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A Study of Product Packaging on Consumer Behaviour of FMCG (Fast Moving Consumer Goods)

Products- With Reference To Krishnagiri City, Tamil Nadu, India

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Abstract

This study explores the impact of product packaging on consumer buying behavior, particularly focusing on FMCG (Fast-Moving Consumer Goods) products in Krishnagiri City. Packaging plays a crucial role in influencing consumers' purchase decisions, especially in today's competitive market where product differentiation is essential. The primary objective of this research is to analyze how various packaging elements—such as color, design, size, labeling, and shape—affect consumer perception and buying behavior.

To achieve this, the study utilizes a structured questionnaire to collect primary data from 250 respondents. The data is analyzed using SPSS software to draw insights into consumer preferences. Findings from the study reveal that packaging is a significant factor in driving impulse purchases, enhancing brand recognition, and influencing consumer satisfaction. The research highlights that packaging elements like the color scheme, material, and wrapper design are pivotal in attracting consumer attention, thereby affecting their purchasing decisions.

The study also delves into the demographic factors, such as income, age, and occupation, to determine their influence on consumer satisfaction with FMCG products. Statistical analyses, including the Kruskal-Wallis test, indicate that demographic variables do not significantly impact consumer satisfaction for most product categories, except in certain cases like biscuits and face cream where differences are observed.

Overall, the research underscores the importance of strategic packaging design as a non-price competitive advantage for FMCG brands. By effectively leveraging packaging elements, companies can influence consumer perceptions, enhance product appeal, and ultimately drive sales. The study concludes that well-designed packaging not only serves as a protective measure but also acts as a powerful marketing tool that communicates brand value and sways purchase decisions.

Keywords: *Product Packaging, Consumer Behavior, FMCG Products, Purchase Decision, Brand Differentiation.*

Introduction

Packaging has changed in a challenging environment over many years due to the rise of self-service and changing customer lifestyles. The company finds the package as a whole, the sales campaign, increasingly appealing. With its ability to promote impulsive buying, increase market share, and reduce promotional costs, the package becomes the ultimate selling proposition. Packaging serves as the vehicle needed to deliver a product to the end user, as opposed to packing cartons, crates, etc which is required for bulk shipments. Furthermore, packing is the art of encasing or protect goods that consumers have purchased for distribution, sale, and storage. The product package is what most consumers are drawn to, whether it be because of its color, design, image, barrier protection, instructions on how to use it, or the fact that it usually contains the product's expiration date. The author refers to packaging as the silent salesman in the store, acting as the only means of communication between a product and the final consumer at the point of sale. A product needs to have the bare minimum of protection known as packaging provided by the manufacturer through the use of containers in order for it to pass through the distribution channel safely. The protection of processed foods and fresh produce during transportation, storage, point of sale, and preparation for consumption is largely dependent on packaging. By doing this, it lessens food waste and assists in fulfilling a variety of purposes. The goal of packaging, as a silent salesman, is to sway the point of purchase buyer's decision by using factors like package design and color. Packing is a business strategy used by most companies to create a positive impression of the product they contain, thus providing them with a non-price competitive advantage. Due to its ability to set a producer's product and identity Apart from that of its rivals, packaging is a crucial strategic component for brand differentiation and identity. The authors discovered that using product images in packaging designs draws attention to brands, particularly those that offer experiential benefits and are less well-known.

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Review of Literature

Charles W. Lamb et al., (2011) In their book "Essentials of Marketing," the authors state that packaging serves four different marketing purposes. It safeguards and includes the product. It advertises the merchandise. In the end, packaging facilitates recycling and lessens environmental damage while assisting customers in using the product. As a result, packaging serves purposes beyond simply safeguarding the company's merchandise. Additionally, it aids in shaping the consumer's perception of the product. Therefore, neglecting the packaging's design may make it less likely to be noticed and appealing, which may lead to a reduction in sales.

Ahmad &Lakhan, (2012) carried out their study in India using a sample size of 15 respondents for the pulse rate and 103 respondents for the questionnaire. Studies indicate that packaging is a key element of the marketing mix's "Product" component. This essay seeks to quantify the contribution of packaging to brand awareness while taking into account the elements of packaging that influence the final user's perception of the brand. In addition to its other essential uses, packaging serves as a tool for advertising. Companies today are developing new tactics and techniques to acquire and retain customers through their unique packaging strategies because proper and appropriate packaging can help a brand shape a particular place in consumers' minds as well as in the marketplace. The study's goal was to investigate consumer perceptions of various milk package design components.

Ksenia,(2013) indicates that the consumer is influenced in different ways by the packaging design elements. While certain products draw in customers, others are overlooked. Different people have varied perspectives on packages and their designs; while some may find the image and color appealing, others may not even notice it. The result shows that attraction factors are valued according to the specific milk package design, and two milk package designs are perceived differently.

Objectives of the study

- To ascertain the impact of product packaging on customer behavior.
- The purpose of this study is to determine the impact of package elements—such as size, shape, and labeling—on consumer perception and purchasing behavior.
- To know perception of customer towards packaging in purchase of product.

Research Methodology

Approach: The study uses a quantitative research approach to investigate the impact of various packaging elements (like color, shape, size, and labeling) on consumer buying behavior.

Data Collection: Primary data was collected through structured questionnaires administered to the respondents. This data was then analyzed using statistical software (SPSS) for decision-making related to the study's objectives. The research design adopted is descriptive as it aims to describe the relationship between packaging elements and consumer purchasing decisions. The study focuses on assessing how independent variables (packaging features) influence consumer behavior, thereby helping to draw conclusions about their effects on buying patterns.

Sampling Techniques

Sampling Method: The study uses convenience sampling, which involves selecting respondents who are readily available and willing to participate in the survey. This method is often used when quick data collection is required, and a large, diverse sample is not strictly necessary for the research.

Sample Size: The research included a sample of 250 respondents to ensure sufficient data for analysis.

The sampling procedure included distributing the questionnaire to individuals in Krishnagiri City. The respondents included consumers of FMCG (Fast-Moving Consumer Goods) products, and the study was focused on understanding their perceptions related to packaging and its influence on their purchasing behavior.

The study aimed to assess variations in consumer preferences based on demographic factors like income, occupation, and age.

Theoretical Frameworks

Theory of Consumer Buying Behavior

The study of buying patterns and the exchange procedures involved in the acquisition, utilization, and disposal of products, services, and concepts is known as consumer behavior. According to the writers, consumer behavior is any activity in which people make actual or potential use of the various products on the market, such as ideas,

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goods, services, and store environments. In considering consumer behavior, the “physical, emotional and mental activities which people are engaged with when choosing, purchasing, using and disposing goods and services to satisfy their needs and desires” The author characterizes the consumer as a decision-making entity that endeavors to gather and analyze information, whether intentionally or inadvertently, in the current context and strives to enhance and fulfill his personal desires.

Theory of Packaging

Packaging includes the design and production of a container or wrapper for a product. In view of Ampuero and Vila, packages are in direct contact with the product, maintain and protect the product, prevent it from being spoiled, cause it to be identified, and facilitate its transport, in addition to granting commercial aspects to the product. The authors have defined packaging as the science, art, and technology of protecting products to control, transport, and store them and to display information.

Labeling creates consumer awareness of a product

Packaging and packaging design are now important marketing considerations for a wide range of "consumer goods," and they play a key role in informing customers about the advantages of a product. The main players in the development and execution of packages are the customers. Therefore, understanding and satisfying the consumer is the primary concern for packaging design. A unique package design has the power to alter consumer perception of a product and establish a new niche. For many consumer non-durables and maybe even some durables, packaging may have a direct impact on consumer trial, satisfaction, and repeat business.

Product differentiation influences consumer evaluation of the product

The label is essential to maximizing the product's effectiveness since it acts as the consumer's first point of contact. Labels inform consumers, and product descriptions assist them in making knowledgeable decisions. Studies show that labeling has an impact on consumers' purchasing decisions. A printed label serves as a source of crucial information in addition to carrying the brand name. The availability of nutritional information may persuade customers to choose healthy food items over unhealthy ones. Because of globalization, consumers have become more demanding, which has led producers to better understand consumer psychology and provide them with useful advice on how to serve the public good and meet market demands.

Product attractiveness stimulate consumer interest in a product

According to the author, the package can draw in customers, convey the name and image of the business, set the brand apart from rivals, and improve the usability of the product. As a result, the package itself serves as a decisive instrument for communication and informs customers about the product while they are making a purchase. Packaging plays a major role in influencing consumer decisions because its main functions are to draw attention to the product, sell it, and enable it to be used, contained, and protected.

Results and Discussion

Level of satisfaction with the availability of the following FMCG goods based on income.

An attempt was made to know the level of satisfaction with the availability of the following FMCG goods: toothpaste, bath soap, shampoo, biscuits, detergent powder, and face cream, based on the income: less than 15,000, between 15,001 and 25,000, between 25,001 and 35,000, between 35,001 and 45,000, and above 45,001.

Table – 1 : Mean Rank for Income and Level of Satisfaction with the Availability of the Following FMCG Goods

Level of Satisfaction	Mean Rank				
	Less than 15000	Between 15001 - 25000	Between 25001 - 35000	Between 35000 - 45000	Above 45001
Toothpaste	28.22	29.97	37.67	37.67	31.36
Bath Soap	30.48	27.18	28.75	40.50	35.86
Shampoo	26.39	30.21	33.00	42.00	40.00
Biscuits	30.04	23.94	37.67	40.00	38.00
Detergent Powder	30.17	29.09	34.17	31.50	31.64
Face Cream	31.13	27.88	25.33	39.50	35.00

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Sources: Computed Data

To identify the level of satisfaction with FMCG products based on income, the following null hypothesis is proposed.

H₀: There is no significant difference in the level of satisfaction among the income group of FMCG products in Vellore district.

The non parametric statistics of Kruskal- Wallis test was used to analyses level of satisfactions on availability of following FMCG products in this context. The details of the results of the Kruskal-Wallis test are presented in Table-2.

Table-2 : Degree of contentment with the following FMCG products' availability according to income

	Chi- Square	P -Value
Toothpaste	2.434	.656
Bath Soap	2.635	.621
Biscuits	6.287	.179
Detergent Powder	.477	.976

Sources: Computed Data

Show the Kruskal-Wallis test results. At the five percent significance level, the null hypothesis is accepted because the P value is higher than 0.05. This indicates that, with the exception of "Biscuits," every respondent ranked their degree of satisfaction with the availability of the following FMCG products nearly equally. It is possible to draw the conclusion that respondents' income has no bearing on how satisfied they are with the availability of FMCG products, with the exception of "biscuits" (C.V 6.287), p value 0.179, $p < 0.05$.

Table-3 : Mean Rank for Occupation and Level of Satisfaction with the Availability of the Following FMCG Products

Level of Satisfaction	Mean Rank				
	Student	Homemaker	Government Employee	Private Employee	Professional
Toothpaste	30.24	19.00	51.50	33.88	25.75
Bath Soap	30.22	43.50	47.50	29.92	26.33
Biscuits	29.19	40.00	6.00	36.50	27.92
Detergent Powder	30.32	41.25	26.00	33.42	23.00

Sources: Computed Data

To test attributes on purchase of goods based on occupation to the following null hypothesis is proposed.

H₀: There is no significance difference in attributes on purchase of goods different level of occupation of FMCG products in Vellore district. The non-parametric statistics of the Kruskal-Wallis test were used to analyze the attributes of the purchase of goods in this context. The details of the results of the Kruskal-Wallis test are presented in Table 4.

Table-4 Wallis test –Occupation and Level of Satisfaction with Availability of the following FMCG Products

	Chi- Square	P _Value
Toothpaste	3.747	.441
Bath Soap	2.683	.612
Biscuits	4.780	.311
Detergent Powder	2.485	.647

Sources: Computed Data

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Since the P value is greater than 0.05, the null hypothesis is accepted at the level 5 of significance. Hence, all the respondents have almost given similar rank to the attributes on the purchase of goods except 'Face Cream'. It could be concluded that the occupation of the respondents does not affect the ranking given to the attributes on purchase of goods, except 'Face cream' (C.V 6.798), , p value 0.147, $p < 0.05$).

Table-5 : Mean Rank for Age and Level of Satisfaction with Availability of the following FMCG Products (Toothpaste)

Age of the respondents	Mean Rank			
	Below 20	Between 21 - 30	between 31 - 40	Above 41
Strong and Health Teeth	29.86	30.27	28.70	38.25
Fresh Breath	31.02	30.19	30.30	29.50
Shines White	32.68	29.98	21.90	31.00
Low Price	30.40	32.62	18.50	32.38
Easy Availability	28.96	32.96	19.80	37.50

Sources: Computed Data

To test the attributes of tooth paste production age, the following null hypothesis is proposed:

Ho: There is no significant difference in the attributes of the toothpaste products among different age groups of FMCG products in Vellore district. The non-parametric statistics of the Kruskal-Wallis test were used to analyze the attributes of toothpaste products in this context. The details of the results of the Kruskal-Wallis test are presented in Table 6.

Table-6: Wallis Test –Age Groups and Level of Satisfaction on Availability of following FMCG Products. (Toothpaste)

	Chi-Square	P Value
Strong and Health Teeth	1.009	.799
Fresh Breath	.050	.997
Shines White	1.724	.632
Low Price	1.796	.616
Brand Image	3.213	.360
Easy Availability	3.682	.298

Sources: Computed Data

Since the P value is greater than 0.05, the null hypothesis is accepted at the 5 percent level of significance. Hence, all the respondents have almost given similar rank to the attributes of tooth paste products except 'Easy Availability'. It could be concluded that the age group of the respondents does not affect the ranking given to the attributes of the toothpaste products except' easy availability (CV 3.682).

Table-7: Mean Rank for Age and Level of Satisfaction on Availability of the following FMCG Products (Bath Soap)

Age of the respondents	Mean Rank			
	Below 20	between 21 - 30	between 31 - 40	Above 41
Good Cleaning	30.64	31.23	24.10	32.88
Good for Skin	28.86	32.94	34.50	19.88
Easy Availability	31.42	31.42	18.60	33.63
Low Price	35.10	28.50	24.30	22.50
Brand Image	31.16	30.85	25.10	30.88

Sources: Computed Data

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To test the attributes of bath soap products based on age the following null hypothesis is proposed.

Ho: There is no significance difference in the attributes of bath soap products among different age groups of FMCG products in Vellore district. The non parametric statistics of kruskal-Wallis test was used to analyse the attributes of bath soap products in this context. The details of the results of kruskal-Wallis test are presented in table 8

Table-8: Wallis Test –Age Groups and Level of Satisfaction on Availability of following FMCG Products. (Bath Soap)

	Chi-Square	P Value
Good Cleaning	0.915	.822
Good for Skin	2.922	.404
Easy Availability	3.145	.370
Low Price	4.332	.228
Brand Image	0.633	.889

Sources: Computed Data

Since the P value is greater than 0.05, the null hypothesis is accepted at the 5 percent level of significance. Hence, all the respondents have almost given similar rank to the attributes of bath soap products except 'low price'. It could be concluded that the age groups of the respondents do not affect the ranking given to the attributes of bath soap products except 'low price' (CV 4.332).

Table-9 : Mean Rank for Age and Level of Satisfaction on Availability of following FMCG Products (Biscuits)

Age of the respondents	Mean Rank			
	Below 20	between 21 -30	between 31 -40	Above 41
Good Taste	33.84	27.40	32.00	27.88
More Cream/ Flavours	27.02	32.38	38.90	29.50
Low Price	29.20	32.02	27.00	33.13
Brand Image	29.38	32.21	28.10	29.38
Easy Availability	32.30	29.62	28.10	28.00
Quality	30.28	33.50	24.80	19.50
Seasonal Offers	31.76	30.37	26.60	28.38

Sources: Computed Data

To test the attributes of biscuit products based on age, the following null hypothesis is proposed:

Ho: There is no significant difference in attributes of biscuit products among different age groups of FMCG products in Vellore District. The non-parametric statistics of the Kruskal-Wallis test were used to analyze the attributes of biscuit products in this context. The details of the results of the Kruskal-Wallis test are presented in Table 10.

Table-10: Wallis Test –Age Groups and Level of Satisfaction on Availability of following FMCG Products. (Biscuits)

	Chi-Square	P Value
Good Taste	2.329	.507
More Cream/ Flavours	2.970	.396
Low Price	.706	.872
Brand Image	.550	.908
Easy Availability	.608	.895
Quality	3.515	.319
Seasonal Offers	.498	.919

Sources: Computed Data

At the five percent significance level, the null hypothesis is accepted because the P value is higher than 0.05. With the exception of "quality," all respondents ranked the attributes of biscuit products nearly equally. The results suggest that the respondents' ages have no bearing on the order in which the characteristics of biscuit products are ranked, with the exception of "quality" (C.V. 3.515).

Findings and Observations

The study reveals that packaging significantly influences consumer buying decisions, particularly in the FMCG sector. Elements such as color, shape, size, and labeling are found to be critical factors that attract consumer attention and drive purchase decisions.

Analysis using the Kruskal-Wallis test indicates that income does not significantly affect consumer satisfaction for most FMCG products, except for items like biscuits, where differences were observed. Similarly, the study shows that factors such as occupation and age generally do not have a significant impact on consumer satisfaction, with a few exceptions like face cream (occupation) and easy availability of toothpaste (age).

Packaging is identified as a non-price competitive advantage. Well-designed packaging helps companies differentiate their products from competitors, enhances brand recognition, and can drive impulse purchases.

Suggestions and Recommendations

FMCG companies should invest in innovative and attractive packaging designs to catch the consumer's eye on the shelves. Utilizing vibrant colors and distinct shapes can significantly enhance product visibility.

Accurate and informative labeling can increase consumer confidence. Companies should highlight key product features, benefits, and nutritional information clearly on the packaging to influence health-conscious buyers. While the study found limited demographic differences, brands can still benefit from customizing packaging elements for specific target groups, such as youth-oriented designs or eco-friendly packaging for environmentally conscious consumers.

Effective use of packaging can strengthen brand loyalty by providing a consistent brand experience. Companies should consider using packaging as a tool to engage customers through limited editions or promotional packaging.

Scope for Future Research

Future studies can explore the impact of demographic variables like gender, education level, and geographic location on consumer behavior towards packaging. This would provide a deeper understanding of how packaging preferences vary across different consumer segments. Conducting comparative studies across different cities or regions can help identify regional preferences and trends in consumer packaging choices, enabling companies to localize their marketing strategies.

Further studies can investigate how new technologies, such as QR codes, augmented reality (AR), or smart packaging, can enhance consumer engagement and influence purchase decisions.

Conclusion

This study looked at how brand packaging components affected consumer satisfaction. The research paper's data were quantitative in character. Color, size, form, and labeling of the package are independent variables. Packaging is a vital and significant factor that greatly affects consumer purchasing decisions. It can be regarded as one of the most important tools in today's marketing communications since it collects more thorough data on its component parts and provides an understanding of how those parts influence consumers' purchasing decisions. By analyzing the importance of each component's individual contribution, it is possible to show how the package and its components influence the consumer's choice. . By assessing the significance of each component's individual contribution to the consumer's choice, it is possible to show how the package and its components have an impact on the consumer's purchasing decision. For this purpose, the most important key package components were thought to be the packaging's color, size, shape, and content. Packaging that conveys the product's message effectively and in an appealing manner might influence consumer behavior. Customers experience happiness when they see a color. Packaging with eye-catching hues gives a product a point of differentiation, and the brand can claim certain colors.

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