



A Study on Product Packaging Its Influence on Customers

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ABSTRACT

Numerous businesses have concentrated on different strategies to increase product profit margins. Organizations have traditionally engaged in this process in an effort to increase consumer purchases of their products. The form of packaging is one stage in making customers aware of the product, along with other technologies that assist their products compete with those of competitors. The packaging rationale for purchase behaviors has been thoroughly studied, and the results have adequately defined the relationship between the packaging and the purchasing behavior of a customer, despite the fact that perhaps the packaging as well as the way in which the customer determines the benefit or value of the product. The qualities of packaging and how consumers use it heavily influence their purchasing decisions. Packaging characteristics employed as indicators include color packaging, context illustrations, packaging information, font type, wrapping design, printed details, and novelty. Interest in packaging as a product promotion approach and a driver of impulsive purchasing behavior is growing as self-service usage increases and consumer lifestyles change. As a result, package is important throughout the advertising relationship, especially at the point of sale, which is one of the major factors influencing customers' purchasing decisions.

Keywords: Consumer decision, Packaging, Product, Customer perceptions

I. INTRODUCTION

The term "electrical and electronics industry" refers to an industrial context where electrical and electronic appliances are manufactured, produced, and distributed. Although they are sometimes used interchangeably, electrical and electronic equipment have a few key distinctions. Most notably, whereas electronic devices cannot, electrical devices can transfer electrical energy into other energies. Electronic devices, on the other hand, control the flow of electrons to carry out the appropriate device processes. Even though there are

many connections between electrical and electronic devices, there is a key distinction between electrical and electronic appliances at the fundamental level of both types of equipment. The main purposes of electrical equipment are to generate and use various types of energy, including heat, sound, light, and others. Therefore, if the equipment can convert electric energy into other forms of energy, it is an electrical device. On the other hand, a device can be regarded as an electronic device if it employs electron flow to maintain device-related activities rather than being focused on converting electrical energy to other energies. For instance, a fan or light could be a simple example of an electrical device because they transform electric energy into other kinds of energy to provide utilities;

The main product of the electrical and electronics industry is electrical and electronic devices. The term "electrical industry" refers to businesses that produce, provide, distribute, or sell electrical energy or appliances. In contrast, the term "electronics industry" refers to automated and partially automated industries that are involved in the manufacturing, transmission, distribution, and sale of electronic devices such as transistors, semiconductors, televisions, and computers. However, the widespread use of appliances made by the electrical and electronic industries shows how significant their contribution is to the development of technology. Given our reliance on various electrical and technological devices in modern society, the significance of such sectors is simple to comprehend. The main product of the electrical and electronics industry is electrical and electronic devices. The term "electrical industry" refers to businesses that produce, provide, distribute, or sell electrical energy or appliances. In contrast, the term "electronics industry" refers to automated and partially automated industries that are involved in the manufacturing, transmission, distribution, and sale of electronic devices such as transistors, semiconductors, televisions, and computers. However, the widespread use of appliances made by the electrical and electronic



industries shows how significant their contribution is to the development of technology. Given our reliance on various electrical and technological devices in modern society, the significance of such sectors is simple to comprehend.

Important Sectors in the Electrical and Electronics Sector

The computer and office equipment, telecommunications, consumer appliances, and industrial electronics are some of the many ancillary industries that make up the extremely fragmented worldwide electrical and electronics industry.

Electronic Components Industry

includes a variety of businesses that are involved in the design, production, marketing, support, sales, and distribution of a wide range of electronic components, including screws, clamps, fasteners, rivets, lighting, semiconductors, integrated circuits, microprocessors, cables and wires, switches, sensors, keyboards, sockets, timing devices, laser modules, solar devices, test and inspection tools, and other instruments. The top markets for electronic components worldwide are the United States, Japan, Europe, China, Taiwan, and Hong Kong. The largest and most profitable sector is semiconductors. China accounts for 63 billion dollars (\$248 billion) of the \$248 billion global semiconductor market. The top three nations that manufacture semiconductors are China, the United States, and Japan.

Computer and Office Equipment Industry

includes a number of businesses engaged in the production and distribution of a wide range of computer hardware, peripherals, software, and office automation systems. United States, Japan, and Europe currently hold the top three manufacturing positions for computers and office equipment. Over 10,000 businesses make up the US computer and office equipment sector, which generates \$180 billion in yearly sales.

Consumer Electronics Industry:

consists of organizations that work on home appliances, audio, video, and game projects as well as their design, production, marketing, and distribution. Televisions, LCDs, stereos, speakers, video recorders, CD players, radios, cameras, wireless devices, kitchen appliances, etc. are a few examples of consumer electronics items. Over the past few years, this industry has grown in an astonishing and fantastic way. In 2006, the worldwide consumer electronics market was worth \$135.4 billion, and by 2008, it is expected to grow to \$158.4 billion.

Industrial Electronics Industry:

consists of numerous businesses dedicated to the design, development, manufacturing, and sale of a wide range of electronic systems and components utilised in machinery and automated processes employed in an industrial setting.

II. LITERATURE REVIEW

Bidyut Kumar Ghosh (2016) has done research on "Impact of Packaging on Consumers' Buying Behaviour: A Case Study of Mother Dairy, Kolkata." the objective of the study to determine the effect of package colour on consumers' purchase decision. To examine the effect of background image used in packaging on consumers' purchase decision. To examine the impact of packaging materials on the consumers' purchase decision. The researcher has collected data from 150 filled questionnaires were collected from the districts of Howrah, Hooghly and Burdwan of the state of West Bengal during the months of June-July, 2015. The data was analysed with the help of t-test, Chi-square test, Correlation. The result of the study was to find that packaging could be treated as one of the valuable marketing weapons with respect to making proper communication between an organisation and its consumers. The study makes it clear that the overall perception of the consumers about the different elements of packaging of Mother Dairy's products is satisfactory. A right choice of packaging colour, background image, wrapper design, innovative ideas when imparted to a product's packaging will create a happy feeling in consumers' mind. All these packaging elements contribute an important effort to catch consumer's attention and interest.

Adebisi, S.O. and Akinruwa, T.E. (2019) has done research on "Effectiveness of product packaging on customer patronage of Bourn Vita in Ekiti state" the objective of study was if presentation of a product has relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronise a particular product? This is the question, which this research work intends to answer. The researcher has collected data from Primary source and analysed data with the help of Structured questionnaire. The result of the study was to Production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income. Again, company should carefully choose colour combination that are capable of appealing to customers' interests and consequently influence their choice of a product by mere sighting of the package.



Jusuf Zekiri and Vjollca Visoka Hasani(2015) has done a research on “The role and impact of the packaging effect on consumer buying behaviour” the objective of study was to find out the impact of packaging on the buying behaviour decision. To check the effect of packaging elements on the buying behaviour. To measure the relative impact of each packaging element on the consumer. The researcher has collected data from Primary source and analysed data with the help Descriptive statistics, Testing hypotheses. The result of the study was to the packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging colour helps consumers differentiate their favourite brands, and for companies it helps to catch consumers’ attention and interest. So, colour as well as other packaging elements makes the marketing offer effect of product packaging on consumer buying behaviour” the objective of study was To identify the element of product packaging that FMCG brands use. To measure the role/influence that product packaging has on the consumer. The researcher has collected data from 100 participants residing in the city of Bengaluru, Karnataka, India and analysed data with the help of Hypothesis, quantitative method. The result of the study was 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 favour of the brand. Only FMCG products have been taken into consideration during this study given their heavy dependence on product packaging.

B. A. Chukwu and T. O. Enudu (2018) has done research on “The impact of product packaging on consumers” purchasing behaviours in benin metropolis, Edo state, Nigeria” the objective of study was assessing the relationship between attractive packaging and consumer buying behaviours. Ascertain the relationship between value and quality of packaging and consumer buying behaviour. Establish the relationship between shabby packaging and consumer buying behaviour. Identify the relationship between impulse purchasing and consumer buying behaviour. The researcher has collected data from 400 copies of questionnaire were successfully administered and collected back immediately after consent and analysed data with the help of Hypotheses. The result of the study was it is concluded that the predictor variables, attractive packaging, value and quality of packaging and

impulse purchasing has positive relationship with consumer buying behaviours. Shabby packaging do not have positive relationship with consumer buying behaviour.

GodwellKaredza and Mike Sikwila (2017) has done research on “The Impact of Packaging Designs on Consumer Buying Behaviour of FMCG during the Hyperinflationary and After the Dollarisation Era in Zimbabwe” the objective of study was to examine the impact of packaging designs on consumer purchasing habit of FMCG goods before, during and after the dollarization era in Zimbabwe. To establish the major role of packaging on FMCG products. To examine the effect of other factors that can be controlled and that cannot be controlled (such as price, quality, promotion, socio cultural environment, social class, personality and self-concept, attitudes and learning) on the purchasing pattern and habit of FMCG products in Zimbabwe. The result of the study was FMCG managers are recommended to use mostly preferred labels in their marketing appeals. Basically, the labels placed on products should describe where it was made, when it was made, what it contains and how to utilize it, dates when their products expire. In addition, the researcher recommends that companies that are in the FMCG sector should use clear labels that are easy to understand. The researchers also recommend that when designing packages, designers of the manufacturing firms must ensure that the package protects the product inside to a greater extent as this is considered to be the main role of packaging. The researchers also recommend that FMCG manufacturing firms should competitively price their goods without compromising on quality if they are to be successful and win the consumers’ minds.

III. RESEARCH METHODOLOGY SOURCES OF DATA

PRIMARYDATA

I collect primary data during the course of doing experiments in experimental research. We obtain primary data either through a direct communication with respondent or questionnaire. I have obtained data through questionnaire

SECONDARYDATA

- Website
- Journals
- Magazines
- Articles
- Books



- Project reports

We have obtained secondary data via website, journal, Articles and Project reports through.

DATA COLLECTION METHOD:

- Questionnaire

SAMPLING SIZE:

According to De Morgan's theorem,

Confidence level=95%

Margin of error=5%

- 132 respondents

POPULATION SIZE: 200

ANALYSIS TOOLS:

- Chi-square

CHI SQUARE TEST

QUALITY OF PACKAGING VERSUS LITERACY LEVEL OF THE CUSTOMERS:

CHI SQUARE TABLE

- Table value: 31.410

O	E	(O-E)	(O-E) ²	(O-E) ² /E
20	20	0	0	0
25	17	8	64	3.7647
30	24	6	36	1.5000
5	12	-7	49	4.0833
10	16	-6	36	2.2500
20	28	-8	64	2.2857
15	15.40	-0.40	0.1600	0.0103
10	23.80	-13.80	190.400	8.0016
40	33.60	6.40	40.9600	1.2190
25	16.80	8.20	67.2400	4.0023
30	22.40	7.60	57.7600	2.5785
30	24	6	36	1.5000
15	13.20	1.80	3.2400	0.2454
25	20.40	4.60	21.1600	1.0372
10	14.40	-4.40	19.3600	1.3444
310	310			33.7312

- Calculated Value: 33.7312

Result:

Since the calculated value of Chi Square test is greater than the table value of χ^2 , H_0 rejected. So, the Respondent literacy level is influenced the quality of packaging.

Hence there is evidence of association between literacy level and the quality of packaging.

ANOVA TEST

H_0 : There is no significant impact of Quality on Packaging of Brands on Price of Brands

H_1 : There is significant impact of Quality on Packaging of Brands on Price of Brands

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	0.000189282	1	0.000189282	0.000524799	0.009817
Residual	27.77196262	122	0.360674839		
Total	27.7721519	123			



Interpretation :

Table presents ANOVA table. The F-statistics shown from the table above is significant since the ANOVA significance of 0.0098 is less than the alpha level of 0.05, thus the model is fit. Hence the null hypothesis (Quality and Packaging of Brands has no significant impact on price off as consuming goods) is rejected and the alternate hypothesis (Quality and Packaging of products has significant impact on Price of fast consuming goods) is accepted.

T- TEST OF THE PRODUCT PACKAGING

Packaging factors	Mean	T-value	df	Sig.level(p-value)
Packaging color	2.25	2.34	99	0.021
Printed information	2.37	3.66	99	0.000
Language used on the package	2.31	2.98	99	0.004
Package design	2.26	2.55	99	0.012
Attractive background	2.24	2.32	99	0.023
Wrapper design	1.88	-1.56	99	0.122
Beautiful background	2.23	2.67	99	0.009
Light color in background	2.15	1.75	99	0.083
Bright color in background	2.38	3.95	99	0.000
Light & bright color in background	2.13	1.43	99	0.155

Interpretations

From the above table it can be interpret that significant value 0 .021 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means packaging color does Impact on consumer buying behavior. It can be interpreting that significant value 0 .000 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Printed information on product packaging impact does on consumer buying behavior. It can be interpreting that significant value 0 .004 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Language used on the product packaging does impacts on consumer buying behavior. It can be interpreting that significant value 0 .012 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Product packaging design does not impact on consumer buying behavior. It be can interpret that significant value 0.023 is less than significant level

0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, Attractive background of packaging does impact on consumer buying behavior. It can be interpreting that significant value 0 .122 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Wrapper design of product packaging important does not in product packaging. It can be interpreting that significant value 0 .009 is less than significant level 0.05, so our null hypothesis is rejected and alternative hypothesis is accepted which means, beautiful background of product packaging does impact on consumer buying behavior. It can interpret that significant value 0 .150 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Light color in background does not create good image. It can interpret that significant value 0 .150 is high than significant level 0.05, so our null hypothesis is accepted and alternative hypothesis is rejected which means, Light color in background does not create good image.



IV. FINDINGS

Result of research on role of packaging on consumer 's buying behavior stipulated following conclusions:

a) Package could be treated as one of most valuable tools in today 's marketing Communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.

b) Appropriate and vivid picture or packaging color which delivers them a happy feeling, or an easy handle/open/dose/dispose package shape. All these elements contribute each important effort to catch consumers 'attention and interest. Besides each element 's single function, we think that a good combination of those elements may let the product more eye-catching and attractive.

c) The impact of package and its elements on consumer 's purchase decision can be revealed by analyzing an importance of its separate elements for consumer 's choice. For this purpose, main package 's elements could be identified: graphic, color, size, form, and material of packaging are considered, wrapper design, printed information, innovation while product information, producer, country of-origin and brand are considered as important ones. Moreover, the impact of package elements on consumers purchase decisions should be evaluated depending on the consumer 's involvement level, time pressure or individual characteristics of consumers.

V. SUGGESTION

Bassoon Technologies should focus on emerging markets especially in rural areas where its infrastructure gives it an edge over others.

Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.

All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Consumer new product manufacturers mostly use the label in their products.

VI. CONCLUSION

First, the study had contributed to the expanding knowledge base of packaging concepts. As more is known about the relationship between

various packaging attributes and their effects on the brand image, it will be possible to more clearly understand the importance of visual and informative elements in influencing the consumer decision, which might be affected by the level of education among the various customers, as it is already witnessed from the past researches that if the customers are educated, than they are probably less influenced by the visual elements of the packaging, as they are more likely to be influenced by the informative elements such as usage information, nutrients facts, etc. The proposed research study is viewed as a piece of this puzzle. The study should contribute toward a better understanding of these facts.

I anticipate the impact of the results of the research to be useful for understanding the role of packaging in the brand promotion. Marketers are always keen to adopt new tactics to promote their products, so through this study, they will find a new and various interesting fact regarding the peoples from the selected population. Therefore, the marketers can interpret and use the finding of this study to further enhance their product attributes. This study is important because it will show light on the general trends of the packaging in the products and the improvements that can be taken into considerations while packing to delivering of the product.

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