

A Study on Effect of Packaging on Consumer Buying Choice of FMCG Consumer Goods

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Abstract: *This study examines The Effect of Packaging on Consumer Buying Choice of FMCG Consumer Goods. In the highly competitive Fast-Moving Consumer Goods (FMCG) industry, packaging plays a crucial role in influencing consumer buying decisions. This study aims to examine the effect of packaging on consumer choices in the FMCG sector and uncover the key factors that drive consumer preferences. The research employs a mixed-methods approach, combining both qualitative and quantitative data collection methods. In the qualitative phase, in-depth interviews and focus group discussions will be conducted to explore consumer perceptions and attitudes towards packaging in FMCG products. The quantitative phase involves a large-scale survey administered to a diverse sample of FMCG consumers. The survey will capture data on demographic characteristics, brand awareness, packaging design elements, and purchase intentions. The findings from this study will provide valuable insights into the significance of packaging in the FMCG industry and its impact on consumer behaviour. It is expected that packaging design elements such as colour, shape, typography, and material will emerge as influential factors affecting consumer preferences. Furthermore, the study will shed light on the role of brand awareness and the interaction between brand image and packaging in consumer decision-making. The implications of this study are twofold. First, it will contribute to the theoretical understanding of the role of packaging in the FMCG industry, providing a foundation for future studies in consumer behaviour and marketing. Second, the findings will have practical implications for FMCG companies, enabling them to optimize their packaging strategies to better align with consumer preferences and gain a competitive edge in the market.*

Keywords: FMCG product, Customers, Problems, Packing

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