

## **Study The Packaging Elements Influence Purchase Intention Of The Customers**

1. Dr. K. Rajendran, Assistant Professor, Department of Business Administration, Jawahar Science College, Email ID: [rajendrank97@gmail.com](mailto:rajendrank97@gmail.com), Ph No: 9884080018.
2. Dr. J. Jayakrishnan, Professor, Department of Business Administration, Annamalai University, Email ID: [jjaisubi2003@rediffmail.com](mailto:jjaisubi2003@rediffmail.com), Ph no: 9489542049.

### **Abstract**

In today's competitive market, packaging is doing not only works as protecting a product and also it has become an essential marketing tool (Kotler, et. al., 2009). This research has also proven that packaging has various functions. And also it is even low investment when compared with advertising and other promotional activities. Packaging elements such as brand name, product image shape of its packaging and colour associations are all helping the customers in making their buying decisions (Wang and Chou,2010).Packaging is considered to be the less expensive and an effective tool in marketing communications, the package itself acts as a decisive communication tool and provides customers with product-related information during the buying decision process.

**Keywords :** Customer, packaging, marketing strategies and purchase intention.

### **Introduction**

Packaging is a physical container or wrapper which bears the manufacturer's label and within which the product is contained, protected and offered for the sales. It is consisted variety of materials namely paper, glass, metal or plastic and it allowed a product to be handled, delivered and presented from the producer to the retailer and retailers to the customers. However, packaging is more than just a means of containment but also doing some other service. The packaging acts as a method of communicating product information, both the product and the brand characters to the customers. In effect, packaging is the integral part of the product and the visual identity of the brand (Brassington and Pettit, 2003).

Packaging design is most important aspects for the success of the product in the market place. Packaging is the customer's first point of contact with the actual product. Hence, it is essential to make it attractive and appropriate for both the product's needs and the customer's needs. Packaging is work as a very cost effective advertisement. Packaging is worked every day on the shelf, at the point of sales and at the customer's home. Packaging

design works powerfully at influencing the customer's perception and it is here, where the key lies to gaining a competitive advantage.

Packaging refers to the container or wrapper that holds a product or group of products. Packaging is important for marketing and logistic functions (Prendergast and Pitt, 1996). A unique packaging approach is a powerful advantage in drawing customer's attention and drive impulse purchases behaviour of the customers especially with the move to self-service retail format. Packaging enhances its primary characteristic as "salesman on the shelf" at the point of sale (Pilditch, 1972).

### **Creating a desire for the purchase of the product**

The package can convince the customers that the product can fill a need or satisfy an inner desire. Packages usually add value like the convenience. A shampoo or lotion bottle can be shaped in such a way that its normal position is inverted (less time to remove a viscous product), or it can be easily hung on the shower handle. Special pump dispensers have promoted the liquid soap form over the traditional bar soap. Convenience should also consider the ease of disposability of the package. Advances in packaging technology have kept pace with the demand for convenient packaging. In addition, rising customer's affluence appears to show that customers are willing to pay more for convenience, appearance, dependability and prestige of better packages (Kotler, 2000).

Package is not only selling the product but also create desire for repeat purchases. This can be in form of reusable features, special give ways or easy dispensing devices which promote repeat sales and add value. To ensure that the good design elements are captured or not overlooked during product development, a checklist can be useful.

### **Packaging and customers behaviour**

Customers make the decisions to buy the products or goods according to their needs and requirements. Since customers have experience and product knowledge, they tend to make a purchase choice. The decisions are built around several factors and attributes which communicate to customers through package and product.

The customer goes through several steps in order to make a purchase. First step is called problem recognition. Here, the customer sees the difference between the current state and the desired one. Second step is information search. The customer investigates the data

and makes a reasonable decision. Third step is evaluation of alternatives. Here, the customers collect the alternatives, identify, categorize, and compare them against his criteria. Fourth step is called product choice. Here, there are two rules that drive the decision. The non-compensatory rule reduces the number of alternatives that do not fit the criteria the customer has set up. Compensatory rules mean that the customer considers all alternatives carefully in order to make the right choice. (Solomon, et. al., 1999).

### **Objectives of the study**

- To identify the customer's attitude towards packaging elements in the purchase of fast moving consumer goods.
- To study the customer's opinion towards the role of packaging in the fast moving consumer goods.

### **Review of literature**

**Bone and France (2001)** stated that the graphical component of the label could significantly influence attribute beliefs and purchase intentions even when the verbal component of the package was held constant and provided accurate product attribute information. From the literature, it has identified that there is no agreement on classification of package elements as well as on research methods of package impact on customer purchase decision. By this research, it seeks to reveal the role of packaging elements on customer purchase decision.

**Kotler (2003)** stated that package could be treated as one of the most valuable tools in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on customer buying behavior. The impact of package and its elements on customer purchase decision can be revealed by analyzing the importance of its separate elements for customer choice.

**Ali Eldesouky and Francisco Mesias (2014)** examined the influence of package attributes on consumer purchase decisions of cheese products. They used the focus group technique, because of its considerable potential as a means to collect qualitative data within consumer research. It is found that price, product quality, packaging, origin and brand are decisive factors in the purchase decision of food products.

**Research methodology**

Research methodology is a way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected, analysed and presented so that it provides meaningful information and research tools.

**Analysis and Interpretation**

Now a day's customers behavior are changed due to making environment and increasing changes in the consumers desires. With the increase competition manufacturing firms and researchers have focused more and more on customers and their preferences. Hence, the determinate choices are revealed every day. One of these preferences is associated with customers perception of product and packaging.

**Table 1** Customer opinion towards Packaging Elements

<b>Elements</b>	<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
Brand Name	Brand name in the packaging draws my attention	4.48	0.90
	Brand name in the packaging reflects genuine characteristics of the product	4.14	1.21
	Brand name in the packaging is unique compared to other brands	4.11	1.23
	Brand name in the packaging is easy to remember	4.20	1.07
Colour	Packaging colour composition in the packaging draws attention	4.40	1.03
	Packaging colour composition in the packaging is easy to remember	4.19	1.33
	Packaging colour composition in the packaging stands out on the shelves compared to other brands	3.99	1.26
Typography	Font for type letters on the packaging draws attention	4.23	1.10
	Font for type letters on the packaging is readable	4.22	0.94
	Font for different colours of typed letters on the packaging is readable.	3.88	1.36
	Font for product information on the packaging is easy to read	4.22	1.13
Images	picture in the packaging draws attention	4.02	1.32
	Picture in the packaging is appetizing	3.71	1.42
	Picture in the packaging reflects genuine characteristics of products	3.96	1.26

Shape	Packaging shape draws attention	4.37	1.17
	Packaging shape makes it easy to store	3.95	1.24
	Packaging shape is comfortable to hold	4.19	1.16
Size	Packaging size suits my needs	3.96	1.46
	Packaging size encourages me to buy it	3.72	1.29
	Packaging size is easy to carry	4.06	1.28
Material	Packaging material draws attention	4.29	0.92
	Packaging material of is unique compared to other brands	4.00	1.22
	Packaging material reflects eco-friendliness	3.99	1.02
	Packaging material reflects good quality	4.07	1.11
Product information	Product information on the packaging is described clearly	4.17	1.19
	Product information on the packaging inspires trust for the product	4.14	1.07
	Storage information on the packaging is easy to follow	4.11	1.02
Aesthetic appeal	Aesthetically appealing package can increase my interest to possess the product	3.94	1.24
	When I intend to product, attractive packaged is always my first choice	4.24	.94
	I switch brand/product due to the attractiveness of the packaging	3.90	1.35

Source: Primary data computed;

Table 1 shows that customers opinion towards packaging elements. The researcher has identified the nine major elements of packaging. The respondents are asked to rate their opinion in the five point scale. Brand name, colour, typography, images, shape, size material, product information and aesthetically appeal are major dimensions studied in this research. Each element is measured with some statements in the five point scale. Mean and standard

deviation values are calculated based on the collected data. In the case of brand name, the calculated mean scores are ranged between 4.48 to 4.11 and standard deviation values lies between 1.23 and 0.90. Customers are highly rated towards brand name in the packaging which draws more attention (4.48), followed by easy to remember the brand name (4.20). With regard to colour, the colour compositions in the packaging are creating more attention (4.40) among the buyers. For, typography, typed letters on the packaging draws more attention (4.23) among the buyers. In the case of image, picture in the package is creating more attention among the buyer (4.02). With regard to shape, customers are felt that the packaging shape given more attention (4.37). For size, customers are felt that the package size should be easy to carry (4.06). Packaging material also played a vital role, because customers are given more importance towards packaging material (4.29). Product information in the packaging should be described clearly (4.17) and attractive package is always the first choice among the consumer while purchase of package fast moving consumer goods products.

It is found that brand name, packaging colour composition, font size for typed letters in the packaging, picture clarity in the packaging, shape of the packaging, easy to carry, material, clear information and attractive packaging are the important aspects among customers in purchase of packaged fast moving consumer goods product.

## Conclusion

The intention of the study is to analyse the customers opinion towards the impact of packaging on purchase intention of fast moving consumer goods particularly personal care products, food and beverages and house hold products. Packaging is played as vital role of containment and protection of the product, attract the buyer, communication to the buyer, creating a desire for the purchase, quality measurement and also differentiating the brand. The packaging designs are more likely to influence the consumer perception of the brand than advertising. The communication aspect of package was marginally significant so the package as a means to communication and attracting the buyers.

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