CHAPTER V

SUMMARY AND CONCLUSION

Food processing is the transformation of raw ingredients, by physical or chemical means into food, or of food into other forms. Food processing combines raw food ingredients to produce marketable food products that can be easily prepared and served by the consumers. These convenience foods are usually ready to eat without further preparation. It may also be easily portable, have a long shelf life, of offer a combination of such convenient traits. In India, as in many other countries, rapid socio-economic development is accompanied by modernisation and industrialisation of agro food production.

Packaging serves a very important role to market of processed food products. The main purpose of food packaging is to protect the food from microbial and chemical contamination, oxygen, water vapour and light, promotion of convenience and providing product information. Packaging therefore, is being seen holistically as a system providing all these for improving the product life as well as enhances the brand appeal. Marketers take lot of interest in terms of designing the appropriate packaging system. An attractive looking packaging has the role of silent salesman. Packaging offers an ultimate opportunity for brands to connect and communicate their story in the most appealing manner possible for better positioning and recall value. The modern consumer never falls short of alternatives in processed packed food product. With such nerve perplexing competition, product packaging is the last-ditch effort to influence consumers and impact their buying behaviour. Packaging and advertisement are two sides of one coin of market share. Advertising offers a news function to consumers. Viewers/readers of ads learn about new products and services available to them. When customers weigh benefits, they become emotionally involved with advertising. Affluent consumers are those who will pay little more on product or packaging. Affluent consumers, valuable customers, and they expect to be recognized and treated as such at every point in the customer lifecycle. They also demand products and services that fit their lifestyle needs and live up to their extremely high expectations. Rising affluence is the biggest driver of increasing consumption. Behind the growth headlines is an even more important story: consumer behaviours and spending patterns are shifting as incomes rise and Indian society evolves.
The study on “Empirical study on consumer buying behaviour influenced by packaging elements and advertisement” was undertaken to find out the attitude and behavior of processed and packed food product (mainly pickle, pulp and sauce) consumers in Surat city of Gujarat state, India. The survey was conducted with the help of Patson Foods Pvt. Ltd. (Surat). It is renown exporting company of processed and packed food products like pickle, pulp, sauces, sherbets, canned vegetables etc. The data were collected from both primary sources and secondary sources. Primary data were collected by using structured questionnaire. Likert Scale (5 point scale) was used for the collection of data related to customer attitude and behavior. Secondary data from the reliable sources such as journals, magazines, Government websites etc. were also used for the completion of the study. Total 100 packed food product consumers were selected randomly for the study from the major retailers, wholesalers and other outlets of company in Surat city.

1. To study the socio-economic profile of packed food product consumers.
2. To study the impact of aesthetic packaging elements on consumer’s buying behavior.
3. To identify the factors for affluent consumers of processed food product.
4. To study influence of advertisement in buying behavior of consumers.

5.1 MAJOR FINDINGS OF THE STUDY

5.1.1 Socio-Economic Profile of Packed Food Product Consumers.

5.1.1.1 Socio-economic profile of pulp consumers. (23 out of 100 consumers)

- It is found that 13 respondents were male and 10 respondents were female.
- It is found that majority respondents (15 respondents) are belongs to the age group of 35 to 50 years and the second majority (4 respondents) belongs to the age group of 20-35 years.
- It is revealed that 20 respondents were married and 3 respondents were unmarried.
- It is found that 19 respondents out of 23 surveyed had passed HSC and 3 respondents were graduate and only 1 respondent were having post graduation educational qualification.
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- The survey depicts that 10 respondents were having business as their occupation, 6 respondents were housewives and 5 were having job.
- It is revealed that 18 respondents were having nuclear family and 6 respondents were having joint family.
- It is observed that 14 respondents of pulp consumers belong to below 5 members family sized group. 9 respondents were of above 5 member sized family group.
- It is witnessed that majority respondents (7 respondents) belongs to the income category of Rs.25,000 to Rs. 50,000 per month. 6 respondents have no monthly income and 5 respondents were having monthly income below Rs. 10,000.
- It limned that 18 respondents were from general category; whereas 3 respondents were from OBC category and 2 respondents were from ST/SC category of caste/community.

5.1.1.2 Socio-economic profile of pickle consumers. (40 out of 100 consumers)

- It is found that 13 respondents were male and 10 respondents were female.
- It is found that majority respondents (15 respondents) are belongs to the age group of 35 to 50 years and 4 respondents belong to the age group of 20-35 years.
- It is revealed that 20 respondents were married and 3 respondents were unmarried.
- It is found that 13 respondents out of 40 surveyed had passed SSC and 10 respondents studied below SSC and 7 respondents were having graduation level of educational qualification.
- The survey depicts that 12 respondents were having business as their occupation, 19 respondents were housewives and 8 respondents were having job.
- It is revealed that 23 respondents were having nuclear family and 17 respondents were having joint family.
- It is observed that 26 respondents of pickle consumers belong to below 5 members family sized group. 14 respondents were of above 5 member sized family group.
It is witnessed that majority respondents (11 respondents) belongs to the income category of Rs.10,000 to Rs. 25,000 per month. 19 respondents have no monthly income, 4 respondents were having monthly income below Rs. 10,000 and 4 respondents were having monthly income between Rs. 25,000 to Rs. 50,000.

It limned that 33 respondents were from general category; whereas 2 respondents were from OBC category and 5 respondents were from ST/SC category of caste/community.

5.1.1.3 Socio-economic profile of sauce consumers. (28 out of 100 consumers)

It is found that 16 respondents were male and 12 respondents were female.

It is found that majority respondents (15 respondents) are belongs to the age group of 35 to 50 years and 13 respondents belong to the age group of 20-35 years.

It is revealed that 26 respondents were married and 2 respondents were unmarried.

It is found that 8 respondents out of 28 surveyed were graduate, 7 respondents passed SSC and 7 respondents were having HSC level of educational qualification.

The survey depicts that 10 respondents were having business as their occupation, 10 respondents were housewives and 8 respondents were having job.

It is revealed that 11 respondents were having nuclear family and 17 respondents were having joint family.

It is observed that 21 respondents of pickle consumers belong to below 5 members family sized group. 7 respondents were of above 5 member sized family group.

It is witnessed that majority respondents (10 respondents) belongs to the income category of Rs.10,000 to Rs. 25,000 per month. 8 respondents have no monthly income, 4 respondents were having monthly income below Rs. 10,000 and 6 respondents were having monthly income between Rs. 25,000 to Rs. 50,000.
It limned that 18 respondents were from general category; whereas 4 respondents were from OBC category and 6 respondents were from ST/SC category of caste/community.

5.1.1.4 Socio-economic profile of pickle and sauce consumers. (7 out of 100 consumers)

- It is found that 3 respondents were male and 4 respondents were female.
- It is found that majority respondents (6 respondents) are belongs to the age group of 20 to 35 years and only 1 respondent belong to the age group of 35-50 years.
- It is revealed that all respondents were married.
- It is found that 3 respondents out of 7 surveyed were graduate, 3 respondents passed SSC and 1 respondent was illiterate.
- The survey depicts that 3 respondents were having business as their occupation, 2 respondents were housewives, 1 respondent were having job and 1 respondent was farmer.
- It is revealed that 4 respondents were having nuclear family and 3 respondents were having joint family.
- It is observed that 5 respondents of pickle and sauce consumers belong to below 5 members family sized group. 2 respondents were of above 5 member sized family group.
- It is witnessed that 2 respondents were not having any monthly income, 2 respondents were having income below Rs. 10,000 per month, 2 respondents were having monthly income between Rs. 25,000 to Rs. 50,000 and 1 respondent was having income more than Rs. 50,000 per month.
- It limned that 6 respondents were from general category; whereas only 1 respondent was from OBC category of caste/community.

5.1.1.5 Socio-economic profile of packed food product consumers. (All consumers)

- It is observed that 40 respondents were pickle consumers, 29 respondents were sauce consumers, 23 respondents were pulp consumers, 7 respondents were pickle and sauce consumers and only 1 respondent was of pulp and pickle out of total 100 consumers.
- It is found that 50 respondents were male and 50 respondents were female.
It is found that majority respondents (49 respondents) were belong to the age group of 35 to 50 years, 42 respondents belong to the age group of 20-35 years, 6 respondents were of age above 50 years and 3 respondents were below 20 years of age group.

It is revealed that 93 respondents were married and 7 respondents were unmarried.

It is found that 34 respondents out of 100 surveyed were SSC passed, 21 respondents passed HSC, 18 respondents were graduates, 16 respondents studied below SSC and 6 respondents were of post-graduates level of educational qualification.

The survey depicts that 36 respondents were housewives, 35 respondents owed their own business and 23 respondents were doing job.

It is revealed that 56 respondents were having nuclear family and 44 respondents were having joint family.

It is observed that 75 respondents of pickle consumers belong to below 5 members family sized group. 25 respondents were of above 5 member sized family group.

It is witnessed that majority respondents (38 respondents) have no monthly income, 22 respondents were having monthly income between Rs. 10,000 to Rs. 25,000, 20 respondents were having monthly income between Rs. 25,000 to Rs. 50,000, 15 respondents were having income below Rs. 10,000 per month and only 5 respondents were having income above Rs. 50,000 per month.

It limned that 76 respondents were from general category; whereas 11 respondents were from OBC category and 13 respondents were from ST/SC category of caste/community.

**5.1.2 Impact of Aesthetic Packaging Elements on Consumer’s Buying Behavior.**

Aesthetic factors packaging means those factors which beautifies, appearance that appeals to the senses or artistic impact which attracts consumers towards the product and changes their buying behaviour.

- **Color:** 50% consumers moderately agreed that color have impact their buying behavior.
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- **Design:** 45% consumers moderately agreed that design of packaging impact the buying behavior.
- **Printed information:** 55% consumers moderately agreed that packaging influences the buying behavior.
- **Labeling:** 49% consumers weakly disagreed on the effect of labeling on buying behavior of consumer.
- **Typography:** Typography means practice or process of setting, arranging or printing the typeset on packaging. About 47% consumers weakly disagreed on influence of typography on consumer’s buying behavior.
- **Innovation:** 45% consumers moderately agreed that innovation has impact on buying behavior of consumer.
- **Language used:** The languages used on packaging of packed food product have moderate influence on 56% of consumer’s buying behavior.
- **Brand name:** brand name of the product has strong influence on about 55% consumer’s buying behavior.
- **Font style:** 62% consumers weakly disagree that font style of packaging impacts the buying behavior of consumers.
- **Size:** 54% consumers moderately agreed that size of packaging influences the buying behavior of consumers.
- **Material used:** 60% consumers strongly agreed that material of which packaging is made effect strongly on consumer’s buying behavior.
- **Shape:** 41% consumers moderately agreed that shape of packaging effects the consumer’s buying behavior.

5.1.3 Identify the Factors for Affluent Consumers of Processed Food Product.

- **Disposable income:** disposable income effects the purchase decision of consumers. It was found from survey that 71 consumers didn’t agree that their disposable impacts their purchase decision. They will buy the processed food product whenever there is need. 29 consumers agreed that disposable income did impact their purchase decision and the main reason was to maintain economy of house.
- **Price:** 55 respondents accepted that price of the processed food product effected their purchase decision. They would pay higher prices if the quality
is improved or enhanced. 45 respondents refused that price affects their purchase decision.

- **Future planning:** 64 consumers agreed that future planning effects their purchase decision and the main reason was to buy the require quantity and maintain economical balance of house. A consumer exhibits limited decision making when purchasing products that are bought occasionally or not very frequently. They didn’t search for information when there is a need to learn something about an unfamiliar brand in a familiar product category. The main reason for this may be that the customer might know the product category he/she is interested in, but, perhaps, has not settled on brand. 36 consumers said that future planning didn’t affect their purchase decision.

- **Pay more for the convenience of packaging:** 51 consumers refused and 49 consumers agreed to pay more for the convenience of packaging. The main reasons were to maintain quality and hygiene of the product and for easy usage of the product.

- **Pay high for dependability of packaging:** significant consumers (85 respondents) agreed to pay high for dependability of packaging. The prime reason was to maintain the freshness, quality and safety of the product. Only 15 respondents refused to pay high for dependability of packaging of the processed food products.

- **Pay more for the prestige of the packaging:** 52 consumers agreed and 48 consumers refused to pay more for the prestige of the packaging.

### 5.1.4 Study the Influence of Advertisement on Buying Behavior of Consumers.

There are many ways of advertisements like television, radio, print, internet etc. The study revealed that 28 consumers (12 males and 16 females) out of 100 consumers accepted that advertisement had influence on their buying behavior. This shows that the modern consumers don’t believe on advertisement but do more trust on references and experience.

### 5.2 SUGGESTIONS

- The study revealed that there is a potential for high-priced products, if consumers feel the prices are justified by high product quality and hygiene. Now-a-days people are more quality conscious. They will pay more for product’s freshness, quality, hygiene, safety and easy usage of product. The
lower income groups should not be left out but given an opportunity to get access to high-quality and sustainable lifestyles. In order to promote social equity and fairness, and be truly sustainable in the social sense as well, sustainable consumption should not be a privilege of the well-off. This means that processed and packed food products have to be reasonably priced, and that consumers need to be made aware of the reasons for the higher prices.

- The consumers prefer better and advance packaging. The enhanced packaging will attract consumers more. It will also help in recalling brand image frequently as package contributes to instant recognition of the company or brand.

- It appears that consumers are giving prime importance to references and print. The better reference sources the more attraction of consumers. Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer’s “to-do” list. Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits.

- Rising affluence means consumers are willing to pay a little more for the convenience, appearance, dependability and prestige of better packages. Affluent consumers perceive themselves as important, valuable customers and they expect to be recognised and treated as such at every point in the customer lifecycle. They also demand products and services that fit their lifestyles needs and live up to (or even exceed) their extremely high expectations. However, it’s been seen that companies market to this segment without having segment-focused products. Too often, high-end marketing (quality like organic product, creative, design and packaging) should be used to divulge the glut of product benefits designed specifically for the affluent segment.

5.3 CONCLUSION

Interest in packed food product continues to increase throughout the world in response to concerns about intensive busy lives and the increasing taste references to different type of foods. The study on “An empirical study on consumer buying behaviour influenced by packaging elements and advertisement” was undertaken to
find out the attitude and behavior of processed and packed food product consumers of Surat city, Gujarat state, India.

With the increase in income and consumption level of consumers, food nutrition and food safety have captured increased attention, and the market of processed packed food products has experienced rapid development. Thus the packed food product market on a certain scale has exhibited great potential. As India is a heavily populated country with great potential in production and consumption, the development of its processed and packed food products market is likely to affect the global market of packed food products as well.

The study empathetically disclosed the attitude and behavior of packed food consumers which is directly influencing the packed food product market. The findings of the study can be served as a practical manual for organizing and managing the marketing setup and promotional activities on a sustainable basis. The socio-economic profile of processed and packed food product consumers will disclose the target market and the choice of marketing means. The identified interrelationships between the variables can act as catalytic points for promoting the marketing action and which might give useful insight on the feasibility of using the promotional activities and marketing means on strengthening the present trend.