



A STUDY ON THE IMPACT OF BUYING BEHAVIOR OVER PACKAGING STYLE

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The study is to determine role of packaging on consumer's buying behaviour. The purpose of this research is to examine the essential factors, which are driving then success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 100 respondents has been collected and tested the reliability of the model. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision

Keywords: *Product Packaging-Buying Behaviour-Consumer Behaviour*

INTRODUCTION

Packaging aims for two basic functions, the first to protect the product and the second to promote the product. Packaging is important part of product brand and marketing. A unique packaging can increase the product attractiveness and thus affect to the willingness to buy the product and identify the differentiate products to the consumers. There are many ways in which packaging can add value. The packaging can be used by marketers to encourage potential buyers to purchase the product. Packaging communicates how to use, transport, recycle, or dispose of the package or product.

The decision-making processes and actions of people who buy and use things are called as buying behaviour. Any marketing process is driven by customer behaviour. Understanding why and how

consumers choose to buy this or that product, or why they are so loyal to one brand, is the most important challenge for businesses looking to improve their business model and attract new customers. Attention to detail and a sense of brand image are required to influence purchasing decisions through product packaging. It's especially important in retail sales, where the correct packaging design may draw a customer's attention and make a product stand out on a shelf next to a competitor. This study focused on how the purchase behavior is affected due to packaging.

OBJECTIVE

1. To understand the reasons for prioritising the packaging style.
2. To analyse the perception of youth on packaging style and buying decisions.

REVIEW OF LITERATURE

Alhamdi(2020) Every year about 95% of new products fail for a simple reason that most customers do not have the time or energy to think about the advantages or disadvantages of the products they place in their shopping carts, so they rely on shortcuts to make a purchase decision such as quality, beauty and excellence of product packaging. It must be taken into the consideration the modern marketing orientations in product's packaging including the green marketing that depends on using material that has a little environmental effect at packaging process compared with traditional methods. **Harunand Moury (2019)** Impact of Packaging on Consumer Buying Behaviour: A Study on Cosmetic Products. The study found that innovative packaging of cosmetics has the most influential effect on consumer buying behaviour compared to the other packaging elements. **Muhammad Amin (2015)** the objective of this paper was to examine the impact of the packaging elements on the consumer buying behavior. It is further concluded that the packaging elements like its Colour, packaging material and design of Wrapper are more important factors when consumers making any buying decision. **MersidPoturak (2014)** Influence of Product Packaging on Purchase Decisions: The study found that people from age more than 22 pay more attention on Written Information while purchasing the product. They are more interested in the content of the product than in appearance of the product. **Deliya, & Parmar (2012)** the aim of this article, was to understand the point towards role of packaging on consumer buying products. Study found that package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer purchase decision.

METHODOLOGY

Primary data was collected using convenient sampling method. Structured questionnaire was developed and circulated to people below 30 years, who are considered to be youth according to National Youth Policy, 2013. Total of 100 responses was collected. IBM SPSS Statistics software has been used to conduct the analysis.

RESULTS

Table 1 indicates the questionnaire's reliability 60.3%

TABLE 1-Reliability Statistics	
Cronbach's Alpha	No of Items
.603	13

DEMOGRAPHIC DATA

From Table 2 it can be inferred that majority of the participants were female and undergraduates below the age of 30 years

TABLE 2

Gender	Female	80
	Male	20
	TOTAL	100
Age	Below 20	62
	20-30	38
	TOTAL	100
Educational qualification	HSC	14
	UG	72
	PG	10
	Professional course	4
	TOTAL	100

FIGURE 1 & FIGURE 2

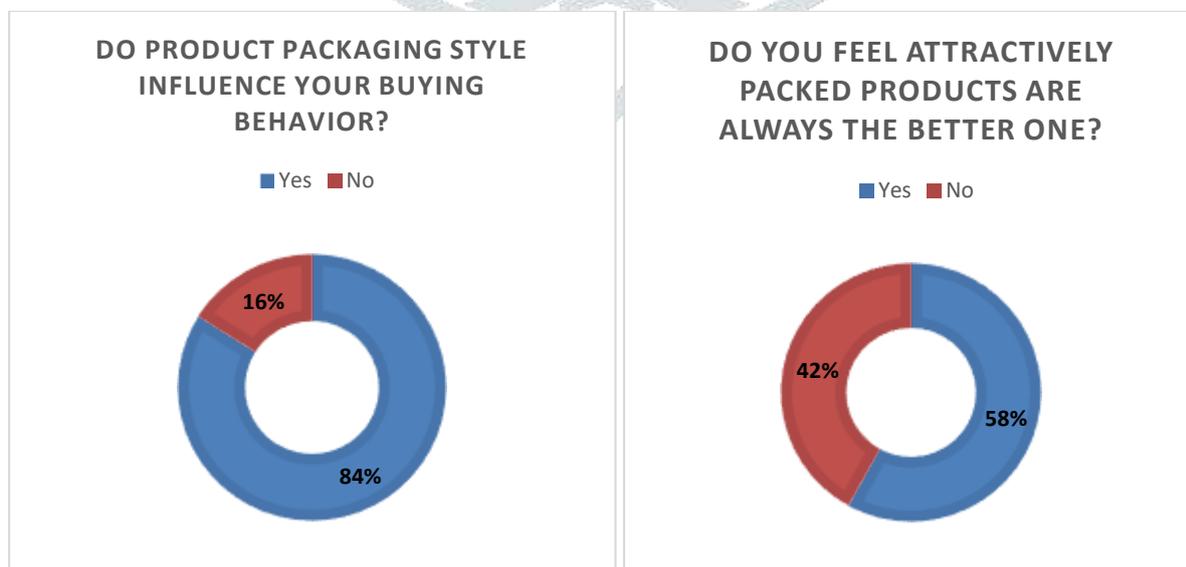


Figure 1 depicts that majority 84% are getting attracted to the packaging style and their purchased behavior is influenced. Figure 2 depicts that majority 58% of the respondents feel that attractively packed products are of good quality.

TABLE 3**What is your priority towards packaging?**

Character	Frequency	Percent
Protective	28	28.0
Eco friendly	42	42.0
Attractive	22	22.0
User friendly	8	8.0
Total	100	100.0

Table 3 shows that Eco-friendly packaging is their priority and secondly the feel that packaging is for protection of the product.

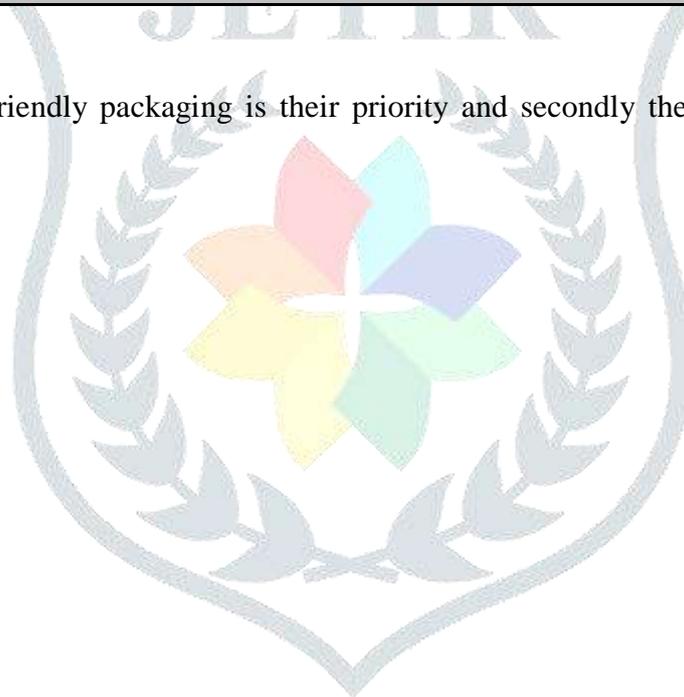


FIGURE 3



FINDINGS

- The majority of the respondents were female
- The majority of the respondents were below the age group of 20
- The majority of the respondents were undergraduates
- The majority of the respondents agree that product packaging style influence their buying behaviour
- The majority of the respondents agree that attractively packed products are always the better one
- The majority of the respondents gave priority for Eco-friendly packaging

CONCLUSION

Through this study it was found that consumer gives priority to eco-friendly packaging. During the acquisition of a product, the consumer also values the information on the package and packaging materials. Furthermore, the majority of respondents feel that the packaging design is compatible with the nature of the goods they

purchase. The majority of respondents agreed that packaging design innovation will boost the product's value. As a result, every company should focus on Eco-friendly packaging in accordance with consumer preferences and expectations.

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