

IMPACT OF PACKAGING ON BUYING BEHAVIOR OF CONSUMER IN ERODE DISTRICT

Dr. A. Ramyashree

Assistant Professor & Head
Department of Commerce
Karuppannan Mariappan College
Email id: dsenthilkumarramya@gmail.com

Abstract

Food packaging plays a vital role in preserving food quality, extending shelf life, and ensuring safe delivery from producers to consumers. This project explores the design and development of an efficient, eco-friendly food packaging system that addresses modern challenges in sustainability, hygiene, and functionality. The packaging solution integrates biodegradable materials, innovative sealing techniques, and user-friendly features to maintain freshness, prevent contamination, and reduce environmental impact. Emphasis is also placed on aesthetic appeal, portability, and compliance with food safety standards. The study demonstrates how intelligent packaging, such as indicators for freshness and temperature control, can further enhance consumer confidence and product reliability. Overall, the project highlights the importance of smart, sustainable packaging in the evolving food industry. The study findout Impact of Packaging on buying behavior of consumer in Erode District. To analyze the impact of food packages on consumer behavior.

Key words: Food packaging, quality, delivery

"As the study of consumer behaviour continues to grow, be sure that attitudes and persuasion will continue to be at the center of many interesting and intriguing questions"

- Joseph Priester

INTRODUCTION ABOUT THE STUDY

Attitudes have played a central role in understanding human behaviour. Consumers' attitude and perception influence their purchase behaviour. In decision making situations consumers consider even about the other elements of the products such as packaging rather than the product itself. Hence, marketers in order to succeed in the market have to identify the attitude and the behaviour of the consumers with regard to packaging of food product. The quality of the product has to be communicated by good packaging and not just by promises made as the text on the package. Packaging is considered to be an important indicator of quality of food products. When the package is superior, consumers gain confidence that manufacturer will not provide something of less quality in such a nice container. An effectively designed food package should be attractive, convenient and cost effective. Other important aspects of a food package are the package material used and the design of the packages. Different materials are used for different type of food items and they are designed differently to suit them. An attempt has been made to analyse the attitude of the consumers towards the importance of packaging, attraction, uses of food packaging, packaging design and food packaging materials.

Packaging which pays due attention to the product characteristics, consumer convenience and appeal, market characteristics and economy is obviously an important determinant of success in marketing any product. Packaging is essential for all products like durable goods, FMCGs and food products. But the functionality and prominence of the package is more for processed packed food because it cannot be just a container but is directly attributed to the quality of the food and the health of the consumers. Package for food products are not viewed separately but considered as a part of the product itself. Many changes and advances in packaging have occurred in the recent years as a result of huge social change and the expansion of trade. In 1980's the packaging industry was revolutionized when plastic was adopted as the main material for food packaging. Today packaging of food products are done on a mixed material base to gain the

OBJECTIVES OF THE STUDY

1. To understand the awareness of consumers about the packaging of food products importance and uses of food package, package design and package material.
2. To analyze the impact of the various visual and other package elements of food packages on the consumer behaviour in respect of brand identity and brand image of the food products.

SCOPE OF THE STUDY

The present study focuses on identifying the various elements on packages, their effectiveness and impact the on consumer decision. And also the importance of displaying nutritional information on consumer knowledge and their perception of labels has been analysed in the study. It aims to find out consumers, manufacturers, package designers, policy makers and retailers in making their decision.

METHODOLOGY

SOURCES OF DATA

Both primary and secondary data were used for the purpose of this study. A structured questionnaire was used to collect the primary data from the respondents

SAMPLING

Convenient sampling technique was used to select sample

SAMPLESIZE

Sample size is 225 Respondents

TOOLS OF ANALYSIS

The following tools were used for the purpose of analysis of analysis of the data.

1. FRIEDMAN TEST
2. Chi Square test
3. Garrett ranking
4. Percentage Analysis

LIMITATIONS OF THE STUDY

Any study conducted have to be bordered and carved on some specific criteria in order to focus it on specific area and provide a definite frame and shape for the study. Some limitations are due to determination of the scope of study and some due to difficulties in data collection. Though the study aims to realize in the most earnest way there are some limitations.

1. Packaging is essential for any kind of product. But the present study is limited towards processed prepacked, branded food products only.
2. there are various information communicated by the manufacturers to the consumers on food packages.
3. the primary data was collected from Erode district of Tamilnadu. The inferences and results obtained may or may not fit to the other parts of the country.

ATTITUDE TOWARDS FOOD PACKAGE

ESSENTIALITY OF FOOD PACKAGE

Package is vital for a food product as it cannot be sold without a wrapper or cover. When food is exposed directly it may get contaminated and may become harmful to health. Thus a package protects the food and keeps it safe. The respondents opinion about the essentiality of package is shown in Table.

It is evident from Table that 45.56% of the respondents have stated that the package for a food product is very essential, 44.36% of the respondents have stated it as essential and 10.1 % of the respondents have stated that package is not essential. Nearly 90% of the respondents have agreed about the essentiality of the package for a food product.

TABLE - 1

DEMOGRAPHIC VARIABLES AND DEGREE OF ESSENTIALITY OF FOOD PACKAGE - CHI SQUARE TEST RESULTS

Demographic Variables	Value	Lf	P	Significance
Age	4.86	6	0.562	Not Significant
Gender	5.93	2	0.052	Not Significant
Educational Qualification	27.74	8	0.001	Highly Significant

Occupation	36.41	6	0.000	Highly Significant
Monthly Income	30.33	6	0.000	Highly Significant
Number of Members in the Family	9.77	6	0.134	Not Significant
Residential Area	0.11	2	0.948	Not Significant

Source: Primary data

It is clear from Table 1 that there is a highly significant association between education qualification, occupation and monthly income and opinion on the essentiality of food packages.

OPINION ABOUT ESSENTIALITY OF INNOVATION IN PACKAGES

Innovation has become an essentiality in every aspect of marketing and food package it's no exception to it. The changing life styles of the consumers urge marketers to modify packages to suit the consumers needs and expectations. The opinion of the respondents about the need for innovation in packages with respect to the demographic factors are shown in Table 3..

TABLE - 2

OPINION ABOUT INNOVATION IN PACKAGES

Demographic Factors		Innovation is Essential				Total	
		NO		YES		N	%
		N	%	N	%		
Age (yrs)	Below 25	71	10.68	132	19.85	203	30.53
	26-35	71	10.68	130	19.55	201	30.23
	36-45	53	7.97	112	16.84	165	24.81
	Above 45	30	4.51	66	9.92	96	14.44
Gender	Male	76	11.43	195	29.32	271	40.75
	Female	149	22.41	245	36.84	394	59.25
Educational Qualification	Up to Hr.Sc	26	3.91	50	7.52	76	11.43
	Graduate	85	12.78	151	22.71	236	35.49
	Post Graduate	54	8.12	111	16.69	165	24.81
	Professional	30	4.51	65	9.77	95	14.29
	Others	30	4.51	63	9.47	93	13.98
Occupation	Business	30	4.51	62	9.32	92	13.83
	Salaried	59	8.87	148	22.26	207	31.13
	Professional	37	5.56	86	12.93	123	18.50
	Others	99	14.89	144	21.65	243	36.54
Monthly Income (in Rs.)	Below 10000	58	8.72	107	16.09	165	24.81
	10001-15000	29	4.36	80	12.03	109	16.39
	15001-20000	68	10.23	87	13.08	155	23.31
	Above 20000	70	10.53	166	24.96	236	35.49
Number of Members in the Family	Up to 3	48	7.22	109	16.39	157	23.61
	4	85	12.78	168	25.26	253	38.50
	5	55	8.27	103	15.49	158	23.76
	6& Above	37	5.56	60	9.02	97	14.59
Residential Area	Urban	147	22.11	283	42.56	430	64.66

	Rural	78	11.73	157	23.61	235	35.34
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Source: Primary data

Table 2 shows that 66.17% of the respondents have stated that the innovation in food packages is essential to cater life style changes. However 33.83% of the respondents have stated sat innovation in packages is not essential.

In order to find out the associate on between the demographic variables of the respondents and opinion about essentiality of innovation in packages, the chi-square test was used and results of the test is shown in Table 2..

TABLE - 3

DEMOGRAPHIC VARIABLES AND OPINION ABOUT INNOVATIONS IN PACKAGES - CHISQUARE TEST RESULTS

Demographic Variables	Value	Lf	P	Significance
Age	0.82	3	0.845	Not Significant
Gender	6.85	1	0.009	Highly Significant
Educational Qualification	0.92	4	0.922	Not Significant
Occupation	8.64	3	0.034	Significant
Monthly Income	11.48	3	0.009	Highly Significant
Number of Members in the Family	1.62	3	0.654	Not Significant
Residential Area	0.07	1	0.796	Not Significant

It is evident from the Table 3 that the p value is less than 0.01 for the demographic variables gender and monthly income implying a highly significant association between these demographic factors and the essentiality of package innovation. It is also found that there is a significant association between occupation and essentiality for package innovation since the p value is less than 0.05. It could be concluded that there is no significant association between other demographic variables viz., age, educational qualification, number of members in the family, residential area and essentiality for innovation in packages since the p values are greater than 0.05.

TABLE - 4

USES OF FOOD PACKAGES - GARRETT RANKING

USES	MEAN	SD	Garrett Rank
Preventing food waste	4.41	3.33	I
Protecting the contents	4.59	3.16	II
Maintaining taste of Packed food	5.39	3.09	IV
Preserving Quality of Contents	4.61	3.04	III
Enhancing quality of product	5.99	3.13	VI
Avoiding contamination of food	5.40	3.12	V
Resisting from shock	7.24	3.20	VII
Efficient transport to places	7.64	2.98	VIII
Communication of information	8.06	3.02	X
Safeguarding food from adulteration	7.67	3.14	IX

Providing quality assurance for the product	8.25	3.07	XI
Controlled usage of the product .	8.74	2.90	XII

It is seen from the table above that among all the uses of food packages 'Preventing food waste' was ranked first, followed by 'Protecting the contents'. The use 'Preserving quality of contents' was ranked third. The fourth influencing use is 'Maintaining taste of packed food' and the use 'Avoiding contamination of food' has been ranked fifth.

TABLE - 5**INFLUENCING FEATURES OF A GOOD PACKAGING MATERIAL - FRIEDMAN TEST RESULT**

Features of Packing Material	MEAN	SD	Mean Rank
Prolongs shelf life of a product	3.36	1.16	3.82
Suits best to the nature of product	3.76	1.03	4.67
Not harmful to food quality	3.60	1.16	4.33
Do not affect the taste/quality of the product	3.75	1.18	4.74
Facilitate easy and safe disposal	3.78	1.11	4.80
Made of reusable material	3.50	1.23	4.30
Environmental friendly	3.78	1.21	4.82
Economical and does not add to the cost of the product much	3.60	1.23	4.53

source: Primary data

It could be noted from the above table that among the eight features "Environmental friendly" was ranked first. It is followed by "Facilitate easy and safe disposal". "Do not affect the taste/quality of the product" was ranked third.

CONCLUSION

A product is incomplete until it is "dressed up". The essence of marketing is to manipulate consumer purchase decisions either directly or indirectly through the use of the product mix elements such as packaging, labelling and branding. Thus product package design elements such as colour, typography, usage, instructions, package material, shape, size, form are deemed critical in shaping and guiding consumer purchase decision making process.

Packages are more powerful than other promotional devices because they convey the messages of the manufacturers to the consumers, right at the point of purchase where decisions about the product purchases are finalised. Packages on the shelves of the stores should attract consumer's attention, create a positive impression about the product and stimulate them to make the purchase.

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