaging can be established.

#### 1.8. Objectives

##### 1.8.1. General Objectives

- 1.8.1.1. To identify the element of product packaging that FMCG brands use.
- 1.8.1.2. To measure the role/influence that product packaging has on the consumer.

##### 1.8.2. Specific Objectives

- 3.3.2.1. To discover visual elements (colour, material, font, text) of packaging that youngsters find appealing.
- 3.3.2.2. Identify the weaknesses in product packaging and how it can be improved.
- 3.3.2.3. To establish that product packaging influences consumers to switch brands.

## 2. Review of Literature

### 2.0. Introduction

Through this literature review, the study begins to examine the factors that influence consumer behaviour with relevance to product packaging. It starts by introducing consumer behaviour and how it has been affected by product packaging; furthermore, it discusses in detail the various elements of packaging such as colour, flavour, product quality, font & material and its relation to product packaging.

#### 2.1. Product packaging and consumer behaviour

2.1.1A research conducted by Rishi Kumar Singh (2018) who studied “*The effects of packaging on consumer perception*” states that, globally 80% of consumers believe that the prime importance of product packaging is to protect the product itself, not taking into account marketing tactics, which subconsciously play a significant role in the purchase of a product. Through his study, he examined product packaging and the effect it had on consumer perception and how it contributed to the success of a product. The objective was to identify the impact of product packaging on consumer behaviour and to check the effect of various elements of packaging on consumers. 71% of consumers say that the packaging of a product contributes to their overall product satisfaction. Consumers develop an emotional attachment towards certain products that enhances brand loyalty. Because product packaging is mainly a consumer-initiated practice with a brand, he/she needs to remember this first impression as a positive experience in order to initiate and maintain brand recall. The importance of branding and product packaging

is that it acts the primary source of information on brand when a consumer looks at the packaging. Consumers are always drawn to attractive, eye catching packaging, which contributes to the consumers' first impression of a product. The packaging of products delivers brand identification and pertinent information on the brand as well as the product.

**2.1.2.** Through “*Consumer behaviour towards new packaging of FMCG Products*”, a study conducted by Mitul Deliya (2014), aims to understand the growing importance of packaging as a vehicle of communication, especially in the competitive space of FMCG (Fast Moving Consumer Goods) sales. A focus group and detailed questionnaire was used in order to understand consumer behaviour towards such products including skin care, oral care, cosmetics and home care products. Packing plays a huge role in the positioning of a product. Package design and content shapes the perception of consumers and can be a determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. Results show that 67% of consumers are influenced by product packaging and only 26% of them switch brands based only on packaging.

## **2.2. Product packaging and material**

**2.2.1.** In a study conducted by Jeffery Hess, Jay Singh, Lynn Metcalf and Jeffery Danes (2014) on “*The impact of consumer product packaging quality on consumer product satisfaction, brand perception, consumer investment and behaviour*” aims to examine the role of bottle quality in branded bottled water and its relation to consumer satisfaction and buying behaviour. They established how packaging characteristics act as an unavoidable element of the overall product and contributed to the consumption experience. Results were then concurred based on how consumers felt when looking at the packaging and what their overall consumption experience was. They have proved that thicker the material used (in this case plastic) to make the bottle, higher was the assumption that customers believe that the quality of water is better. Packaging quality has a critical role in building profitable consumer-branding relationship which would redefine the packaging of many brands and add value to consumer loyalty as opposed to brands that do not lay importance on packaging material.

**2.2.2.** According to Carl Daniel (1977) in a study on “*Convince of food packaging and perception of food quality*” aimed to understand consumer perception towards potato chips that were packaged in polyvinyl bags and how it influenced their purchase of the product. In today's self-service economy, the packaging of a product provides marketers one last opportunity to persuade prospective buyers of a product prior to brand selection, at the point of purchase (in this case, at supermarkets). It was found that in most polyvinyl bags that were rectangle in shape, consumers found it difficult to open the bag and would end up destroying the packaging in the order to eat the chips that were inside the packet. Yet in spite of this inconvenience, 93% of consumers still gravitated towards buying these chips because according to findings, consumers viewed that chips inside polyvinyl bags were crisper than those that you would find inside a wax bag or a paper bag. They also felt that the inconvenience of such packaging meant that the bag was very tightly sealed, therefore maintaining the quality of the product even more.

## **2.3. Product packaging and colour**

**2.3.1.**As mentioned previously, under ‘Product packaging and consumer perception (2.1), Singh (2018) conducted a study on “*The effects of packaging on consumer perception*” which highlighted individual elements of packaging and how they affect consumer behavior. Taking the finding of only colour as an element, results showed that packaging colour helps consumers differentiate one brand from another while also establishing a “favorite brand” in the eyes of the consumer. Colour, combined with other packaging elements come together to create eye-catching and creative marketing offers.

**2.3.2.**According to “*The impact of product packaging colour on consumers*” buying behavior under time pressure” by Saad Ahmed Javed and Sara Javed (2015) the colour scheme used in product packaging plays a significant role and contributes to the consumers buying behavior. It aimed at testing whether product packaging colour influenced influences customer purchasing preferences or not. Through this study Javed&Javed proved that colour usage in packaging and consumer buying preferences are positively and significantly linked to one another. The results facilitated that colour schemes increased positive relations with consumer perception and product purchase. It was also observed that most consumers in Pakistan prefer varied colour schemes used in product packaging.

**2.3.3.**A study conducted by J Suresh Kumar (2017) on how “*Psychology of colour influences consumers’ behavior - a diagnostic study*” states that nearly all consumer products today implement colour schemes while designing product packaging. Selecting the right colours that suit your brand personality can have a major impact on the sales of a product. The aim of the study was to examine how the psychology of colours influences buying behaviour of consumers in selecting a product with respect to packaging and branding. The study uses content analysis of secondary data. Findings state that colour preferences vary based on gender. 76% of women prefer cool colours as opposed to only 56% of men. There is no universal colour scheme that one brand can implement in order to increase visibility, colourposses as having a multitude of meanings based on the consumers cultural background. For example, in the Middle East as well as majority of Asia, the colour white symbolizes purity. In the US, blue signifies trust and authority.

## **2.4. Product packaging and design**

**2.4.1.**A study conducted by Hardman Budiardjo (2016) on “*The impact of packaging design of purchasing behavior through brand trust*” aims to identify the importance of packaging design and its influence on consumer purchasing behavior while also understanding the mediating role of brand trust and design of product packaging. The sale of rice was used as a commodity of choice, given that is a staple food source and a variety of brands can be found. Rice on its own, is a product which is hard to differentiate from one brand to the next, making it an ideal option for research since only the branding and packaging will make the product stand out. Consumers had to choose their preference solely based on packaging since the differentiators of rice were very few. Results showed that product packaging design had a positive influence on the purchase of that particular brand of rice and that design was the main element that differentiated the brand from its other competitors.

**2.4.2.** In a study conducted by PolyakovaKsenia (2013) on “*Packaging design as a marketing tool and desire to purchase*”, the product packaging of milk was used as an agent to determine the consumer perception on design elements in product packaging and how it influenced their buying behavior. The packaging design was used as a tool to measure how much of the brand’s personality came out through the packaging and how such communication was interpreted by the consumers. Results showed that 76.6% of consumers were drawn to the imagery used on the pack and 3.36% of consumers identified with the brand based on the design elements, which established further the brand loyalty consumers had towards brand. 23 of the 30 participants were inclined to purchase product (B) than (A) because they felt that the design used communicated more about the brand rather than actual information on the company. 16 participants pointed out that the design used on the packaging influenced their purchase because they felt that the design elements communicated the quality of the milk, which according to them was the ultimate determinant on whether to purchase the product or not.

### **2.5. Product packaging and font**

In a study conducted by Alysha Flinger (2013) from Ohio State University on “The effect of packaging typeface on product perception and evaluation”, it was found that consumers were more drawn to products that used a “natural” font which was cohesive with the brand’s personality rather than one which was eye catching but had no relation to the brand at all. The use of the word “Naturalness” of font refers to the size, curve, style and boldness of font and how well it merges with the brand, therefore making the product packaging stand out. Through this study, the researcher aims to understand the link between font and product perception and semantics that finally lead to a product purchase. Results showed that product packaging with more natural font was perceived as having better quality than that with unnatural font and were evaluated as more favorable than brands that used fonts that did not suit brand values. Sales of products with a healthy font were significantly higher than those which used unnatural fonts.

### **2.6. Product packaging and quality**

In a study conducted on “the role of packaging in consumer perception of product quality at the point of purchase” by Gaafar Mohammed Abdalkrim (2013), found out that 53.38% of consumers who purchased products that were vacuum sealed felt that the quality of the product was more reliable and enhanced in comparison to those who weren’t vacuum sealed. Consumers felt that by protecting the product, the quality of the product was maintained, giving it an edge over the competitors. Food that was packaged separately was preferred more than food that was packaged together. For example, individually packed sandwiches were preferred over a pack of 6 cupcakes, which shared one box. Consumers felt that hygiene was maintained when the product was packed individually than together, and that such a factor would increase the shelf life of such a product. This study was aimed at investigating the role of packaging and consumers’ perception of quality at the point of purchase of a product. A main factor that was taken into consideration was the protection of the product facilitated through the product packaging and how effectively consumers perceived the product to be protected.

### **2.7. Product packaging and flavor**

In a recent study conducted by Maya Shankar and John Prescott (2009) on “*the influence of colour and label information on flavor perception*”, results showed that participants were far more drawn to the flavor of chocolate than any other artificially added flavor in products. This study was used to determine the link between flavor and product purchase. The colour brown that is usually used to indicate the flavor of chocolate is what grabs the attention of consumers at the point of purchase. The chocolate M&M was used as a tool to see how people would react to chocolate coated in a different colour. M&Ms are chocolates that are made of milk chocolate but are packaged in blue, green and red packaging. Through this study, we can determine with colour/flavor combinations consumers are most influenced by and how it can be incorporated into branding. Most participants voted that the preference of chocolate carried more advantage than the colour. Milk chocolate proved to be the popular choice among participants.

### **3. Methodology**

#### **3.4. Theoretical Framework**

The theories used in this study are as follows: Ian Pavlov’s Stimuli-Response theory, based on the Classical Conditioning theory, explains consumer buying behaviour. This theory suggests that product packaging directly influences consumer perception of a product. And this influenced value of perception is bound to affect consumer buying patterns. The second theory used in this study which plays prominent importance is the Marketing Mix Theory, created by E. Jerome McCarthy in 1960. This theory incorporates 4 avenues of marketing, also known as the 4 P’s of marketing; Product, Price, Placement and Promotion. It was based on the success of this theory, that in 1981, Booms and Bitner added three more elements to this marketing mix, which are; People, Process and Physical evidence. This together formed the comprehensive marketing mix.

#### **3.5. Hypothesis**

- 3.5.1. Consumers are influenced to buy a product which has appealing packaging irrespective of quality of the product.
- 3.5.2. Customers are more inclined to buy a product with bright colour packaging.
- 3.5.3. Flavor mentioned on the product packaging positively influences customer purchasing behavior.

#### **3.6. Method**

The primary source of information in this study was collected using a quantitative method, a survey. This survey was distributed among 100 participants residing in the city of Bengaluru, Karnataka, India. The participants followed an age criteria of 18 years and above. Each participant was required to answer a questionnaire of 23 compulsory questions that explored various elements of product packaging, its individual importance and the significance it held in the mind of the consumer along with what they found unappealing in product packaging. This study uses only the use of FMCG product packaging as a determinant of consumer behavior towards product packaging. All participants were selected on the basis of random sampling, with equal male-female distribution

among the questionnaires making it a gender un-bias study. A pilot study was conducted in order to determine validity of the questions given while also establishing merit of the data collection process.

Secondary collection of data was done using a content analysis method, in order to gain qualitative data on the given topic of study.

### 3.7. Data collection

Data from all questionnaires were collected using a questionnaire that was sent via email to each participant, in which the personal details were filled out using an online platform; Google Forms, which tracked and ensured complete filling out of forms, while also adhering to the age limit of 18 years and above. Responses were effectively collected and summarized using the same platform.

## 4. Data Analysis

### 4.1. Introduction

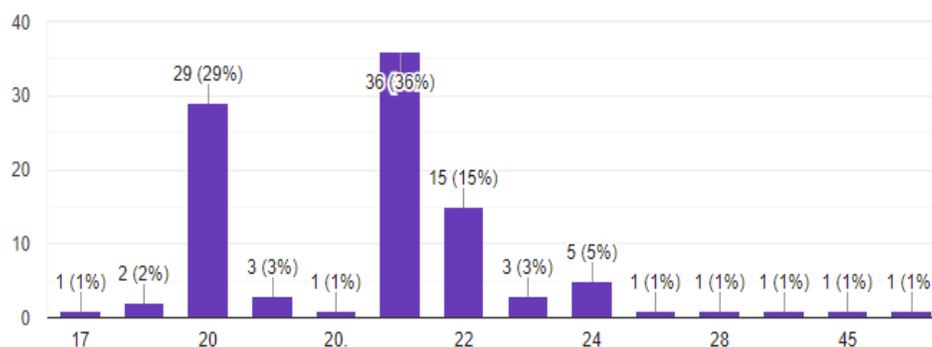
This chapter will analyze data through the distribution of a survey questionnaire. The respondents vary but all questions have been made mandatory.

### 4.2. Gender of the respondents

Gender	Number of respondents
Male	53
Female	47
Grand Total	100

Chart 4.2.

### 4.3. Age of the respondents



Bar Graph 4.3.

#### 4.4. Occupation of respondents

PROFESSION	MALE	FEMALE	GRAND TOTAL
Students	52	32	84
Journalists	5	3	8
Marketing Executives	2	1	3
Teachers	1	4	5

Table 4.4.

#### 4.5. Results and discussions

##### 4.5.1. Do you use FMCG (Fast Moving Consumer Goods) on a daily basis?

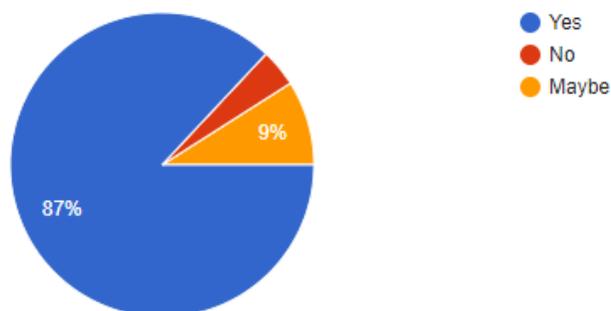


Chart 4.5.1.

All 100 respondents were mandated to answer every question, with an almost equal male-female divide. 86% of these respondents were college students within the age group of 18 to 22 years of age. 87% of the total agreed that they use FMCG products on a daily basis. 9% of consumers are unsure of whether they use FMCG products on a daily basis, while 4% do not use FMCG products on a daily basis.

4.5.2. Where do you purchase said products?

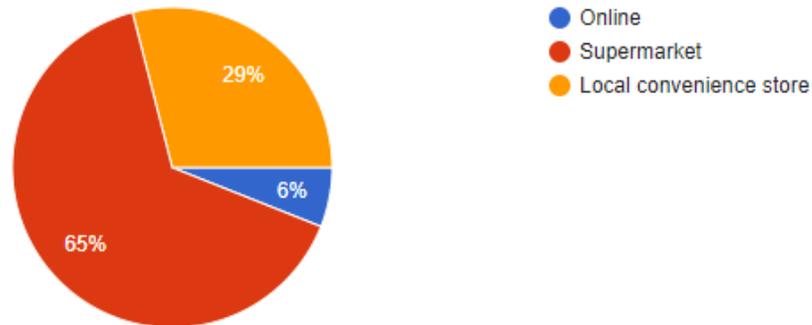
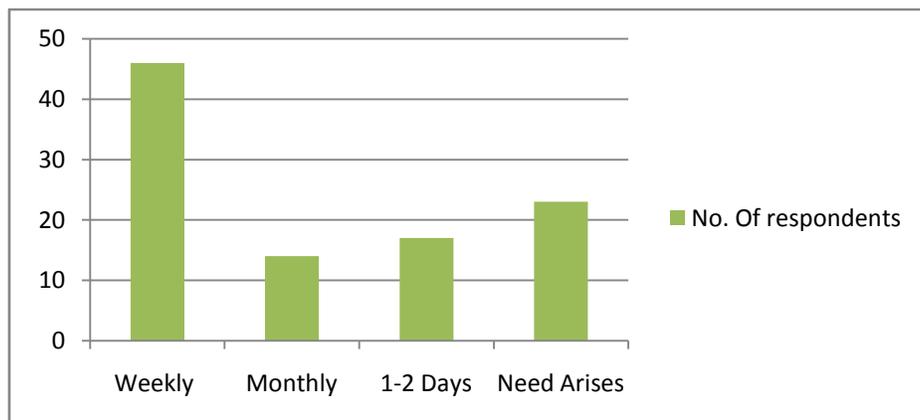


Chart 4.5.2.

Majority of respondents agreed that they buy such goods at a supermarket of their choice, while 29% frequented local convenience stores. We gather from this data that purchase of FMCG products occur mainly in person where the packaging material and size matter a great deal. Only 6% of the population resorted to online shopping as a medium to buy such products.

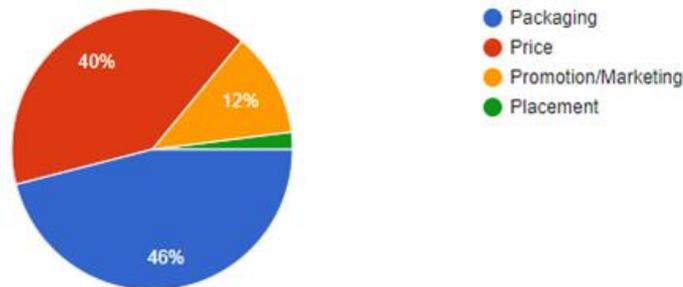
4.5.3. How often do you purchase said products?



Bar Graph 4.5.3.

Results show that 46% of consumers buy FMCG products on a weekly basis, while monthly shoppers are 14%. 17% agree that they shop on a daily basis, while 23% agree that they shop only when the need arises. The X axis indicates the number of respondents and the Y axis indicates the frequency with which consumers purchase their choice of FMCG products.

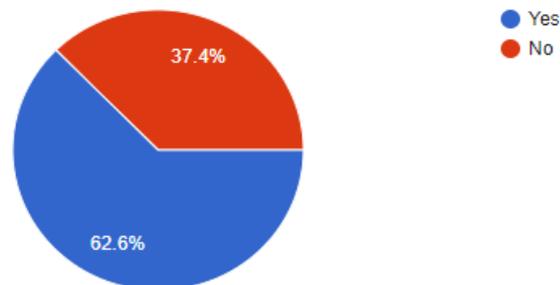
**4.5.4. What is the first thing that grabs your attention when you look at a product?**



**Chart 4.5.4.**

46% of all consumers felt that product packaging was the most important element while purchasing FMCG products, followed by price at 40%. Using the Marketing Mix theory, we can establish that among all 4 elements of the marketing scheme of a product, packaging affected the consumer the most.

**4.5.5. Would you pay extra for a product that promoted eco friendly packaging?**



**Chart 4.5.5.**

62.6% of respondents agreed that they would pay extra for eco friendly packaging of products in order to support a social initiative to conserve the planet, establishing the purchasing power of consumers and also the importance given to material used in product packaging.

4.5.6. Do you think that the packaging of a product plays a major role in your purchase of said product?

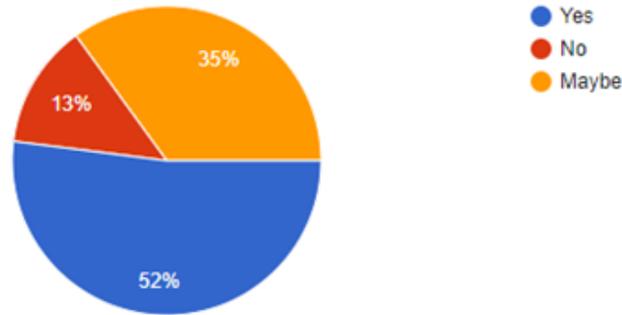


Chart 4.5.6.

52% of respondents agreed that product packaging plays a major role while deciding whether or not to buy a product of their liking.

4.5.7. If yes, why?

1. Product packaging positively influenced them to buy the product.
2. Appealing product packaging gave the impression that the quality of the product would be good too.
3. Good, user friendly packaging meant that product was easy to handle, making them want to buy it more often.
4. Consumers felt packaging lead to a good first impression which held a lot of importance.
5. Good packaging retains consumers attention, creating a better brand awareness.
6. Good packaging instilled trust in the brand, building customer loyalty.

4.5.8. Have you ever bought a product solely based on its appealing packaging?

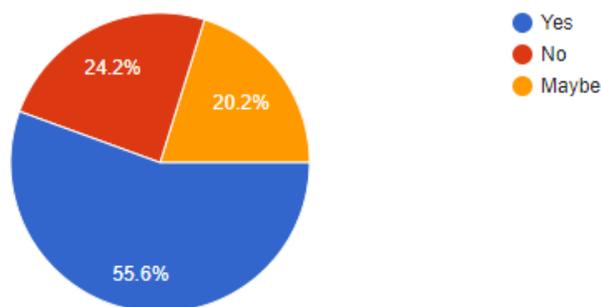
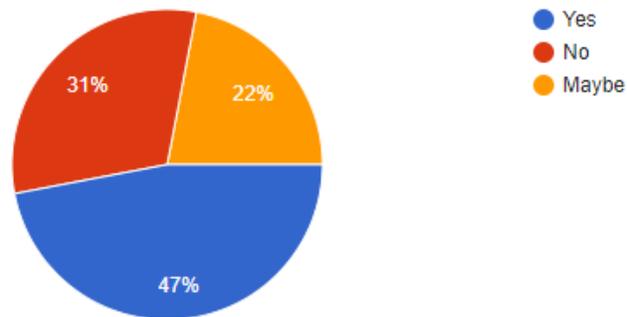


Chart 4.5.8.

55.6% of consumers agree that they bought a product solely based on packaging, ignoring the factor of price, quantity or quality. This stresses the importance of packaging. 47% of the population have also paid extra for a product that has appealing packaging, a sales factors which all brands take into consideration.

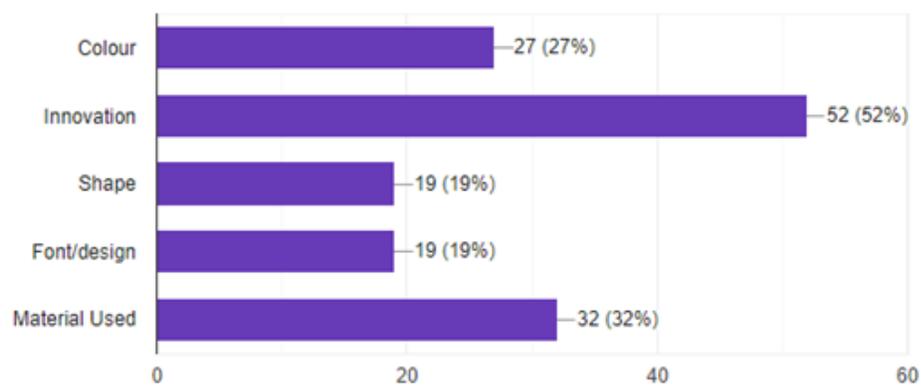
**4.5.9. Have you paid extra for a product because of appealing packaging?**



**Chart 4.5.9.**

It is observed that 47% of consumers paid extra for product based only on appealing packaging while 31% disagree. 22 out of the 100 respondents are unclear.

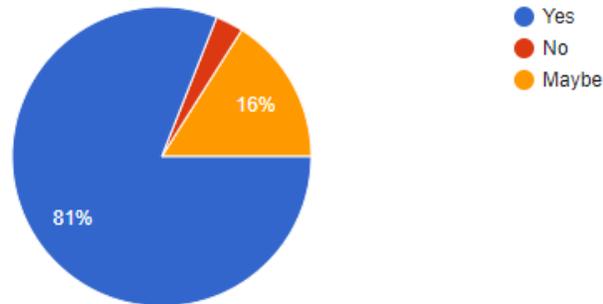
**4.5.10. Which elements of product packaging do you find most appealing?**



**Bar Graph 4.5.10.**

Importance of which element held the highest interest to people was first innovation at 52%, followed by material used at 32% , colour at 27% and finally a tie between shape and font at 9% each.

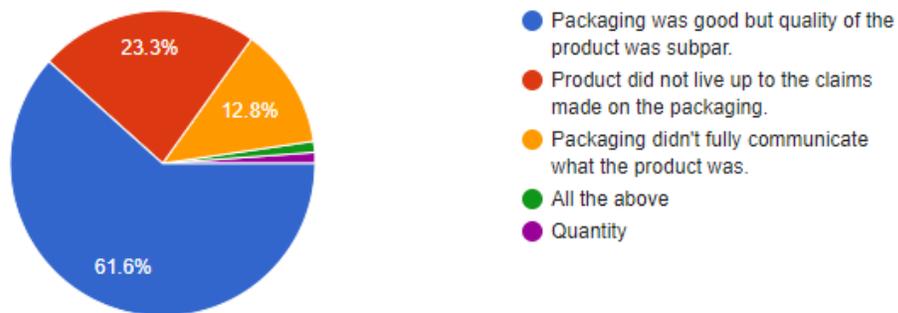
**4.5.11. Do you think that product packaging can be deceiving?**



**Chart 4.5.11.**

81% of consumers found product packaging to be deceiving and 16% are unclear.

**4.5.12. If yes, for what reasons?**



**Chart 4.5.12.**

1. The quality of the product did not live to the appealing packaging.
2. Claims made on the packaging did not come through in the product itself.
3. The packaging did not fully communicate what the product was.
4. The packaging decided the actual quantity of the product.

**4.5.13. Do you think colour influences your purchase?**

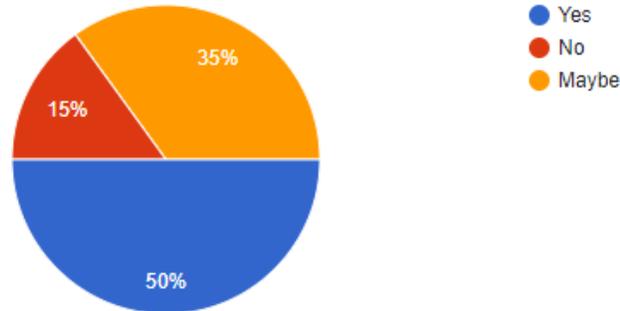
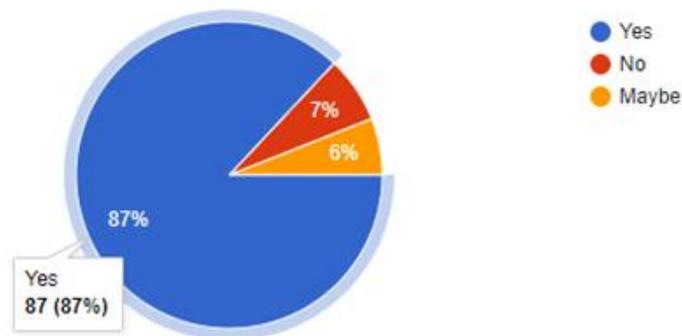


Chart 4.5.13.

50% of consumers agreed that they were influenced by colour of the packaging. The most eye catching colour was red, followed by black or white, and finally pastel colours. 23% agreed that pastel shades also grabbed their attention as well as the use of colour blocking, where in two contrasting colours are used to complement each other and highlight key features of packaging.

**4.5.14. Does the flavour mentioned on a product influence your purchase?**



87% of consumers agreed that the flavor mentioned on packaging affects their buying decision. 61.6% of consumers favored chocolate and 11.1% favored lemon.

4.5.15. If yes, which flavour?

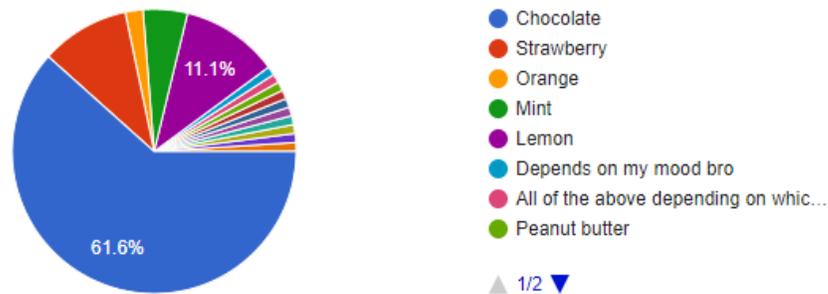


Chart 4.5.15.

61.6% of consumers rank chocolate as their most preferred flavour, followed by lemon (11.1%), strawberry (9%) and so on.

4.5.16. Has product packaging influenced you to switch brands?

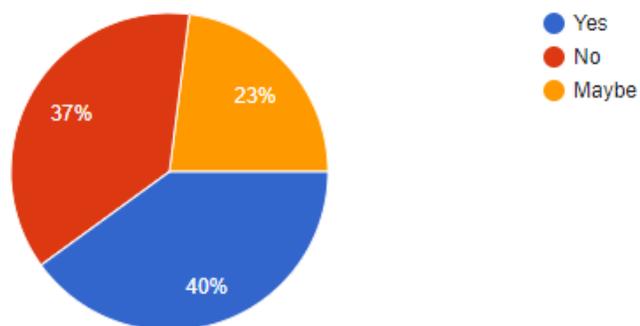


Chart 4.5.16.

40% of consumers have been influenced to switch brands only based on packaging, while 23% were unsure.

4.5.17. Ever come across a product whose packaging you found unappealing?

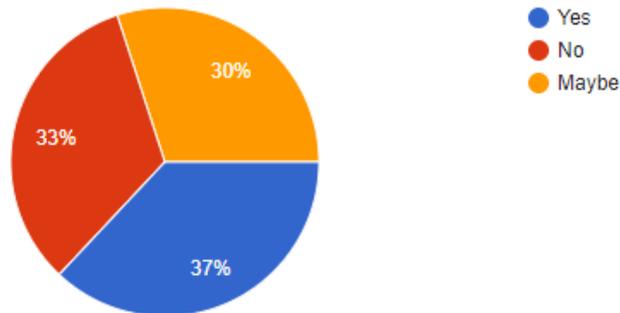


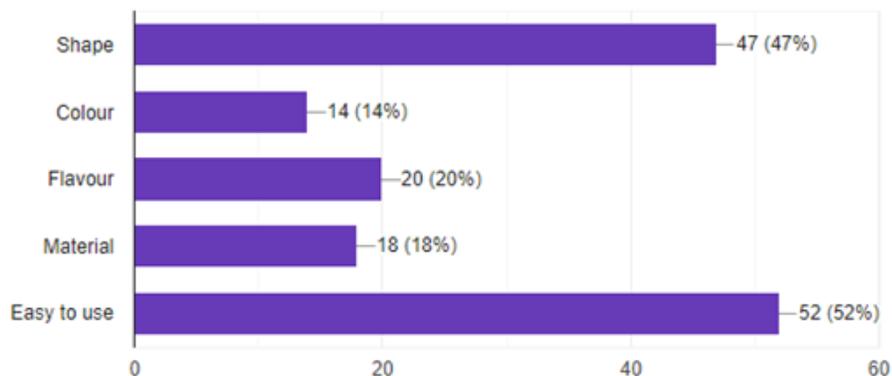
Chart 4.5.17.

37% of consumers' agreed that they have found FMCG product packaging unattractive.

4.5.18. If yes, for what reason?

1. Packaging looked flimsy.
2. Colour did not appeal to them.
3. Too much information on the pack.

4.5.19. What do you find most appealing about said product (Paper Boat Juice)?



Bar Graph 4.5.19.

47% of consumers said that shape of a product was the most appealing factor. 52% agreed it was based on innovation, 20% on flavor, 18% on material and 14% on color. Consumers were more inclined to by the shape of a product as they agreed that it was the most distinguishing factor of appeal.

4.5.20. What do you find most appealing about said product (Chips)?

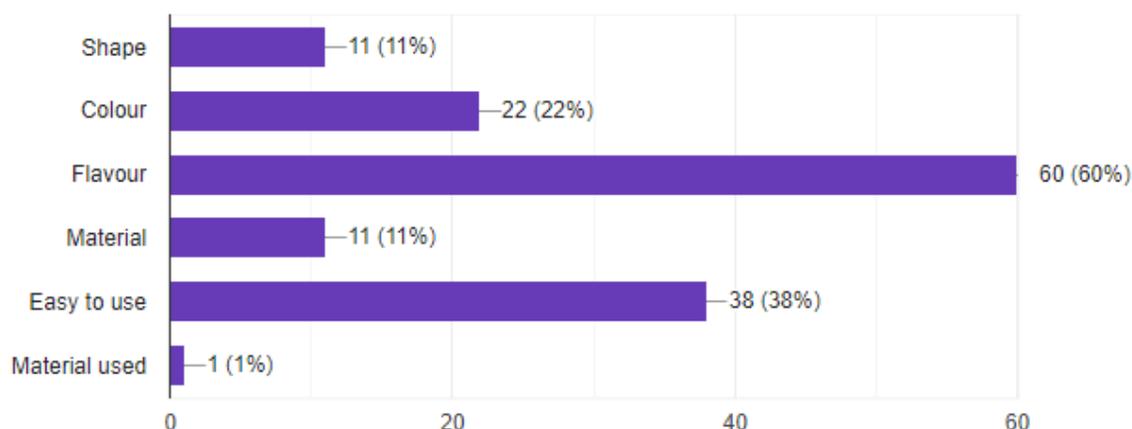
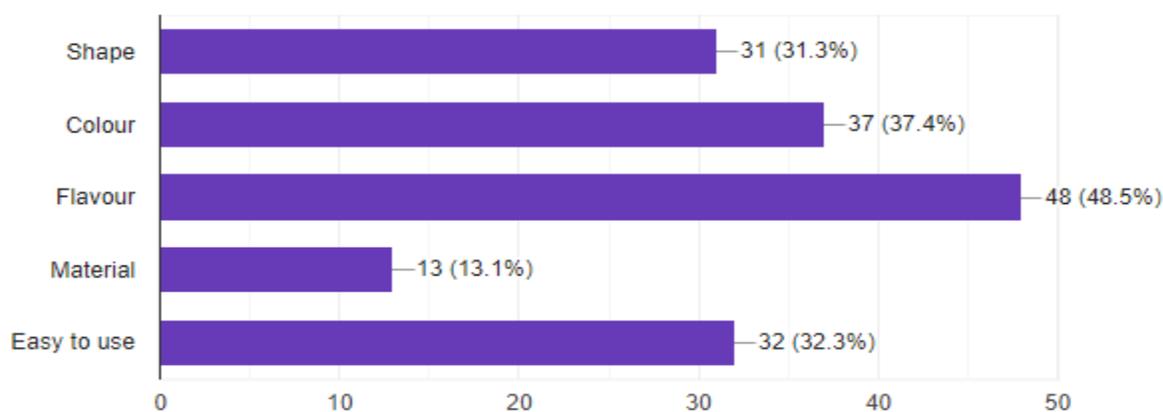


Chart 4.5.20.

60% of consumers said that flavour of a product was the most appealing factor. 38% agreed it was based on easy to use facility, 22% on colour, 11% on material and 11% on material used.

4.5.21. What do you find most appealing about said product (Oreo)?



Bar Graph 4.5.21.

48% of consumers said that flavour of a product was the most appealing factor. 37% agreed it was based on easy colour, 32% on easy to use, 13% on material and 31% on shape.

## 5. Conclusion

### 5.1. The following is the conclusion and final remarks of the paper

- 55.6% of consumers are more inclined to buy a product which has appealing packaging irrespective of quality of the product.
- 44.7% are willing to pay extra of appealing product packaging.
- 45% of consumers were drawn to the colour red in product packaging, saying that the brightness is what first caught their attention.
- 81% of consumers admitted that flavour mentioned on the packaging drove their decision of whether to buy a product or not. 61.1% were inclined towards chocolate.

### 5.2 Recommendations

- The use of sturdy packaging is very important because consumers associate good quality packaging with superior products.
- Under the pretext of creating appealing packaging, brands do not provide adequate quantity of the product to consumers which do not work in the favor of the brand.

### 5.3. Scope and Limitations

- Only FMCG products have been taken into consideration during this study given their heavy dependence on product packaging.

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