ABSTRACT

The aim of this study is to analysis that how packaging influence the consumer buying behavior and to identify those elements such element behind the success of packaging. It also helps to find the relationship between dependent variable and independent variable. Packaging is one of the most important influencing factors of consumer buying decision. Factor which effect the value of packaging those are packaging color, packaging material, background image, design of wrapper, printed information, innovation, font style are taken as predictors.

Due to self-service and changing consumer’s life style of the people are interesting in packaging because by the packaging consumer can know about the product(quality, quantity, information about products contain, purity) and manufacturer used the best packaging as a purpose for easy delivery, for safety and also use as a promotion tool and make a good brand image. It play important role in marketing communication especially in the point of sale and factor influencing consumer buying decision.

Keywords: Packaging; Consumer Buying Behavior; Elements of Packaging; Marketing Communication; Sales Promotion Tool

INTRODUCTION

Packaging can be defined as all the activities of designing and producing the container or wrapper of the product. The container is called package. Packaging is also pertain as a container a wrapper for a consumer product that serve as a number of purposes including protection and description of the contents, theft deterrence, and products promotion. Innovation and attractive packaging may actually add value to the product if it needs a consumer need such as portion controele, recyclability, temper proofing, child proofing, easy open, easy store, easy carry and non-breakability.

The labels on packages are important components of the overall marketing mix and can support advertising claims, established brand identity, enhance name recognition, optimize shelf space.
allocation. When designing of packaging the cost of manufacturer, ship and display the package must be looked at. Packaging must be small enough to accommodate available self-space and large enough to deter theft. It must also contain an adequate amount of product to keep the unit price competitive. Packaging should be design to highlight benefit and can be an integral part of product itself, like facial tissue boxes.

In early time, prior to world war 2nd, packaging was used primarily to surround protect product during storage, transportation and distribution. Some package design with aesthetic appeal and even ease of use by the consumer, but package design was typically left to technician. After world war 2nd, however, companies became more interested in marketing and promotion as a mean of enticing customers to purchase their product. As a result, more manufacturers begin to view packaging as an integral element of overall business marketing strategies to lure buyers.

This increased the attention to packaging coincided with socioeconomic changes around the world as consumer become better educated and more flush, their exception of product, and their reliance on them increased as well. Consequently consume begin to rely much more heavily on manufacturer goods and processed food items. New technology related to production, distribution and preservatives led to massive increment in the number and type of products and brand available in industrialize nation. Thus packaging became a vital means of differentiating and informing inundated consumers.

Packaging today, is regarded as an essential part of a successful business practice. Package design became a marketing science, and as a few corporate cost consciousness developed in response to increased completion, companies begin to alter packaging techniques as a way to cut production, storage and distribution expenses. Furthermore, marketer begins to view packaging as a tool to exploit existing product line by adding new items and to pump new life into maturing product.

In recent years the marketing environment has become increasingly complex and competitive. A products packaging is something which all buyers experiences and which has strong potential engage the majority of the target market. this makes it an extremely powerful and unique tool in the modern marketing environment. in addition to its benefit in terms of reach, some marketer believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product. In the most cases, the experience has been that pack design are more likely to influence the consumer perception of the brand for product with low advertising support, packaging takes on even more significant role as the key vehicle for communicating the brand positioning.

LITRETURE REVIEW

Sabeeullah Shah (2013) worked on “Role of packaging in consumer buying behavior”. He is taken several factors affecting buying decision of consumers on the basis of packaging color, font style, design of wrapper, innovation, printed information, packaging material and background image and also comparing the impact of these factors on socio demographical factors and find out that package elements are the most important factor to influence the consumers purchase decision. Producer used printed information in packaging ass a promotion of the product as compare to used highly expensive advertisement.

Mitul Deliya & Bhavesh Parmar (2012) has study on the “Role of packaging on consumer buying behavior- patan district “. The main goal of this article is to find out the importance of packaging on consumer buying behavior. The basic purpose of this study is to find out how such factors are behind the success of packaging, he also explain the relationship between dependent and independent variables. This research is based on patan distric of gujrat(india). The consumer buying behavior is dependent on the packaging and on its feature /element such as packaging color, background color, background age, packaging material, font style, design of wrapper, printed information, and innovation is taken as predictors. Packaging performs as important role in marketing communication, especially in
the point of sale and could be treated as one of the most important factors influencing consumes purchase decision.

Rita Kuvykaite 1 , Aiste Dovalien 2, Laura Navickiene 3, (2009) worked on” Impact of package element on consumer purchase decision economics and management”. In this study material are most important visual element for purchasing both milk and washing powder- where has, in this case form, color, and graphic could be treated as un important element of package. When analyzing importance of verbal elements it could be stated that product information and country-of-origin are the most important element. Furthermore its worth to add , that producer and brand could not be underestimated to, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements of package on consumers purchase decision it could be stated that verbal element are more important than visual once.

Bed Nath sahrma (2008) studied new consumer branding, packaging and labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new product in the manufacturing units in consumer products. The study procedure was descriptive presentation Survey was carried out with different consumer and new products like soap, biscuit, cigrate, noodles etc. the study indicate that the new consumer product labeling and packaging status in industrial units .

According to Kotler et.al (1998) in the past the primary objective of packaging was to prevent the product but this concept was now changing. In the marketing environment packaging is being used as a tool for promotion activities and attracting consumers and communicating the product to the customers.

Several studies investigated to attract attaint ion when their appearance are not typical within a product class (Garber et. al.,2000, Schoormans & Robben 1997). In other words, past research has discovered that deviating packages attract attention. Other studies show that deviating package color , and saves attract attention . (Garber et. al.,2000, Schoormans & Robben 1997).

Underwood et. al.(2001),on the other hand , found the pictures on packages attract attention particularly in case when consumers are less familiar with a brand. Studies that have focus on other single signs that pictures on packages have found that such single package signs as colors (Gordon et al, 1994), brand names (Rigaux-Bricmont,1981), and materials (McDaniel & Baker,1977) convey brand meaning.

Theoretical Perspective of Packaging

Theoretical perspective focuses on the relationship between the dependent and independent variables. The difference between the dependent and independent variables is an important in a comparative study.

Packaging- The definitions of packaging vary and range from being simple and functionally focus to mare extensive, holistic interpretations. (Olson & Jacoebay 1972)-“An attribute related to the product but does not form part of physical product itself”, (Arenes 1996) packaging is the container for a product in compassing the physical appearance of the container and including the design, color, shape, labeling and material used.

Objective of packaging- Physical protection-protection of the objects enclose in the package from shock, vibration, compression , temperature etc.

Barrier protection - A barrier from oxygen, water, vapor, dust etc.

Containment-small objects are typically grouped together in one package for transport and handling efficiency. Bulk commodities can be divided into packages that are more suitable size for individuals household.

Information transmission- information on how to use, recycle or dispose f the package or product is often content on the package is label.
Reducing theft-packaging that cannot be reclosed or gets physically damaged is helpful in prevention of theft. Packages also provide opportunities to include antitheft device.

Convenience-features which add convenience in distribution, handling, display, sale, opening, reclosing, use and reuse.

Marketing-the packaging and label can be used by marketers to encourage potential buyers to purchase the products. now in present time packaging as a use tool of promotion.

**Elements of Packaging**

There are various factors that influence the buying behavior of consumers such as, packaging color, printed information, packaging material, design of wrapper, background image, and innovation.

Packaging color- color plays an important role in a potential customer’s decision making process, certain colors set different moods and can help to draw attention. One good example of successful use of color psychology is in the apple i-pod advertisement, they use simple tri tone color schemes of black, white and a bright background color. The bright background color is to give the advertisement a fun feel and the contrasting white on black is to focus attention.

Background image-the background image property specific the background image for an element. When setting a background image, authors should also specify a background color property that will be used when the image is unavailable. Note also that when the image is available, it is rendered on top of the background color. Thus, in any transparent areas of the image, the background color will be visible.

Packaging material-any material used especially to protect something –packaging, wadding. Consumer can change its decision regarding packaging material. High quality packaging attracts consumer then low quality packaging. The first packages used the natural materials available at the time: Baskets of reeds are, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. processed materials were used to form package as they were developed: for example, early glass and bronze vessels. The study of old package is an important aspect of archæology. Iron and tin plated steel were used to make cans in the early 19th century.

Font style- the font style of packaging grabs customer attraction. The upgradation of IT technology have support this feature. The successful companies have best practices of the font styles. They hire specialist in the composing which create mind blowing and attractive font styles. So we can say that there is relation between font style and buying behavior.

Design of wrapper-the overall design also plays a vital role in attracting the consumer; mostly the children of 10-18 years are so sensitive to the design of wrapper. The companies try their best to create attractive design of packaging.

Printed information-container or wrapper of the product is serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion. The level on packages are important component of the overall marketing mix and can support advertising claims, establish brand identity, enhance recognition, and optimized self-space all occasions. The consumer can change his decision on the basis of information printed on the packaging.

Innovation- innovative packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, temper-proofing child-proofing, easy-open, easy-store, easy-carry, and non-breakability manufactures today strive to have packaging that maintain the key equalities of the brand, as a stand out appeal on the retailer’s shelf, and is sustainable but with lower production costs. The customer can adopt the product on basis of its innovative packaging, which shows the relation between buying behavior and innovation of packaging.

**OBJECTIVE OF THE STUDY**

The main objective of this study is-
1. To determine the role of packaging on consumer buying behavior.
2. To determine the influencing factors of packaging on consumer buying behavior.
3. To find out which factors is most convenient to influence consumer buying decisions.

RESEARCH METHODOLOGY

The methodology was used in this research, descriptive methodology. We taken the sample size were 100 respondents due to time constraints. The data was collected from primary and secondary sources. The primary data collection tool was used survey method because of unresponsiveness of questionnaire by the people and survey was doing in Kanpur region. And secondary data was collected from journals, articles books, internet. The sampling method was used simple random sampling. The dependents variable of this study was buying behavior and independent variables were packaging color, back ground image, back ground color, design of wrapper, printed information.

HYPOTHESIS

We make some hypothesis for dependent variables to comparison with independent variables.

H1: There is no significant relationship between packaging color and consumer buying behavior.
There is significant relationship between packaging color and consumer buying behavior.

H2: There is no significant relationship between background image and consumer buying behavior.
There is significant relationship between background image and consumer buying behavior.

H3: There is no significant relationship between packaging material and consumer buying behavior.
There is significant relationship between packaging material and consumer buying behavior.

H4: There is no significant relationship between design of wrapper and consumer buying behavior.
There is significant relationship between design of wrapper and consumer buying behavior.

H5: There is no significant relationship between printing information and consumer buying behavior.
There is significant relationship between printing information and consumer buying behavior.

DATA ANALYSIS

<table>
<thead>
<tr>
<th>Measure</th>
<th>Item</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>60</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>female</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>Age</td>
<td>Below 20</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>20 to 30</td>
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<td>30%</td>
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<tr>
<td></td>
<td>30 to 40</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>Above 40</td>
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<td>20%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Businessmen</td>
<td>35</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>Salaried</td>
<td>40</td>
<td>40%</td>
</tr>
</tbody>
</table>

Data analysis of 100 respondents surveyed, approximately 60% are males and 40% are females. The age group varied from below 20 to above 40 years. The majority of the respondent was between 25 to 40 years of age. Majority of respondents occupation were businessman (35%) and salaried (40%).

<table>
<thead>
<tr>
<th>Factor influencing buying behavior decision</th>
<th>High involvement</th>
<th>Low involvement</th>
<th>Acceptance and rejection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging color</td>
<td>80%</td>
<td>20%</td>
<td>Moderate</td>
</tr>
<tr>
<td>Background image</td>
<td>75%</td>
<td>25%</td>
<td>Accepted</td>
</tr>
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</table>
When surveyed about the factors influencing packaging during their purchase of products, approximately 60% respondent were reported that packaging material and printed information were the most influencing factor in their decision and the rest 35% were influence by back ground image and design of wrapper and only 5% were influence by packaging color.

So we selected the important factor which influence the purchasing decision were packaging material and printed information.

**CONCLUSION**

In this research we found that Packaging is used by marketer as a marketing communication and product promotion tools. Packaging attributes (packaging color, back ground image, packaging material, design of wrapper and printed information) are play an important role to influence consumer purchase decision.

In this research we found that printed information and packaging material is important factor which accepted by the majority of consumer as a influencing factor.

Empirically testing the research model proposed package element having the ultimate effect on consumer choice in case of different products from group of convenience goods were determined.

After analysis the data we find that business men and salaried who are educated they focus on printed information and packaging material while less educated people focus on back ground image of package. Packaging has a better reach then advertising does, and can set a brand apart form its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice (especially in the context of children products).

**LIMITATIONS OF THE STUDY**

The research has a number of limitations which must be acknowledged. Mainly this study was conducted in Kanpur region (Uttar Pradesh) in India with limited number of respondent. The data collection was based on the opinion of respondent and it may change from time to time. Data collection primary in nature, there for it s suffers from the limitation of primary data, some customer were reluctant in answering the questions.

The sample size is very limited due to time constraints. To test the propose the role of packaging in consumer buying behavior.

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