

A Study of Quality Services and its Impact on Consumer Buying Behaviour w.r.t, D-Mart, Nagpur

Vishal Bhairam and Prof. Tanu Gautam

Jhulelal Institute of Technology, Nagpur, India

Abstract: *Packaging performs a central role as a medium in the marketing mix, in specifying the character of new products, in promotional campaigns, as a pricing pattern, and as a tool to create shelf impact. Packaging is usually considered as the most utmost form of advertising at the very crucial point of entire in the journey of purchasing: the point of purchase." It reflects the level of creativity, innovation, modernism, cutting-edge qualities the brand might possess. The place of packaging in marketing has become entirely significant since it is one of the channel companies can capture consumers to take notice of products.*

Keywords: D-mart, Likert Scale, Friedman's Rank Test

REFERENCES

- [1]. By this article (Kuvy kaite, Dovaliene, &Navickiene, 2009) aim ed to reveal that the elements of package possess the basic effect on consumer preference.The research model was prepared and test in order to exhibit impact of verbal and visual package elements on consumer's buying decisions.
- [2]. (Shekhar&T.,2013)In research it was discovered chocolate packaging cues influencing buying decisions In research it was discovered chocolate packaging uses influencing buying decisions of young customers in Kannur District, Kerala State , India.
- [3]. Dhurup, M., Mafini, C., &Dumasi, T. (2014). Theimpact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retail Ingindustry. 1-9.
- [4]. Miremadi, A., &Faghani,E. (2012). An Empirical Study of Consumer Buying Behavior and Its Influence on Consumer Preference in Iranian FMCG Market: A Case Study.INTERNATIONAL BUSINESS MANAGEMENT , 146-152.
- [5]. Adam, M. A., & Ali, K. (2014).Impact of Packaging Elements of Packaged Milk on Consumer Buying Behaviour. 1-45.
- [6]. Agariya, A.K., Johari, A., Sharma, H. K.,Chandraul, U. N., &Singh, D. (2012). The Role of Packaging in Brand Communication. International Journal of Scientific &Engineering Research
- [7]. Ahmad, N., &Lakhan, M. &(2012).Effect of Product Packaging in Consumer Buying Decision. Journal of Business Strategies , 1-10.
- [8]. Deliya, & mitul. (2012).consumer behavior towards the new.national monthly refereed journal of research in commerce & management ,199-211.