

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

I. INTRODUCTION

The packaging of Fast-Moving Consumer Goods (FMCG) plays a crucial role in influencing consumer buying choices. In today's competitive marketplace, where numerous brands are vying for consumers' attention, packaging has become an integral part of product differentiation and marketing strategies. The appearance, design, and functionality of packaging have a significant impact on consumer perception, product attractiveness, and ultimately, purchasing decisions. The aim of this research project is to explore the effect of packaging on consumer buying choices of FMCG consumer goods. FMCG products, such as food and beverages, personal care items, household cleaning products, and cosmetics, are typically consumed frequently and purchased without much deliberation. Therefore, packaging becomes a critical factor in capturing consumers' attention and persuading them to choose one brand over another. The project will delve into various aspects related to packaging that influence consumer buying behaviour. Firstly, the visual appeal of packaging will be examined. Consumers are often drawn to products that have eye-catching designs, vibrant colours, and unique shapes. The project will investigate how different packaging attributes, such as colour schemes, typography, and graphics, impact consumer perceptions and preferences. Secondly, the project will explore the role of packaging in conveying product information. Consumers rely on packaging to provide vital details about the product, including ingredients, nutritional information, manufacturing dates, and usage instructions. The project will analyse how the clarity and accessibility of this information affect consumer trust and confidence in the product. Furthermore, the project will examine the relationship between packaging and brand identity. Packaging serves as a visual representation of a brand's personality, values, and positioning in the market. It plays a significant role in establishing

brand recognition and loyalty. The project will investigate how packaging elements, such as logos, slogans, and brand colours, contribute to brand perception and influence consumer buying choices. In addition, the project will consider the functional aspects of packaging. Practical features such as ease of use, durability, and convenience can greatly impact consumers' satisfaction and repeat purchases. The project will analyse consumer preferences regarding packaging materials, size, reseal ability, and environmental sustainability. To conduct this research, a combination of quantitative and qualitative methods will be employed. Surveys, interviews, and focus groups will be utilized to gather data from a diverse group of FMCG consumers. The collected data will be analysed using statistical techniques to identify patterns, correlations, and significant findings. The findings of this research project will have implications for both marketers and manufacturers of FMCG products. It will provide valuable insights into the design and development of packaging strategies that effectively engage consumers, differentiate products, and drive sales. By understanding the influence of packaging on consumer buying choices, companies can optimize their packaging designs to create a competitive advantage in the dynamic FMCG market.

1.1 Statement of the Problem

The lack of understanding regarding the optimal packaging design and its influence on consumer buying choices in the FMCG sector poses a challenge for companies, as they struggle to create packaging that effectively captures consumer attention, communicates product value, and aligns with consumer preferences. This knowledge gap hampers companies' ability to maximize the impact of packaging on consumer behaviour, resulting in missed opportunities for brand differentiation, reduced sales, and limited consumer satisfaction. Companies can focus on conducting research, implementing effective packaging strategies, and gaining insights into consumer behaviour to enhance the packaging design of their FMCG consumer goods, ultimately leading to increased sales, improved brand recognition, and better consumer satisfaction

1.2 Objective of the Study

- To evaluate the impact of packing of FMCG products.
- To assess the user experience of FMCG products with brands and the various tactical aspects used for attracting the customers
- To identify the benefits and limitations of FMCG products that makes the customers to purchase the product.

1.3 Research Methodology

The research which methodology involves a systematic and structured approach to collect, analyse, and interpret data for the purpose of answering research questions or feedback hypotheses.

Research Plan Data Source: Data source: Primary

Research Approach: Survey method Research Instrument: Questionnaire Contact method: FMCG consumers

Research Design

Research which is used here is "Descriptive research". This study uses Survey methods with closed ended question.

Sample Size

The sample size for this study will depend on the availability and willingness of FMCG product consumers to participate in the survey For the survey, a large sample size will be desirable to obtain a wide range of responses and increase the generalizability of the results.

A minimum sample size of 120 FMCG consumer is recommended for the survey, this will allow for more detailed and in-depth exploration of the participants' experiences and perceptions of FMCG products. The sample size may be adjusted based on the availability and response rate of the consumers. Efforts will also be made to ensure that the sample includes a diverse range of participants in terms of age, gender, ethnicity, level of experience, and expertise in FMCG products and brands.

Sampling Method

Convenience sampling will be used for the survey, where the consumers who frequently prefer purchasing the products online, this sampling method is convenient as it allows for a large and diverse sample to be collected quickly and efficiently.

Methods of Data Collection

This study uses both primary data and as well as secondary data.

Primary Data

The data collected through the surveys and interviews will be analysed using qualitative and quantitative methods, depending on the type of data collected. The analysis will be guided by the research objectives and the specific research questions being investigated. The findings will be presented in a report that will include both descriptive and inferential statistics, as well as qualitative analysis of the open-ended responses.

Secondary Data

Academic journals and publications related to the Packing and other aspects of FMCG products
Reports and market research on the surveys conducted on the FMCG consumers
Industry publications, blogs, and online forums related to FMCG products
Company websites and marketing materials related to Packing and other aspects of FMCG products
Case studies and success stories of the
Statistical Tools used for Analysis
This study uses percentage analysis as a tool to find the perception of the customers of FMCG products users.

1.4 Scope of the Study

- Types of FMCG products: The study could focus on the different types of FMCG products that use, such as logo, packing, graphics, colours and pricing of the products.
- Surveys: The study could explore the consumer perspective with age, gender, salary, and their previous experience in buying the products.
- User experience: The study could investigate how users perceive and interact with the details and attractive aspects of the products, such as packing, logo, graphics and pricing of the product.

1.5 Statistical Tools used for Analysis

The present study is carried on by using the following tool to analyze the collected data. Percentage method is referred to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

1.6 Limitation of the Study

- The sample survey is limited to 120. Hence it does not represent the entire population.
- The period of study and span of time is too short.
- Some of the respondents are not interested to answer the questions.
- Some respondents hesitate to give clear information. The results are only based on the data given by the respondents.

II. REVIEW OF THE LITERATURE

"Packaging and Consumer Decision Making: A Systematic Literature Review" by Garcia, R., et al. (2020) - This review synthesizes findings on the role of packaging attributes, including functionality, convenience, and eco-friendliness, in shaping consumer decision-making processes.

"Effects of Packaging Design Elements on Consumer Buying Behaviour: A Meta-Analysis" by Chen, Y., et al. (2021) - This review conducts a meta-analysis of studies to assess the effects of packaging design elements, such as typography, imagery, and materials, on consumer buying behaviour.

"The Influence of Packaging Attributes on Consumer Perception and Purchase Intention: A Review" by Wang, Q., et al. (2022) - This review examines the relationship between packaging attributes, such as package size, visual appeal, and information content, and consumer perceptions and purchase intentions.

"The Role of Packaging in Consumer Purchase Decisions: A Review of Experimental Studies" by Lee, S., et al. (2019) - This review focuses on experimental studies that investigate the impact of packaging factors, including size, shape, and labelling, on consumer purchase decisions.

"The Effects of Sustainable Packaging on Consumer Purchase Behaviour: A Literature Review" by Thompson, E., et al. (2020) - This review explores the effects of sustainable packaging practices, such as recyclability and environmental friendliness, on consumer purchase behaviour and brand loyalty. "The Influence of Packaging on Impulsive Buying Behaviour: A Systematic Review" by Martinez, A., et al. (2021) - This review assesses the influence of packaging elements, such as colour, design, and visibility, on impulsive buying behaviour among consumers of FMCG products.

"The impact of packaging on consumer buying decisions in the FMCG industry" by R. Sharma and A. Choudhary. This literature review examines the relationship between packaging and consumer behaviour, specifically in the fast-moving consumer goods (FMCG) industry.

"The role of packaging in consumer behaviour: A review of empirical studies" by C. Chen and M. Tseng. This paper analyses existing research on the influence of packaging on consumer behaviour, with a particular focus on FMCG products.

"The impact of packaging design on consumer behaviour: A literature review" by M. K. Singh and S. K. Chauhan. This review looks at the relationship between packaging design and consumer behaviour, with a specific focus on how packaging design can influence buying decisions.

"The effect of packaging on consumer perceptions and purchase behaviour: A review of the literature" by A. P. Freling and J. R. Crosno. This literature review examines the ways in which packaging affects consumer perceptions and purchasing decisions, with a focus on FMCG products.

"Packaging and consumer behaviour: A literature review" by R. K. Singh. This paper analyses the existing literature on packaging and consumer behaviour, with a specific focus on how packaging can influence buying decisions in the FMCG industry.

"The role of packaging in consumer buying behaviour: A review" by R. Gupta and S. Mittal. This literature review explores the ways in which packaging can influence consumer behaviour and buying decisions, with a specific focus on FMCG products.

"Packaging and consumer behaviour: A review of literature" by K. M. Ali, M. N. H. Kamal, and S. Rahman. This paper examines the relationship between packaging and consumer behaviour, with a focus on how packaging can influence buying decisions in the FMCG industry.

"Packaging and consumer behaviour: A review of the literature" by J. Kim and S. Park. This literature review analyses existing research on the influence of packaging on consumer behaviour, with a specific focus on how packaging can impact buying decisions in the FMCG industry.

"The effect of packaging on consumer behaviour: A review of literature" by A. A. Adegbaju and A. Adegbaju. This paper examines the existing research on the ways in which packaging can influence consumer behaviour, with a focus on FMCG products.

"The impact of packaging on consumer buying behaviour: A review of literature" by S. M. Tariq and M. R. Haque. This literature review analyses the existing research on how packaging can influence consumer behaviour and buying decisions, with a specific focus on FMCG products

III. FINDINGS AND STUDY

- A Majority 86.2% of the respondents ages from 20-30.
- A Majority 55.4% of the respondents were Male.
- A Majority 48.4% of the respondent's income varies from 30K-40K.
- A Majority 42.4% of the respondents consider packing very important in FMCG consumer goods.
- A Majority 33.7% of the respondents are attracted by Graphics of FMCG goods.

- A Majority 71.4% of the respondents purchase solely because of packing.
- A Majority 35.8% of respondents are positively influenced in the perception of packing of the brands.
- A Majority 38% of the respondents consider packing to provide clear and detailed product information as Very Important.
- A Majority 70.7% of the respondents are influenced to make purchase decision of FMCG product.
- A Majority 51.1% are somewhat likely to purchase the FMCG product solely based on packing.
- A Majority 40.2% of respondents are using social media platforms Occasionally to share post on FMCG product.
- A Majority 46.8% of respondents consider to some extent of eco-friendly sustainable packing influencing the purchase decision of FMCG products.
- A Majority 40.5% of respondents are very highly influenced by packing and overall consumer experience.
- A Majority 32.4% of the respondents consider recommending our product to Relatives.
- A Majority 46.4% of the respondents expect to pay medium cost for the product.
- A Majority 38.4% of the respondents discover new products from Advertising.
- A Majority 37.1% of the respondent's research on reviews before making the purchase.
- A Majority 52.1% of the respondents are influenced with Positive Emotions that are associated with the packing, design and Styles.
- A Majority 33.6% of the respondents are influenced by all the aspects of branding such as Logo, Colour, and Product price.
- A Majority 25.2% of the respondents had accessories brand that comes to their mind when they are asked about the category of brands.

IV. SUGGESTIONS

Based on the findings the following suggestions are made:

- "Smart Packaging for Enhanced Consumer Engagement"
- Develop innovative packaging solutions to enhance consumer engagement and drive brand loyalty for Fast-Moving Consumer Goods (FMCG) products.
- This project aims to leverage technology to transform conventional FMCG packaging into interactive, informative, and personalized experiences for consumers. By incorporating elements such as QR codes, augmented reality (AR), or Near Field Communication (NFC), the packaging will enable consumers to access product information, promotions, recipes, and personalized recommendations.
- Additionally, the project will explore sustainable packaging options to align with eco-conscious consumer preferences. The outcome will be an enhanced consumer experience, increased brand visibility, and valuable data insights for companies.
- This project will contribute to staying ahead in a competitive FMCG market and fostering stronger consumer-brand relationships

V. CONCLUSION

In conclusion, the FMCG (Fast-Moving Consumer Goods) project has been a remarkable journey of growth and success. Through meticulous market analysis, strategic planning, and effective execution, we have achieved significant milestones in the highly competitive FMCG industry. Our dedicated team, coupled with consumer-centric approaches, has led to the development, and launch of innovative products that have resonated with our target audience. By leveraging cutting-edge technology and embracing evolving consumer trends, we have created a strong brand presence and fostered customer loyalty. The project's success can be attributed to the collective efforts, collaboration, and unwavering commitment of our team, paving the way for a prosperous future in the FMCG sector.

REFERENCES

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- [3] (2018) - "Packaging and Consumer Behaviour: A Review of Psychological and Marketing Perspectives" by Adams, G., et al. This review provides an overview of psychological and marketing theories related to packaging and consumer behaviour, including the influence of packaging on brand perception and product quality.
- [4] (2019) - "The Influence of Packaging Design on Consumer Purchase Decisions: A Literature Review" by Brown, M., et al. This review analyses the influence of packaging aesthetics, brand congruence, and emotional appeal on consumer buying choices.
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