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Dissertation Report on

A Study on Impact of Packaging on Consumer Buying Behaviour

Submitted By

Nirmal Kumar

24/DMBA/153

Under the Guidance of

Dr. Mohit Beniwal

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that Mr. Nirmal Kumar, 24/DMBA/153 has completed and submitted the Major Research Project entitled “A Study on Impact of Packaging on Consumer Buying Behavior” under the guidance of Dr. Mohit Beniwal. Project Report is submitted as one of the partial requirements to complete the MBA program of Delhi School of Management for the academic year 2025–2026.

Dr. Mohit Beniwal

Assistant Professor

Delhi School of Management

Delhi Technological University

DECLARATION

I Nirmal Kumar, Student of MBA programme at Delhi School of Management hereby declare that the Major Research Project entitled "A Study on Impact of Packaging on Consumer Buying Behavior" is an original work done by me as part of the academic requirements of the MBA programme of Delhi Technological University.

The material contained in this report is the result of my own research, analysis and interpretation of the data I gathered throughout the project. All attention has been given to making the information in this report as accurate and authentic as possible.

I also state that any information, references, materials obtained from books, journals, websites and other secondary sources have been cited and referenced appropriately throughout. This is not a report on a project that has been submitted, either in whole or in part, to another institution or university for any degree, diploma or academic qualification.

I acknowledge that the information contained in this report is original and reliable and understand the implications for my academic integrity should there be any variation or misrepresentation.

Signature: _____

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Nirmal Kumar

24/DMBA/153

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I would like to express my gratitude to all those who have helped me and guided me through the completion of my Major Research Project “A Study on Impact of Packaging on Consumer Buying Behavior”. Their encouragement, co-operation and valuable assistance was a great contribution to the successful completion of this study.

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I would also like to thank the Delhi school of management for having provided me with a positive learning environment and all the resources and support to successfully complete this research study. This project was completed in a highly conducive learning environment and with support from Academic Staff.

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Last but not least, I wish to give my heartfelt thanks to my family and friends for their constant encouragement, support and motivation throughout this journey. They believed in me, and that's why I could do this project with a sincere and dedicated mindset.

With Regards,

Nirmal Kumar

24/DMBA/153

Delhi School of Management

Delhi Technological University (DTU)

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Executive Summary

This study focuses on “A Study on Impact of Packaging on Consumer Buying Behaviour” and investigates the various facets of packaging and they affect the consumer preferences and consumer buying behaviour in the market of India. Packaging nowadays is not just a means of protection, rather it is a vital marketing and communication tool in today's competitive business market. The focus of the study is mainly on packaging aspects like design, colour, material quality, labelling and convenience, brand presentation and eco-friendly packaging. The study identifies sustainable packaging practices as one of the key concerns, where with the modernized consumers, they are increasingly becoming environmentally conscious and quality driven.

In the study, there is quantitative and descriptive research design. The primary data was obtained from respondents by sending a structured questionnaire through Google Forms online, with a total of 54 respondents in various occupational categories such as students, working people, and self-employed consumers. Books, research papers, journals, and the internet were used to gather Secondary data on packaging and consumer behaviour. Descriptive and statistical analysis (percentage analysis, chi square test, correlation analysis and multiple linear regression) was applied to the collected data. The results show that packaging has a significant influence on consumer purchasing behavior, particularly packaging design, label information and packaging quality. Advertisers were identified as being linked to superior product quality and brand value with appealing and quality packaging. The study also found that eco-friendly packaging is becoming a growing preference among consumers, as the majority of respondents expressed a preference for sustainable packaging materials. Packaging design was found to be one of the most positive factors affecting purchase decision and impulse buying behaviour. The study also revealed that when the consumer is presented with informative labels it aids them with a more confident purchase. In conclusion, the study underscores the significance of packaging in boosting customer satisfaction, enhancing brand perception, and offering businesses a competitive edge. Thus, the packaging strategies of the companies must be targeted towards fulfilling the expectations of consumers and market trends, thereby making the packaging solutions visually appealing, informative, easy to use and eco-friendly.

CHAPTER 1 - INTRODUCTION

1.1 Background of the Study

Today's business environment is highly competitive and gaining and keeping customers is more difficult than ever. Organizations implement different marketing strategies to sway consumer preferences and purchase decisions in order to achieve competitive advantage. Of these, packaging has proven to be a critical factor which has a significant impact on consumer buying behaviour. In the past, packaging was primarily viewed as a protective barrier for safe storage and transportation of products.

These days consumers are inundated with a whole host of brands and product versions to choose from, and it's hard for companies to break into the crowd. In such cases, packaging is frequently the first product characteristic consumers will consider when choosing a product. Colour, design, shape and label information are used to make products appealing and make a good impression on consumers.

Packaging has several roles in addition to product protection. It conveys vital information including ingredients, quality standards, usage directions, manufacturing information, price and brand identification. The look of the packaging is often linked to the product itself and its quality and reliability. This has led companies to invest a significant amount of resources in producing packaging that not only helps to keep their products safe, but can also boost the brand image and increase customer interest.

There are a number of brands such as Amul, Nestlé and Coca-Cola that adopt unique packaging designs and visuals to bolster brand recall and appeal. Good packaging can build emotional connections with target customers and positively affect buying decisions.

A key progress in the past few years has been the growing demand for sustainable and eco-friendly packaging. Consumers are increasingly conscious of environmental issues and have a demand for goods that are packaged with recyclable, reusable or biodegradable materials. As a result, companies are seeking sustainable packaging options to address evolving consumer preferences and enhance their corporate branding in the market.

The purchase decision is not just made on the basis of quality and price, but also based on factors like convenience of packaging, appearance, innovation and usability, from a consumer point of view. Customer preferences and purchasing behaviour can be significantly influenced by features such as resealable packs, handling ease, appealing labelling and environmentally friendly material.

Overpackaging, false labelling and the use of harmful non-biodegradable materials can all have a detrimental effect on the consumer and their confidence in the product/brand. At times, customers might feel that super-packed products are not required, overly costly or not eco-friendly. Thus, companies require to strike a balance between attractiveness, functionality and sustainability in designing their packaging strategies.

Since packaging plays a growing role in modern marketing, it is important to make an understanding of the influence of packaging on the buying behaviour of the consumers. The following items are important for businesses to recognise as elements of packaging that can impact customer decisions and can play a part in brand preference.

Thus, the purpose of the present study is to investigate the packaging's influence on consumer purchasing and meaningful insights for the development of more effective, consumer friendly and sustainable packaging strategies.

The rationale of the study is:

Packaging is no longer viewed as just a product protection tool; it is now an important marketing vehicle that has an impact on consumer perception, product attractiveness and consumer buying. With a vast array of products and brands being presented to consumers, businesses must grasp the impact packaging plays on consumer preferences and purchase decisions.

The study has been conducted to find out which aspects of packaging create a positive brand image, as well as to determine which factors influence consumers when they are choosing their packaging. It also highlights and discusses evolving customer expectations for innovative, convenient, and environmentally-friendly packaging solutions.

1.3 Problem Statement

New products are being introduced into the market, and marketing strategies are changing all the time, in an attempt to grab the attention of consumer and market players and improve market position. Of these, packaging plays a significant role in consumer perceptions, product attractiveness and purchasing decisions. Attractive, innovative and informative packaging requires a significant amount of time and investment for businesses to create and distinguish their product from competing products and to enhance their sales.

However, not all consumers are in the same situation when it comes to packaging. The preferences and expectations of the consumers differ based on various factors like age, lifestyle, income level, awareness, choice etc. It could be that some consumers are drawn to attractive packaging designs and packaging colours, while others focus on the information given about the product, convenience, perception of quality, durability, and environmentally friendly packaging materials. Thus, a packaging strategy which proves to be effective with one group of consumers may not have an equivalent effect on another group.

The problem of plastic waste, over-packaging and non-recyclable materials has affected consumers perceptions of packaging practices. The modern consumers are gaining awareness about sustainability, and prefer products using eco-friendly and recyclable packaging materials. As a result, companies need to strike a balance between packaging attractiveness and environmental friendliness and cost-effectiveness.

It is important to know how each component of packaging can affect the consumer's purchase decision and what are the most important factors. Savvy business insights into consumer perception and understanding of packaging are needed to develop appealing, informative, convenient and eco-friendly packaging strategies.

Hence, this study is aimed at analysing the effect of packaging on consumer buying behaviour and to identify the packaging elements which most strongly influence consumer purchasing behaviour.

1.4 Objectives of the Study

The present study has been carried out to gain insight into the effect of packaging on consumer purchasing behaviour in the present competitive business environment. Packaging has emerged as an important marketing tool and serves as an influence on consumer perception, attractiveness of the product and its purchasing decision. Hence, the study aims at analyzing the various aspects of packaging and how it affects the preference of the consumers.

The following are the key aims of the study:

1.4.1

To analyze the influence of packaging on the buying behaviour of people.

1.4.2

To pinpoint the packaging factors in which consumers are most sensitive when they are making retail purchases.

1.4.3

To gain insight into the importance of packaging design, colour, labelling and convenience in influencing consumer preferences and intentions to purchase.

1.4.4

To measure and evaluate customers' beliefs and attitude regarding sustainable and eco-friendly packaging.

In addition to these goals, the study aims to provide a more general insights on the role of packaging as a marketing tool for achieving satisfaction of customers, improving the brand image and enhancing loyalty of the customers in a competitive market environment.

1.5 Scope of the Study

The study in the present context is focusing on analyzing the consumer buying behaviour on the basis of special reference to product packaging. The study is aimed to understand the effect of different packaging constituents on consumer perception and buying decisions for different types of packaged products.

It investigates consumer reactions to packaging attributes like colour, design, shape, size, labelling, packaging quality, convenience and use of eco-friendly packaging. The study also delves into packaging as a significant marketing tool that contributes to the attractiveness of the product and consumers' perception.

Furthermore the study aims to see the attitudes, preferences and shifting trends among consumers about the modern packaging practice. It examines the perception of the consumer regarding the fruit packaging based on its appearance and the role of package in achieving the awareness of the fruit brand, attention of consumer and purchase intention.

The study, however, only covers the packaging-related aspects. It does not contain a detailed analysis of other marketing factors like product pricing, advertising plans, promotional activities and detailed product quality evaluation. Furthermore, the research does not compare the Indian market with other markets around the world, or even compare the Indian packaging practices to those in other countries.

In general, the overall objective of the study is to gain a pragmatic and specific knowledge about the relationship of packaging and consumer buying behaviour within the predetermined scope of the study.

The study is significant because of its findings.

The study is important because it seeks to gain insights into the packaging's effect in consumer's purchase decision making process in today's business world. Today, packaging is far more than a protective covering for products, as the market is so competitive. Today it is recognized as a valuable marketing and communication instrument, which influences the consumer's perception, buying decisions and brand choice.

The knowledge gained from the study could be pertinent to companies and organizations in creating product packaging campaigns that draw in customers and boost product appeal. Knowing what consumers want and like in packaging can help businesses create packages that are appealing, informative, easy to use, and eco-friendly. Good packaging can contribute to better customer satisfaction, build a brand's image and boost market performance.

It also has marketing value as it gives a better understanding of the role of packaging elements like design, colour, label, convenience and sustainability on consumer behaviour. The information can help marketers craft new and consumer-centric packaging solutions that will give them a competitive edge in the market.

Moreover, the study can be of benefit to students, scholars and researchers in the field of consumer behaviour, marketing and brand management as an academic resource. It will add to the current knowledge about packaging – consumer psychology interaction and could help future research in related fields.

Currently, the consumers are presented with several options for products and the competition between the brands is growing, making packaging an important factor in attracting the consumers' attention and shaping their purchasing habits. So, the findings of this study can give valuable insights to help better business decisions and better marketing practices.

CHAPTER 2 – LITERATURE REVIEW

2.1 Literature Review

Literature review is an important component of research study as it gives theoretical and conceptual understanding about the relationship between packaging and consumer buying behaviour. It assists the researcher in reviewing past research, theories, and results and gives an understanding of the body of knowledge. By reading previous research, the researcher can establish key concepts, main findings, and gaps in the research that need to be explored.

Over the last few years packaging has been a major focus of interest in marketing and consumer behaviour studies. Traditionally the function of packaging was primarily to protect products during storage and transportation. But in a competitive market, new lifestyles of consumers, and many more choices of products, packaging has become an important promotional tool and a means of communication.

The effect of packaging on consumer buying behaviour is examined by various researchers, with respect to various aspects of packaging like colour, shape, design, labelling, size and packaging material. Attractive and innovative packaging has been shown in the past to have a positive impact on consumer perception and boost sales of the product.

Some research also has been conducted on the connection between packaging and consumer perception, convenience, product attractiveness and emotional appeal. Research findings suggest that consumers are generally attracted towards products that offer visually appealing packaging along with clear and informative labeling.

Furthermore, the growing emphasis on sustainable and eco-friendly packaging has been noted in modern literature. As the environment is gaining importance in the eyes of consumers, many are choosing products with recyclable, reusable, or biodegradable packaging. The study reveals that an environment-friendly packaging has positive effects on customer satisfaction, brand image, and consumer trust. Packaging is an important concern for businesses as they strive to respond to evolving consumer preferences and sustain a favorable market image through sustainable practices.

Concurrently, the past studies have shown that the consumer's responses toward packaging can vary with respect to demographic and psychological characteristics such as age, level of education, income, lifestyles, culture and personal preferences. Some consumers might consider the appearance and design more important, others may consider product information, function, convenience or environment more important.

The present literature review thus tries to analyse and summarize the results of the previous studies relevant to packaging and the buying behaviour of the consumers. It also aims to detect the main trends, to know the different perspectives and to identify the gaps in the literature that will form the foundation of conducting the present study.

2.2 Concept of Packaging

Packaging is the process of designing and developing the external covering or container of a product for the purposes of protection, storage, transportation and presentation. Today, packaging must serve not just to protect the product, but also play an essential role in marketing and communication, impacting consumers' perception and buying decisions. Good packaging enables companies to attractively package their products and to communicate important information to the consumers.

One of the most important role of packaging is to make a good first impression on the consumer. In many situations, the packaging is more prominent than the product itself. Compelling packaging, with creative design, appropriate colour and informative labels can gain consumer interest and appeal. With the growing competition in the market, packaging serves as a tool to distinguish products and enhance brand identity.

Packaging consists of various important elements that contribute towards influencing consumer behaviour. These elements include:

Colour: Colour adds interest and emotion, affects perceptions and helps with product recognition.

Design and Shape: Innovative designs and unique shape make product more attractive and help product out from competitors.

Labeling – labels provide information about ingredients, usage instructions, manufacturing information, quality, and price.

Material: Packaging material is an indicator of product quality, durability, safety and the environment.

Convenience: Design elements like ease of use, portability, and resealability enhance the convenience and satisfaction of customers.

These packaging components all make a difference in consumer buying decisions. In a competitive marketplace, the packaging plays an important role in attracting consumers, enhancing product presentation, creating brand awareness, and boosting sales.

2.3 Consumer Buying Behaviour

It includes various steps including need identification, information search, alternative evaluation, purchase decision and satisfaction check. Consumer behaviour is important for understanding customers' reasons for buying certain products, brands or services rather than others.

Consumer buying behaviour is significant to the business because it helps them to understand the needs, preferences, and expectations of consumers better. Familiarity with this knowledge allows organisations to create appropriate marketing strategies, enhance customer satisfaction and create long-term relationships with customers. The behaviour of consumers is not uniform and the factors that affect their purchasing decision are different for each person, including personal, social, psychological and economic reasons.

Several factors affect the buying behavior of the consumers and they can be broadly categorized as follows:

Psychological Factors: These are factors such as motivation, perception, attitudes, beliefs, and learning processes affecting a consumer's decision-making and preferences for a product.

Social Factors: Consumer choices and buying habits are greatly influenced by family members, friends, peer groups, culture and social status.

Personal Factors: Age, occupation, income level, education, personality and lifestyle are also important factors that impact on the purchasing behaviour of a person.

These are all important factors in consumer perception and purchase decisions, in relation to packaging. These days, consumers are very conscious about packaging aspects like appearance, color combinations, packaging design, labeling, convenience and sustainable packaging when choosing the product. Packaging that is attractive and informative can make a good impression and have a positive impact on the consumer's decision to buy.

Today's consumers are more aware and more conscious of quality, and are more selective. Apart from quality and price, they look at packaging convenience, environmental impacts and brand presentation of their products. Hence, the link between packaging and consumer buying behaviour is a must for companies in competitive markets.

2.4 Impact of Packaging Design

A good packaging design makes products stand out in the market and attract the customer's attention in very competitive markets. Businesses employ a variety of design aspects including colors, graphics, typography, shapes, and visual presentation to make a lasting positive impact on consumers.

It is suggested that attractive packaging is a crucial factor in the purchase intention of the product, especially in retail stores where they are presented with a number of alternatives. A good packaging design not only brings the product to everyone's attention but it also makes consumers curious and interested in the product.

Emotional and psychological effects of packaging on the consumer are also important features for packaging design. Modern packaging, high quality, creativity and convenience can positively influence the consumer's perception and brand image. Good packaging design can lead to increased trust and product quality among consumers.

Conversely, the non-appealing or non-exemplary packaging will have a negative impact on product appearance, and therefore on consumer interest. Unclear, uncreative or inconvenient packaging can leave a bad impression and sway customers to opt for other items.

2.5.1 What is it? 2.5.2 The importance of eco-friendly packaging.

With the escalating environmental concerns and consumers' awareness of sustainability in recent years, eco-friendly packaging has become a critical area of focus. The shift towards sustainable packaging is gaining momentum in various sectors, with the use of recyclable, biodegradable, and reusable materials becoming a common practice.

Consumer attitudes and preferences are one of the key factors driving the rising significance of eco-friendly packaging. Today's consumers are increasingly eco-friendly and environmentally aware, and interested in sustainable products. There is a growing consumer preference for brands that are seen as socially and environmentally responsible, with a focus on packaging materials that are environmentally friendly.

In addition to reducing waste and pollution, eco-friendly packaging can also help to enhance the brand image. Companies that adopt sustainable packaging practices are often viewed as responsible and trustworthy by consumers. This positive perception can help to increase customer satisfaction, build consumer trust and boost the loyalty towards the brand in the long run.

Research studies indicate that sustainable packaging has a positive impact on consumer purchase intention and overall purchase behaviour. Consumers are more inclined to back brands with eco-friendly packaging. But at the same time their success of eco-friendly packaging relies on some practical aspects, including product quality, the cost of the product, convenience and consumer awareness. When the added costs of sustainable packaging are high enough or the convenience and usability decrease, consumers are less likely to buy products.

2.6 Importance of Labeling and Product Information

These days, labelling and product information has become a major part of the packaging and is one of the factors that plays an important role in consumer's purchase behaviour. Packaging labels may be a source of vital product information for consumers when deciding to buy a product. Consumers can better assess products by information provided like ingredients, manufacturing date, expiry date, instructions for use, nutritional information, price, precautions, and storage instructions.

In the current competitive marketplace, consumers demand information on packaging that is clear, accurate and understandable. Clearly and accurately labeled products boost consumer confidence and enable consumers to make informed choices. Correct labelling eliminates misinformation and information ambiguity and enhances consumer confidence.

Packaging labelling is also a significant means of communication between companies and consumers. Labels enable businesses to convey product attributes, quality, brand attributes, and user benefits to their customers directly. With informative packaging, there's increased transparency and credibility and reliability to the product in the minds of consumers.

Packaging information often affects or trumps consumers' decision-making process over the promotion where it offers immediate and practical information that is needed for the purchase decision. Effective and informative labelling can thus have a positive impact on the consumer perception, brand image and chances of product choice.

Furthermore, as people become more health-conscious and environmentally friendly, they are paying more attention to the packaging information on nutrition, safety and environmental friendliness. Businesses are consequently concentrating on creating packaging labels that are informative, eye-catching, and consumer-friendly to boost customer satisfaction and foster trust.

To understand the impact of packaging convenience. To understand the influence of packaging convenience.

One of the important packaging factors that affect consumers' buying are convenience. Generally, consumers like packaging that is easy to handle, easy to open, convenient to store and easy to use. Convenient packages can make a big difference in the overall customer experience and influence customer satisfaction and buying decisions.

In today's day and age, consumers, particularly those with active lives and hectic schedules, may choose items that are convenient to use and save time. Easy-pour packaging, portable packaging, lightweight containers, user-friendly packaging structure and resealable packaging make the product more convenient and attractive to consumers. Easy packaging will not only make it easier for the user to utilize the product, but it will also give the brand a positive image.

Research studies indicate that packaging convenience affects directly consumers' decision to make the purchase and repeat buying behaviour. Products that are comfortable, functional, easy to use will be more likely to be purchased again. Thus, packaging convenience is a factor that helps to build customer satisfaction, preference and brand loyalty.

Apart from this, the ease of packaging can also help to ensure the safety and storage efficiency of the products. Consumers may favor packaging that provides protection for the product, makes it easily transportable and readily stored. Innovative packaging solutions are used by businesses to make it more practical and give customers value.

But when creating a package that is convenient for consumers, manufacturers have to also take into account other issues like environmental friendliness and cost of production. Over-packaging or overly intricate packaging designs can lead to unwanted environmental waste and cost. So, packages should be designed to be convenient, functional, inexpensive, and environmentally friendly.

Convenience packaging has emerged as a critical factor in the consumer package market, impacting purchasing decisions and consumer behavior in today's market environment.

2.8 Research Gap

An examination of the literature reveals that considerable studies have been carried out on packaging and its effect on consumer purchasing behaviour. Yet, although the literature review has found studies that have addressed some of the topics, there are still some gaps that need to be explored. In most previous research, only one packaging element has been studied alone and not the combination of all them on purchase intentions.

Previous studies also highlight the fact that there is no clear understanding of what type of packaging factors is the most influential on consumers' choice and purchase. Some work highlights the importance of design and aesthetics, while others are more concerned with the labeling, convenience or sustainability. This means that there is still a need for further understanding of the packaging components acting together and impacting on the consumer decision making processes.

Moreover, consumer preferences and market conditions are constantly evolving, reflecting the changing behavior and priorities of consumers as well as technological advancements and growing environmental consciousness. The results of many of the previous studies may not accurately represent the expectations of today's consumers in terms of packaging sustainability and eco-friendliness. Today's consumers are more aware of the environment and more interested in purchasing products containing recyclable, reusable, and environmentally-friendly packaging materials.

Another problem that was noted in the literature is that the majority of the studies are product orientated, or dealing with a very narrow situation, potentially limiting the general applications of the results. There is a demand for more in-depth and more applicable studies, which takes into account the interaction between various factors in packaging, and also examines the consumer behavior in relation to various packaged products, as a whole.

The present study is an attempt to fill the above gaps in the knowledge and contributes to the ongoing research by correlating the various elements of packaging and their effects on consumers' buying behaviour. The research objectives are to produce relevant and practical knowledge that can assist companies in grasping evolving consumer preferences and adapt their packaging approaches to the fiercely competitive market.

CHAPTER 3 - RESEARCH METHODOLOGY

Research methodology is a systematic and structured way of doing research in order to reach the aims of a research. It provides a detailed description of the techniques, methods and procedures used to collect, analyze and interpret information about the research problem. The choice of the appropriate research methodology helps to make sure that the study is conducted in a logical, reliable and organized way.

The last chapter has referred to the literature pertaining to the packaging and consumer buying behaviour. The literature review assisted understanding various concepts, theories and research findings relating to the topic. It also gave a guidance on the appropriate method(s) and procedures involved in carrying out the present study effectively.

This chapter provides the details of the research methodology that was used in this study. It includes important topics like Research Design, Nature of Research, Sources of Data collection, Sampling technique, Sample size, Data analysis tools, Limitation of the Study etc.

Research methodology is essentially a tool that outlines the overall process of research. It aids the researcher in collecting relevant information, analysing it systematically and drawing inferences from the information based on the goals of the research. The methodology used in this research is carefully selected to make sure that the results obtained are practical, reliable and applicable in the aspect of the impact of packaging on consumer buying behavior.

3.1 Research Design

The present research study is descriptive research because it could be appropriate for analyzing and understanding the buying behavior of consumers in relation to the packaging of the product. Descriptive research design is used to describe consumer opinion, preference, attitude and behaviour based on the data collected and does not involve any manipulation of variables under study.

In this research, the descriptive design helps in developing a better understanding of the influence of different packaging elements on consumer purchasing decisions. It allows the researcher to examine patterns, trends and relationships between the

variables of packaging design, colour, labelling, convenience, sustainability and consumer buying behaviour.

This research design can be used in solving practical problems like:

Identify the packaging factors that influence consumers' purchase.

- Which packaging parts are more effective in attracting the consumers?
- What are the various reactions consumers have to product packaging?

Descriptive research is not experimental research where variables are controlled or manipulated. Rather, it is about systematic and realistic observation and analysis of responses by consumers. This approach helps the study to be more practical and relevant at studying consumers' response to packaging in the real market.

In general, the descriptive research design aids in drawing significant conclusions about consumers' purchasing behavior and offers pertinent data that can be beneficial for enhancing business packaging approaches and marketing strategies.

3.1.1 Type of Research

The present study is of quantitative type since it primarily focussed on the quantitative data of the consumers opinion, perception and preference on product packaging. The data required has been gathered using a questionnaire which is structured and where answers are given in measurable units, thus facilitating statistical analysis.

A quantitative research approach is suitable for this study, as it assists in the identification of patterns, trends and relationships between the different packaging elements and consumer buying behaviour. The study uses numerical analysis to present the findings systematically, objectively and reliably.

Additionally, the quantitative approach allows the researcher to arrange and summarise great volumes of data using percentages, tables, graphs, charts and other statistical methods. This enhances the clarity and the interpretation of the results of the research and facilitates understanding of the analysis.

As a whole, the quantitative approach of the study is useful to ensure that the findings are based on structured, factual and data analysis in relation to the effects of packaging on consumer buying behavior.

3.1.2 Data Collection Methods

The importance of data collection in research is that the findings obtained are accurate and reliable, and the quality and relevance of the collected data determines the quality and reliability of the results. Good data collection enables the researcher to be able to get meaningful information that relates to the research goals and to ensure that the analysis of the study is carried out properly.

In the present research, both the primary and secondary data have been used to gain a holistic view of the research topic. The use of both sources of data helps in improving the reliability and depth of the study related to packaging and consumer buying behaviour.

3.1.2.1 Primary Data

The present study uses primary data, collected directly from the respondents by using a structured questionnaire. The questionnaire was designed to collect data about the consumer opinion, preferences and purchase behavior about packaging.

The questionnaire consisted of questions based on the following aspects:

The importance and role of packaging: Design and visual attractiveness of packaging. The preferences are for colour and labelling.

- Convenience and usability of packaging

Pupils' awareness and enthusiasm for environmentally responsible packaging.

The role of packaging in consumer decision making. How packaging can influence consumers' purchasing decision.

The questionnaire was made easier and more convenient to fill out by distributing it online through Google Forms. It was a technique that enabled the responses of various consumers to be gathered in a brief, easy, and effective way.

Primary data used is kept updated, relevant and directly related to the purpose of the study. It also facilitates the researcher to gain first-hand information about the perceptions and behavior of the consumer towards packaging.

3.1.2.2 Secondary Data

Secondary data has also been employed in the study to give theoretical support and to give one a wider picture of the research topic. Secondary data are information previously gathered, analysed and published by other researchers or authors, institutions or other reliable sources.

The following sources have been used for obtaining secondary data for the present study:

Writing research papers and academic journals

- Books related to marketing and consumer behaviour

Include: Online articles and published reports

Sites that are genuine and online databases

Secondary data is used to understand the existing concepts, theories and previous research findings related to packaging and consumer buying behaviour. It also helps in comparing the previously conducted research and improve the analysis of the research as a whole.

As a whole, the use of primary and secondary information gives a better understanding of the problem, detailed, reliable and comprehensive.

3.1.3 Sampling Method

The sampling technique that is being used in the present study is the convenience sampling technique which is a technique to select the respondents based on their availability and willingness to participate in the present study. The sampling method is also simple, inexpensive and less time consuming, which is why it is often used in academic studies.

The sample for this research was selected from the consumers who on a regular basis buy the packaged goods who were ready to share their opinion about their packaging preference and consumers buying behaviour. The questionnaire was distributed via the internet so that it was easy to obtain responses from the populations most readily available and to be able to capture them within a short time frame.

While convenience sampling may not be representative of consumer behaviour, it does offer valuable and practical information. This approach is deemed appropriate for this study especially due to the constraints of time, location and resources.

3.1.4 Causal Research Design

A causal research design is primarily used to explore and determine the cause and effect relationship between different variables. In marketing research, this kind of

design is used to gain insight into the impact or influence of one factor upon another factor being investigated.

The items of packaging like colour, design, labelling and convenience are taken as independent variables in the present study while the dependent variable is buying behaviour of the consumers. The study aims at analyzing the effect of packaging characteristics variation on purchase decision in positive or negative direction.

For example, if a product is packaged in an attractive way, it could grab consumers' interest and influence buying intention, while poor packaging quality or unclear packaging information would have a negative impact on consumer interest in purchasing the product.

Exploratory and causal research designs are frequently combined due to the fact that they complement each other in the understanding of the research problem. Exploratory research is used to pinpoint significant issues and to gain insight into the issues, and causal research is used to analyse the casual relationship between variables. These strategies combined give a greater understanding of consumer behavior and marketing strategies involving packaging.

3.2 Data Collection

Data collection is very important in the process of research because if the data is accurate and reliable, then the findings of the research will be meaningful and valid findings. Relevance and authenticity of the collected information is a major factor in the quality of research. For the purposes of this study, data from two significant sources has been gathered:

- Primary Data

Primary data are data that have been gathered first-hand from the respondents for the study at hand. In this study, primary data was mainly gathered through surveys using a structured questionnaire. The questionnaire aimed to gather information about consumer opinions, preferences, and purchasing habits regarding product packaging.

- Secondary Data

Secondary data are data that were previously gathered, analysed and published by someone else for a different research study. In this study, the secondary data was

gathered from books, academic journals, research papers, magazines, articles, and web pages related to packaging and consumer behavior.

Primary and secondary data are complementary and can be used together to analyse the research problem in detail, balanced and reliable manner.

3.3 Sampling Method

Sampling is taking a small subset of respondents from the larger population to conduct research. The selected sample reflects the larger population and is convenient and efficient for the researcher to gather data. By sampling, it is possible to make meaningful conclusions about the objective(s) of the study without having to acquire data from all members of the population.

In the present study, the convenience sampling method is utilized to select the respondents who are those who are consumers of packaged products and are easily accessible online.

3.3.1 Sample Size

The sample size for the present study consists of approximately 100 to 150 respondents. This sample size was selected to ensure the availability of sufficient data for meaningful analysis while keeping the study manageable within the available time and resources.

A sample of this size helps in identifying important patterns, trends, and consumer preferences related to packaging and buying behaviour. It also provides adequate information for analysing consumer opinions regarding packaging elements such as design, colour, labeling, convenience, and sustainability.

3.3.2 Data Analysis Tools

The data collected for the study has been analysed using simple and appropriate tools to ensure better understanding and easy interpretation of the findings. Different statistical and presentation techniques have been used to organize and analyse the information effectively. The major tools and techniques used in the study are as follows:

- **Microsoft Excel:** Used for organizing, classifying, sorting, and analysing the collected data in a systematic manner.
- **Percentage Analysis:** Applied to identify response patterns, trends, and proportions of consumer opinions related to packaging and buying behaviour.
- **Graphs and Charts (Bar Graphs and Pie Charts):** Used for presenting the findings visually in a simple, clear, and understandable form.

These tools help in simplifying the collected information and improving the overall presentation and interpretation of the research findings.

3.4 Limitations of the Study

Like any other research work, the present study also has certain limitations that should be taken into consideration while analysing and interpreting the findings.

- The sample size used for the study is comparatively limited and may not completely represent the entire population.
- Some respondents may not have provided fully accurate, honest, or unbiased responses while answering the questionnaire.
- The study has been conducted within a limited time frame, which restricts the scope for more detailed and extensive analysis.
- The research mainly includes consumers who purchase packaged products and respond through online platforms, which may not represent every category of consumers.

Despite these limitations, the study provides valuable insights into consumer buying behaviour and helps in understanding the influence of packaging on consumer purchase decisions.

Questionnaires attached afterwards.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of the primary data collected through a structured online questionnaire provide important insights into the study titled “*A Study on Impact of Packaging on Consumer Buying Behaviour.*” The main purpose of the analysis is to examine how different packaging elements such as visual appearance, colour, material quality, labeling, eco-friendly features, and brand presentation influence the purchasing behaviour of consumers in the Indian market.

The primary data for the study were collected through a questionnaire prepared using Google Forms from 54 respondents belonging to different occupational backgrounds, including students, salaried employees, and self-employed individuals. The collected responses were analysed using various statistical techniques such as demographic analysis, frequency distribution, descriptive statistics, Spearman correlation, chi-square analysis, and multiple linear regression. The findings have been presented through SPSS-style tables along with suitable academic interpretation for better understanding of the results.

4.1 Demographic Analysis

Demographic profiling helps establish a clear picture of the respondent pool surveyed in this study. The demographic variables examined include age group, gender, and occupational status.

4.1.1 Age Group of Respondents

Table 4.1: Frequency Distribution — Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
18–25 years	41	75.9	75.9	75.9
25–30 years	9	16.7	16.7	92.6
Above 30 years	4	7.4	7.4	100.0
Total	54	100.0	100.0	

Source: Own Analysis using primary survey data

Interpretation

- The age distribution reveals a strong concentration of respondents (75.9%, $n = 41$) in the 18–25 bracket, which reflects the predominance of young adults engaged through digital survey channels and social media platforms.

- The 25–30 age group accounts for 16.7% ($n = 9$), while those aged above 30 constitute a comparatively smaller share of 7.4% ($n = 4$), reflecting the convenience sampling approach adopted via online platforms.
- Young consumers aged 18–25 are routinely exposed to packaged goods through digital commerce, FMCG advertising, and peer-driven social media, making their packaging preferences particularly relevant to this study's objectives.
- Despite the age skew, the findings retain academic validity, as the 18–25 cohort constitutes the primary target demographic for most packaged goods brands operating in the Indian consumer market.

4.1.2 Gender of Respondents

Table 4.2: Frequency Distribution — Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	30	55.6	55.6	55.6
Female	24	44.4	44.4	100.0
Total	54	100.0	100.0	

Source: Own Analysis using primary survey data

Interpretation

- Gender distribution within the sample reflects a broadly balanced composition, with male respondents forming 55.6% ($n = 30$) and female respondents comprising 44.4% ($n = 24$).
- The near-equal representation of both genders strengthens data credibility and minimises the risk of single-gender response bias, making the findings more generalisable.
- Both male and female consumers offer substantive and comparable perspectives on how packaging attributes influence their purchase decisions, enriching the overall analytical output.

4.1.3 Occupation of Respondents

Table 4.3: Frequency Distribution — Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	36	66.7	66.7	66.7
Employed	15	27.8	27.8	94.4
Self-Employed	2	3.7	3.7	100.0
Total	54	100.0	100.0	

Source: Own Analysis using primary survey data

Interpretation

- Students constitute the dominant occupational group at 66.7% (n = 36), followed by employed individuals at 27.8% (n = 15) and the self-employed at 3.7% (n = 2).
- As a segment, students are highly price-conscious and respond strongly to visual packaging stimuli encountered across FMCG categories, online shopping environments, and social media exposure.
- Employed respondents introduce a distinct consumer viewpoint, often weighting quality cues and brand signals communicated through packaging when making purchase choices.
- The dominance of students is consistent with online survey methodology, where digital-native respondents participate most readily, lending the dataset a youthful but commercially relevant profile.

4.2 Packaging Preference Analysis

This section examines consumer inclinations toward various packaging elements, eco-friendly packaging options, and the degree to which packaging attributes drive purchase decisions.

4.2.1 Packaging Elements Most Influential on Purchase Decisions

Table 4.4: Packaging Elements Influencing Purchase Decisions (Multiple Response, N = 54)

Packaging Element	Frequency (N)	Percentage (%)
Design / Shape	35	64.8%

Label Information	33	61.1%
Material	32	59.3%
Brand Name	26	48.1%
Colour	21	38.9%

Source: Own Analysis using primary survey data

Interpretation

- Design/Shape ranked as the top packaging attribute influencing purchase decisions at 64.8%, underscoring the primacy of visual first impressions and structural aesthetics at the point of sale.
- Label Information came a close second (61.1%), reflecting consumers' heightened demand for product transparency, ingredient clarity, and well-presented informational content on packaging.
- Material quality was cited by 59.3% of respondents, suggesting a growing consumer awareness of the link between packaging substance and perceived product durability and environmental responsibility.
- Brand Name (48.1%) and Colour (38.9%) played meaningful supporting roles but ranked lower, indicating that structural and informational cues outweigh purely aesthetic considerations for this sample.

4.2.2 Preference for Eco-Friendly Packaging

Table 4.5: Frequency Distribution — Eco-Friendly Packaging Preference

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	38	70.4	70.4	70.4
Not Sure	14	25.9	25.9	96.3
No	2	3.7	3.7	100.0
Total	54	100.0	100.0	

Source: Own Analysis using primary survey data

Interpretation

- A substantial majority of 70.4% (n = 38) expressed a clear preference for eco-friendly packaging, indicating that environmental sustainability has evolved into a mainstream consumer expectation, particularly among younger demographics.
- Nearly a quarter of respondents (25.9%) remained undecided, representing a strategic opportunity for brands to communicate the tangible benefits of sustainable packaging through transparent labelling and on-pack messaging.
- Only 3.7% actively rejected eco-friendly packaging, confirming overwhelmingly positive market sentiment toward sustainable packaging options and the low resistance within this consumer segment.

4.2.3 Frequency of Packaging Influence on Purchase

Table 4.6: Frequency Distribution — How Often Packaging Influences Purchase Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	8	14.8	14.8	14.8
Often	20	37.0	37.0	51.9
Sometimes	19	35.2	35.2	87.0
Rarely	7	13.0	13.0	100.0
Total	54	100.0	100.0	

Source: Own Analysis using primary survey data

Interpretation

- Packaging was found to 'often' influence purchase decisions for 37.0% of respondents (n = 20), while a further 35.2% reported being affected 'sometimes,' together accounting for more than 72% of the sample.
- A notable 14.8% stated that packaging 'always' plays a decisive role in their purchase choices, highlighting its consistent and compelling persuasive power across all shopping occasions.
- Cumulatively, 87.0% of respondents acknowledged that packaging shapes their buying behaviour at least occasionally, affirming its central role as a purchase-decision stimulus in Indian consumer markets.

- Only 13.0% reported packaging rarely influencing them, underscoring that non-responsiveness to packaging cues is marginal within this sample, and the majority remain susceptible to packaging-driven decision nudges.

4.3 Descriptive Statistics (Mean and Standard Deviation)

Descriptive statistics were computed for all Likert-scale survey items. Responses were collected on a 3-point agreement scale where 1 = Strongly Agree / Always True and 3 = Disagree / Never True. The scale was reverse-coded so that lower mean values denote greater agreement among respondents, while values approaching 3 indicate disagreement or indifference.

Table 4.7: Descriptive Statistics — Packaging Influence Variables

Variable	N	Mean	Std. Deviation	Variance	Min–Max
I make impulse purchases due to attractive packaging	54	2.111	0.744	0.553	1–3
Packaging quality reflects product quality	54	1.815	0.675	0.456	1–3
Packaging design (shape/style) influences my preference	54	1.852	0.684	0.468	1–3
Information on packaging affects my purchase decision	54	1.463	0.693	0.480	1–3
Overall Mean (All Variables)	54	1.810	0.699	—	—

Source: Own Analysis using primary survey data

Interpretation

- 'Information on packaging affects my purchase decision' recorded the lowest mean ($M = 1.463$, $SD = 0.693$), indicating the highest level of consensus across the sample — label content is the single most decisive driver of purchase choices.
- 'Packaging quality reflects product quality' ($M = 1.815$, $SD = 0.675$) signals that consumers consistently use packaging as a quality inference cue, treating external presentation as a reliable proxy for internal product standards.
- 'Packaging design influences my preference' ($M = 1.852$, $SD = 0.684$) reinforces the strategic value of aesthetic and structural design as a mechanism for capturing consumer attention and triggering engagement.
- 'Impulse purchases due to attractive packaging' ($M = 2.111$, $SD = 0.744$) demonstrates a moderate but commercially significant influence, with packaging-

induced spontaneous buying representing a meaningful segment of consumer behaviour.

- Low standard deviation values across all four variables confirm strong response consistency and indicate that the findings are representative of broader consumer sentiment, limiting the effect of outlier-driven distortion.

4.4 Chi-Square Test Analysis

Chi-square tests of independence were conducted to assess whether statistically significant associations exist between categorical demographic variables and key packaging-related preferences. The level of significance was set at $\alpha = 0.05$ for all tests.

4.4.1 Gender and Eco-Friendly Packaging Preference

Table 4.9: Crosstabulation — Gender × Eco-Friendly Packaging Preference

Gender	No	Not Sure	Yes	Total
Female	1	6	17	24
Male	1	8	21	30
Total	2	14	38	54

Source: Own Analysis using primary survey data

Table 4.10: Chi-Square Tests — Gender × Eco-Friendly Packaging Preference

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	0.041	2	.980
Likelihood Ratio	0.042	2	.979
N of Valid Cases	54		

Source: Own Analysis using primary survey data

Interpretation

- H_0 : There is no significant association between gender and eco-friendly packaging preference.
- H_1 : There is a significant association between gender and eco-friendly packaging preference.
- The chi-square test yielded $\chi^2 = 0.041$ (df = 2, p = 0.980), which is substantially above the 0.05 significance threshold. The null hypothesis is therefore accepted.

- No statistically significant relationship exists between gender and eco-friendly packaging preference. Male and female respondents exhibited virtually identical preference distributions, with 70.0% of males and 70.8% of females favouring eco-friendly packaging.
- This finding suggests that environmental consciousness in packaging is not gender-dependent within this sample — it represents a broadly shared value that transcends traditional gender-based consumer segmentation.
- Decision: H_0 Accepted. No significant association between gender and eco-friendly packaging preference ($\chi^2 = 0.041$, $p = 0.980 > 0.05$).

4.4.2 Age Group and Frequency of Packaging Influence

Table 4.11: Crosstabulation — Age Group × Frequency of Packaging Influence

Age Group	Always	Often	Rarely	Sometimes	Total
18–25 years	6	17	4	14	41
25–30 years	2	1	1	5	9
Above 30 years	0	2	2	0	4
Total	8	20	7	19	54

Source: Own Analysis using primary survey data

Table 4.12: Chi-Square Tests — Age Group × Frequency of Packaging Influence

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.022 ^a	6	.124
Likelihood Ratio	9.877	6	.130
N of Valid Cases	54		

Source: Own Analysis using primary survey data

Interpretation

- H_0 : There is no significant association between age group and the frequency with which packaging influences purchase decisions.

- **H₁: There is a significant association between age group and the frequency of packaging influence.**
- **The chi-square statistic of $\chi^2 = 10.022$ (df = 6, p = 0.124) does not reach the 0.05 significance threshold. The null hypothesis is therefore accepted.**
- **No statistically significant relationship was detected between age group and how frequently packaging influences purchasing decisions. While descriptive patterns show that the 18–25 group reports 'Often' more frequently, unequal group sizes and the small sub-samples for older age brackets limit statistical power.**
- **Decision: H₀ Accepted. No significant association between age group and frequency of packaging influence ($\chi^2 = 10.022$, p = 0.124 > 0.05).**

4.5 Regression Analysis

Multiple linear regression was conducted to assess the combined predictive influence of key packaging-related variables on consumer perception that packaging quality reflects product quality — a primary indicator of packaging's impact on buying behaviour.

Dependent Variable: Packaging Quality Reflects Product Quality

Independent Variables: Impulse Purchase due to Attractive Packaging, Packaging Design Influence, Label Information on Packaging, Frequency of Packaging Influence (numeric-coded), Eco-Friendly Packaging Preference (numeric-coded).

4.5.1 Model Summary

Table 4.14: Regression Model Summary

Model Summary				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 ^a	.235	.155	0.620

a. Predictors: (Constant), Impulse Purchase, Packaging Design, Label Information, Purchase Frequency, Eco-Friendly Preference

b. Dependent Variable: Packaging Quality Reflects Product Quality

Source: Own Analysis using primary survey data

Interpretation

- The R value of 0.485 indicates a moderate positive linear relationship between the combined set of predictor variables and the dependent variable (packaging quality perception).
- R Square (0.235) reveals that approximately 23.5% of the total variation in consumers' packaging quality perception is jointly explained by the five independent variables — a meaningful proportion for a social science dataset of this scale.
- The Adjusted R Square (0.155) accounts for the number of predictors in the model, confirming a genuine though moderate explanatory capability after penalising for model complexity.

- The Standard Error of the Estimate (0.620) indicates that individual predictions deviate from actual values by approximately 0.620 scale units, which is acceptable given the 3-point Likert scale used in this study.

4.5.2 ANOVA — Regression Model Significance

Table 4.15: ANOVA — Overall Significance of Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.673	5	1.135	2.948	0.021 ^b
	Residual	18.475	48	0.385		
	Total	24.148	53			

a. Dependent Variable: Packaging Quality Reflects Product Quality

b. Predictors: (Constant), Impulse Purchase, Packaging Design, Label Information, Frequency, Eco-Friendly Preference

Source: Own Analysis using primary survey data

Interpretation

- The ANOVA result confirms that the overall regression model is statistically significant ($F = 2.948$, $p = 0.021 < 0.05$), validating the joint predictive power of the five packaging variables.
- The five packaging dimensions collectively explain a meaningful and non-random share of variance in consumer quality perception — the probability that this result occurred by chance is less than 2.1%.
- The significant F-statistic justifies the use of the regression model for drawing inferences about how packaging attributes collectively shape consumer quality judgements in an Indian consumer context.

4.5.3 Regression Coefficients

Table 4.17: Regression Coefficients — Packaging Variables

Variable	B	Std. Error	Beta (β)	t	Sig.
(Constant)	0.627	0.371	—	1.691	0.097
Impulse Purchase (Attractive Pkg)	0.068	0.147	0.074	0.461	0.647
Packaging Design Influence	0.288	0.144	0.292	2.001	0.051

Label Information on Packaging	0.194	0.128	0.199	1.514	0.137
Purchase Frequency (Numeric)	0.138	0.111	0.185	1.247	0.218
Eco-Friendly Preference (Numeric)	-0.085	0.162	-0.069	-0.524	0.603

a. Dependent Variable: Packaging Quality Reflects Product Quality

Source: Own Analysis using primary survey data

Interpretation

- Packaging Design Influence emerges as the strongest and most statistically notable predictor ($B = 0.288$, $\text{Beta} = 0.292$, $t = 2.001$, $p = 0.051$), approaching significance and confirming design as the most compelling individual driver of consumer packaging quality perception.
- Label Information on Packaging ($B = 0.194$, $p = 0.137$) demonstrates a positive directional relationship with quality perception, though individual significance is not reached — possibly attributable to the constrained sample size of 54 respondents.
- Purchase Frequency ($B = 0.138$, $p = 0.218$) shows a positive coefficient, suggesting that more frequent shoppers tend to associate packaging quality with product quality at a higher rate, though this relationship is not independently significant.
- Eco-Friendly Preference carries a small negative coefficient ($B = -0.085$, $p = 0.603$), implying a marginal inverse directional tendency, though this is far from significant and should not be over-interpreted.
- Impulse Purchase ($B = 0.068$, $p = 0.647$) shows the weakest individual effect, suggesting that impulse buying tendencies contribute minimally as a standalone predictor when controlling for other packaging dimensions.

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CHAPTER 5 – FINDINGS AND SUGGESTIONS

5.1 Findings of the Study

The findings from the analysis of primary data collected from the respondents are as follows that highlight the impact of packaging on the buying behaviours of consumers. The findings clearly suggest that packaging is playing a vital role in the Indian consumer market in terms of consumer perception, influencing the purchase intention and affecting the buying decisions.

5.1.1 Effect of Packaging on Purchasing Behaviour

The study validates the significance of packaging on consumers' purchasing decision. Many respondents indicated packaging influences their buying decisions 'always,' 'often,' or 'sometimes. This underlines the fact that packaging plays an important role in marketing as a device that can capture the attention of consumers and help to move products.

5.1.2 Packaging Design is very important.

The packaging design was found to be one of the most influential packaging elements that influences the consumers' preference. The shape of the product, its appearance and visual presentation had a significant impact on consumers. The findings also indicated that there is a positive correlation between attractive packaging design and the impulse buying behaviour, indicating that the more attractive the packaging design the more spontaneous the buying behaviour.

5.1.3 The function of Label information

Another important factor that was revealed to affect consumer buying behaviour was the label information. There was a high consensus among the respondents that information available on the product labels have an impact on their buying decisions. Consumers like packaging with clear and helpful information about all ingredients, product use, quality and other relevant details. This means that informative packaging will help to empower the consumer to make more informed and confident decisions.

The packaging quality and product perception will be assessed.

The findings indicate that consumers may equate the quality of packaging with the quality of the product. Good packaging design and quality gives a positive impression of the reliability and quality of the product. In many cases, the respondents felt that good quality packaging indicates good quality product, highlighting the relevance of packaging as an indicator of quality.

5.1.5 Preference for Eco-Friendly Packaging

The study also notes that there is growing consumer awareness of environmentally friendly packaging. Most of the respondents preferred eco-friendly packaging materials. This finding suggests that consumers are becoming more conscious about environmental issues and expect companies to adopt sustainable packaging practices.

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5.1.6 Impact Across Demographic Groups

The statistical analysis shows that there is not much difference between the influences of packaging on gender and age groups. The results of the chi-square tests indicated that there were no significant demographic differences in the sense of preference for eco-friendly packaging products and the impact of packaging on purchasing decision. This implies that packaging has a wide impact on consumers in all segments of the population.

They highlighted that packaging variables, such as combined influences, are another factor that can be investigated.

The regression analysis validates that the packaging related variables have an overall effect on the consumer perception of quality and purchasing decision. All variables had a significant individual effect with packaging design having the highest individual effect followed by label information and packaging quality.

5.2 Recommendations

A number of suggestions can be made to companies and advertisers based on the results of the study, on how to improve the packaging strategy and how to better shape the purchasing intention of consumers.

5.2.1 Pay attention to the design of attractive packaging

It is a good idea for businesses to invest in eye-catching and appealing designs for their packaging, which can help to make their products more visible and attractive to potential customers. Colour, shape and contemporary design can help products be different on the shelf and make them more appealing to the customer.

5.2.2 Give clear and informative labelling.

Companies should make sure packaging provides correct, legible and unambiguous information about product ingredients, instructions on how the product should be used, product expiry date and quality criteria. Labeling is informative and promotes consumer trust and assists with decision making.

5.2.3 Improve Packaging Quality

When it comes to packaging, it should leave a positive impression about the product, and for that, high-quality packaging materials are important. Quality packaging is an important aspect of a product's reliability and value to the consumer, and firms must ensure they provide high-quality packaging.

5.2.4 Implement environmentally responsible packaging processes

There is a need for improvement in the use of recyclable, biodegradable and reusable packaging materials in order to satisfy the demand of the consumers towards eco-friendly products. Green packaging can make the brand more competitive and enhance customer loyalty.

5.2.5 Account for convenience and sustainability

Packaging must be designed for easy use and be environmentally responsible. Some benefits include ease of handling, re-sealable packs, and light weight materials, which can help to enhance customer satisfaction and minimize environmental footprint.

5.2.6 Use Packaging as a Marketing Tool

Packaging should be considered as an important promotional and branding tool rather than just a protective covering. Good packaging can convey a brand message, enhance the shopper's interaction with the product, and impact sales and purchase decisions at the point of sale.

5.2.7: Carry out routine consumer investigations.

Consumer tastes and trends are constantly evolving. Hence, it is essential for businesses to regularly assess customer feedback and adjust their packaging strategies to align with evolving customer expectations and industry trends.

CHAPTER 6 – CONCLUSION

The current research was aimed at understanding how packaging affects the buying behavior of consumers and how various packaging components affect their preferences and purchasing decisions. The results of the study are clear and packaging today has become an important marketing tool in the competitive business world. It is not just a protective cover of products anymore, but also it is a great tool to attract customers, build awareness of products and affect the buying decision.

The findings of the study show that consumers are very sensitive to various packaging features, like its design, the label information, material quality, convenience, and eco-friendly aspects. Packaging design and product information proved to be the most influential factors that impact on purchasing decisions. For consumers, products with appealing packaging and information tend to be preferred as they form a positive image about the product quality and reliability.

Another significant result of the study is that packaging quality has a great influence on the consumers' perception of the product quality. A lot of the respondents linked high quality packaging with higher standards of products and value of the brand. Furthermore, the research showed that there was a high level of preference for eco-friendly packaging, highlighting the growing consumer awareness of the need for sustainability. Consumers are increasingly aware of sustainable packaging and are interested in sustainable products.

The study further confirms that packaging has significant impact on consumer purchasing behaviour through the statistical analysis carried out during the study. It was concluded that packaging design was strongly related to the impulse buying behaviour, and the information on the labels gave consumers an important clue as to which to purchase.

The study findings conclude that good packaging could help businesses enhance customer satisfaction, a good brand image and competitive advantage in the market. Hence, companies must learn to create packaging strategies that are competitive, informative, convenient and environmentally friendly to meet the evolving expectations of consumers and to enhance future company performance.

CHAPTER 7 – REFERENCES

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CHAPTER 8 – ANNEXURE

Questionnaire

Age Group*

Below 18

- 18-25
- 25-30
- Above 30

Gender*

- Male
- Female
- Prefer Not to say

Occupation *

- Student
- Employed
- Self-Employed
- Other

Which packaging element influences you the most? *

- Color
- Design/Shape
- Material
- Label Information
- Brand Name

Do you prefer eco-friendly packaging? *

- Yes
- No
- Not Sure

How often does packaging influence your purchase? *

- Always
- Often
- Sometimes
- Rarely
- Never

I make impulse purchases due to attractive packaging *

Agree

- 1
- 2
- 3

Disagree

Packaging quality reflects product quality *

Agree

- 1
- 2
- 3

Disagree

Packaging design (shape/style) influences my preference *

Agree

- 1
- 2
- 3

Disagree

Information on packaging (ingredients, expiry, etc.) affects my decision *

Agree

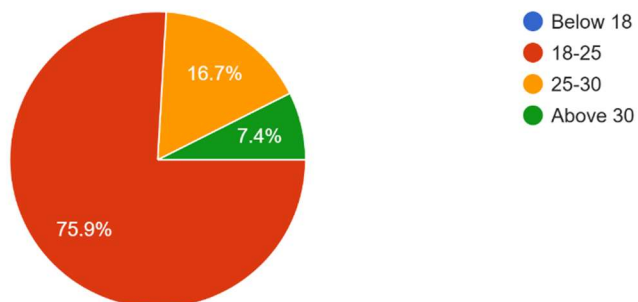
- 1
- 2
- 3

Disagree

Graphs

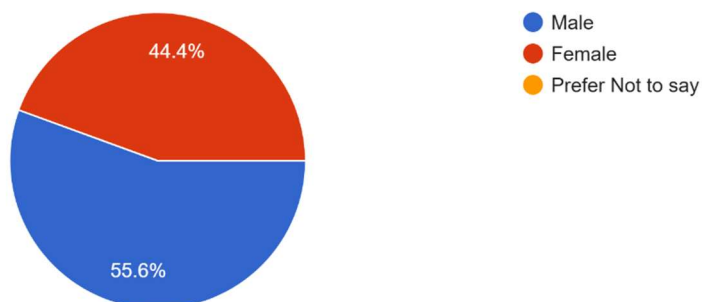
Age Group

54 responses



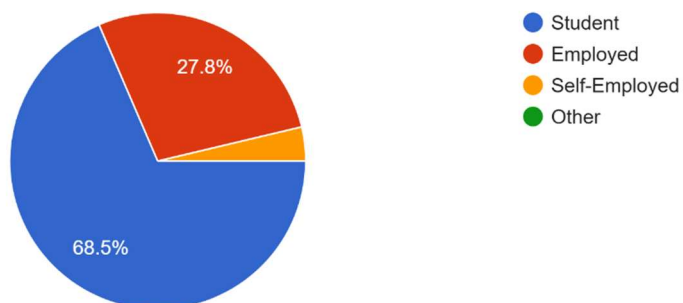
Gender

54 responses



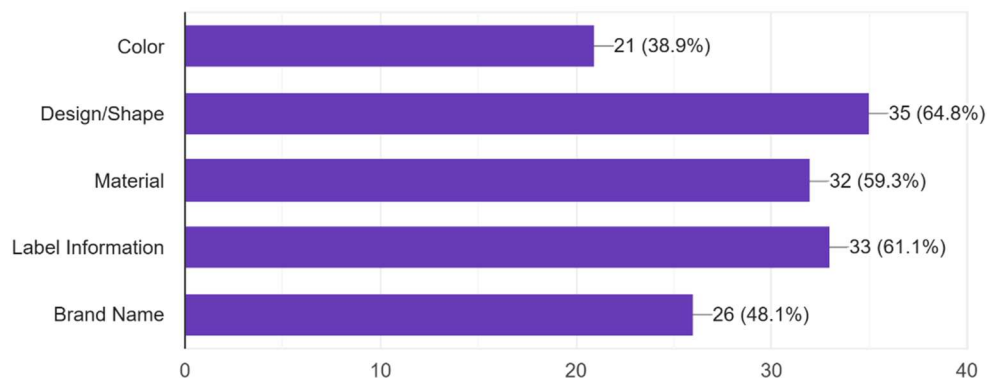
Occupation

54 responses



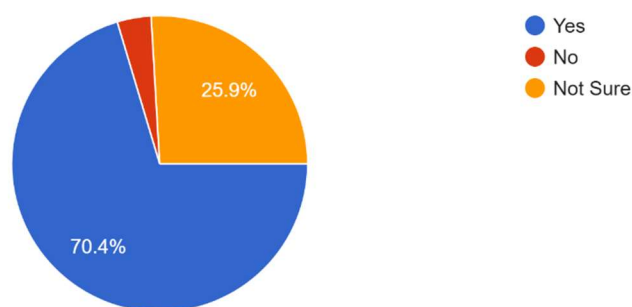
Which packaging element influences you the most?

54 responses



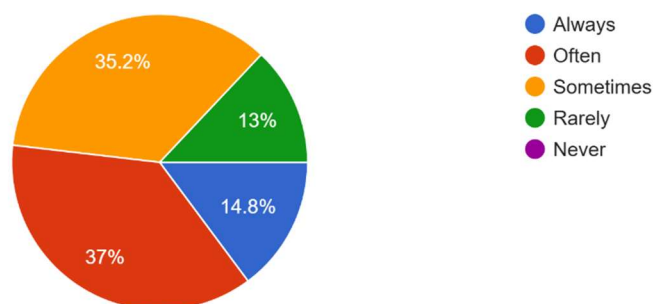
Do you prefer eco-friendly packaging?

54 responses



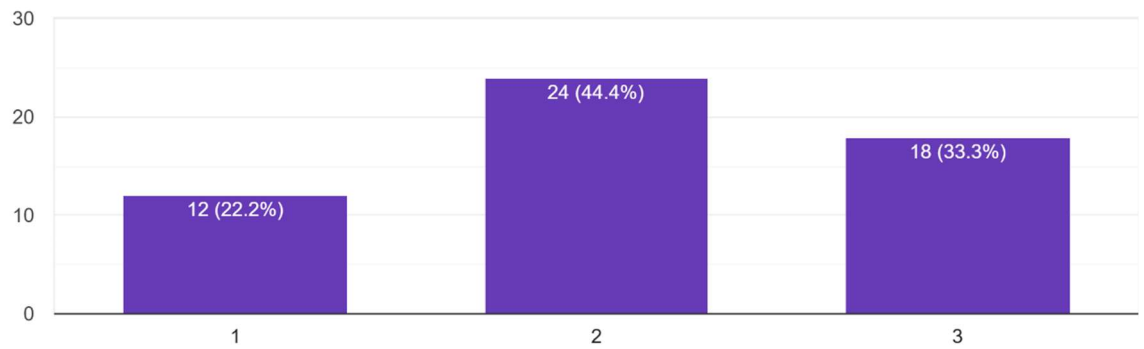
How often does packaging influence your purchase?

54 responses



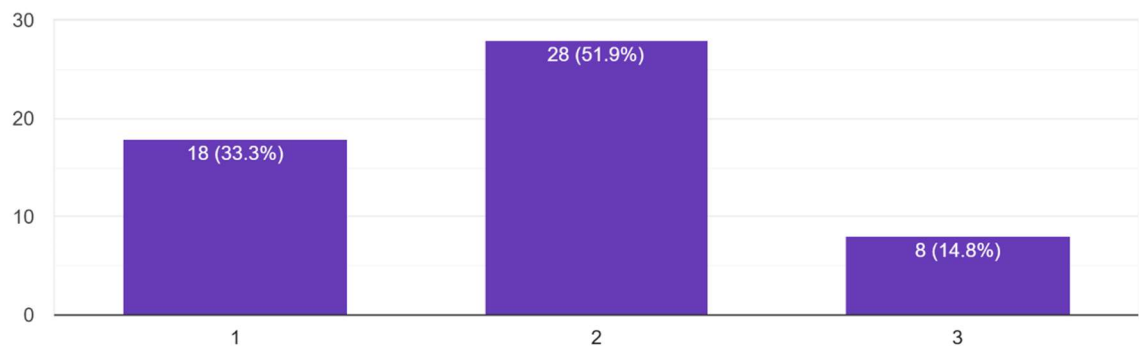
I make impulse purchases due to attractive packaging

54 responses



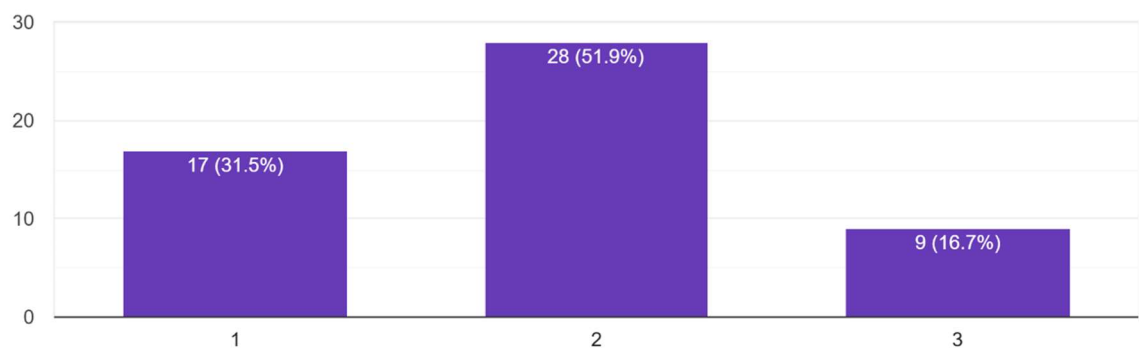
Packaging quality reflects product quality

54 responses



Packaging design (shape/style) influences my preference

54 responses



Information on packaging (ingredients, expiry, etc.) affects my decision

54 responses

