EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR INFLUENCED BY PACKAGING ELEMENTS AND ADVERTISEMENT

ABSTRACT

Key words: Behaviour, packed food, affluent consumers, advertisement, packaging elements

FPI serves as a vital link between the agriculture and manufacturing sectors of the economy. Strengthening this link is critical to reduce wastage of agricultural raw materials, improve the value of agricultural produce by increasing shelf-life as well as by fortifying the nutritive value of the food products and ensure remunerative prices to farmers as well as affordable prices to consumers. India has a population of one hundred crore plus and feeding this large a population calls for a strong FPI.

The study was undertaken in Surat City of Gujarat to examine the buying behavior influenced by packaging elements, advertisement and factors for affluent consumers of processed food product. Primary data regarding socio-economic factors, impact of aesthetic elements of packaging and advertisement etc. were collected from 100 consumers of pulp, pickle and sauce by simple random sampling method. The study tries to understand the socio-economic status of consumers of processed and packed food product. The study revealed that, brand name, printed information and material used in packaging are most impacting elements of packaging. The major factors for affluent consumers were future planning, dependability on packaging and prestige of packaging. The chi-square analysis of impact of advertisement revealed that advertisement did not impact buying behavior of consumer significantly.