

PACKAGING AND CONSUMER BUYING BEHAVIOUR

A Thesis
Submitted to the
Assam Agricultural University

In partial fulfilment of the requirements for the degree of

MASTER OF SCIENCE (Home Science)

IN

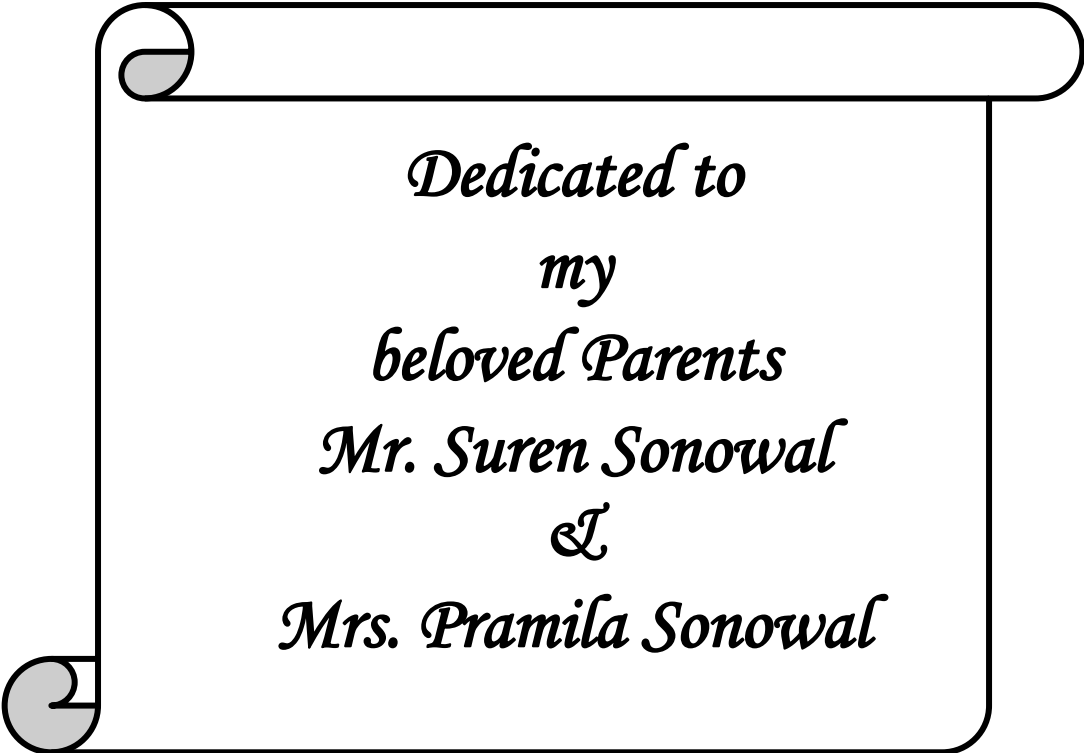
FAMILY RESOURCE MANAGEMENT



By

MRIGANKA SONOWAL
Registration No. 316 of 2014
[Roll No. 2019-HMJ-09]

**DEPARTMENT OF FAMILY RESOURCE MANAGEMENT
COLLEGE OF COMMUNITY SCIENCE
ASSAM AGRICULTURAL UNIVERSITY
JORHAT-785 013 (ASSAM)
December, 2021**



*Dedicated to
my
beloved Parents
Mr. Suren Sonowal
&
Mrs. Pramila Sonowal*

ASSAM AGRICULTURAL UNIVERSITY
FACULTY OF COMMUNITY SCIENCE

CERTIFICATE – I

This is to certify that the thesis entitled “**Packaging and Consumer Buying Behaviour**” submitted to the Faculty of Community Science, Assam Agricultural University in partial fulfilment for the degree of **Master of Science (Home Science)** in **Family Resource Management** is a record of research work carried out by **Mr. Mriganka Sonowal** under my personal supervision and guidance.

All helps received by him have been duly acknowledged.

No part of this thesis has been reproduced elsewhere for any degree.

Place : Jorhat

Date :December, 2021

(Moonty Baruah)
Assistant Professor
Department of FRMCS
College of Community Science
Assam Agricultural University
Jorhat – 785013

CERTIFICATE – II

This is to certify that the thesis entitled “**Packaging and Consumer Buying Behaviour**” submitted by **Mr. Mriganka Sonowal, Roll No. 2019-HMJ-09** to the Assam Agricultural University in partial fulfilment of the requirement for the degree of **Master of Science (Home Science)** in the discipline of **Family Resource Management** has been examined and approved by the Student’s Advisory Committee after viva-voce.

(Moonty Baruah)
Major Adviser

External examiner

Members of the Advisory Committee:

1. _____
(Nandita Bhattacharyya)

2. _____
(Tulika Borah)

3. _____
(Hemanta Saikia)

(Nandita Bhattacharyya)
Professor & Head
Department of FRMCS, C.CSc.
Assam Agricultural University
Jorhat-785 013 (Assam)

(Ajit Baishya)
Director
Post-Graduate Studies
Assam Agricultural University
Jorhat-785 013 (Assam)

ACKNOWLEDGEMENT

With immense pleasure, the author expresses his deep sense of gratitude and indebtedness to his major adviser and Chairman of the Advisory Committee, Dr. Moonty Baruah, Assistant Professor, Department of Family Resource Management and Consumer Science, Faculty of Community Science, Assam Agricultural University, Jorhat, for her keen interest, enthusiastic incitement, innovative suggestion, guidance and encouragement during the period of experiment and preparation of the manuscript. It was a blessing to have her as a mentor.

The author extends his sincere thanks to the members of the Advisory committee, Dr. Nandita Bhattacharyya, Principle Scientist and Head of the Family Resource Management and Consumer Science, Dr. Tulika Borah, Assistant Professor, Department of Human Development and Family Study, and Dr. Hemanta Saikia, Assistant Professor, Department of Basic Science & Humanities, College of Sericulture, AAU, Jorhat for their valuable guidance, utilitarian exhortation and constructive suggestions.

The author extends his sincere gratefulness to Dr. Ajit Baishya, Director of Post Graduate Studies, AAU, Jorhat and the supporting staff for extending timely help and facilities throughout the course of study.

The author offers a deep sense of respect and gratitude to Dr. Nandita Bhattacharyya, Principle Scientist and Head of the Family Resource Management and Consumer Science for his expert advice and extending the support and facilities to carry out the author's research work.

The author extends his sincere gratitude to all the teachers, and office staff of the Department of Family Resource Management and Consumer Science, Assam Agricultural University, Jorhat for their help and co-operation throughout the study.

The author can hardly overlook the co-operation, timely help and support extended by his friends (Rubul, Amal, Partha, Lonkiri, Dipankar and Sarmishtha, and all the batch mates of Family Resource Management and Consumer Science department) and those whose names he has missed out on, for their manifold help in during the course of the study.

The author is very gratefully to Borsha maam, Sulekha ba, Anadi Ranjan for their help and support.

The author express his ardourindebtness to his beloved Papa, Maa, Kankana, and Dodo and the entire family members for their love, inspiration and encouragement.

Finally, the author would like to express his utmost thanks to the Almighty for His blessings and bountifulness.

“Though all could not be mentioned, none is forgotten”

Place: Jorhat

Date : _____December, 2021

The Author

ABSTRACT

In today's competitive market packaging and its aesthetic elements have occupied an important and unique position in delivering the product to the end users. It has become an important tool of differentiating the product from the similar kinds of products available in the market. It attracts consumers' attention to particular brands, packaging enhances the product image and influences consumers' perception about the product or service. The appearance of the package is believed to have a strong impact on influencing consumers' purchase decision. Keeping it in mind the present study was taken up on Packaging and consumer buying behaviour with the objectives 1) To find out the different packaging materials used for food items. 2) To find out the impact of packaging on the buying behaviour. 3) To see the relationship between packaging elements and consumer buying behaviour. For the present study a purposive cum random sampling method was adopted for selecting the samples in order to fulfil the objectives of the study. A total of 170 women were selected randomly through PPS (Probability Proportionate to sample) technique was followed. To determine the reliability of the instrument and to check simplicity, content and clarity of language of the interview schedule pretesting was done. The instrument was administered with 20 non-sampled women. It helped the investigator to finalize the interview schedule. The findings showed that among all the packaging materials plastics are used mostly in all the food products. Packaging can be divided into different elements which create an impact on the minds of the consumer to purchase a product. It is divided into two categories: visual which includes graphics, colour, shape, and size and informational which includes information provided and innovation. In the present study we can say that packaging elements play a vital role in decision making of purchasing a product. Among the elements we see that packaging color, packaging material, packaging design and innovation have significant relation with the buying behaviour. So, the marketers can emphasize on these elements to compete with its competitors and to boost the sales of product in the market. Future researchers can formulate this study for further examination of every feature and its effect on product packaging, explanation of impact of packaging features in relation with other categories of product or conduction any comparative study to possibly identify different effects of packaging features on a variety of similar or different products.

CONTENTS

CHAPTER	TITLE	PAGE NO.
I	INTRODUCTION	1 – 5
II	REVIEW OF LITERATURE	6 – 17
III	MATERIALS AND METHODS	18 – 25
IV	FINDINGS & DISCUSSION	26 – 49
V	SUMMARY AND CONCLUSION	50 – 54
	BIBLIOGRAPHY	55 – 63
	APPENDICES	i – vii

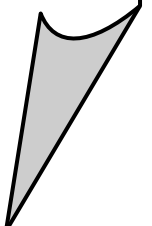
LIST OF TABLES

Table No.	Title	Page No.
1	Personal and Background information	27
2	Information Regarding the packaging material of food items	30
3	Functions of Packaging	32
4	Place of Buying	33
5	Frequency of Purchase	34
6	Reasons considered for purchasing from a particular store	35
7	Buying Behaviour Of The Respondents	37
8	Importance of elements of packaging	39
9	Importance of packaging elements : Packaging Colour	41
10	Importance of packaging elements : Background Image	42
11	Importance of packaging elements	43
12	Importance of packaging elements	44
13	Importance of packaging elements : Font size	45
14	Importance of packaging elements	46
15	Importance of packaging elements : Printed information	47
16	Importance of packaging elements : Innovation	48
17	To find the relationship between packaging elements and consumer buying behavior	49
18	Correlations	49

LIST OF FIGURES

Figure No.	Title	Page No.
3.1	The Sample plan	25
4.1	Information on commonly used packaging material in food items	31
4.2	Place of Buying	33
4.3	Frequency of purchase	34
4.4	Reasons considered for purchasing from a particular store	35

Introduction... 



CHAPTER I

INTRODUCTION

In today's competitive world manufacturers are coming up with a variety of products to satisfy the needs of the consumers. Markets are flooded with a various of products from different manufacturers. The consumers are the king in the market. Ultimate goal of all the manufacturers are to satisfy the needs of the consumers. They use different promotional strategies to boost the sale of the product. Manufacturers consider attractive packaging to grab the attention of the consumers and leave a deep impression on the minds of consumers. Kotler defines packaging as "all the process of designing and producing container for a product." And the package includes the primary container, like the tube of toothpaste and the bottle of perfume; the secondary package is thrown away when the product is used, like wrapping paper; and the shipping package which used for transportation to store (Kotler *et al.*, 2005). Packaging is a process of designing and manufacturing an attractive container, wrapped, box etc., where the products are wrapped, stored and sold to the consumers or made ready for transportation. Manufacturers put stress on packaging to build a visual relationship with the consumers. Packaging is a unique selling feature that encourages impulse purchases, increasing market share by increasing sales and lowering advertising costs. Packaging plays an important role in increasing sales promotion for firms. Packaging serves a variety of purposes. It provides information about the product. a method of visual communication with customers while maintaining product quality (Silayoi and Speece, 2007).

Packaging plays a significant role in today's market and it is the utmost reason for the consumer in decision making of buying behaviour. Now a days Packaging is denoted as fifth 'P'; by the marketers the other four Ps are Product, Price, Place and Promotion. It also called the face of a product and is used as a marketing tool. Packaging involves the activities of designing and producing the container and wrapper for the product. Well-designed packages can create convenience and promotional values, also supporting self-service, consumer affluence, company and brand recognition, and innovation opportunity (Kotler, 2004).

Product Packaging is a strong factor that influence on consumer purchase intentions specially in the time of sale and become an essential part of the selling process (Rettie and Brewer, 2000). Marketers can use packaging and labels to provide information about a product and encourage people to buy it (Renaud, 2007). Packaging makes a long lasting impression to the consumer and motivates the consumers to make a good buying decision (Ahmad *et al.*, 2012).

Packaging can be divided into different elements which creates an impact on the minds of the consumer to purchase a product. Visual elements include graphics, colour, shape, and size, while informational elements, like the face of the product, include product information and innovation, according to Silayoi and Speece (2004; 2007).

According to (Silayoi and Speece, 2004), visual elements are linked to the emotional aspect of consumer decision making, whereas informational elements are linked to the cognitive aspect. Colour and its combinations play an important role in a good design package. Colour sets a mood for the consumers and draws its attention towards it which influences the decision making of a consumer. Packaging color is one of different non-verbal elements that induce consumers to make buying decision (Vila and Ampuero, 2007; Underwood, 2003). The right colour that is selected is very important to give the impression of the brand choosen (Gofman *et al.*, 2010).

Element of packaging like Background image also influence the buying decision of the consumers. Background image includes character or picture of celebrities, or cartoon or other images used in the packaging. The background image specifies the picture of the product in its packaging (Silayoi and Speece, 2004; Bloch 1995; Grossman and Wisenblit, 1999; Butkeviciene *et al.*, 2008) highlight the impact of packaging graphic on consumers' decision to buy brands. Image appears on the color of package, so the color should be bright enough. While verbal elements (printed information) transmit information which has an effect on consumer's cognitive orientation, Visual elements (image and picture) of package affects the consumer's emotions and provoke the consumers to buy the product (Silayoi and Speece, 2004). Font style the next element of packaging is the pattern of writing in the package. It grabs the attention of the consumers since the information written on the package can be read or understood by the consumer if the font size and style are clearly readable and understood by the consumers. Font styles which are commonly used should be

understood by the consumers easily rather than less common ones which creates confusion in the minds of consumers and they need to give more concentration to the information. But the recent trend among the youngsters is changing they prefer more innovative and attractive font style.

Design of wrapper differentiates a brand from the competitors. The designs of wrapper vary from brand to brand and product to product respectively. Wrapper is a one type of packaging such as a flat sheet made out of paper, cellophane or plastic to enclose an object. The package's design is also important in attracting the consumer's attention. (Vila & Ampuero, 2007) emphasized the structural elements of packaging such as the form, size of the containers, and materials. In the same way, (Underwood, 2003) discovered the importance of the structural and graphical elements of packaging on buying behaviour. The companies try their best to attract consumer with eye catching design of packaging.

Another element that is Printed Information acts as a salient salesman for its given information. Different color, style, and shade are used to present information. Labels or information on packages are important marketing components that can bolster advertising claims, establish brand identity by distinguishing it from competitors, boost product sales, and optimize shelf space allocations (Mitul *et al.*, 2012).

On the basis of the information provided on the packaging, the consumer can change his or her mind. In case of daily purchased FMCG (Fast Moving Consumer Goods), the consumer evaluates products on the basis of printed information.

Innovation means a large amount of packing methods. The packing method depends on the actual product. However, Innovation should not undermine packaging's primary role, which is to protect the product and to attract and inform consumers. Plastic or glass bottles and jars are used as a package for beverages. Steel canning package is a method of preserving perishable food. Hence, the package varies from the product categories as well as from the materials and technical methods it requires. Portion control, recyclability, fortified, aseptic packaging, poison prevention packaging, and non-breakability are all examples of innovative packaging that can add new technology to a product. The customer can adopt product on the basis of its innovative packaging, thus there is a relation between buying behaviour and innovation of packaging. Thus, packaging is not limited to protection of the product and transportation. Its elements play a very important role in the buying behaviour of the

consumers. Packaging elements attract consumers to a brand, create a positive image, and affect consumers' perceptions of a product, according to Azeem (2015). The study also discovered that there is a strong link between packaging and purchasing behaviour. Mousavi and Jahromi (2014) found that packaging is directly related to buying behaviour in their study on the relationship between packaging and consumer behaviour. There are numerous benefits to having a thorough understanding of customers and their purchasing habits. Before the final purchase decision is made by the consumer. It is packaging what makes the last impression on the minds of consumers to buy a product. Thus, packaging should be given importance to ensure the sales of a product.

Consumers value packaging that is able to communicate the product's meaning comprehensively and consistently, according to Hannele (2010). Packaging is an effective tool to communicate about the product, to get a hold in the market and to distinguish it with the competitors. Rundh (2005) claims that packaging draws attention to a brand, enhances its image, and influences consumer perceptions of the product. Also, packaging adds value to products (Silayoi and Speece, 2004), serves as a tool for differentiation (i.e., it aids consumers in selecting a product from a wide range of similar products), and encourages customers to buy (Silayoi and Speece, 2004; Wells *et al.*, 2007).

Thus we see that package has a big role in the market and is the most influential factor in consumer decision making. So, in order to maximize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumers buying behaviour became a relevant issue. Packaging plays a very important role in marketing strategy that helps to attract the consumer's attention. According to Keller (2008), shoppers are exposed to over 20,000 product options in a 30-minute shopping session. As a result, they are perplexed because they are bombarded with so many products at once. As a result, packaging has a significant impact on purchasing decisions. Consumers are becoming more aware of product availability as technology and innovation improve (Rizwan *et al.*, 2014). As a result, producers have had to come up with constant changes in product packaging in order to influence consumer behaviour. In today's world, producers are also confronted with the varying needs of various consumer groups. Because different groups have different likes and dislikes, the appealing factor that appeals to one group of consumers may not appeal to

another. As a result, producers must vary their packaging elements, which has a cost impact (Karedza and Sikwila, 2017). As a result, the impact of product packaging on consumer purchasing behaviour was investigated in this study.

Justification of the study

Packaging is key component of marketing and one of the most important factors that influence the consumer buying behavior. Previously packaging was limited to storage and transportation of the product. But today's market is flooded with so many products that the consumers get confused while selection of the product then packaging plays an important role in differentiating the product from that of the competitors. It tries to have its own image amongst the competitors and boost the sale of the product. It is helpful in identification and distribution of products during purchase decision. Packaging can draw a customer's attention and help differentiate a product from its competitors, allowing it to stand out on a shelf of competitors' products. The packaging of a product conveys a sense of quality to consumers while also reflecting the brand image of the product.

Considering the importance of packaging and its element which plays an important identity that has its own verbal and visual effect on the minds of consumers and influence the consumer behavior during purchase so the researches work entitled "Packaging and Consumer Buying Behaviour" is planned with the following objectives:

OBJECTIVES OF THE STUDY

1. To find out the different packaging materials used for food items.
2. To find out the impact of packaging on the buying behaviour.
3. To see the relationship between packaging elements and consumer buying behaviour.

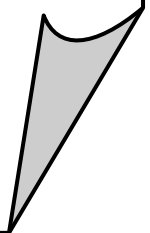
LIMITATION OF THE STUDY

The study was limited to urban areas of Jorhat where women are involved in buying food products.

ASSUMPTION

Packaging plays an important role in buying behaviour of consumers.

Review of Literature... ✍️



CHAPTER II

REVIEW OF LITERATURE

The suitable literatures related to the present study of the research have been represented in this chapter. The main objective of this is to shed light upon the research studies done in India and Abroad. The literatures have been amply reviewed to gain an understanding of the study and to obtain supervision in conducting the study. Information was collected through literature survey and all of that have been briefly summarized in this chapter under the following headings:

2.1. Packaging

2.2. Elements of packaging.

2.3. Role of packaging in consumer behaviour

2.4. Impact of elements of packaging on consumer buying behaviour

2.1. Packaging

Packaging plays an important role in consumer buying behaviour. Good packaging seeks attention of consumers. Packaging keeps the product safe from spoilage, damage, and dust etc. during shipment. It is also called essential marketing tools for supporting branding, best features and creating unforgettable experience from consumers. Packaging can contain names, logo and colour schemes of the product. It also helps the consumer to identify the products. Product packaging is multi-faceted and may cross an extended manner in securing an awesome first impact and lasting emblem loyalty.

Product packaging is an element which producers have to by no means overlook. Packaging is an integral part of any Branding Strategy to glamorize a product in a way that would not only catch the consumer's attention, but also would be a great source of advertising. Packaging plays an important role educating the consumer about the products; it's also like having a direct interaction with the brand.

Packaging plays a crucial role in product success and has a significant effect on consumers' buying decisions (Sims and Trott, 2010). In fact, changes in

retailing and marketing have given packaging a central role in large and well-developed industry in emerging consumer society (Porter, 1999). Until Nineteenth century USA packaging was limited to tying up a parcel with wrapping paper and strip (Porter 1999). It received importance since 1950s when self-service retailing started (Kauppinen-Raisanen, 2014). At this point traditionally, packaging design was given no importance and it played a minor role with regard to production systems design and product design (Azzi *et al.*, 2012).

Hernandez (2011) stated that packaging and branding are companies' most priceless assets and it results in brand equity. It has the potential to position producers in a different level from their competitors. In actual fact, consumers' responses to the design and colour of packaging is assumed to be converted into brand preference; simply put, the decision to opt for a brand is based on aesthetics of packaging (Kauppinen-Raisanen, 2014). In the same line of argument, it is imperative to mention that packaging exerts a crucial influence on two key factors, namely brand equity and consumer loyalty which would result in prompting successful marketing (Aurier and deLanauze, 2012). "Packaging is the process of protecting and presenting the product through the long chain of production, handling, and transportation to their destinations," according to Panwar (2004). Packaging is an important part of the branding process because it helps to define a company's identity." Packaging serves as a means of identifying products as well as attracting customers.

Now a day the significance of packaging is increasing day by day. Packaging materials are used paper, fiber board, plastics, glass, aluminum and many more. Packaging is now regarded as an essential part of our modern life and the way for business world. Due to environmental related issues more of the packaging were done in papers and biodegradable materials in these days. Therefore, packaging becomes necessary part for the companies to sales the products and to gain the loyalty of the consumer.

According to the William J. Staunton "Packaging may be defined as the general group of activities in product planning which involves designing and producing the container or wrapper for a product". The packaging of items that consumers are considering purchasing has a big impact on marketers. Marketers are fully aware of this, and they go to great efforts to produce packaging that will entice customers to buy their

items. These dynamic results in a frenzy of competing colors, forms, and promises at supermarkets, shopping malls, and other locations around the country.

Liang Lu (2008) in a study on packaging stated that it is an important part of the product which not only serves a functional role but also a communication tool providing information on product and its brand. Packaging must be functional that is it must protect the product during storage and transportation.

2.2. Elements of packaging

Packaging colour, image, material, font style of packaging, printed information, and innovation are all elements of packaging. Packaging elements have a strong psychological impact and attract buyers' attention. A good combination of packaging elements can elicit strong emotions and establish a very pleasant relationship with the consumer. Retailers' best and last chance to increase sales is through packaging elements. The appearance of the package consists of a large number of elements that serve as a preventative aspect of the package and help to distinguish the product on the shelf. Packaging elements have a strong influence on impulse purchases and communicate a specific impression and value of the products at the point of purchase (Debson and Yadev, 2012).

Amin *et al.* (2015) reported a survey packaging elements and consumer buying behaviour. From the study they found that packaging is most important instrument for achieving the edge in the competitive market. It was also observed that the element of the packaging like colour, size, material, quality and design of the product considered as the tool important factors when consumers making any buying decision. Colours of the product are very important because it highly impact on the consumer buying behaviour.

Mutsikiwa *et al.* (2013), White and White (2006) in a study stated that packaging element colour have the ability of igniting different feelings and emotions in the minds of consumers. Colours on packaging can have a long-lasting impact on a product's or brand's identity. Colours are used by marketers in product packaging to capture the attention of customers, resulting in either a negative or positive feeling about the product.

The package colours, according to Adhollahi and Givee (2007), not only communicate about the brand, but also express some important features and intangible

elements of the brand. Colours convey a distinct message about the brands, resulting in a one-of-a-kind selling proposition. The package colours of packaged food products are usually the same as the colours of the actual product.

Keller (2009) emphasised the importance of colour in packaging because some designers believe that consumers have a colour vocabulary and that certain colours are specifically designed for a product. Colours can distinguish different brands, and a brand can claim ownership of a colour that other brands cannot copy or imitate, and it becomes the brand's identity (Keller, 2009).

Consumers value colour memory and retention, and they try to associate colours with specific brands so that when they recall a colour, they immediately associate it with that brand. Changing demographic characteristics such as age and sex, as well as changing trends, influence consumer colour preferences (Singh, 2006). The colour of a package has a big influence on consumer buying decisions (Mutsikiwa and Marumbwa, 2013). Every product has a unique packaging colour that should be related to the product type to create a packaging colour collision in the minds of consumers and elicit purchase behaviour (Mutsikiwa and Marumbwa, 2013).

Colour has five characteristics, according to Funk and Ndubisi (2006): significance, attitude toward colour, attractiveness of colour, normative colour, and colour preferences. According to colour significance, different colours have different psychological effects, such as white denoting peace and green denoting cool. Consumers' feelings about a product's colour will influence their purchasing decisions. Furthermore, consumers will remember the coloured portion of the packet more than the non-colored portion. Consumers are influenced by influence environmental factors in normative colour. Some colours have a higher preference than others. For example, a colour associated with automobiles may not be preferred by furniture buyers. The proper use of colours aids in distinguishing and creating a positive attitude toward a product (Singh, 2006); however, packaging colour can be deceiving at times.

Consumers' attentive behaviour, perception of product quality, visual appeal, and purchase intention are all affected by simultaneous colour contrast, according to Bix. Seo and Sundar (2013). Visual elements, such as graphics and colour, as well as the placement of visual elements, as well as the size and shape of packaging, are all determining factors in increasing product sales. Given the undeniable role of packaging colour in influencing consumers' purchase decisions, researchers and

practitioners must concentrate on the psychology of colours and consumer colour preferences that are context and culture specific. Color preferences are intimately related to determining factors such as age and gender, personality, ethnicity and religion, according to findings from colour preference research (Kauppinen-Raisanen, 2014). Ahmadi *et al.* (2013) investigated the design aspects of packaging and found that appealing packaging designs can pique consumers' interest and encourage them to buy the product and consume the food. In a study on packaging, Silayoi and Speece (2004) found that packaging shape affects a product's ease of carrying. Lynsey Hollywood, (2013) examined three packaging materials glass, plastic, and cardboard. Findings revealed that disadvantage of using glass packaging was that it was heavy and needs to be washed after every use. Secondly, cardboard packaging consumers stated that it does not keep a product fresh and consumers cannot see the product. Participants in that study advocated the use of plastic containers and agreed that such containers were better than cardboard and glass packaging because their screw top cap prevented the product and were less likely to leak (Lynsey Hollywood, 2013).

Due to small fronts and stylized styles that are not legible and are used on the package, packaging information can lead to inaccurate information (Deliya and Parmar, 2012). One of the first and most important elements in providing information about a product and making a purchase decision is font size (Kuvykaite *et al.*, 2009). Packaging's font style attracts customers' attention. It's difficult to read thin fonts like sheriff. To attract customers' attention, bold fonts with bright colours are recommended.

All product information is printed on the package, including price, brand, nutritional information, and so on. Packaging information, according to Ricardo (2008), aids in product selection when the market is flooded with so many products. Quality judgments are influenced by packaging information (Rundh, 2005). When the packaging attributes indicate that the product is of high quality, consumers assume that the product is of high quality. Customers will associate the product with a low-quality image if the package conveys one. The product's implied meaning is communicated through the package information, which can be positive or negative. According to Ghani and Kamal (2010), while understanding package information, consumers are more likely to spontaneously imagine aspects of how a product looks, tastes, feels, smells, or sounds. Because consumers these days are more concerned with their health and eating a healthy diet, a product should include clear information to assist them in making

purchasing decisions (Deliya and Munyarazdi, 2012). Because consumers are confused by information overload and inaccurate information, packaging layout is a critical consideration when providing product information (Rundh, 2013).

2.3. Role of packaging in consumer buying behaviour

A packaging plays an important role in the consumer buying behavior. There are various crucial role of packaging to a customer. Some of them are given below:

1. Packaging help consumer to the product identification during purchasing or chose their own brand.
2. Good appearances of packaging play an important role to seek the attention of the consumer toward the product.
3. Colour of the packaging is very important element to attracting the consumer during purchasing the product and it may change mind of consumer unexpectedly.
4. Packaging material of the product gives good experience to consumer in the time purchasing.

Packaging, according to Panwar (2004), is the act of protecting and presenting contents as they were at the time of production, handling, and transportation to their final destinations. Because it communicates a company's image and identity, it is critical in the branding process. Packaging is becoming more popular as a sales promotion tool and a stimulator of impulsive buying behaviour as a result of changing consumer lifestyles. Packaging plays an important role in marketing communications from the point of sale to the consumer purchase decision.

As a result, the package's importance in marketing communications grows: it must grab consumers' attention and convey adequate product value in a short amount of time, right at the point of sale. James Lomayani investigated the role of packaging in small-scale entrepreneurs (2021). The findings revealed that the package label, as well as the quality of the packaging material, has an impact on customer behaviour during the purchasing process. The colour of the packaging has an impact on customer behaviour during the purchasing process. Customers' purchasing decisions were influenced by society culture, corporate culture, customer family culture, and customer lifestyle culture. The findings of the study revealed a link between small-scale

entrepreneurs' wrapping techniques and customer purchasing behaviour. A study on the role of packaging in brand communication was published by Agariya *et al.* (2012). According to the findings of the study, buyers place a higher value on package design than on environmental considerations. Consumers were also found to pay more attention to branded products than to the packaging, with the shape of the packaging product being one of the most important communication qualities.

Understanding the Impact of Packaging Elements on Detergent Powder Purchases in Dhaka, Bangladesh: A study by Ashaduzzaman *et al.* (2016). The primary goal of the article was to educate readers on the importance of packaging when purchasing detergent powder in Bangladesh. Six packaging elements, including colour, background image, font style, wrapper design, printed information, and innovation, were discovered to influence detergent powder purchase decisions in Dhaka City.

Mitul Deliya and Bhavesh Parmer (2013) published a study on the impact of packaging on consumers. The most important factor is packaging. Packaging and features have an impact on consumer purchasing decisions. Colour, background image, material, font style, wrapper design, and printed information are all predictors in an innovation. Consumer buying habits are changing as a result of increased self-service and a more active lifestyle. Consumers are increasingly interested in packages and stimulators that encourage impulsive buying. As a result, packaging is one of the most influential factors in a consumer's purchasing decision and plays a significant role in marketing interactions, particularly in sales promotions.

Hess *et al.* (2011) investigated the role of bottle quality in bottled-water usage satisfaction, as well as the effects of bottle quality on brand property identification, consumer-brand relationship venture, and behavioural eagerness. Finally, the paper concluded that bundling quality is important in establishing effective consumer-brand relationships, and that cost-benefit analyses for bundling should be revised to include the value of shopper loyalty as an alternative to non-consumption bundling considerations. Packaging as a Source of Information about Food Products was investigated by Wyrwa *et al.* (2017). The most important characteristics of packaging for consumers are ease of use and durability, according to research. The findings of the study can be applied to the marketing strategies of food producers.

The Impacts of Product Packaging Elements on Brand Image and Purchase Intention was investigated by Khuong and Tran (2018). Through the

mediating role of brand image, the study aims to determine the impact of product packaging on purchase intention. With a sample size of 410 tea consumers in Ho Chi Minh City (HCMC), Vietnam, a quantitative technique was used. Packaging typography, image, shape, and colour were found to have both direct and indirect links with purchase intent, while product information, ease of use, and handling were only indirect associations, according to the findings.

2.4. Impact of elements of packaging on consumer buying behaviour

Packaging is a material which creates both positive and negative impact on consumer buying behaviour due to its element such as colour, shape, background image, size, material and innovation etc. It's give lots of experience to the consumer during purchasing and generates types of image in consumer mind through detail of packaging. Packaging element may be recalling the consumer to buy their products again and again and repel if the packaging element are not good. So the companies were given more emphasis on packaging element to create unforgettable image in consumer mind.

Packaging elements are the most important for a consumer's buying decision, according to Shridhar *et al.* (2018). It was also concluded that a thorough examination of package components was required in order to implement professional packaging decisions and their impact on consumer purchase decisions, attractive thought involvement levels, and consumer personal characteristics.

Oaya *et al.* (2017) conducted a study on the Impact of Packaging on Consumer Buying Behaviour and discovered a direct relationship between labelling and consumer awareness. It also shows that product labelling has a significant impact on consumer awareness of the product, with labelling being revealed to have a significant impact on consumer awareness construction. According to the research article, the company should focus on improving product packaging in order to keep customers interested in their product.

The relationship between product packaging and consumer purchasing habits was investigated by Desai *et al.* (2019). Packaging is one of the most important factors for a product that influences the buying behaviour of Karachi's millennials, according to the findings. As a result of changing trends and consumer lifestyle patterns, it was also discovered that packaging influences are increasing. Packaging has also had

a significant impact on consumer purchasing decisions. Packaging colour and design are now used as a communication tool to send a message to customers.

Sayed *et al.* (2017) investigated the impact of product packaging on consumer purchasing behaviour. The most important factor, according to the study, is packaging. Packaging materials such as colour, packaging material, innovation, and many other factors are also revealed to play an important role in assisting consumers in making purchasing decisions. Finally, this research discovered that packaging is one of the most powerful factors influencing a consumer's purchase decision. Similar study investigated by Ahmed *et al.* (2014). Because of the location, they discovered that packaging is the most important factor. Customers consider packaging factors such as colour, material, wrapper design, and innovation when making purchasing decisions, according to the study. Finally, one of the most important and effective factors influencing a consumer's purchasing decision was discovered to be packaging.

Akinruwa and Adebisi conducted a study on the impact of product packaging on customers in 2019. The size, colour, package material, product content, and shape of a product were found to have an impact on a customer's decision to buy. Based on these findings, it is recommended, among other things, that the company continue to produce different sizes of the product. Furthermore, producers should consciously select colours that are appropriate and capable of attracting customer attention and, as a result, influencing their product selection simply by looking at the package colour.

Product Packaging: A Consumer's Perspective was published by Pandey and Mohd (2018). As a result, the most important and powerful factor in influencing customer opinions was discovered to be packaging. Packaging elements such as colour, packaging material, wrapper design, and innovation are more important from the consumer's perspective.

Ghosh (2018) conducted a study on Impact of Packaging on Consumers' Buying Behavior: A Case Study of Mother Dairy, Kolkata. It shows that the consumer was satisfied with overall perception of Mother Dairy's products of different packaging elements. It was also found that the visual demand is more significant than the qualitative phase of packaging. From the result it was found that all elements of the packaging such as colour, background image, and wrapper design and innovation has the higher positive correlation with consumers' buying behaviour and very weak correlation

between consumers' buying behaviour and quality of materials used in packaging, information printed on packaging etc.

Saufika *et al.* (2020) conducted a study on the effect of packaging elements towards consumer perception of usability of product packaging. Result indicates that, the organization name, colour, product statistics and outline do not have an effect on consumer belief of product packaging usability. Meanwhile, the logo, the size and shape of the packaging, the substances in the packaging affect the consumer's perception of the ease of use of the product packaging.

Purwaningsih *et al.* (2019) a study was investigated on influence of packaging element on beverage product marketing. They suggest that the developed model can only account for 39.2 percent of the variance. The visual aspect of packaging has the greatest impact on a consumer's decision to buy. The visual factor is influenced by two important factors (bottles of various colours and form attractiveness), and design distinctiveness is the indicator that best reflects the visual variable.

Adam and Ali (2014) From the finding it was concluded that verbal element of packaging are independent variables and consumer buying behaviour is the dependent variable. The study was also found that varieties of milk ($r = -.070$) has a negative connection with consumer purchasing behaviour toward information of the products. Expiry date ($r = .033$) and manufacturing name ($r = .061$) of the products are positively correlated with consumer buying behaviour. Nutritional information ($r = .655$) was positively correlated with consumer buying behaviour, which was considerable.

According to a study by Pohtam (2016), from the findings of the study, packaging components such as colour, material, packaging design, and innovation are the most important factors for consumers when making purchasing decisions.

Khan (2016) in a study on impact of labelling and Packaging on consumer buying behaviour stated that the packaging was the most significant tool to attract the purchaser towards the brand. Due to changing of consumer lifestyle and growing of self-service an impulsive buying behaviour is rising the interest in package so seller used packaging as promoting tool. It was also observed that packaging was one of the most important devices that influence buyer decision process and also performs a vital role in marketing aspects especially in the position of trade. It shows that the impacts of labeling and packaging compound influence on consumer buying behaviour.

Ahmad and Kanwal (2021) investigated a study on Packaging elements and their impact on consumer buying behaviour in Pakistan. Results of the study showed that colour, design, material, printed information on package and innovation have positively impact on consumer behaviour while purchasing the packaged food and non-food packaged products. According to the findings, the impact of background image and font style is not significant, but demographic variables such as income and age are significant during the purchase of PFPs and NFPPs (Non Food Packaged Products).

Tinonetsana and Penceliah (2017) conducted a study on the influence of packaging elements on buying behaviour for convenience goods amongst customers. This research article was seeks to find out the relationship between international university students' buying behaviour and package elements. Study stated the relationship between consumer perception and students buying behaviour was important. The study of the result was also conclude that relationship between consumer buying behaviour and seven predictor variables; colour, graphics, packaging technology, label information, brand name, time pressure and level of involvement were also important aspect.

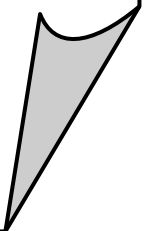
Rex *et al.* (2003) conducted an exploratory study into the impact of colour and packaging as stimuli in the decision-making process for a nondurable product with low involvement. From the result it was also found that there has an opposed perspective, the supermarket manager believed that the quality, brand and price were all important stimuli for potato crisp purchasing and director was acknowledged that give more attention on colour and packaging of the product. It was also seem from the result that colour and packaging was the importance stimuli could be frequently unobserved and more investigate is required in this area.

Ahmed *et al.* (2012) conducted a study to determine the most significant elements of product packaging and how they impact consumer buying behaviour. They discovered that packaging plays an important role in marketing and encouraging or discouraging consumers to buy a product, particularly at the point of sale or at the time of purchase, when a customer selects similar products from a variety of brands one of the most influential factors in a consumer's purchase decision is packaging. According to the study, the most important and significant feature is the packaging colours, which account for 1% of the total, followed by a picture or image of the purchasing, which

accounts for 10% of the total. In a study focused on product packaging and consumer buying behaviour of selected beverage products in Anambra State, Ndulue and Sandra Ifeoma (2020). From the study it was concluded that product packaging had found to be most significant impact on consumer buying behaviour. They recommended that companies should give more focus on packaging component and innovation to seek the attention of consumer.

Chukwu and Enudu (2018) study was conducted on the impact of product packaging on consumer's purchasing behaviour. The main objective of the research was to know the effect of product packaging on purchaser shopping for conduct. A survey method was used for data collection of this research. The findings of the study was showed that a vast and excellence dating lies among the fair variable, attractive packaging, cost and high-quality of packaging, impulse buying and the established variable purchaser. A worst packaging dating exists among the impartial variable shabby packaging and the established variable purchaser buying conduct.. From it was also concluding that good packaging build up confidence of loyal client and non-stop support in growing their product demand.

Methodology... 



CHAPTER III

METHODOLOGY

This chapter deals with the various methodological aspects of the present study. The whole procedure through which the investigation was carried out comprises of following sections:

- 3.1 Operational Definition
- 3.2 Variables of the study
- 3.3 Sampling Procedure
- 3.4 Data Collecting Method
- 3.5 Statistical Analysis of the data

3.1 Operational Definitions

Following are the terms used in the study which were defined to give clear understanding of the terms:

3.1.1 Consumer

Any individual who purchases products or services for his personal use and not for manufacturing or resale is called as consumers. In the present study the consumer are the women who purchases food items for their own household consumption.

3.1.2 Consumer Buying Behavior

The process through which consumer seek for, evaluate, purchase, employ, and dispose of commodities and services that will satisfy and aspirations.

3.1.3 Packaging

Packaging can be defined as a powerful tool to attract attention describing a product can be used as strong marketing strategy by the manufacturers to make sales.

3.1.2 PACKAGING ELEMENTS

3.1.3. a Packaging colour: The colour of the packaging material effects a customer's decision-making process; various colours produce varied moods and can aid to bring attention to the goods.

3.1.3. b Background-image The Background image includes character or picture or other images used in the packaging.

3.1.3. c Packaging Material Any material used specially to protect something-packing, wrapping etc.

3.1.3.d Font Style: The style used to write in the packages. The font style of Packaging grabs customer attraction.

3.1.3. e Design of wrapper:

The designs of wrapper vary from brand to brand and product to product respectively. A wrapper is a sort of packaging that consists of a flat sheet made of paper, cellophane, or plastic that is used to cover a product.

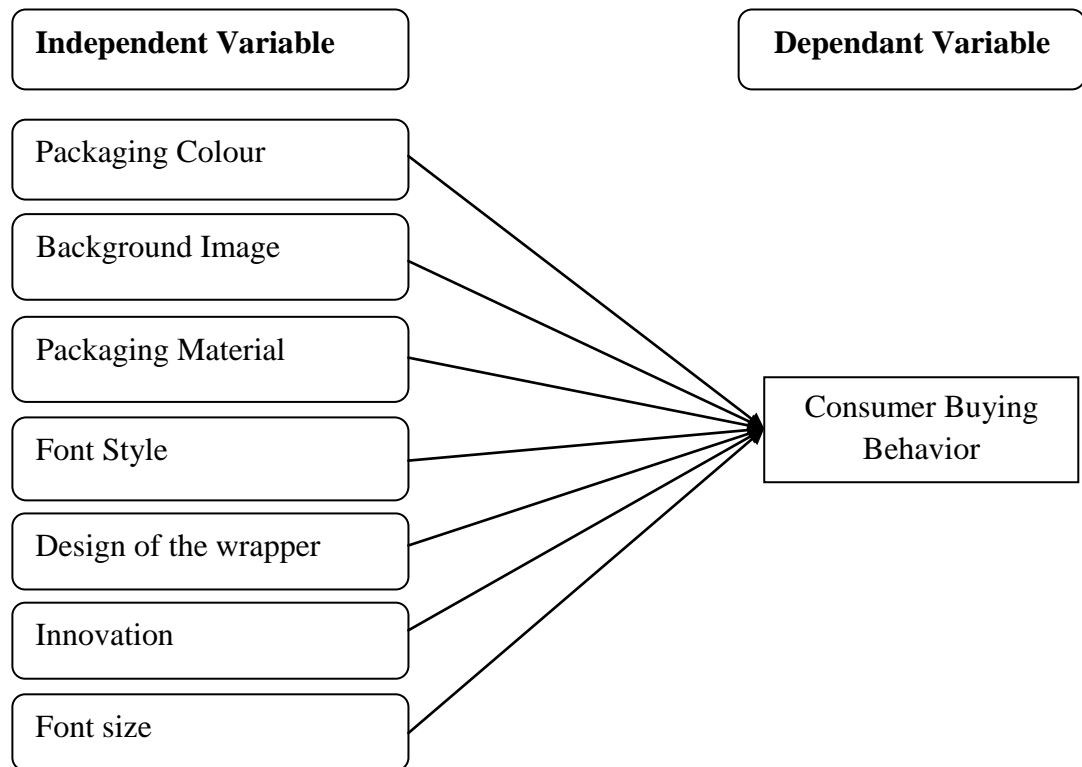
3.1.3.f Printed Information: Information written on the packaging material The product's information includes identity of the product, build brand identity, support advertising claims, and improve shelf space allocations.

3.1.3.g Innovation:

Innovative packaging may add value to the products if it satisfies a customer requirements such as portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy-store, easy-carry, and non-breakability.

3.1.3. h. Font size: Font size contributes to legibility. 5point is the recommended printing. Anything smaller than 5 pt will be difficult to read.

3.2 Variables of the study



3.3 Sampling Procedure

Multi Stage simple random sampling method was adopted in order to select representative samples for the purpose of the study which is represented diagrammatically in the fig.

3.3.1 Selection of the ward

Four wards of the Jorhat town were selected randomly from the nineteen wards of Jorhat town. Total population of the four wards was collected. From these population PPS method was followed to take sample from each ward. Thus, a total of 170 women were selected for the study.

3.4.3 Reference Period

Reference period from 2019-2021.

3.5 Data collection method

Interview method was considered as an appropriate tool for the present study because of the following reasons:

- i) To get complete and reliable information.
- ii) To safeguard against non returned and incomplete responses.
- iii) To establish rapport with the respondents so that authentic data could be elicited.
- iv) To explain certain terms to the respondents which facilitate data collecting process.

3.5.1 Construction of data collecting instruments

Interview schedule consisted of three parts.

The part 1 of the interview schedule dealt with the background information such as age, income of the family, type of family etc.

Part 2 includes questions to elicit information regarding the different packaging materials used in food items to fulfil the first objective.

Part 3 includes questions on buying behavior related to the packaging material in order to gather information related to consumers buying habits which are influenced by the packaging.

Part 4 including questions on packaging elements like colour, font style, printed information, innovation etc. to see the impact of these elements on the buying behavior.

3.5.2 Finalization of the data collecting instrument

After the interview schedule was prepared, the statements were given to a panel to find out the clarity, relevance of each statement.

3.5.3 Pre testing

To judge the validity and reliability of the instrument pretesting was done by interviewing 20 non sampled women. This helped the investigator to make minor changes and helped in finalization of the schedule.

3.6 Statistical procedures used in the analysis of the data

The analysis of data aimed at summarizing the collected data in such a manner that they would yield answer to research objectives. Different procedures used for the analysis were tabulation and statistical analysis.

All the data were analyzed in frequency and percentage.

Frequency distribution

A frequency distribution is a table that shows how often certain outcomes occur in a sample.

Frequency = Sum of the responses (in number)

Percentage

Percentage is a number or ratio expressed as a fraction of 100.

$$\text{Percentage} = \frac{\text{Particular category}}{\text{Total number of respondents}} \times 100$$

Ranking: Ranking was computed to determine the buying behaviour of the respondents. For that purpose, the factors were put in to 3 points responses category viz; always, sometimes, never, and were given weightage of 3, 2, 1 respectively. The weighted score for each factor was calculated by summing up the scores obtained by multiplication of percentage of each category with given weightage. The factors were ranked accordingly to the weight score. Rank 1 was given to highest weight score, & then 2, 3 etc were given accordingly.

The statements on buying habits around 20 statements were prepared on buying habits and were scored as follows:

Always : 3

Sometimes : 2

Never : 1

Correlation

The statistical tool by which relationship is studied is known as correlation. When two variables are found to be related the amount of relationship is measured by correlation coefficient.

To find out the of impact of packaging element and consumer buying behavior around 19 statements were prepared and were scored:

Strongly agree : 5

Agree : 4

Neutral : 3

Disagree : 2

Strongly disagree : 1

Correlation was calculated for the impact of packaging and consumer buying behaviour.

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{(x_i - \bar{x})^2 + (y_i - \bar{y})^2}}$$

Where, r = Pearson correlation Coefficient

x_i = x variable sample.

\bar{x} = mean of variable in x variable.

y_i = y variable sample.

\bar{y} = mean of values in y variable.

Regression: In most experimental work, it is of interest to investigate how the changes in one variable affect another variable. In this study in order to fulfill the third objective regression was done:

$$Y = a + b * X + e$$

Where, Y = dependent variable.

a = constant

b = regression coefficient.

X = independent variable.

e = standard error.

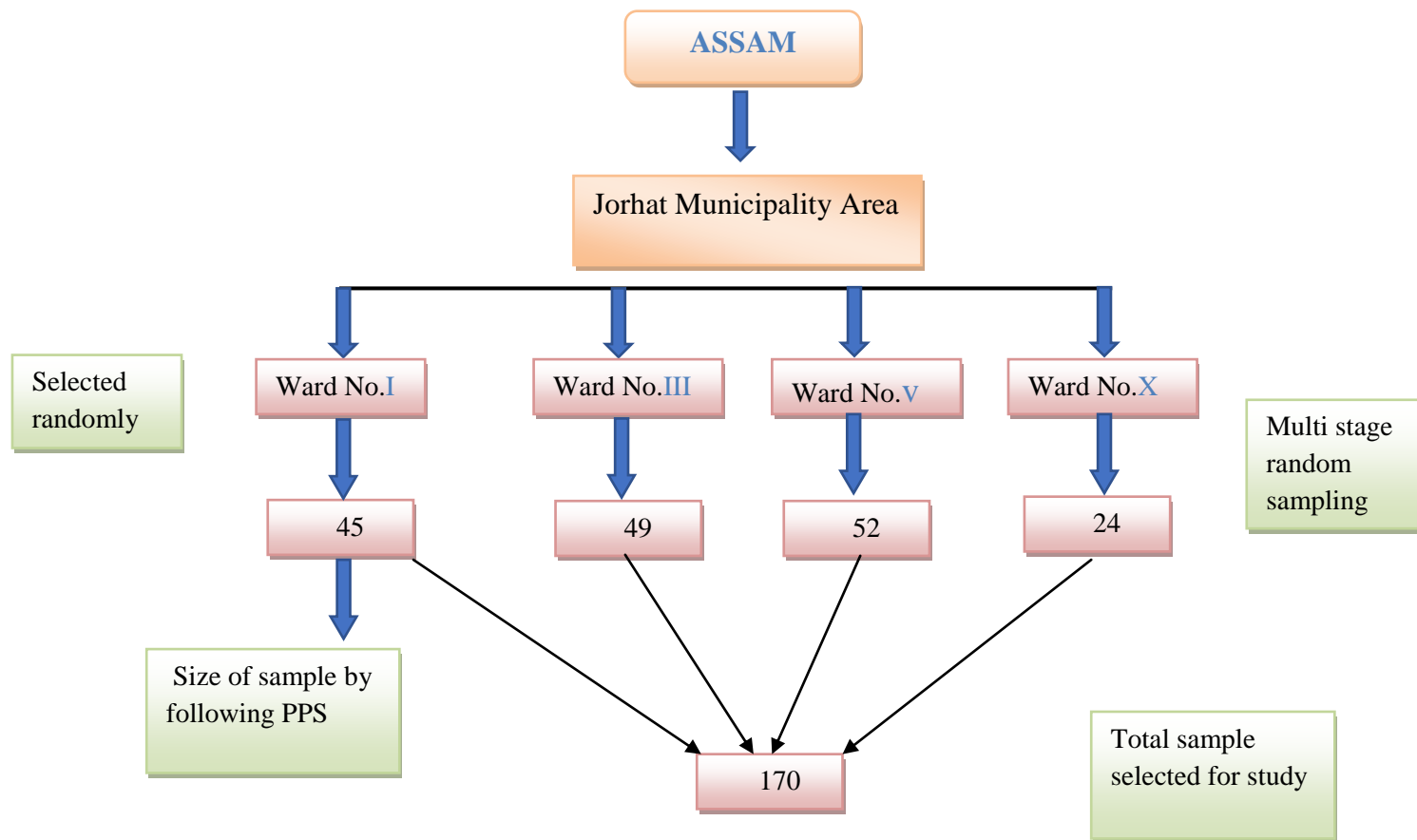
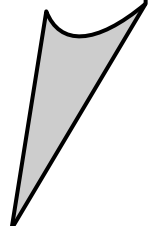


Fig. 3.1. The Sample plan

Findings and Discussion... ✍️



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter deals with findings and discussions of the investigation which were obtained after analyzing the data collected from the respondents. In accordance with objectives of the present study the findings are presented and discussed under the following heads:

- 4.1. Personal and Background information
- 4.2. Information Regarding the packaging material of food items
- 4.3 Functions of packaging
- 4.4. Buying Behaviour of the consumers
- 4.5. Elements of packaging
- 4.6. Impact of packaging on Buying Behaviour.

4.1 Personal and Background information

Under this section of findings, the general information pertaining to age, marital status, occupation of the family, monthly income of the family, size of the family, educational qualification etc, are discussed. Data on general information of the respondents are presented in Table 1.

4.1.1 Personal and Background information:

4.1.1.1 Age of the respondents

It is clear from the data presented in Table No. 1 that about 45.29 percent belonged to age group 40 to 50 years. Followed by 21.18 per cent belonging to the age group 30 to 40.

4.1.1.2 Marital Status

Majority of the respondents that is 70 per cent were married ,followed by 25.88 per cent of the respondents who were widow.

Table 1. Personal and Background information

Sl. No	Background Information	Frequency	Percentage
1	Age a) 20-30 b) 30-40 c) 40-50 d) 50-60 e) Above 60	13 36 77 34 10	7.65 21.18 45.29 20.00 5.88
2.	Marital Status a) Unmarried b) Married c) Widow	7 119 44	4.12 70.00 25.88
3.	Occupation a) Govt. Job b) Business c) Agents or freelance d) Private Job	52 51 29 38	30.59 30.00 17.05 22.36
4	Monthly Income a) Less than Rs 30,000 b) Rs 30,000 to Rs 50,000 c) Rs50,000 to Rs 70,000 d) Rs 70,000 to Rs 90,000	81 76 4 9	47.65 44.71 2.35 5.29
5.	Size of the Family a) 2 to 4 no b) 5 to 7 no	143 27	84.12 15.88
6.	Type of Family a) Nuclear Family b) Joint Family	140 30	82.3 17.7
7.	Educational Qualification a) Upto Bachelor Degree b) Master Degree c) Master Degree and above	110 59 1	64.71 34.71 0.58

4.1.1.3 Occupation

From the table it was found that there was almost an equal distribution of respondents were Government job 30.59 per cent and Business 30.00 per cent.

4.1.1.4 Monthly Income

Monthly income of the family showed that 47.65 per cent of the respondents belonged to income level Less than Rs 30,000.

4.1.1.5 Size of the Family

Out of the total selected respondent majority that is 84.12 per cent were having members 2- 4 and only 15.88 per cent respondent belonged to the 5- 7 number members.

4.1.1.6 Type of Family

Similarly, it was found that 83.35 per cent belonged to nuclear family and about 22.84 per cent were joint family.

4.1.1.6 Educational Qualification

Data pertaining to the educational qualification of the respondents it was observed that 64.71 per cent of them were pursuing Bachelor degree followed by 34.71 per cent of the respondents who were from master degree.

4.2 Information Regarding the packaging material of food items

Foods can be preserved, protected, merchandised, marketed, and distributed using packaging materials. They play a critical role in ensuring that these products reach consumers in a safe, wholesome, and high-quality state. The interaction between the food and the packaging material constantly interacts and contributes to the changes that can occur in these products over time. When choosing the right package for a particular food product, several factors must be taken into account. The packaging material can be rigid or flexible in most cases. Glass and plastic bottles and jars, cans, pottery, wood boxes, drums, tins, plastic pots, and tubes are examples of rigid containers. They provide physical protection to the food inside that flexible packaging does not provide. Flexible packaging is a major group of materials that includes plastic films, papers, foil, some types of vegetable fibres and cloths that can be used to make wrappings, sacks and sealed or unsealed bags.

Glass, wood, metal, plastics, paper, and other flexible packages such as coatings and adhesives are the most common food packaging materials. Each of these packages has its own set of advantages and disadvantages that must be carefully considered by the food processor when making the best decision. Plastic materials are made up of large, organic (carbon-containing) molecules that can be formed into a variety of useful products. They are fluid, moldable, heat sealable, and easy to print, and they can be integrated into production processes where the package is formed, filled, and sealed in the same line (Marsh and Bugusu, 2007). Plastics have a variable permeability to light, gases, vapours, and low molecular weight molecules, which is one of their major drawbacks. Plastics use in packaging has increased globally, with an estimated 280 metric tonnes in use (Paine and Paine, 2012). The packaging industry is the largest user of plastics; more than 90% of flexible packaging is made of plastics, compared to only 17% of rigid packaging.

Table 2. Information regarding the packaging material of food items

Sl. No.	Food Items	Aluminum cane		Laminated carton		Metallic Foil		Glass		Paper		Plastic (pouch, container)		Any other (Tetra pack)	
		F	%	F	%	F	%	F	%	F	%	F	%	F	%
1	Snacks (Biscuits, chips etc)	0	0.00		0.00	0	0.00	0	0.00	17	10.00	153	90.000	0	0.00
2	Milk products (Butter, Ice-cream, milk etc)	10	5.88	0	0.00	0	0.00	0	0.00	0	0.00	96	56.47	64	37.64
3	Beverages (water, juice, soft drinks, etc)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	142	83.52	28	16.47
4	Oil products(musterd oil, refine,etc)	0	0.00	0	-0.00	0	0.00	0	0.00	0	0.00	145	85.29	25	14.70
5	Processed food products (jam, pickles etc)	0	0.00	0	0.00	0	0.00	36	21.17	0	0.00	134	78.82	0	0.00
6	Spices and Condiments (garlic paste spices powder etc)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	170	100.00	0	0.00
7	Dry Fruits (almonds,nutsetc)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	170	100.00	0	0.00
8	Pulse (maida, besan, dal)etc.	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	170	100.00	0	0.00
9.	Frozen food	0	0.00	0	0.00	0	0.00	0.00	0.00	36	21.170	134	78.82	0	0.00

It was seen that among all the packaging material plastics are used mostly in all the food products. It is used cent per cent in pulse and Dry fruits. Snacks items (90%) Milk products (56.47%) and oil products (85.9%). Plastics are the most commonly used packaging material in processed foods (78.2%) and frozen foods (78.8%).

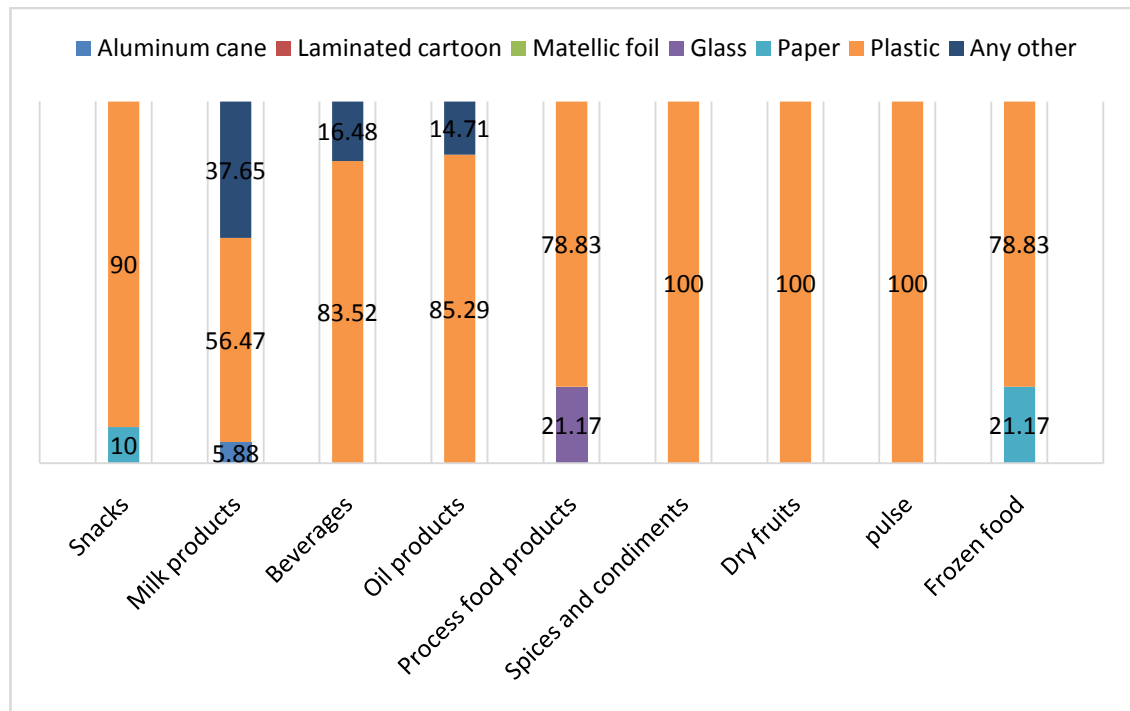


Fig. 4.1. Information on commonly used packaging material in food items

From the fig also it is clear that the most commonly used packaging material is the plastics in food packaging. It can be supported by study done by Marsh and Bugusu (2007) that material commonly used in food packaging are not limited to glass, metals, paperboards and plastics.

Hollywood *et al.* (2013) revealed from his study on packaging materials of milk that consumers preferred milk, packed ion plastic container than that of the cardboard and glass packaging. It is in conformity with the study which stated the use of plastics in packaging has increased worldwide with an estimate at 280 metric tonnes (Paine and Paine, 2012). The packaging industry is the largest user of plastics; more than 90% of flexible packaging is made of plastics, compared to only 17% of rigid packaging. Barrier resins are generally being employed for plastic containers by modifications to improve product protection and make them more cost effective.

4.3 Functions of Packaging:

Packaging's primary purpose is to protect products from deterioration, spillage, spoilage, and evaporation while in transit from the manufacturer to the consumer. By keeping the contents clean and undisturbed, it improves product use and convenience. It facilitates brand recognition. It makes product handling and display in supermarkets easier and safer.

Table 3. Functions of Packaging

Sl. No	Functions	YES		NO	
		Frequency	Percentage	Frequency	Percentage
1.	It is an advertising Media	170	100	-	-
2.	It encourages repurchase	158	89.4	18	10.6
3.	It facilitates retailer function	162	95.3	8	4.7
4.	It creates product image and individuality	165	97.1	5	2.9
5.	It enables easy display	165	97.1	5	2.9
6.	It protects the contents	157	92.4	13	7.6
7.	It facilitates easy storage and transportation	165	97.1	5	2.9
8.	It becomes easy to identify the product	148	87.1	22	12.9
9.	It helps memory and recognition	149	90.3	16	9.7
10.	It provides convenience, economy adjustability etc.	143	84.1	27	15.9

From the Table 3, regarding the functions of packaging it is seen that cent per cent of the respondents reported that the function of packaging is an advertising media. Majority that is 97.1 per cent stated that packaging creates product image, individuality, it enables easy display and it facilitates easy storage and transportation. Ninety-Five per cent of the respondents stated that it facilitates retailer repurchase.

4.4. Buying Behaviour of the consumers

According to Kotler (2008), consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people needs. He also stated that it also tries to assess influences on the consumer from group such as family friends, reference groups, and society in general for example while consumers purchase the shoe, then they go for family decision, comfort, satisfaction, price and quality. In the present study an attempt was made to study the buying behaviour to understand the impact of packaging in the buying behaviour of the consumers.

4.4.1 Place of buying.

Table 4. Place of Buying

Place of Buying	Frequency	Percentage
Departmental store	38	22.35
Shopping mall	14	8.23
Local store	118	69.41

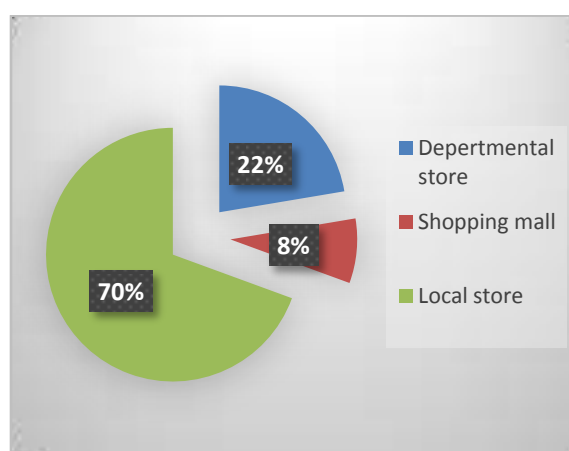


Fig. 4.2. Place of Buying

The Fig. 4.2 shows that the respondent prefer to buy food products and most of the respondent that is 69.41 per cent prefer to buy from the local store followed by 22.35 per cent of the respondent preferring departmental store and only 8.23 per cent people buy products from the shopping mall. It can be supported by study done by Baruah (2009) on Buying habits of Women Consumers in Jorhat were most of the respondents preferred to buy groceries, from the retail shops and about 35.83 per cent proffered to buy from a nearby store.

According to Morthy (2010), most consumers prefer to meet their food consumption needs at nearby marketplaces. The majority of grocery food items are purchased from nearby grocery stores in residential areas. The supermarket culture is rapidly emerging, owing to rapid changes in consumer preferences toward convenient purchasing. These supermarkets provide conveniently packaged food with pick-and-place options. Approximately 10% of those polled prefer to shop for groceries in supermarkets. Food purchasing is distance sensitive (Table II), and the majority of respondents want food products available within a one-kilometer radius.

4.4.2 Frequency of Purchase.

Table 5. Frequency of Purchase

Frequency of purchase	Frequency	Percentage
Once in Month	17	10.00
Twice a month	9	5.29
Once a week	41	24.12
Twice a week	40	23.53
As per need	63	37.06

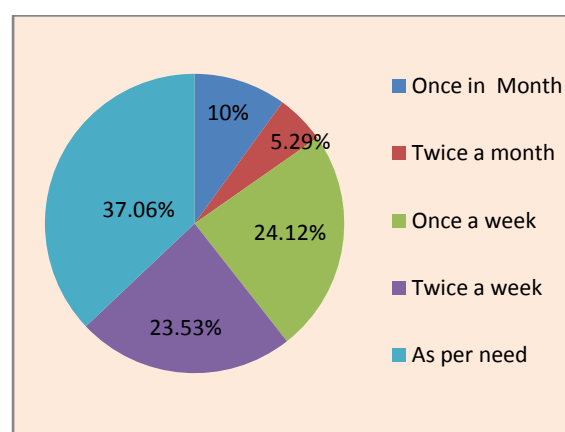


Fig. 4.3. Frequency of purchase

From the Table 5 and Fig. 4.3, frequency of purchase it is seen that 37.06 per cent respondents stated that they purchase the food items as per their need and almost equal per cent 24.12 per cent and 23.53 per cent purchase once a week and twice a week. It may be because food consumption is a done in daily basis so even if we plan our purchase but still we purchase as an when the food gets exhausted and there is a need.

Similarly, according to Ali and Kapoor (2021), males prefer to buy groceries once a month, while some female respondents prefer to buy groceries weekly. Male respondents, on the other hand, are more likely to travel a greater distance for grocery shopping, whereas female respondents prefer a local market.

4.4.3 Reasons considered while purchasing food items from a particular store

Table 6. Reasons considered for purchasing from a particular store

Reason	Frequency	Percentage
Discount	15	8.82
Variety	33	19.41
Service	28	16.47
Proximity	18	10.59
Ambience	0	0.00
Availability	76	44.71

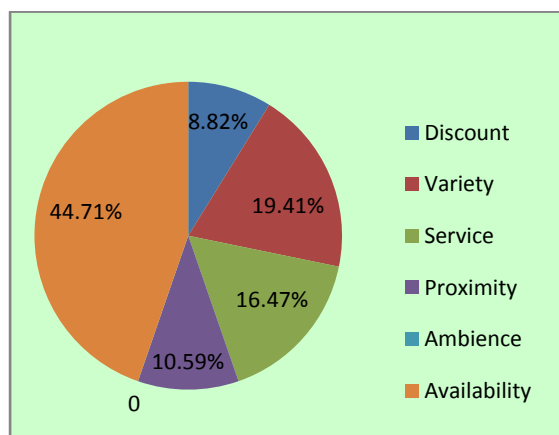


Fig. 4.4. Reasons considered for purchasing from a particular store

Thus the Table 6 and Fig. 4.4 shows that 44.71 per cent women stated that they preferred a particular shop to buy the required food items. They are least bothered about the ambience of the proffered shop. Due to change in the women role that is unlike previously women are employed they are independent and most of the women are working so they prefer to buy food items available in one place instead of going to variety of shops especially to buy food items they mostly prefer one stop centre. That is a shop where all the things are available due to lack of time. According to a survey by Nielsen (2020) product availability, range and a convenient location were found to be the key influential factors for consumers choosing where to buy their groceries.

4.4.4 Buying Behaviour of The Respondents

Consumers go through 5 stages in deciding to purchase any goods or services.

5 Stages of the consumer decision process (buyer decision process) are;

1. Problem Recognition or Need Recognition.
2. Information Search.
3. Evaluation of Alternatives.
4. Purchase Decision.
5. Post-Purchase Evaluation.

The first step of the buyer decision process is the need recognition stage. Here the consumer recognizes a need or problem and feels a difference between the actual state and some desired state. They try to find goods to satisfy such needs.

This leads to the second stage of searching for information about the product. The consumer tries to find out as much as possible about the product's available brands.

At the Third stage, the consumer uses the information to evaluate alternative brands.

After that, the buyer makes the purchase decision at the fourth stage by selecting the most suitable product. The fifth stage is the post-purchase evaluation, and it is the most important one. Depending on the level of satisfaction or dissatisfaction, the consumer will become a loyal customer or actively avoid the brand and tells others to do so via online reviews and word of mouth.

When we purchase something from the market the first thing we think about is how to carry it to our home. So among all the buying habits the respondents ranked 1 to the statement Look for the convenient/carriable packaging while purchasing food items. Accordingly Buy products with all printed information about the product was Ranked II Consumers can use printed information to help them make more informed decisions and purchases. Consumers consider printed information when making a purchase decision because it is one of the most visible aspects of a product (Deliya and Munyarazdi, 2012). One of the functions of packaging is to communicate product information to consumers, which can help them make informed decisions. Food labelling is an example of such important information. The importance of labelling has been highlighted by the trend toward healthier eating, which allows consumers to carefully consider alternatives and make informed food choices (Hingley, 2007). The layout of a package is crucial for the presentation of information. Statement Prefer purchasing refill packages was ranked III by the respondents. Purchase those products whose packaging are more attractive than others was ranked IV and Type of opening of food packaging influences my purchase decision was ranked V.

Table 7. Buying Behaviour of The Respondents

Sl. No.	Statements	Always (3)		Sometimes (2)		Never (1)		Wt.scr	Mean score	Rank
		(f)	(%)	(f)	(%)	(f)	(%)			
1.	Purchase those products whose packaging are more attractive than others	111	65.29	38	22.35	21	12.36	430	2.52	IV
2.	Purchase the sustainable/biodegradable packaging	85	50.0	61	35.88	24	14.12	401	2.35	VI
3.	Look for the convenient/carriable packaging while purchasing food items	143	84.12	27	15.88	0	0.00	483	2.841	I
4.	Prefer purchasing refill packages	89	52.35	76	44.71	5	2.94	433	2.54	III
5.	Safety of food product packaging influences my purchase decision	68	40	57	33.52	45	26.48	363	2.13	XIII
6.	Buy products with all printed information about the product	118	69.41	43	25.29	9	5.3	449	2.641	II
7.	Look for the size and shape of the packaged products	66	38.82	83	48.82	21	12.36	385	2.264	VIII
8.	Language used in packaging which is easily interpreted is more preferred	70	41.18	49	28.82	51	30	359	2.11	XIV
9	Food packaging that shows that the products are enriched with quality influences my purchase decision	78	45.88	48	28.23	44	25.89	374	2.2	IX
10.	Packaging sometimes misleads buyer	41	24.17	94	55.29	35	20.54	346	2.035	XVI
11.	Type of opening of food packaging influences my purchase decision	88	51.76	56	32.94	26	15.3	402	2.364	V
12.	Prefer those packaging with good and clear quality marks	85	50	55	32.35	30	17.65	395	2.323	VII
13.	Buying small sample packets before buying the products	15	8.82	76	44.70	79	46.48	276	1.623	XVII
14.	Checking all the information of the packaged products	85	50	37	21.76	48	28.24	377	2.21	X
15.	Attractive packaging influences the purchase decision.	72	42.35	53	31.18	45	26.47	367	2.15	XII
16.	Trying out food products with newer packing technology	63	37.05	58	34.11	49	28.84	354	2.082	XV
17.	Buying a particular brand of product because of package satisfaction	77	45.29	52	30.58	41	24.13	376	2.21	XI

It is backed up by Singh's (2018) research into the relationship between packaging and purchasing behaviour. The colour of the packaging helps consumers distinguish their favourite brand from competitors', as well as companies capture the attention and interest of customers. As a result, the marketing offer's colour and other packaging elements make it more appealing and distinct from other products.

4.5. Elements of packaging

The relationship between the dependent and independent variables is the focus of the research. In a comparative study, the distinction between dependent and independent variables is crucial. In a comparative study, the dependent variable is the one we want to predict, and the independent variables are the ones that are used to predict the dependent variable.

Packaging: Packaging can be defined quite simply as an extrinsic element of the product (Olson and Jacoby, 1972) - an attribute that is related to the product but does not form part of the physical product itself. "Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used" (Arens, 1996).

Independent Variable

1. Packaging color
2. Background Image
3. Packaging Material
4. Font Style
5. Design of wrapper
6. Printed Information
7. Innovation

Dependent Variable

Consumer Buying Behavior

Packaging color: Color plays an important role in a consumer decision making process, colors have psychological effect on the moods of the consumers. .

Background-image: It includes product typography affect the brand identity and personality due to visual elements, including brand logo(s), colors, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations.

Packaging Material: Any material used specially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging are more preferred by the consumers than low-quality Packaging.

Font Style: The font style of Packaging grabs customer attraction. The readability of the font style is an important characteristic for decision making .

Design of wrapper: The overall design also plays a vital role in attracting the consume

Printed Information: Container or wrapper of the product serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion. The labels on packages are important components of the overall marketing mix and can support advertising claims, establish brand identity, enhance name recognition, and optimize shelf space allocations.

Innovation: Innovative packaging may actually add value to the product if it meets a consumer need such as portion control, vaccum packaging, aseptic packaging, child-proofing, and non breakability.

Table 8. Importance of elements of packaging:

Sl. No.	Elements	YES		NO	
		Frequency	Percentage	Frequency	Percentage
1.	Packaging Colour	100	58.82	70	41.17
2..	Background image	52	30.58	118	69.41
3.	Packaging Material	120	70.58	50	29.41
4.	Font Style	98	57.64	72	42.35
5.	Design of wrapper	89	52.35	81	47.64
6.	Printed Information	98	57.64	72	42.35
7.	Innovation	69	40.58	101	59.41
8	Font Size	95	55.88	75	44.11

According to the Table 8, packaging material is an important element for 70.58 per cent of respondents. Color is an important element of packaging, according to 58.82 per cent of respondents, and font style and printed information is an important element of packaging, according to 57.64 percent. According to a study by Zekiri and Hasani (2018), effect of consumer buying behaviour through the role and impact of packaging element, packaging elements are a good characteristic of marketing communications because consumers place a high value on the elements embodied on the package.

Color on packaging aids consumers in distinguishing their preferred brands, while colour on packaging aids companies in attracting consumers' attention and interest. As a result, colour provides more eye-catching and appealing characteristics while also distinguishing it from other products. Consumers value product labels because they can learn more about the product, including its origin, content, and intended use. The information on the label also aids companies in marketing their products.

Packaging colour combination attracts attention (46 per cent), is easy to remember (47 percent), evokes a mood (49 percent), and distinguishes products (47 per cent) (48 per cent). Consumers find the font on the package appealing (47 per cent) and readable from a distance (43 per cent). According to H Yas 2018, a picture on packaging draws attention (46 per cent), triggers purchase (46 per cent), and makes it easy to remember the product (50 per cent).

Different consumers' feelings, emotions, and behaviours are elicited by different package colours (Mutsikiwa *et al.*, 2013; White and White, 2006). They have the power to leave an indelible mark on a product or brand. Colors are used to draw attention to a product and to elicit a positive or negative reaction to it. Colors communicate, reflect, and exhibit certain brand features and intangible attributes, according to Asadhollahi and Givee (2007). They send out specific messages about the brands, which each have their own unique identity. The colours used in the packaging are identical to the product's actual colours.

Table 9. Importance of packaging elements : Packaging Colour

Packaging colour	Always (3)		Sometimes (2)		Never (1)	
	(f)	(%)	(f)	(%)	(f)	(%)
The color of the package or the cover of the commodity attracts the attention towards it.	48	28.23	113	66.48	9	5.29
The appetizing picture quality of the product influences the purchase decision.	41	24.11	114	67.05	15	8.84
The colour combination that can easily be remembered influences the purchase decision	75	44.12	90	52.94	5	2.94
Changing colors of the packages is something essential and motivates one to buy the product	112	65.88	45	26.47	13	7.64
The colour combinations that makes the product stand out among other competitive products influences the purchase decision	66	38.82	88	51.76	16	9.41
Bold and colourful colour is more preferred.	58	34.11	104	61.19	8	4.7
Some colour evoke certain emotions like						
a) warmth	98	57.65	58	34.12	14	8.23
b) coolness	109	64.11	45	26.47	16	9.42
c) intimacy	101	59.41	56	32.94	13	7.64
d) dignity	63	37.06	89	52.36	18	10.58

From the Table 9, on importance of packaging element colour it is seen that 28.23 percent always reported that the colour of the package attracts the attention of the consumers, 34.11 percent always reported that bold and colourful colour is more preferred. Around 57.65 percent consumers reported that some colours evoke warmth always. 64.11 percent always stated that it evoked coolness. 59.41 percent reported that intimacy was always evoked in colours. Sixty five per cent always stated that changing colours is something essential. Thus from the table it could be concluded that colours play an important role in the packets which influences the buying behaviour.

The Background Image denotes the background image for an element. When background image is not used one should also specify a background color property that will be used instead of image. Background image is seen on top of the

background color. Thus, in any transparent areas of the image, the background color will be visible.

Table 10. Importance of packaging elements : Background Image

Background Images	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Beautiful backgrounds attracts your attention.	90	52.94	75	44.11	5	2.95
Contrasting colour background is more attractive than others.	90	52.94	67	39.41	13	7.64
Bright florescent background is more attractive than the neutral colours.	108	63.52	45	26.47	17	10
Background colour act as silent salesmanship	72	42.35	94	55.29	4	2.36
It acts as persuasive salesmanship.	119	70	48	28.23	3	1.76

From the Table 10, it is seen that 52.94 per cent always stated that beautiful background colour always attracts consumers attention. And contrasting colour background is more attractive than others. Seventy per cent of the respondents always stated that background image acts as persuasive salesmanship.

PACKAGING MATERIAL

Packaging material used to protect something- packing, wadding. Consumer can be influenced by the Packaging material. High quality Packaging attract consumer then low quality Packaging. Firstly natural materials are used like Baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Processed materials were used subsequently for example, early glass and bronze vessels. The study of old packages is an important aspect of archaeology. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiber board boxes were first introduced in the late 19th century. Bakelite closures on bottles, transparent cellophane over wraps and panels on cartons, increased processing efficiency, and improved food safety were among the early twentieth-century packaging innovations. As new materials were developed, such as aluminium and various types of plastic, they were incorporated into packages to improve performance and functionality. As a result, the packaging material has a strong influence on purchasing behaviour.

Table 11. Importance of packaging elements : Packaging Material

Packaging Material	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Packaging material which are light in weight is more preferred.	86	50.58	64	37.64	20	11.76
Packaging material should be easily carriable	135	79.41	20	11.76	15	8.82
Draws your attention to quality of the material while purchasing	104	61.17	52	30.58	14	8.23
Draws your attention to the product which are of biodegradable materials.	99	58.23	63	37.05	8	4.72
You will buy a product whose packaging material can be reused	46	27.05	86	50.58	38	22.37
The packaging material protects the product is more preferred.	141	82.94	29	17.06	-	-
Packaging material stores the product properly are highly accepted.	110	64.70	54	31.76	6	3.54
Packaging material keeps the product hygiene and fresh is more preferable.	129	75.88	41	24.11	-	-
Affordable packaging material for each food to be consumed is more preferable.	112	65.88	42	24.70	16	9.42
You discourage the plastic packaging material	85	50	85	50	-	-

From the Table it is seen that 50.58 per cent reported always that packaging material which are light in weight are more preferred, 79.41 per cent always used packaging material which are easily carriable. 82.94 per cent always preferred packaging material which protects the product and almost half of them discouraged plastic material always.

FONT STYLE

Legibility is a critical factor in packets, and it is largely determined by font size and style. The product will not be accepted by the consumers if it is not legible. Consumers prefer font styles that are easy to read without putting too much strain on the eyes. When the font style on the package is readable, consumers can read

the information without straining their eyes, which is the primary driver of purchasing behaviour.

Table 12. Importance of packaging elements : Font style

Font Style	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
A. Font style which are easily readable are more preferable.	131	77.05	39	22.94	-	-
B. Creative font style in package of any product is more preferable.	52	30.58	108	63.52	10	5.88
C. Attractive front style increases the selling of the products.	71	41.76	87	51.17	12	7.05
D. Creative font style in packaging of any product creates confusion in understanding the information it depicts	137	80.58	22	12.94	11	6.48
E. Commonly used font style are more preferable.	87	51.17	71	39.41	12	7.05
F. Minimum use of different fonts are more encouraging	107	62.94	63	37.05.		

From the Table 12, it is seen that 77.05 per cent always stated that font style which is readable is more preferable. Mostly 80.58 per cent always stated that Creative font style in packaging of any product creates confusion in understanding the information it depicts and 62.94 per cent always stated that minimum use of different fonts are more encouraging. The font style is an important aspect of packaging. It is critical to use appropriate font styles that are easily readable by customers (Mutsikiwa and Marumbwa, 2013). For effective communication, the text on the product is crucial. This communication will only be effective if the appropriate content is used, as well as the appropriate font styles (Mutsikiwa and Marumbwa, 2013). Font styles, followed by colour and shape of product packaging, have the greatest impact on consumer purchase intentions, according to Nayyar (2012). It has been suggested that the font style attracts customers and aids in the decoding of the intended message (Akpyomare *et al.*, 2012).

FONT SIZE

Text information of package acts as the first line of communication during the consumer buying process. The consumers find it difficult to read the label as because the size is too small since the packet tries to accommodate a lot of information.

Table 13. Importance of packaging elements : Font size

Font Size	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
You prefer to purchase products with readable font size	137	80.58	19	11.17	14	8.25
Font size putting a lot of strain on eyes is generally avoided.	100	58.82	63	37.05	7	4.13
Feeling of loosing concentration while reading fails to motivate a consumer to purchase a products.	34	20	121	71.17	15	8.83
People do not prefer to purchase products in which there is needs to use finger while reading the front size	58	34.11	109	64.12	3	1.77
Words written in a packet are skipped due to low visibility are not preferred by the consumer.	96	56.47	66	38.82	8	4.70

The Table shows that 80.58 per cent always prefer to purchase products with readable fonts. Font size putting a lot of strain on eyes is generally avoided always was reported by 58.82 per cent accordingly 56.47 per cent always stated that Words written in a packet are skipped due to low visibility are not preferred by the consumer.

PACKAGING DESIGN: Includes the layout, fonts and colors used on a product. All these aspects of packaging design create a brand image and stimulates consumer purchase intentions (Grossman and Wisenblit, 1999). Consumers while purchasing low involvement products do not spend time in evaluating the attributes of products. Therefore, the package design is more important in low involvement products as compared to high involvement products (Hausman, 2000). As consumers draw inferences about a product on the basis of packaging design, therefore, it must stand out in a display (Grossman and Wisenblit, 1999). Due to time constraints, many consumers purchase products impulsively and their purchasing behavior is influenced by the packaging design (Herrington and Capella, 1995).

Table 14. Importance of packaging elements : Package Design

Packaging Design (Design of packaging graphics shape and size)	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
The graphics on the cover draws attention to the item.	103	60.58	64	37.64	3	1.78
Shape of food packaging influences my purchase decision	126	74.11	44	25.89	-	-
Size of food packaging (i.e. individual packages vs family size) influences my purchase decision.	108	63.52	62	36.47	-	-
Food products that have unique features are more preferred (which stands something different from others)	51	30	108	63.52	11	6.47
The packaging design takes into account the customs and traditions of society is always influencing	61	35.88	100	58.82	9	5.3

From the Table 14, it is seen that 60.58 per cent always stated that “The graphics on the cover draws attention to the item and that always Shape of food packaging influences my purchase” was reported by 74.11 per cent of the respondents. Sixty three per cent of the Consumers always stated that size of the food packaging always influenced their purchase behaviour.

PRINTED INFORMATION

Printed information serves as the product's face because it provides consumers with comprehensive information about the product. Furthermore, printed information is intended to attract customers and encourage them to purchase a product (Silayoi and Speece, 2004; Butkeviciene *et al.*, 2008). When purchasing high-involvement products, consumers have been found to pay more attention to printed information (Kupiec and Revell, 2001). Consumers, on the other hand, tend to pay more attention to visual appeal when purchasing low-involvement products. When purchasing health-related products, consumers also read the printed information on the product (Coulson, 2000). Kupiec and Revell (2011) suggests that it will be more convenient for consumers to compare the ingredients if the printed information of health related products are in the same format.

Table 15. Importance of packaging elements : Printed information

Printed Information	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Printed information in the packaging gives enough information to identify the components of the product.	122	71.76	44	25.88	4	2.35
Evaluation of a product is done according to printed information of the product	114	67.05	56	32.95	-	-
Lot of information is written on the package creates confusion in minds of consumer	82	48.23	80	47.05	8	4.72
Information that communicates the necessary information on Ingredients/composition ,MRP Manufacturing or expiry date are more acceptable	115	67.64	55	32.35	-	-
It gives a clear information about the quality of the product	108	63.52	55	32.35	7	4.13
Information that can be easily interpreted is more preferred	40	23.52	123	72.35	7	4.11

The Table 15 shows that 71.76 per cent always sees Printed information in the packaging gives enough information to identify the components of the product. Sixty seven percent always stated that evaluation of a product is done according to printed information of the product and also stated that Information that communicates the necessary information on Ingredients/composition, MRP Manufacturing or expiry date are more acceptable.

INNOVATION

Different consumers' feelings, emotions, and behaviours are elicited by different package colours (Mutsikiwa *et al.*, 2013; White and White, 2006). They have the ability to leave a lasting impression on the product or brand. Colors are used to draw attention to a product and create a negative or positive attitude toward it.

Different package colours elicit different feelings, emotions, and behaviours in customers (Mutsikiwa *et al.*, 2013; White and White, 2006). They have the power to leave an indelible mark on a product or brand. Colors are used to draw

attention to a product and to elicit a positive or negative reaction to it. Colors communicate, reflect, and exhibit certain brand features and intangible attributes, according to Asadhollahi and Givee (2007). They send out specific messages about the brands, which each have their own unique identity. The colours used in the packaging are identical to the product's actual colours. Packaged technology, according to Silayoi and Speece (2004), plays a significant role and thus constitutes a distinct type of informational element. Deliya and Parmar (2012) believe that if innovative packaging meets a consumer's needs, it increases the value of the goods. Customers are more likely to accept a product if its packaging is well-designed, so product innovation is critical in FMCG product decision-making.

Table 16. Importance of packaging elements : Innovation

Innovation	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Newer techniques are important in packaging	134	78.82	22	12.94	14	8.24
Techniques like refill, bottles or containers are more preferable.	120	70.5	45	26.47	5	2.94
A product is more preferred because of the reusability of its package	107	62.94	56	32.94	7	4.11
Innovative packaging like use of bamboo (zero waste packaging.) are more preferable.	86	50.58	75	44.11	9	5.29
Vacuum packaging provides information for protection of the content	132	77.64	38	22.35	-	-
Sustainable packaging are more preferable	62	36.47	105	61.76	3	1.76

Table shows that 78.82 per cent always stated that newer techniques are important in packaging. 77.64 per cent always stated that vacuum packaging provides information for protection of the content. 70.5 per cent always preferred techniques like refill, bottles or containers.

Relationship between packaging elements and consumer buying behaviour

Table 17. To find the relationship between packaging elements and consumer buying behaviour

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	528.547	8	66.068	55.825	.000
	Residual	190.541	161	1.183		
	Total	719.088	169			

Table 17 recorded adjusted R square value of 0.722 indicating that packaging elements on packaged product, packaging colour, package size and shape and packaging material explains 72.2 per cent of the variations in consumer buying behaviour. The F-statistics value of 55.825 with a probability value of 0.000 in table 4.3. indicates that the independent variables (packaging elements on packaged product, packaging colour, package size and shape and packaging material) have significant effect on the dependent variable (consumer buying behaviour). This result indicates that printed information on packaged product, packaging colour, package size and shape and packaging material can collectively account for the variations in consumer buying behaviour for the selected beverage in Assam state.

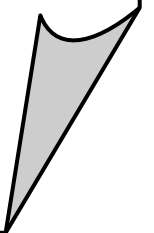
Table 18. Correlations

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Packaging color	.190	.056	.209	3.417	.001
Background Images	-.207	.123	-.113	-1.675	.096
Packaging Material	.119	.052	.164	2.285	.024
Font Style	.149	.078	.134	1.903	.059
packaging Design	.400	.122	.314	3.285	.001
Printed Information,	.055	.079	.037	.695	.488
Innovation	.297	.130	.171	2.280	.024
Font Size	.079	.109	.062	.725	.469

The above table shows that the four independent variables –packaging color, packing material, packaging design and innovation which have significant relation with the dependent variable (Buying behaviour).

But packaging color and packaging design is a highly significant (.001) with the dependent variable and other variables are significant at 5% level.

Summary and Conclusion... ✍



CHAPTER V

SUMMARY AND CONCLUSION

Packaging in today's world is not limited to protection and transportation of the product but is an important marketing tool to boost the sale of the products. Consumers are bombarded with approximately 20,000 products in 30 minutes, and the packaging is the first thing they notice. Packaging serves as a point of differentiation, distinguishing it from a plethora of similar products and influencing consumer decision-making (Wells *et al.*,2007). Packaging is now widely used as a promotional tool, and it is by far the most cost-effective. As a result, in order to capture the market and compete with other brands, manufacturers invest a significant amount of time and money in packaging. Material, shape, size, and colour of packaging are now all considered factors that can influence how customers react to a product. Thus, we see that package has a big role in the market and is the most influential factor in consumer decision making. As a result, in order to maximise the effectiveness of a package in a purchasing environment, package research, including its elements and their impact on consumer purchasing behaviour, has become a critical issue. So, the researches work entitled "Packaging and Consumer Buying Behaviour" is planned with the following objectives:

- To find out the different packaging materials used for food items.
- To find out the impact of packaging on the buying behaviour.
- To see the relationship between packaging elements and consumer buying behaviour.

For the present study a purposive cum random sampling method was adopted for selecting the samples in order to fulfil the objectives of the study. A total of 170 women were chosen at random using the PPS (Probability Proportionate to Sample) method. Pretesting was done to determine the instrument's reliability as well as to check the interview schedule's simplicity, content, and clarity of language. The instrument was given to 20 women who were not randomly selected. It aided the investigator in putting together a schedule for the interviews. An interview schedule was chosen for the

purpose of data collection, and information was gathered through the personal interview method. The data was statistically analysed after the data collection was completed.

MAJOR FINDINGS

- 1) Findings of the investigation showed that about i.e.45.29 per cent belonged to age group 40 to 50 years. Followed by 21.18 per cent belonging to the age group 30 to 40.
- 2) Majority of the respondents that is 70 per cent were married.
- 3) Almost an equal distribution of respondents were having Government job 30.59 per cent and Business 30.00 per cent.
- 4) Monthly income of the family showed that 47.65 per cent of the respondents belonged to income level Less than Rs 30,000.
- 5) Majority of the respondents stated that 84.12 per cent were having members 2-4 and that 83.35 per cent belonged to nuclear family.
- 6) The findings showed that among all the packaging material plastics are used mostly in all the food products. It is used cent per cent in pulse and Dry fruits. Snacks items (90%). Milk products (56.47%) and oil products (85.9%). Plastics are the most commonly used packaging material in processed foods (72%) and frozen foods (78.8%).
- 7) Regarding the functions of packaging, it is seen that cent per cent of the respondents reported that the function of packaging is an advertising media. Majority that is 97.1 per cent stated that packaging creates product image, individuality, it enables easy display and it facilitates easy storage and transportation. Ninety-Five per cent of the respondents stated that it facilitates retailer repurchase.
- 8) Respondent prefer to buy food products and most of the respondent that is 69.41 per cent prefer to buy from the local store followed by 22.35 per cent of the respondent preferring departmental store and only 8.23 per cent people buy products from the shopping mall.
- 9) Thirty-seven per cent respondents stated that they purchase the food items as per their need and almost equal per cent 24.12 per cent and 23.53 per cent purchase once a week and twice a week.

- 10) Forty-four per cent women stated that they preferred a particular shop to buy the required food items. They are least bothered about the ambience of the proffered shop.
- 11) Among all the buying habits the respondents ranked 1 to the statement 'Look for the convenient/carriable packaging while purchasing food items. Accordingly Buy products with all printed information about the product was Ranked II
- 12) Statement Prefer purchasing refill packages was ranked III by the respondents. Purchase those products whose packaging are more attractive than others was ranked IV and Type of opening of food packaging influences my purchase decision was ranked V
- 13) From the Table it is seen that 70.58 per cent stated that packaging material is an important element Around 58.82 per cent of the respondents reported that colour is an important element of packaging and 57.64 per cent stated that Font style and printed information is an important element of packaging.
- 14) On importance of packaging element colour it is seen that 28.23 per cent always reported that the colour of the package attracts the attention of the consumers, 34.11 per cent always reported that bold and colourful colour is more preferred. Around 57.65 per cent consumers reported that some colours evoke warmth always .64.11 per cent always stated that it evoked coolness 59.41 per cent reported that intimacy was always evoked in colours.
- 15) It is seen that 52.94 per cent always stated that beautiful background colour always attracts consumers attention. And contrasting colour background is more attractive than others. Seventy per cent of the respondents always stated that background image acts as persuasive salesmanship.
- 16) From the Table it is seen that 50.58 per cent reported always that packaging material which are light in weight are more preferred, 79.41 per cent always used packaging material which are light in weight. 82.94 per cent always preferred packaging material which protects the product and almost half of them discouraged plastic material always.
- 17) It is seen that 77.05 per cent always stated that font style which is readable is more preferable. Mostly 80.58 per cent always stated that Creative font style in packaging of any product creates confusion in understanding the information it

depicts and 62.94 per cent always stated that minimum use of different fonts are more encouraging.

- 18) Almost 80.58 per cent always prefer to purchase products with readable fonts. Font size putting a lot of strain on eyes is generally avoided always was reported by 58.82 per cent accordingly 56.47 per cent always stated that Words written in a packet are skipped due to low visibility are not preferred by the consumer.
- 19) It is seen that 60.58 per cent always stated that the graphics on the cover draws attention to the item and that always Shape of food packaging influences my purchase was reported by 74.11 per cent of the respondents. Sixty-three per cent of the Consumers always stated that size of the food packaging always influenced their purchase behaviour.
- 20) Around 71.76 per cent always sees Printed information in the packaging gives enough information to identify the components of the product. Sixty seven percent always stated that evaluation of a product is done according to printed information of the product and also stated that Information that communicates the necessary information on Ingredients/composition, MRP Manufacturing or expiry date are more acceptable.
- 21) It is seen that 78.82 per cent always stated that newer techniques are important in packaging. 77.64 per cent always stated that vacuum packaging provides information for protection of the content. 70.5 per cent always preferred techniques like refill, bottles or containers.
- 22) Findings shows that the four independent variables –packaging color, packing material, packaging design and innovation which have significant relation with the dependent variable. But packaging color and packaging design is a highly significant (.001) with the dependent variable and other variables are significant at 5% level.

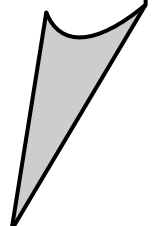
According to the findings of this study, packaging and its components play an important role in product purchase decisions. Packaging colour, packaging material, packaging design, and innovation are among the elements that have a significant impact on purchasing behaviour. As a result, marketers can emphasise these elements in order to compete with their competitors and increase product sales in the market. It is the package that is the first thing the consumer notices about a product so

the whole of selling strategy lies in the elements of the package and cheapest source of promotional technique that a seller can use to sell a product, and it is the only reason for consumers' impulsive purchases.

RECOMMENDATIONS

- Future research could focus on the impact of packaging on other types of products.
- Each element of packaging can be studied in detail to understand every aspect of the variables throughly.

Bibliography... 



BIBLIOGRAPHY

- Abdul-Ghani, E.; Hyde, K.F. and Marshall, R. (2011). Emic and etic interpretations of engagement with a consumer-to-consumer online auction site. *Journal of Business Research*, **64**(10): 1060-1066.
- Adam, M. A. and Ali, K. (2014). Impact of verbal elements of packaging of packaged milk on consumer buying behaviour. *International Journal of Business and Social Science*, **5** (5): 1.
- Adebisi, S. O. and Akinruwa, T. E. (2019). Effectiveness of product packaging on customer patronage of bournvita in ekiti state. *British Journal of Marketing Studies*, **7** (2): 1-14.
- Ahmad, N. and Kanwal, S. (2021). Packaging elements and their impact on consumer buying behavior in Pakistan. *Indian Journal of Economics and Development*, **9**: 1-11.
- Agariya, A.K. and Singh, D. (2016). SRM index development and validation in Indian automobile sector. *International Journal of Business Performance and Supply Chain Modelling*, **8**(1): 1-26.
- Agariya, A.K. and Tikoria, J. (2017). CRM scale development for enhancing business excellence in the Indian airline sector. *International Journal of Business Excellence*, **12**(4): 537-557.
- Ahmad, N.; Billoo, M. and Lakhan, A. (2012). Effect of product packaging in consumer buying decision. *Journal of Business Strategies*, **6**(2): 1-10.
- Ahmadi, G.; Bahrami, H.R. and Ahani, M. (2013). An investigation of visual components of packaging on food consumer behavior. *Business and Economic Research*, **3**(2): 1.
- Ahmed, N. (2021). Packaging elements and their impact on consumer buying behavior in Pakistan. *Indian Journal of Economics and Development*, **9**: 1-11.
- Ahmed, R. R.; Parmar, V. and Amin, M. A. (2014). Impact of product packaging on consumers buying behavior. *European Journal of Scientific Research*, **122**(2): 145-157.
- Akinruwa, T. E. and Adebisi, S.O. (2019). Effectiveness of product packaging on customer patronage of bournvita in ekiti state. *British Journal of Marketing Studies*, **7** (2): 1-14.

- Amin, M.; Imran, M.; Abbas, N. and Rauf, U. (2015). Impact of the product packaging on the consumer buying behaviour. *Journal of Marketing and Consumer Research*, Vol. **16**.
- Ansari, M. U. A. and Siddiqui, D. A. (2019). Packaging features and consumer buying behavior towards packaged food items. *Global scientific journals: vol. 7*.
- Arens, F. W. (1996). Contemporary advertising. USA: Irwin/McGraw-Hill Higher Education.
- Asadollahi, A. and Givee, M. (2011). The role of graphic design in packaging and sales of product in Iran. *Contemporary marketing review*, **1**(5): 30 – 34.
- Ashaduzzaman, M. and Mahbub, F. (2016). Understanding the role of packaging elements on buying detergent powder in Dhaka city: A study on Bangladesh. *Asian Journal of Business Research ISSN*, **6**(1): 2016.
- Aurier, P. and de Lanauze, G. S. (2012). Impacts of perceived brand relationship orientation on attitudinal loyalty: An application to strong brands in the packaged goods sector. *European Journal of Marketing*, **46**(11): 1602–1627.
- Awuy, J. E. N. and Pangemanan, S. S. (2019). The impact of packaging color on consumer decision making case study: pocky stick biscuit. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, **7**(1).
- Azeem, K. (2015). Role of Packaging on consumer buying behavior. Master's Thesis, Superior Group of College, University Campus, Lahore.
- Azzi, A.; Battini, D.; Persona, A. and Sgarbossa, F. (2012). Packaging design: General framework and research agenda. *Packaging Technology and Science*, **25**: 435–456.
- Baruah, M. (2002). Awareness of women consumer regarding food safety in Jorhat town. *Asian Journal of Home Science*, **4**(2).
- Bautista, J. B.; Miles, D. G.; Calpotura, C. A.; Suallo and Mecmack (2019). Impact of Packaging Attributes and Labels to the Buying Behavior of Young Consumers. *International Journal, of Advance Research and Innovative Ideas in Education IJARIE-ISSN(O)-2395-4396*.
- Becker, L.; Van-Rompay, T. J.; Schiff erstein, H. N. and Galetzka, M. (2011). Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations. *Food Quality and Preference*, **22**(1):17-23.

- Bix, L.; Seo, W. and Sundar, R. P. (2013). The effect of colour contrast on consumers' attentive behaviours and perception of fresh produce. *Packaging Technology and Science*, **26**: 96–104.
- Bloch, P. H. (1995). Seeking the ideal form: product design and consumer response. *Journal of Marketing*, **59**: 16-29.
- Borishade, T. T.; Ogunnaike, O.; Dirisu, J. F. and Onochie, P. (2015). Empirical study of packaging and its effect on consumer purchase decision in a food and beverages firm. *European Journal of Business and Social Sciences*, **3**(11): 44-53.
- Budiardjo. H. (2016). The impact of packaging design to purchase behavior through brand trust. *International Journal of Business and Management Invention ISSN*, **5**(1): 2319-8028.
- Butkeviciene, V.; J. Stravinskiene and A. Rutelione (2008). Impact of consumer package communication on consumer decision making process. *Inzinerine Ekonomika-Engineering Economics*, **1**: 57-65.
- Chukwu, B. A. and Enudu, T. O. (2018). The impact of product packaging on consumers' purchasing behavior in benin metropolis, edo state, nigeria. *International Journal of Economics, Commerce and Management*, United Kingdom Vol. VI, Issue 4.
- Chukwu, B. A. T. (2018). The impact of product packaging on consumers' purchasing behavior in benin metropolis, edo state, nigeria. United Kingdom. *International Journal of Economics, Commerce and Management United Kingdom*, **6**.
- Deliya, M. M. M. and Pramara M. B. J. (2012). Role of Packaging on Consumer Buying Behavior- Patan District. *Global Journal of Management and Business Research*, **12**(10): 48-68.
- Desai, M. A. S.; Qureshi, M. F. and Fazal, S. (2019) *Impact of Packaging on Consumer Buying Behavior: A Study made on Millennials of Karachi*. *Journal of Business Studies*, **15**(2).
- Dobson, P. and Yadav, A. (2012). Packaging in a market economy: The economic and commercial role of packaging communication. Norwich Business School, (June). DOI:10.1108/EJM-12-2012-0733.
- Fadzil, A. S. A.; Zaki, N. A. S. A.; Nasir, S. J. A. and Sukery, M. H. (2015). Product packaging and consumers' buying decision: A Case Study in Company A, *Proceeding: 1st International Conference on Business & Tourism (ICBT 2015)* 14-15 September 2015, pp: 29-34.

- Funk, D. and Oly Ndubisi, N. (2006). Colour and product choice: a study of gender roles. *Management Research News*, **29** (1/2): 41-52.
- Ghosh, B. (2016). Impact of Packaging on Consumers' Buying Behaviour: A Case Study of Mother Dairy, Kolkata. *KIIT Journal of Management*. Vol-**12**(1).
- Grossman, R. P. and Wisenblit, J. Z. (1999). What we know about consumers' color choices. *Journal of Marketing Practice: Applied Marketing Science*, **5** (3): 78-88.
- Hannele, K. H. T. (2010). Exploring consumers' product-specific color meanings. *An International Journal*, **13**(3): 287 - 308.
- Hernández, L. P. (2011). Cognitive tools for successful branding. *Applied Linguistics*, **32**(4): 369–388.
- Hess, J. S.; Singh, J.; Metcalf, L. E. and Danes, J. (2011). The Impact of Consumer Product Package Quality on Consumption Satisfaction, Brand Perceptions, Consumer Investment and Behavior. *Journal of Applied Packaging Research*.
- Hmad, N.; Billoo, M. and Lakhan, A. (2012). Effect of Product Packaging in Consumer Buying Decision.
- Hollywood, L.; Wells, L.; Armstrong, G. and Farley, H. (2013). Thinking outside the carton: attitudes towards milk packaging. *British Food Journal*, **115**(6): 899- 912.
- Husnain, M. and Waheed Akhtar, M. (2016). Impact of Branding on Impulse Buying Behavior: Evidence from FMCG's Sector Pakistan, **7**(1).
- Ifeoma, S. and Ndulue. (2020). Product Packaging And Consumer Buying Behavior Of Selected Beverage Products In Anambra State. *International Journal of Business & Law Research*, **8**(1): 12-21.
- Javed, S. A. and Javed, S. (2015). The impact of product's packaging color on customers' buying preferences under time pressure. *Marketing and Branding Research*, **2**(1): 4-14.
- Jerry C. Olson and Jacob Jacoby (1972). "Cue Utilization in the Quality Perception Process", in SV - Proceedings of the Third Annual Conference of the Association for Consumer Research, eds. M. Venkatesan, Chicago, IL : Association for Consumer Research, Pages: 167-179.
- Karedza, G. and Sikwila, M. (2017). The Impact of Packaging Designs on Consumer Buying Behaviour of FMCG during the Hyperinflationary and After the Dollarisation Era in Zimbabwe. *Asian Journal of Social and Management Studies*, **4**(1): 20-30.

- Kauppinen-Räsänen, H. (2014). Strategic use of colour in brand packaging. *Packaging Technology and Science*, **27**: 663– 676.
- Keller, K. L. (2008). Choosing Brand Elements to build Brand Equity. In *Strategic Brand Management* (3rd ed., pp. 187-196). Delhi: Dorling Kindersley.
- Khan, S. K. (2016). Impact of Labeling and Packaging on Consumer Buying Behavior. *Journal of marketing and consumer Research*, vol. **9**.
- Khan, S.K., Rehman. F. and Rashid, F. S. K. (2016). Impact of Labeling and Packaging on Consumer Buying Behavior. *Journal of Marketing and Consumer Research*, Vol. **19**.
- Khuong, M. N. and Hong T. M. (2016). The Impact of Product Packaging Design on Consumer Repurchase Intention — A Study of Vina Milk, Vietnam. *International Journal of Innovation, Management and Technology*, **7**(5).
- Khuong, M. N. and Tran, N. T. H. (2018). The Impacts of Product Packaging Elements on Brand Image and Purchase Intention - An Empirical Study of Phuc Long's Packaged Tea Products. *International Journal of Trade, Economics and Finance*, **9**(1).
- Kotler, P. and Armstrong, G. (2008). *Principles of Marketing*. 12th ed. New Jersey: Prentice Hall.
- Kotler, P.; Wong. V.; Saunders, J. and Armstrong, G. (2005) *Principles of Marketing*, 4th European edition, Pearson Education Limited.
- Kotler, Ph. (2004). *Marketing management*, 9th ed. Upper Saddle River: Prentice-Hall.
- Kuvykaite, R.; Dovaliene, A. and Navickiene, L. (2009). Impact of package elements on consumer's purchase decision. *Economics and management*, **14**: 441-447.
- Kwaku, A. R. and Fan, Q. B. (2020). Effect of Good Product Design and Packaging on Market Value and the Performance of Agricultural Products in the Ghanaian Market. *Open Access Library Journal*, **7**: 6714.
- Lomayani, J. (2021). The role of packaging among the small-scale entrepreneurs in consumer buying behavior in Arusha City. *British Journal of Marketing Studies*, **9**(3): 1-12.
- Lu, L. (2008). *Packaging as a strategic tool* University of Halmstad school of Business and Engineering.
- Mazhar, M.; Daud, S.; Arz Bhutto, S. and Mubin, M. (2015). Impact of Product Packaging on Consumers Buying Behavior. *Journal of Marketing and Consumer Research*, **16**.

- Moorthy, J.; Kapoor, S. and Ali, J. (2010). Buying behaviour of consumers for food products in an emerging economy. *British Food Journal*, **112**(2): 109-124.
- Mousavi, S. A. and Jahromi, M. M. (2014). Examining the relationship between packaging and consumer buying behaviour (Case study: Comparison of Pasteurized 1.5l Milk of Brands Roozaneh and Mihaan). *Indian Journal of Fundamental and Applied Life Sciences*. **4**(1): 1038-1044.
- Mutsikiwa, M. and Marumbwa, J. (2013). The impact of aesthetics package design elements on consumer purchase decisions: a case of locally produced dairy products in Southern Zimbabwe. *IOSR J. Bus. Manag*, **8**: 64-71.
- Mutsikiwa, M; Basera, C. H and Dhliwayo, K. (2012). A comparative study on the impact of ambient factors on patronage: A case of three Fast Foods Retail Brands in Masvingo, Zimbabwe. *Researchers World*, **4**(1): 24.
- Nartea (2019). Impact of Packaging Attributes and Labels to the Buying Behavior of Young Consumers. *International Journal, of Advance Research and Innovative Ideas in Education*, **5**(6).
- Ndulue, S. I. (2020). Product Packaging and Consumer Buying Behavior of Selected Beverage Products in Anambra State. *International Journal of Business & Law Research*, **8**(1): 12-21.
- Nilsson, J. and Öström, T. (2005). Packaging as a brand communication vehicle.
- Oaya, C. Z. T.; Newman, O. and Ezie, O. (2017). Impact of Packaging on Consumer Buying Behavior in Nasarawa State. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*, **36**(4): 28-46.
- Orth *et al.* (2007). Formation of Consumer Price Expectation based on Package Design: Attractive and Quality Routes. *Journal of Marketing Theory and Practice*, **18**(1).
- Orth, U. R., Campana, D. and Malkewitz, K. (2010). Formation of consumer price expectation based on package design: Attractive and quality routes. *Journal of Marketing Theory and Practice*, **18**(1): 23-40.
- Ostli, J. and Grundvag, G. S. (2017). Consumer evaluation of unbranded and unlabelled food products the case of bacalhau. *European Journal of Marketing*, **43**(1/2): 213-228.
- Paine, F. A. and Paine, H. Y. (2012). A handbook of food packaging. Springer Science & Business Media.
- Pandey, V. K. and Mohd, F. (2018). Product Packaging: A Consumer's Perspective. *International Journal of Creative Research Thoughts (IJCRT)*, **6**(1).

- Pohtam, J. R. (2016). Impact of Packaging on Consumer Buying Behaviour. *Journal of management in practice*, **1**(1).
- Porter, G. (1999). Cultural forces and commercial constraints: Designing packaging in the twentieth-century United States. *Journal of Design History*, **12**(1): 25-43.
- Pradhan, B. B. (2020). A Study on the Impact of Packaging and Buying Intention. *International journal of scientific & technology research*, **9**.
- Purwaningsih, I.; Surachman, S.; Pratikto, P. and Santoso, I. (2019). Influence of Packaging Element on Beverage Product Marketing. *International Review of Management and Marketing*, **9**(6): 205-210.
- Raheem, A. R.; Vishnu, P. A. R. M. A. R. and Ahmed, A. M. (2014). Impact of product packaging on consumer's buying behavior. *European journal of scientific research*, **122**(2): 125-134.
- Rettie, R. and Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product & Brand Management*, **9**(1): 56-70.
- Rex, J.; Wai, S. and Lobo, A. (2003). An exploratory study into the impact of color and packaging as stimuli in the decision making process for a low involvement non-durable product, faculty of business and enterprise, Swinburne University of Technology.
- Rizwan, R. A.; Parmar, V. and Ahmed, A. A. (2014). Impact of Product Packaging on Consumer's Buying Behavior. *European Journal of Scientific Research*, **120**(2): 145-157.
- Rundh, B. (2005). The multi-faceted dimension of packaging. *British Food Journal*, **107**(9): 670-684.
- Rundh, B. (2009). Packaging design: creating competitive advantage with product packaging. *British Food Journal*, **111**(9): 988–1002.
- Rundh, B. (2013). Linking Packaging to Marketing: how packaging is influencing the marketing strategy. *British Food Journal*, **115**: 1547-1563.
- Saufika, N. F. (2020). *The Effect of Packaging Elements Towards Consumer Perception of Usability of Product Packaging (Food and Beverage Product)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Shafiq, R., Raza, I. and Zia-ur-Rehman, M. (2011). Analysis of the factors affecting customers purchase intention: The mediating role of perceived value. *African Journal of Business Management*, **5**(26):10577-10585.

- Shridhar, R. and Shrivastava, R. (2018). Role of Packaging on Consumer Buying Behaviors. *Asian Journal of Management*, **9**(1), 733-740.
- Silayoi, P. and Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, **106**(8): 607-628.
- Silayoi, P. and Speece, M. (2007). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, **41**(11/12):1495-1517.
- Sims, C. and Trott, P. (2014). Conceptualising the management of packaging within new product development. *European Journal of Marketing*, **48**(11/12): 2009-2032.
- Singh, S. (2006). Current research development: Impact of color on marketing. *Management Decision*, **44**(6): 783–789.
- Szolnoki, G.; Herrmann, R. and Hoffmann, D. (2010). Origin, Grape Variety or Packaging? Analyzing the Buying Decision for Wine with a Conjoint Experiment. *American Association of Economics*, **2**: 1-17.
- Tinonetsana, F. and Penceliah, D. (2017). The Influence of Packaging Elements on Buying Behaviour for Convenience Goods amongst Customers. *Journal of Economics and Behavioral Studies*, **9**(5): 200-208.
- Ulrich, R. O.; Campana, D. and Malkewitz, K. (2010). Formation of consumer price expectation based on package design: Attractive and quality routes. *J. Market.Theory Pract.*, **18**(1): 23-40.
- Underwood, R. L. (2003). The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of marketing theory and practice*, **11**(1): 62-76.
- Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: attentional effects of product imagery. *Journal of Product & Brand Management*, **10**(7): 403-422.
- Verma, M. and Naveen, B. R. (2021). COVID-19 Impact on Buying Behaviour. *Viklama the journal for decision makers*. Vol. 6.
- Verma, M. and Naveen, B. R. (2021). COVID-19 Impact on Buying Behaviour. *Vikalpa*, **46**(1): 27-40.
- Vila, N. and Ampuero, O. (2007). The Role of Packaging in Positioning an Orange Juice. *Journal of Food Products Marketing*, **13**(3): 21-48.

- Wang, E. S. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management*.
- Wells, L. E.; Farley, H. and Armstrong, G. A. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, **35** (9): 677-690.
- White and White (2006), *Advanced Art and Design*, Philip Allan Updates
- Wyrwa, J. and Barska, A. (2017). Packaging as a source of information about food products. *Procedia Engineering*, **182**: 770-779.
- Zekiri, J. and Hasani, V. V. (2015). The role and impact of the packaging effect on consumer buying behaviour. *Ecoforum Journal*, **4**.

Appendix... 

APPENDIX - I

Questionnaire On Packaging and Consumer Buying Behaviour.

1. Name of the respondent :
2. Address :
3. Gender
 - a) Male
 - b) Female
4. Age :
 - a) 18- 20.
 - b) 20 -30.
 - c) 30- 40.
 - d) 40 - 50.
 - e) 50 - 60.
 - f) Above 60
5. Marital status
 - a) Unmarried
 - b) Married
 - c) Widow
 - d) Divorce
 - e) Others
6. Occupation of the family
 - a) Government job
 - b) Business
 - c) Agents & free lance
 - d) Private job
 - e) Private company
 - f) As an agent
 - g) Others

7. Monthly income of the family :

- a) less than 30,000
- b) 30,000- 50000
- c) 50,000- 70000
- d) 70,000- 90000
- d) More then 90,000

8. Size of family

- a) 2-4 member
- b) 5-7members
- c) 8 and above

9. Educational Qualification

- a) Up to Bachelor Degree
- b) Master Degree
- c) Master Degree & Above

PART II

Information Regarding the packaging material of food items:

Sl. No.	Food Items	Aluminum cane	Laminated cartoon	Metallic Foil	Glass	Paper	Plastic (pouch, container)	Any other (Tetra pack)
1	Snacks (Biscuits, chips etc)							
2	Milk products.(Butter, Ice-cream, milk etc)							
3	Beverages(water, juice, soft drinks, etc)							
4	Oil products(musterd oil, refine,etc)							
5	Processed food products(jam, pickles etc)							
6	Spices and Condiments(garlic paste spices powder etc)							
7	Dry Fruits (almonds, nutsetc)							
8	Pulse (maida, besan, dal)etc.							
9.	Frozen food							

Functions of packaging

Sr.No	Reasons	Frequency	Percent
1.	Brand		
2.	Quality		
3.	Habits		
4.	Price		
5.	Dietary Information		
6.	Availability		
7.	Economical		
8.	Design of Packaging.		

1. From where do you buy house hold groceries (food items)?

- a) Nearby Store.
- b) Departmental Store.
- c) Shopping Mall.

- d) Local Store.
- e) Any other

2. How often do you go to grocery store ?

- a) Once a month.
- b) Twice a month
- c) Once a week

- d) Twice a week
- e) As per need

3. Select a reason for making purchase in your preferred grocery store ?

- a) Discount
- b) Variety
- c) Service
- d) Proximity
- e) Ambience
- f) Availability.
- g) Any other

5. Buying Behaviour Of The Respondents

Sl. No.	Statements	Always		Sometimes		Never	
		(3)		(2)		(1)	
		(f)	(%)	(f)	(%)	(f)	(%)
1.	Purchase those products whose packaging are more attractive than others						
2.	Purchase the sustainable/biodegradable packaging						
3.	Look for the convenient/carriable packaging while purchasing food items						
4.	Prefer purchasing refill packages						
5.	Safety of food product packaging influences my purchase decision						
6.	Buy products with all printed information about the product						
7.	Look for the size and shape of the packaged products						
8.	Language used in packaging which is easily interpreted is more preferred						
9.	Food packaging that shows that the products are enriched with quality influences my purchase decision						
10.	Packaging sometimes misleads buyer						

11.	Type of opening of food packaging influences my purchase decision						
12.	Prefer those packaging with good and clear quality marks						
13.	Buying small sample packets before buying the products						
14.	Checking all the information of the packaged products						
15.	Attractive packaging influences the purchase decision.						
16.	Trying out food products with newer packing technology						
17.	Buying a particular brand of product because of package satisfaction						

Importance of elements of packaging

Sr No	Elements	YES		NO	
		f	%	f	%
1.	Packaging Colour				
2..	Background image				
3.	Packaging Material				
4.	Font Style				
5.	Design of wrapper				
6.	Printed Information				
7.	Innovation				
8	Font Size				

IMPORTANCE OF PACKAGING ELEMENTS :

Packaging colour	Always (3)		Sometimes (2)		Never (1)	
	(f)	(%)	(f)	(%)	(f)	(%)
The color of the package or the cover of the commodity attracts the attention towards it.						
The appetizing picture quality of the product influences the purchase decision.						
The colour combination that can easily be remembered influences the purchase decision						
Changing colors of the packages is something essential and motivates one to buy the product						
The colour combinations that makes the product stand out among other competitive products influences the purchase decision						
Bold and colourful colour is more preferred.						
Some colour evoke certain emotions like						
a)warmth						
b) coolness						
c) Intimacy						
d)dignity.						

Background Images	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Beautiful backgrounds attracts your attention.						
Contrasting colour background is more attractive than others.						
Bright florescent background is more attractive than the neutral colours.						
Background colour act as silent salesmanship						
It acts as persuasive salesmanship.						

Packaging Material	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Packaging material which are light in weight is more preferred.						
Packaging material should be easily carriable						
Draws your attention to quality of the material while purchasing						
Draws your attention to the product which are of biodegradable materials.						
You will buy a product whose packaging material can be reused						
The packaging material protects the product is more preferred.						
Packaging material stores the product properly are highly accepted.						
Packaging material keeps the product hygiene and fresh is more preferable.						
Affordable packaging material for each food to be consumed is more preferable.						
You discourage the plastic packaging material						

Font Style	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
A. Font style which are easily readable are more preferable.						
B. Creative font style in package of any product is more preferable.						
C. Attractive front style increases the selling of the products.						
D. Creative font style in packaging of any product creates confusion in understanding the information it depicts						
E. Commonly used font style are more preferable.						
F. Minimum use of different fonts are more encouraging						

Font Size	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
You prefer to purchase products with readable font size						
Font size putting a lot of strain on eyes is generally avoided.						
Feeling of loosing concentration while reading fails to motivate a consumer to purchase a products.						
People do not prefer to purchase products in which there is needs to use finger while reading the front size						
Words written in a packet are skipped due to low visibility are not preferred by the consumer.						

Packaging Design (Design of packaging graphics shape and size)	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
The graphics on the cover draws attention to the item.						
Shape of food packaging influences my purchase decision						
Size of food packaging (i.e. individual packages vs family size) influences my purchase decision.						
Food products that have unique features are more preffered(which stands something different from others)						
The packaging design takes into account the customs and traditions of society is always influencing						

Innovation	Always		Sometimes		Never	
	(f)	(%)	(f)	(%)	(f)	(%)
Newer techniques are important in packaging						
Techniques like refill, bottles or containers are more preferable.						
A product is more preferred because of the reusability of its package						
Innovative packaging like use of bamboo. (zero waste packaging.) are more preferable.						
Vacuum packaging provides information for protection of the content						
Sustainable packaging are more prefereable						