

PRODUCT PACKAGING AND ITS IMPACTS ON CUSTOMER PREFERENCE WITH REFERENCE TO L'OREAL

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Abstract : Packaging plays a focal part in determining the character of new items, in limited time crusades, as an evaluating design, and as a device to make rack affect. Packaging is generally considered as the most extreme type of promoting at the exceptionally vital purpose of whole in the excursion of acquiring: the purpose of procurement. It mirrors the level of imagination, advancement, innovation, bleeding edge characteristics the brand may have. The place of packaging in advertising has turned out to be completely noteworthy since it is one of the channel organizations can catch customers to pay heed to items. The objective of this research is to identify how customer preferences changes by seeing the packaging of the products and how does the different characteristics of packaging and labeling of the products changes the buying behavior of the customer. This research is based upon different packaging strategies used by L'Oreal Company which is a French beauty care products organization headquartered in Clichy, Hauts-de-Seine with an enrolled office in Paris. To find out the relationship between customer preferences and product packaging, a structured questionnaire has been made for primary data collection.

IndexTerms - Packaging, customer preference

INTRODUCTION

Packaging can serve a critical part in the item utilization encounter, yet shopper item organizations and specialists regularly centre around packaging's effect on item advancements, conveyance and a scope of pre-utilization and cost-based capacities. Marketing and packaging writing regularly stratify the two trains in a way that may not precisely respond the purchaser encounter. This promoting/packaging division segregates advertisers and configuration/designing chiefs and may have long haul negative effect on buyer mark connections.

The place of packaging in showcasing has turned out to be totally critical since it is one of the channel organizations can catch customers to pay heed to items. Therefore, it is important to comprehend different packaging factors which prompts and draws in client to purchase certain item.

This research comprises of different diverse components of packaging attributes i.e. shade of packaging sizes of Package, distinctive states of Package and labeling of packaging.

LITERATURE REVIEW

1. **Mr. Mitul M. Deliya, (2012)** considered the "Part of Packaging on Consumer Buying Behavior – Patan District India" utilizing an sample size of 150 and SPSS for examination. As indicated by the investigation the Packaging is generally a urgent viewpoint. The end clients purchasing exercises is auxiliary to the Packaging and its highlights. Packaging components like size, shading, foundation picture, style, plan of wrapper, engraved Information and advancement is expected as earlier. So Package executes a basic capacity in advertising interchanges, principally amid the snapshot of offer and additionally treated like entire of the most noteworthy essential variables influencing customer's buy decision. Item Packaging constructs the finish of the 'advancement chain' and is complete Interval to the genuine buy and consequently play out a noteworthy capacity in anticipating shopper purchasing choice.

2. **Charles W. Lamb et al., (2011)** said that Packaging has four particular advertising capacities. It contains and secures the item. It advances the item. It enables purchasers to utilize the item lastly, Packaging encourages reusing and decreases natural harm. Accordingly, Packaging accomplishes something beyond securing the organization's item. It likewise helps in the advancement of the picture of the item in purchaser mind. In this way, neglecting to focus on the plan of the Packaging can diminish the odds of being noticeable and alluring, which can bring about utilizing deals. Marking gives data in regards to the item class, items fixings, and item directions. Buyers when making their mind whether to purchase or not to purchase an item they are guided by the taste, as well as some other extraneous factors, for example, mark mindfulness, naming, cost and source.

3. **Clemet et al., (2013)** examined "Understanding shoppers in store visual recognition: The impact of Package configuration highlight on visual consideration". They dealt with these variable basic leadership, visual consideration, eye

following, plan highlight and in store. Person has a restricted limit of visual consideration when they are discovering some vital item. This examination depends on restricted human visual limit and expansive jolts of items. They gathered information through two eye following examination. One investigation was performed in supermarket utilizing remote following framework and other was put in lab setting. They discovered that the buyer visual consideration is occupied by rack show things. Generally pretty and cool have a tendency to occupy customer. Item with new outline or Package with brilliant shading got this favorable position of drawing in buyer as it were. Hues and shape can be helpful in imparting the item's hypothesis to the shopper.

OBJECTIVE OF THE STUDY

- To determine how packaging affects on the preferences of consumers.
- To find out which of the aesthetic elements of packaging are most appealing to customer to whom they attract towards the purchase of product.
- To analyse how adequate size of the product attracts consumer.
- To measure importance of packaging and labelling for the consumers.
- To know how packaging colour influence consumer to purchase any product.

RESEARCH METHODOLOGY

The purpose of this paper is to identify the role and the impact of the packaging elements on the consumer preference. The buyer behaviour of consumers is a dependent variable that is influenced by the independent variables used in the study. For this paper the researchers have used both types of data, primary and secondary. The primary data was collected through a structured questionnaire. Whereas, secondary data was collected from books, textbooks, online articles, journals, etc.

The sampling technique that the researcher has used in this research is convenient sampling with sample size of 102 in NCR region. SPSS software was used for data analysis.

DATA ANALYSIS AND INTERPRETATION

Table No 1:

Gender	Responses
Male	42.6%
Female	57.4%

Table No 2:

Age Group	Reponses
15-25 years	69.3%
26-35 years	24.8%
36-45 years	5.9%
46-55 years	0%
Above 55	0%

Chi-Square Test:

1. For gender and dual language preferences that persuade the customers or not.

H0: There is no relationship between gender and dual language instructions given on packaging.

H1: There is relationship between gender and dual language instructions given on packaging.

Crosstabs

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Q6. Do the instructions given on the packaging persuade you to purchase the product?	101	100.0%	0	.0%	101	100.0%

**Gender * Q6. Do the instructions given on the packaging persuade you to purchase the product?
Crosstabulation**

			Q6. Do the instructions given on the packaging persuade you to purchase the product?		Total
			1	2	
Gender	1	Count	44	14	58
		% within Gender	75.9%	24.1%	100.0%
		% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	57.1%	58.3%	57.4%
		% of Total	43.6%	13.9%	57.4%
2	Count	33	10	43	
	% within Gender	76.7%	23.3%	100.0%	
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	42.9%	41.7%	42.6%	
	% of Total	32.7%	9.9%	42.6%	
Total	Count	77	24	101	
	% within Gender	76.2%	23.8%	100.0%	
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	100.0%	100.0%	100.0%	
	% of Total	76.2%	23.8%	100.0%	

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.011 ^a	1	.918

Calculate value of chi-square $X^2 = 0.011$
 Table value of $X^2 = (r-1)*(c-1)$
 $\Rightarrow (2-1)*(2-1) = 1*1 = 1$
 Table value = 3.49 (at 5% level of significance)
 Calculated value < Table value,
 So H_0 is accepted.

2. For age and dual language preferences that persuade the customers or not.

H0: There is no relationship between age and dual language instructions given on packaging.

H1: There is relationship between age and dual language instructions given on packaging.

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Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q1. In which age group you are? * Q6. Do the instructions given on the packaging persuade you to purchase the product?	101	100.0%	0	.0%	101	100.0%

Q1. In which age group you are? * Q6. Do the instructions given on the packaging persuade you to purchase the product? Crosstabulation

		Q6. Do the instructions given on the packaging persuade you to purchase the product?		Total
		1	2	
Q1. In which age 1 group you are?	Count	52	18	70
	% within Q1. In which age group you are?	74.3%	25.7%	100.0%
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	67.5%	75.0%	69.3%
	% of Total	51.5%	17.8%	69.3%
2	Count	20	5	25
	% within Q1. In which age group you are?	80.0%	20.0%	100.0%
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	26.0%	20.8%	24.8%
	% of Total	19.8%	5.0%	24.8%
3	Count	5	1	6
	% within Q1. In which age group you are?	83.3%	16.7%	100.0%
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	6.5%	4.2%	5.9%
	% of Total	5.0%	1.0%	5.9%
Total	Count	77	24	101
	% within Q1. In which age group you are?	76.2%	23.8%	100.0%
	% within Q6. Do the instructions given on the packaging persuade you to purchase the product?	100.0%	100.0%	100.0%
	% of Total	76.2%	23.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.509 ^a	2	.775

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.43.

Calculate value of chi-square $X^2 = 0.509$

Table value of $X^2 = (r-1)*(c-1)$

$\Rightarrow (3-1)*(2-1) = 2*1 = 2$

Table value = 5.99 (at 5% level of significance)

Calculated value < Table value,

So H_0 is accepted.

T test:

The test is done for the ratings given by the respondents to the packaging of L’Oreal.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q10. If we ask to rate packaging of L’Oreal products what would it will be?	101	3.71	.898	.089

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q10. If we ask to rate packaging of L’Oreal products what would it will be?	41.544	100	.000	3.713	3.54	3.89

Interpretation: Since p value is less than 0.05 hence there is a significant influence on packaging on perception.

CONCLUSION-

- Packaging is the fundamental and huge factor which to a great extent influences the customer purchasing conduct. It can be considered as one of most esteemed instrument in the present showcasing correspondences, securing extra detail investigation of its components and an impact of such components on shoppers purchasing conduct. The impact of packaging and its components on purchaser’s purchasing choice can be exhibited by assessing a significance of its different components for customer’s inclination. For this target fundamental package’s components decides are: shading, size, shape and material of packaging are viewed as generally essential. Packaging executes a critical function in marketing communications, mainly during the moment of sale.

- Package size, that is one the very pinnacle of open and simple to-process item signals to which client are uncovered, can significantly affect purchaser purchasing design. Increment in size can build the business volume by expanding the quantity of shopper who buys an item.
- Results demonstrate that the vast majority of the general population won't change the item as the packaging transforms they will keep on buying a similar item. Minor packaging material or measurement changes to the FMCG thing don't altogether influence the purchasing example of buyer for FMCG items on the retail retire. Be that as it may, a charming and great quality change in a packaging of an item altogether enhances the business volume.

RECOMMENDATIONS AND SUGGESTIONS:

- It is recommended that the company i.e. L'Oreal must prioritize investing in packaging technology as this will enhance competitiveness of its products.
- The managers of the company are recommended to use mostly preferred labels in their marketing appeals. Basically the labels placed on products should describe where it was made, when it was made, what it contains and how to utilize it, dates when their products expire.
- In addition the researcher recommends that company should use clear labels that are easy to understand.
- The researchers also recommend that when designing packages, designers of the manufacturing firms must ensure that the package protects the product inside to a greater extend as this is considered to be the main role of packaging.
- The researchers also recommend that manufacturing firms of any company should competitively price their goods without compromising on quality if they are to be successful and win the consumers' minds.

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