

A Study of Impact of Packaging on Consumer Buying Behaviour in Haldiram, Nagpur.

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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: Haldiram's Snacks, Likert Scale, Friedman's Rank Test

I. INTRODUCTION

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is a integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customer in return. Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customers as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The evolution of marketing was caused due to mature markets and overcapacities in the last decades. Companies then shifted the focus from production to customers in order to stay profitable. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. Marketing develops as a society and its economy develops. The need for marketing arises and grows as a society moves from an economy of agriculture and self-sufficiently to an economy built around division of labour, industrialization and urbanization.

II. LITERATURE REVIEW

(Mr. Mitul M. Deliya, 2012) Considered the "Role of Packaging on Consumer Buying Behavior – Patan District India" using a sample size of 150 and SPSS for analysis. According to the study the packaging is largely a pivotal aspect. The end users buying activities is ancillary to the packaging and its features. Packaging elements like size, color, background Image, Style, design of wrapper, imprinted Information and innovation is assumed as prior. So package executes a critical function in marketing communications, mainly during the moment of sale and as well as treated like whole of the highest primary factors persuading consumer's purchase choice. Product packaging builds the end of the 'promotion-chain' and is finish Interval to the real purchase and hence perform a major function in predicting consumer buyingdecision.

(Agariya, Johari, Sharma, Chandraul, & Singh, 2012) Conducted their research in India taking a sample size 103 responders for questionnaire and 15 responders for pulse rate. Research says that packaging is studied as fundamental component of the 'Product' of marketing mix. This paper is aimed to measure the role of packaging in brand awareness and considering the factors of packaging to deliver the brand importance to final users. Packaging assists as a promotional instrument besides other basic functions. Through suitable and correct

packaging can benefit a brand to shape a particular place in minds of consumer as well as in market place that's why companies nowadays are creating new tactics and techniques to acquire and retain customers by its unique packaging strategies

III. OBJECTIVES OF STUDY

- To find out the effect of packaging on the buying behavior.
- To check the effect of packaging elements on the buying behavior.
- To measure the relative impact of each packaging elements on the consumer.
- To identify the elements which should be highlights while design the packaging.

IV. HYPOTHESIS

The Current Study says that

- Ho: The quality has no significant impact on consumer buying behaviour.
- Hi: The quality has significant impact on on consumer buying behaviour.

V. RESEARCH METHODOLOGY

Methodology includes the overall researches procedures, which are followed in the research study. This includes Research design, the sampling procedures, the data collection method and analysis procedures.

5.1 Research Objective

Objective of the report is to learn the facets of marketing and do the monitoring and counter selling Along with I will also work in the following areas:

- Market visit for retail shops
- Research on "Customer satisfaction"
- Sales & distribution
- Promotional strategy

5.2 Sample Design

A sample design is a definite plan for obtaining plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

SAMPLE SIZE :-

- For market visit – 5 retail outlet.
- For consumer survey – 50 customers
- Trending- previous 2 year data
- For market visit – Nagpur
- Forecasting & trending – sales

VI. DATA ANALYSIS AND INTERPRETATION

6.1 Primary Data

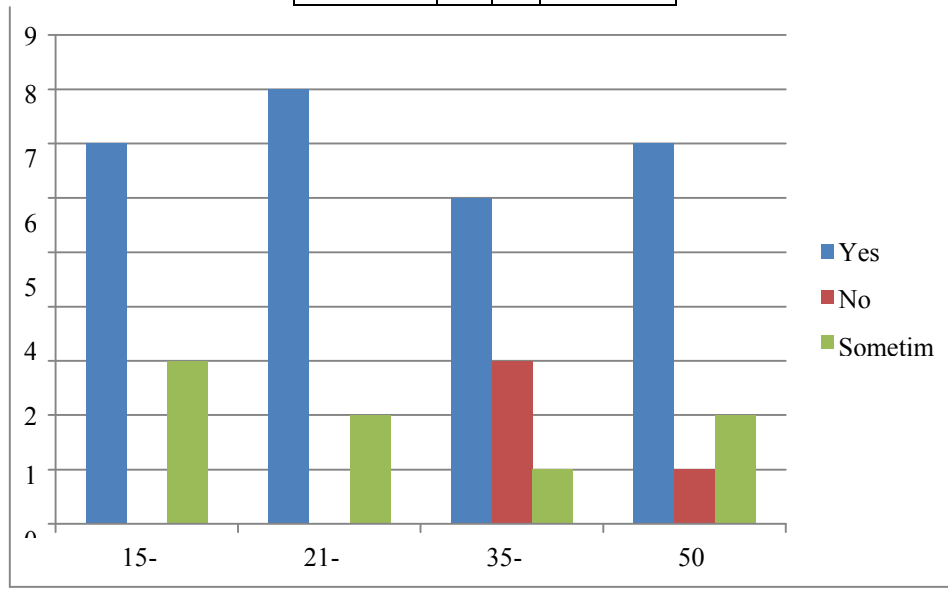
Primary data are those, which are collected fresh in nature. The researcher has used the primary data through questionnaire. The questionnaire was closed ended & multiple choice and rating questions. Primary data was collected through survey method by distributing questionnaires to branch manager and other manager.

6.2 Secondary Data:

Data was collected from books, magazines, web sites, going through the records of the organization, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. IN this project we used primary and secondary data used of secondary data we can get some data regarding organization current recruitment and selection process through their website or company brochure.

Analysis:

Age Group	Yes	No	Sometimes
15-20	7	0	3
21-34	8	0	2
35-49	6	3	1
50+	7	1	2

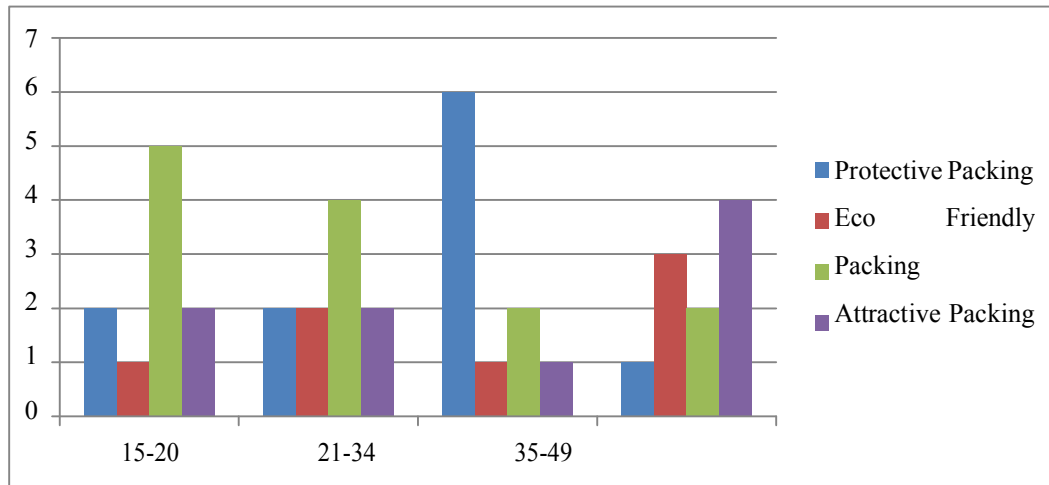


INTERPRETATION:-

From the above results we can say that there is a high degree of impact of packaging on consumer behavior. Out of the 40 respondents 28 says that they get influenced by the packaging of the product. The packaging has a greater impact on the age group of 15-21 and 21-34. However the rest of the higher age group sometimes tends to change the product due to packaging

WHAT YOUR PRIORITY TOWARDS PACKAGING OF HALDIRAM PRODUCT.

Age Group	Protective Packing	Eco Friendly Packing	Attractive Packing	All of Above
15-20	2	1	5	2
21-34	2	2	4	2
35-49	6	1	2	1
50+	1	3	2	4



INTERPRETATION:-

A consumer wants that packaging of the product should be a mixture of a material that should be eco-friendly and the main aim of packaging should be the protection of inner goods.

The age group between 15-20 wants the particular product packaging should protection that packaging should provide them.

VII. CONCLUSION

- In this research influence of brand packaging elements on consumer buying behavior have examined. The data used in this research paper quantitative in nature. The independent variables include packaging color, size, shape and labeling. The research work has been completed successfully and it has allowed me to learn about the mindset of the consumers relating to the packaging of product. The result of research reveals following findings.
- Package executes a critical function in marketing communications, mainly during the Packaging is the essential and significant factor which largely persuades the consumer buying behavior. It can be considered as one of most valued tool in today’s marketing communications, acquiring additional detail analysis of its elements and an influence of such elements on consumers buying behavior. The influence of package and its elements on consumer’s buying decision can be demonstrated by evaluating an importance of its separate elements for consumer’s preference. For this objective main package’s elements determines are: color, size, shape and material of packaging are considered most important.
- Through suitable and correct packaging can benefit a brand to shape a particular place in minds of consumer as well as in market place
- If packaging has attractive and right tone of colors that delivers clearly the message of your product then it will influence consumer buying behavior and consumer will purchase that product. Furthermore color encompasses us and influences us in every day of purchasing; it can strike consumers economically and psychologically. Color acts on human mind, bodies, and emotions. So using color smartly can visually set manufacturers apart from competitors.

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