

RESEARCH PROJECT
ON

**“ROLE OF PACKAGING IN DIFFERENT STAGES OF DECISION
MAKING”**

FOR PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF

BACHELOR OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF:
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BACHELOR OF BUSINESS ADMINISTRATION
(2018-2021)



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CERTIFICATE

This is to certify the project report “Role of packaging in different stages of decision making” has been prepared by Mr. Piyush Thakur, Mr. Shivam Agarwal, Miss. Amisha Raghuvanshi under my supervision and guidance. The project is submitted towards the partial fulfilment of 3rd year, full time Bachelor of Business Administration.

Prof. Rashmi Sharma

Date:

DECLARATION

We Mr. Piyush Thakur (18GSOB1010208), Mr. Shivam Agarwal (18GSOB1010073), Miss. Amisha Raghuvanshi (18GSOB1010067); students of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “Role of Packaging in Different Stages of Decision Making” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree.

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EXECUTIVE SUMMARY

The objective of this study is to determine the elements that play an important role of packaging in different stages of decision making. The purpose of this research is to find out the main important factors related with the packaging effect, which are driving the success of a brand. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. So, by understanding what factors influence the buying behaviour and what packaging elements are most important help companies making the right decisions about packaging their products. This research will identify the relationship between consumer buying process as the main variable of the study and some independent variables like packaging colour, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process. The primary research data will be collected through a structured questionnaire which will be used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.

INTRODUCTION

Consumers nowadays are bombarded with too many marketing stimuli, clues in order to being attracted by different companies. In this line Keller (2008) states that consumers are exposed to more than 20,000 product choices within a 30-minute shopping session. The primary purpose of packaging is to protect the product, but packaging can be used by companies as an instrument for promoting their marketing offer, and for boosting their sales. A good packaging helps to identify and differentiate products to the consumers. Packaging is used for easily delivery and safety purpose. Packaging helps companies differentiate the product from another brand. Companies must understand what influences consumers in their consumer buying process. They must also understand what factors influences the buying behaviour and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. Market research helps companies to create the 'right' packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005) organizations' intentions are developing brands in order to attract and retain the existing consumers. The scholars have recognized the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitors' promotion and communication strategies. Companies can use this understanding in a very strategic way in order to offer the right products and services to the right customer at the right time. Consumers respond to packaging based on previous information, learned reactions and individual preferences (Aaker 2010). So, packaging elements, shapes, colours, sizes and labels might influence consumers in different stages of their decision making and to respond it positively.

LITERATURE REVIEW

Many packaging elements are factors that influence the decision making of consumers such as, packaging colour, printed information, packaging material, design of wrapper, printed information, brand image, innovation and practicality. Consumer decision making can be defined as a series of activities people engage in when searching, evaluating, selecting, purchasing, using and disposing of products and services so as to satisfy their needs and desires.

In the store, the packaging acts as a gateway to the product. Consumers look at the packaging and respond to how it makes them feel at that moment. If the consumer feels that the product can potentially satisfy their needs, it influences their buying behaviour.

This feeling is a result of choices made across several cognitive stages; thus, most consumers find it to be complex and overwhelming at times. Since consumers are often in state of confusion, the most important role of packaging is to alleviate their fears. This article analyses a typical decision making in detail to highlight the role of packaging throughout.

Other factors like colours used in packaging can help draw consumer attention. Colour of packaging is important because it used by companies to differentiate its product from other competitors. Therefore, colours play an important role in a potential customer's decision-making process. Companies use different colours for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Colour is an essential component of packaging because consumers expect certain type of colours for the particular products (Keller, 2009). Different colours also symbolize different meanings to consumers. For example, orange, yellow, purple they have different meanings according to the consumer perception and culture. According to Singh (2006) colour perceptions vary across cultures and most of the religions are believed to have their sacred colours. According to Charles W. Lamb et al.,

(2011), in their book “Essentials of Marketing” think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product.

It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company’s products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales. Labelling provides

information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labelling, price and origin. According to Morris, J (1997) product labels help consumer to differentiate a product more easily. Labelling helps consumers spend less time needed while searching for products that are decided to be bought by them. Consumers under time pressure their decisions are influenced when the package comes with a distinctive appearance that contains simple and accurate information (Silayoi, and Speece, 2004). Nowadays, there are consumers that pay more attention to label information since they are more concerned with health and nutrition issues (Coulson, N.S., 2000). The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high-quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behaviour. According to Smith and Taylor (2004) consumers ECOFORUM [Volume 4, Special Issue 1, 2015] 234 link the packaging materials is associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor, 2004). Hollywood et al., (2013) carried a study on milk packaging. They tried to find out the impact of the three packaging materials, glass, plastic, and cardboard. Most of respondents in that study agreed that the use of plastic containers was better than cardboard and glass packaging. Ulrich R. Orth (2009) Packaging is used for identification of the product. Play an important role in attracting the consumer. Children are likely more sensitive in case of wrapper design. So, company has to make a wrapper design which attracts the children as well. Good and well-planned designs are eye-catching and can differentiate products on the shelves and can attract consumers more easily. So, attractive design, graphics, colours, printed lines, different signs and symbols as well as combinations of various materials can encourage consumers to notice and touch our product, thereby inspiring them to try and eventually buy the product. Printed information contains all the information related to the product quality,

price, description which help to identify the brand. According to Shah et al., (2013) labelling is one of the most visible parts of product and an important element of the

marketing mix. The information on packaging is an important component since it can support marketing communication strategies of companies, establish brand image and identity. There is a big consent among many scholars and practitioners about the importance of brand image with products. An image can create value to consumers by helping to process information; differentiate their preferred brands, facilitating buying, giving positive feelings, and providing a basis for product extensions (Aaker, 1991).

Moreover, brand image can be defined as a unique bundle of associations within the minds of target customers. According to Goldberg (1999) the image on the product is important because it increases the attention and familiarity with that given product. The background image is the image in the mind of the customer which helps to identify the brand of the product from different brands. Brand image can be assumed as a set of brand associations that collected in the minds of consumers (Mowen and Minor, 2001). Brand image refers to the framing of memory about a brand, which contains the results of interpretation by consumer to the messages, attributes, benefits and advantages of the product (Wijaya, B. S., 2013). Brand image represents what consumers think and feel about a brand identity. Thus, the image of a brand represents the perception that can reflect objective or subjective reality. According to Aaker (1991), consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The assumption that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt, make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar. Bringing innovation in the packaging design also increase the value of the product in the consumer mind. Novel packaging can attract consumers, but practicality is equally important. Innovative packaging may actually add value to the product if it meets a consumer need. But its practicality is also very important for creating the added value, like easily opening, easily stored, recyclable, etc. Nowadays, manufacturers try to design packaging that maintains the key equities of the brand in order to appeal to customers' needs and preferences.

OBJECTIVE OF THE STUDY

- To understand the impact packaging of a product has on the stages of purchase decision by consumer.
- To check if packaging elements are effect in decision making process of the consumers.
- To check if packaging elements are effective in changing the perception of consumers towards products.
- To understand which elements of packaging are important to effectively market products to consumer
- To understand if packaging influence consumer to switch from one brand to another
- To know the impacts of packaging towards the product.
- To know the relationship between buying behaviour and the way products are packaged/wrapping design.

Research Methodology

This study has used different methods, and methodology explains the process of research, design, methods of data collection, sample selection, and ways of analysing the data. Research is an intensive activity that is based on the work of others and generating new ideas to pursue new questions and answers. The main purpose of this paper was to identify the role of packaging in different stages of decision making. The decision making of consumers is a dependent variable that is influenced by the independent variables used in the study. The paper used both types of data i.e. primary and secondary.

Primary Source:

The primary data was collected through a survey of structured questions with the help of Google forms. The total number of questions are 28. The sample size is 151, out of which 92 are male and 59 are female. The survey contains some questions for demographic details such as name and gender. This study collected data from respondents using the survey questions which was sent in order to find out the packaging elements that have an impact on the decision making of consumers. The statistical tool Excel were also used for data analysis.

Secondary Source:

The secondary data was collected from books, textbooks, online articles and journals.

The survey is attached at the end of the report under 'Annexure'.

LIMITATIONS TO THE STUDY

- To collect primary data, it is hard to get the correct information from the people because they might not feel comfortable to provide their details or their emotions for a specific topic.
- The data which was collected is taken from free source, not paid websites or webpages due to lack of financial support which makes them unreliable.

ABOUT PACKAGING

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.

Packaging is more than just your product's pretty face. Your package design may affect everything from breakage rates in shipment to whether stores will be willing to stock it. For example, "display ability" is an important concern. The original slanted-roof metal container used for Log Cabin Syrup was changed to a design that was easier to stack after grocers became reluctant to devote the necessary amounts of shelf space to the awkward packages.

Other distribution-related packaging considerations include:

- Labelling:

You may be required to include certain information on the label of your product when it is distributed in specific ways. For e.g., labels of food products sold in retail outlets must contain information about their ingredients and nutritional value.

- Opening:

If your product is one that will be distributed in such a way that customers will want to-- and should be able to--sample or examine it before buying, your packaging will have to be easy to open and to reclose. If, on the other hand, your product should not be opened

by anyone other than the purchaser--an over-the counter medication, then the packaging will have to be designed to resist and reveal tampering.

- Size:

If your product must be shipped a long distance to its distribution point, then bulky or heavy packaging may add too much to transportation costs.

- Durability:

Many products endure rough handling between their production point and their ultimate consumer. If your distribution system can't be relied upon to protect your product, your packaging will have to do the job.

From the very earliest times, humans consumed food where it was found. Families and villages made or caught what they used. They were also self-sufficient, so there was little need for packaging of goods, either for storage or transportation. When containers were needed, nature provided gourds, shells, and leaves. Later, containers were fashioned from natural materials, such as hollowed logs, woven grasses and animal organs. As ores and chemical compounds were discovered, metals and pottery were developed, leading to other packaging forms.

Packaging is used for several purposes:

- Contain products, defining the amount the consumer will purchase.
 - Protects products from contamination, from environmental damage and from theft
 - Facilitate transportation and storing of products.
 - Carry information and colourful designs that make attractive displays.
 - For each product's needs, there are good packaging solutions. Though packages are often taken for granted, they are the result of many years of innovation -- in some cases accidental.
-

TYPES OF PACKAGING

□ Paperboard Packaging:

One way of placing packages into categories is to describe them as flexible, semi flexible, or rigid. Flexible packaging includes the paper sacks that dog food comes in, the plastic bags that hold potato chips and the paper or plastic sacks in which we carry home our purchases.

An example of semi-flexible packaging is the paperboard boxes that cereal, many other food products, small household items, and many toys are packaged in. For many non-food items, the packaging is made more rigid by formed packing materials that slip inside the box and hold the product and its accessories or components in place.

Forms of rigid packaging include crates, glass bottles, and metal cans. Cloth or paper may be the oldest forms of flexible packaging.

Paperboard is quite commonly used for packaging food and beverage products including juices, milk, and cereal products.



Fig. 1. Paperboard Packaging.

□ Glass Packaging:

Although glass-making began in 7000 B.C. as an offshoot of pottery, it was first industrialized in Egyptian 1500 B.C. Made from base materials (limestone, soda, sand and silica), which were in plentiful supply, all ingredients were simply melted together and moulded while hot. Since that early discovery, the mixing process and the ingredients have changed very little, but the moulding techniques have progressed dramatically. At first, ropes of molten glass were coiled into shapes and fused together. When the blowpipe was invented by the Phoenicians in 3000 B.C., its speeded production. Colours were available from the beginning, but clear, transparent glass was not discovered until the start of the Christian era. The split mould, which was developed in the 17th and 18th centuries, further provided for irregular shapes and raised decorations. As techniques were further refined in the 18th and 19th centuries, prices of glass containers continued to decrease. Owens invented the first automatic rotary bottle making machine, patented in 1889. Suddenly, glass containers of all shapes and sizes became economically attractive for consumer products, glass containers dominated the market for liquid products.

As a type of "rigid packaging," glass has many uses today. High weight, fragility and cost have reduced the glass markets in favour of metal and plastic containers. Still, for products that have a high-quality image and a desire for high flavour or aroma protection, glass is an effective packaging material.

Examples: Glass containers/bottles

- Liquor bottle.
- Jam bottle.
- Fiasco.
- Milk/Juice bottle.
- Sealed bottles.
- Wine bottles.

GLASS BOTTLE



Fig. 2. Liquor Glass Bottle.



Fig. 3. Fruit Juice

CONTAINERS



Fig. 4. Jam Glass Containers.



Fig. 5. Pickles Glass

- Tin/Metal Packaging:

Ancient boxes and cups, made from silver and gold, were much too valuable for common use. Metal did not become a common packaging material until other metals, stronger alloys, thinner gauges and coatings were eventually developed. One of the "new metals" that allowed metal to be used in packaging was tin. Tin is a corrosion resistant metal, and ounce-for-ounce, its value is comparable to silver.

The term 'tin can' referred to a tin-plated iron or steel can and was considered a cheap item. Today many still refer to metal cans as 'tin cans'. In 1764, London tobacconists began selling snuffing metal canisters, another type of today's "rigid packaging." But no one was willing to use metal for food since it was considered poisonous.

The safe preservation of foods in metal Containers were finally realized in France in the early 1800s. In 1809, General Napoleon Bonaparte offered 12, 000 francs to anyone who could preserve food for his army. By 1866 the first printed metal boxes were made in the United States.

Although commercial foils entered the market in 1910, the first aluminium foil containers were designed in the early 1950s while the aluminium can appeared in 1959.



Fig. 6. Soft Drink Cans.



Fig. 7. Cadbury Chocolate Tin Box.

□ Plastic Packaging:

Plastic is the newest packaging material in comparison with metal, glass, and paper. Although discovered in the 19th century, most plastics were reserved for military and wartime use. Plastics have become very important materials and a wide variety of plastics have been developed over the past 170 years. Several plastics were discovered in the nineteenth century: styrene in 1831, vinyl chloride in 1835, and celluloid in the late 1860s.

However, none of these materials became practical for packaging until the twentieth century. Styrene was first distilled from a balsam tree in 1831, but the early products were brittle and shattered easily. Germany refined the process in 1933 and by the 1950s Styrofoam was available worldwide. Insulation and cushioning materials as well as foam boxes, cups and meat trays for the food industry became popular.

In the interim, polyethylene film wraps were reserved for the military. In 1933, films protected submarine telephone cables and later were important for World War II radar cables and drug tablet packaging. Other cellophanes and transparent films have been refined as outer wrappings that maintain their shape when folded. Originally clear, such films can now be made opaque, coloured or embossed with patterns. One of the most commonly used plastics is polyethylene terephthalate (PETE). This material only became available for containers during the last two decades with its use for beverages entering the market in 1977. By 1980, foods and other hot-fill products such as jams could also be packaged in PETE.

Types of Plastic Packaging Material

- High Density Polyethylene (HDPE),
- Low Density Polyethylene (LDPE),
- Polyethylene Terephthalate (PET, PETE),
- Polypropylene (PP),
- Polystyrene,
- Polyvinyl Chloride (PVC, Vinyl).

Examples:

Most of the FMCG products like Soft drink bottles, chips/wafers, biscuits, dairy products, medicinal products, polybags for groceries etc.



Fig. 8. Dairy Products



Fig. 9. Groceries



Fig. 10. Plastic Packaging for Biscuits.



Fig. 11. Plastic Packaging for Wafers



Fig. 12. Plastic Packaging for Medicinal Products.

ROLE OF PACKAGING IN DIFFERENT STAGES OF DECISION

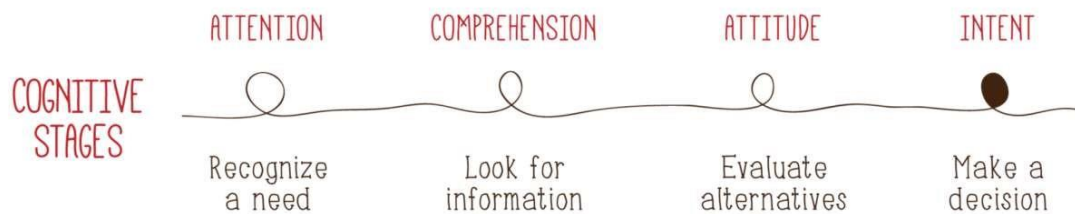


Fig. 13. Different Stages.

Recognize A Need

The way your product is packaged says a lot about your company and brand. Every single component of the package that adds to the presentation of the item is a key factor that requires prior planning and testing. Creating a pleasant unboxing experience for your customers makes them feel appreciated from the moment they receive it, so make it memorable. For example, instead of using a standard box sealed with transparent packaging tape, you can choose to integrate the design that distinguishes your brand and add elements that serve to familiarize users with it. In this way, your customers will relate the quality of the service you offer to the package design and, in the coming years, will feel more motivated to buy.

The effort that users perceive when receiving a product packed in a custom design make them want to repeat the experience, which translates into a profit for your company. For example, the consumers look for something else but when they see the other product or its packaging, they realize that this is what they need too. So, need of recognition can happen because of product packaging.

Look For Information

For information search when consumers are looking for products, especially medicines and food products, they search for the particular medicine and while searching they also learn about the similar types of medicines through their package. For food brands every information they get is from packaging of the products. People are health conscious now a days, they search for the calories and fat in the product, so packaging becomes very important there in that step.

As packaging helps them to provide the information about the product easily.

- Evaluation of alternatives

The marketing people of companies need to know about how various consumers evaluate products or services well the process is not easy to understand. Here the consumers might keep the following points of evaluation criteria prices, quality, brand and packaging.

Here is an example related to packaging helps in evaluation of alternatives, suppose a consumer needs a big cold drink bottle for party and one of the brands of soft drinks i.e. PEPSI has it but COCA-COLA doesn't have. So, the consumer will obviously go for PEPSI because it's convenient. Similarly, whenever customer must decide between two or more brands, they most of the times select the brand that has convenient package, that is easy to carry or hold. They will select the one that is easier to store instead of their preference.

- Purchase decision

Normally the consumer is supposed to buy that product or service which up to highest level fulfil their evaluation criteria but even at this stage same factor might alter consumer's decisions. Here purchase decision also depends on packaging because different types of package comes in different prices. So before buying people will have to make a decision of whether or not they want to pay that amount for the kind of package they are getting.

- Post purchase behaviour

Consumers buying decision process does not end with the purchase of the product or service it engages itself in post-purchase process. This determines whether the buyer is satisfied with product or service bought or not. If satisfied, then good word mouth will happen and vice versa. Consumers' satisfaction, dissatisfaction or delightedness depends upon buyer expectations and the product or service quality perceived performance. For example, if while buying milk, someone accidentally tears the packet, from next time onwards they will prefer tetra pack as it has a stronger grip than normal milk packets and also doesn't go bad for a long time. So, the consumer's behaviour towards the initial product is affected by the packaging it came in.

Packaging as The Stimulus

Based on Ian Pavlov's classical conditioning theory, we can treat the consumer as a subject who gets exposed to a product on the shelf, wrapped in its packaging, as the stimuli. The stimuli in this case is heavily cultured to affect subject's response and achieve a desired consumer behaviour.

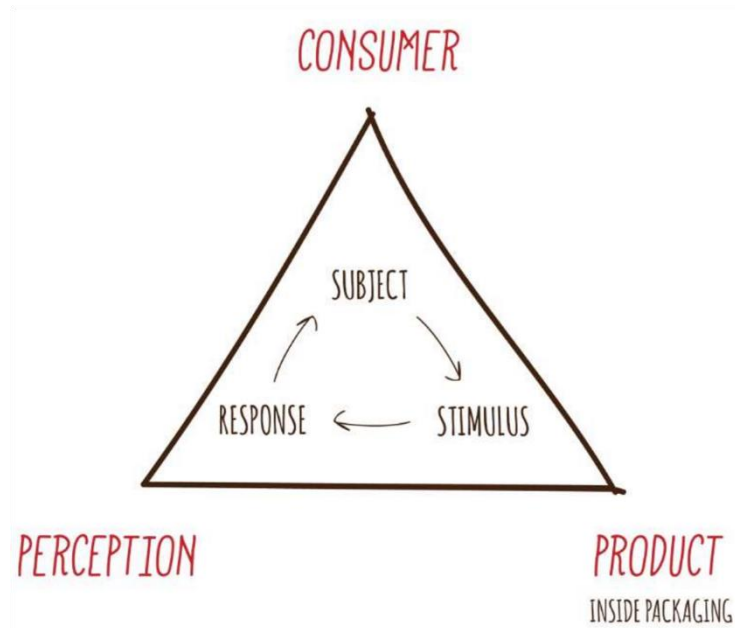


Fig. 14. Packaging as the Stimulus Diagram.

ROLE OF PACKAGING IN FMCG PRODUCTS

The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumers behaviour towards the packaging of FMCG products. Packages also deliver brand identification and label information like usage instructions, contents, list of ingredients or raw materials, warnings for use and directives for care of product.

“Packaging is the container for a product - encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used” Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of purchase decisions which characterize the majority of shopping occasions. In recent years the marketing environment has become increasingly complex and competitive. A product’s has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment.

Fast Moving Consumer Goods (FMCG), also known as Consumer-Packaged Goods (CPG), are products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries,

paper products and plastic goods. FMCG may also include pharmaceuticals, consumer packaged food products and drinks.

Some of the best-known examples of Fast-Moving Consumer Goods companies include: Nestlé, Hindustan Unilever, Procter & Gamble, Coca-Cola, Pepsi, Wilkinson and Mars.

Unlike other economy sectors, FMCG share float in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental - as opposed to luxurious - needs.



Fig. 15. Examples of Fast-Moving Consumer Goods companies.

DATA ANALYSIS & FINDINGS

There are total 28 questions in this survey and are divided into 3 section, according to respective categories.

Respondents were asked to answer the questions according to their daily based experienced that how packaging helps them to take decision in choosing and buying the product.

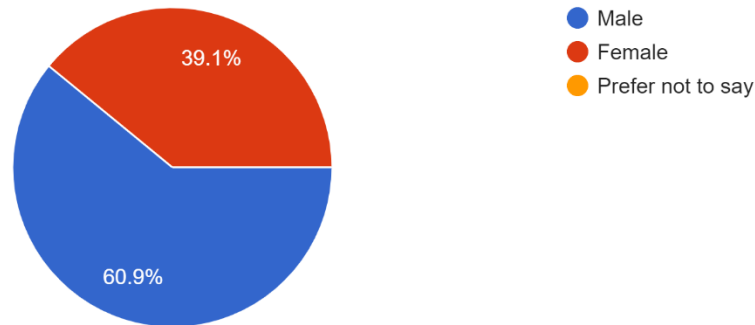
The first set of questions from Q1 – Q15, were perception about why packaging is important towards the product and some other related questions, and these questions need to be answered as YES or NO by the respondents.

The following pie charts will show how different respondents reacted towards the survey and we will get to know about change in behaviour of consumers towards Packaging

1. Gender

Gender

151 responses



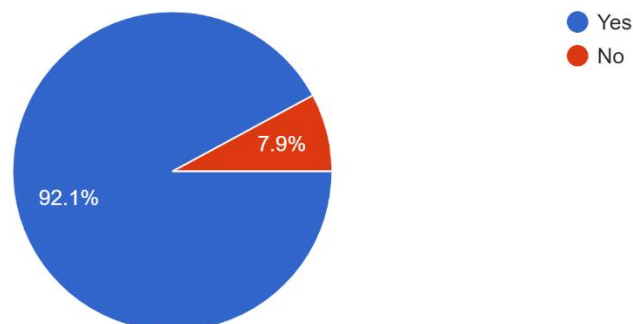
This pie chart shows gender diversity in which 28.6% of the total respondents are females whereas 71.4% of them are males

2. In this question, respondents were asked that does packaging affects their buying behavior towards the products.

out of 152 responses, only 7.9% people believes that there is no role of packaging in buying behavior towards any products, but 92.1% people believes that packaging affects their buying behavior.

Do you think packaging effects your buying behavior towards products?

152 responses



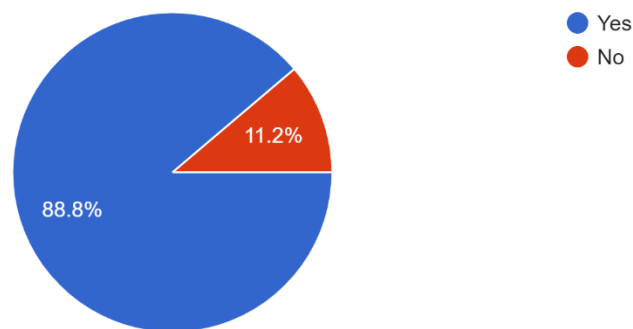
	Frequency	Percentage
YES	140	92.1
NO	12	7.9
TOTAL	152	100

3. In this question, respondents were asked that if a product has an attractive package, do they feel like buying it.

Out of 152 responses, only 11.2% people believes that there is no change in there buying behavior if any product package is attractive but 88.8% people believes that if a product has an attractive package, they will like to buy that product.

If a product has an attractive package, do you feel like buying it?

152 responses



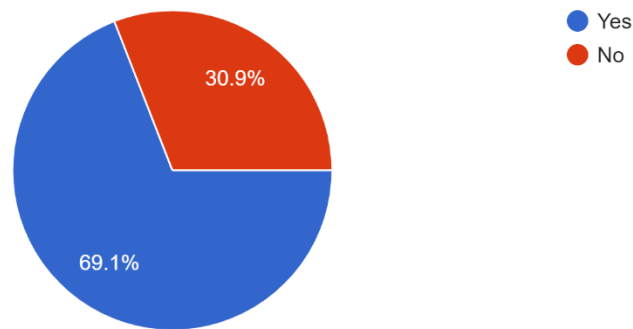
	Frequency	Percentage
YES	135	88.8
NO	17	11.2
TOTAL	152	100

4. In this question, respondents were asked that did they ever bought a product just because they found its packaging attractive.

Out of 152 responses, 30.9% people never brought a product just because they found its packaging attractive but 69.1% people bought a product when they found its packaging attractive.

Did you ever bought a product just because you found its packaging attractive?

152 responses



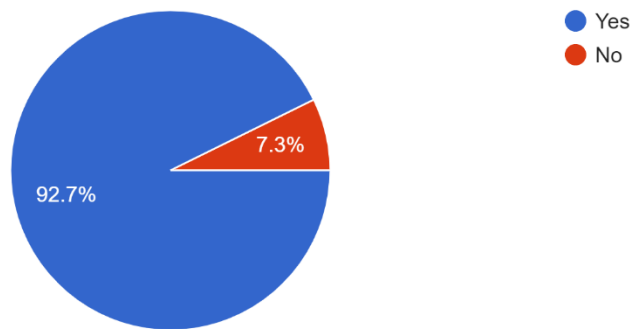
	Frequency	Percentage
YES	135	69.1
NO	17	30.9
TOTAL	152	100

5. In this question, respondents were asked that do they think the package of a product should be attractive and appealing to one's eye.

Out of 151 responses, only 7.3% people think that package of a product shouldn't be attractive and appealing to one's eye, but 92.7% people think it's important that packaging of a product should be attractive and appealing to one's eye.

Did you think the package of a product should be attractive and appealing to one's eye?

151 responses



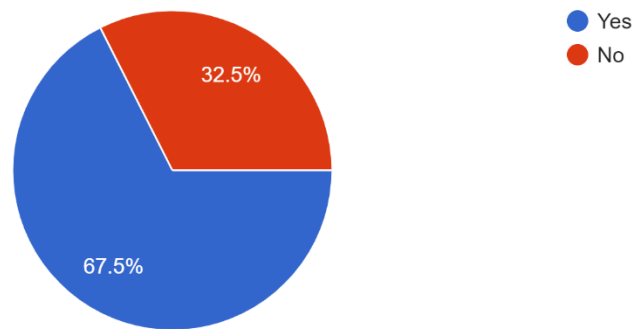
	Frequency	Percentage
YES	140	92.7
NO	11	7.3
TOTAL	151	100

6. In this question, respondents were asked that do they read the information provided on the package of the products.

Out of 151 responses, only 32.5% people don't read the information provided on the package of the product but 67.5% people do read the information provided on the package of the Products.

Do you read the information provided on the package of the products?

151 responses



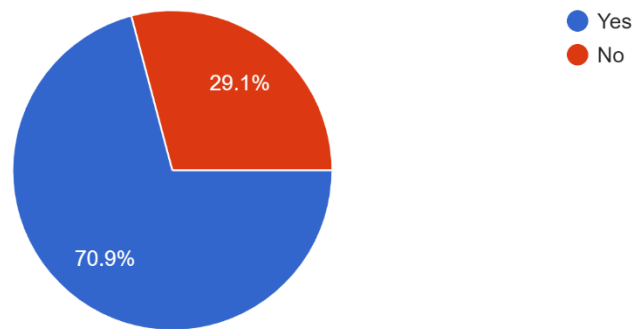
	Frequency	Percentage
YES	102	67.5
NO	49	32.5
TOTAL	151	100

7. In this question, respondents were asked that does selection of a product depends on the package it comes in.

Out of 151 responses, 29.1% people believes that selection of any product doesn't depend on the package it comes in but 70.9% people select the products according to the package in which it comes in.

Does selection of a product depends on the package it comes in?

151 responses

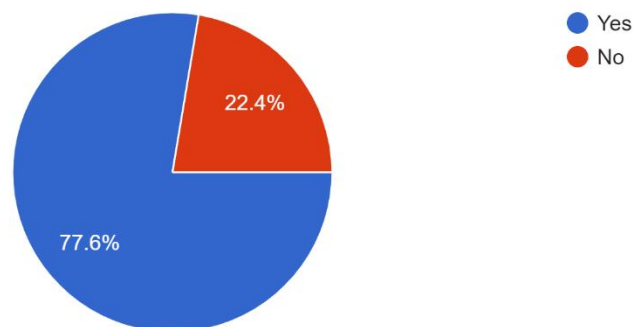


	Frequency	Percentage
YES	107	70.9
NO	44	29.1
TOTAL	151	100

8. In this question, respondents were asked if packaging affects the quality and quantity of a product. Out of 152 responses, 22.4% people believe that packaging doesn't affect the quality and quantity of a product but 77.6% people believe packaging of a product may affect the quality and quantity.

Does packaging affect the quality and quantity of a products?

152 responses



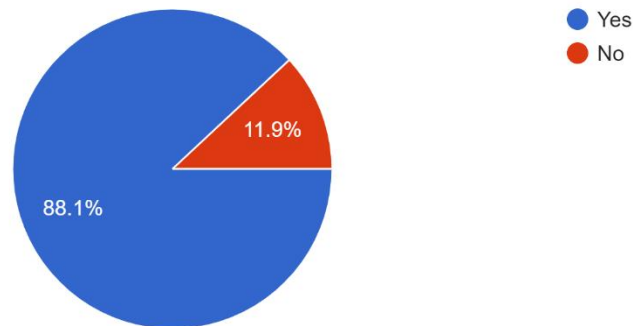
	Frequency	Percentage
YES	118	77.6
NO	34	22.4
TOTAL	152	100

9. In this question, respondents were asked that does packaging affect the durability of a product.

Out of 151 responses, 11.9% people believes that packaging doesn't affect the durability of a product but 88.1% people believes packaging may increase the durability of a product.

Does Packaging affect the durability of product?

151 responses



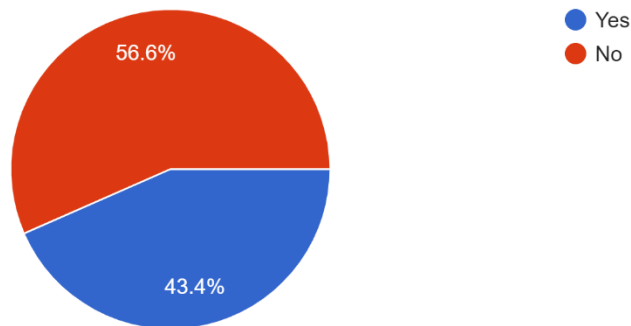
	Frequency	Percentage
YES	133	88.1
NO	18	11.9
TOTAL	151	100

10. In this question, respondents were asked if they think it'll be more helpful if all packaging came without color, in a simple box with only the name and instructions for the product.

Out of 152 responses, majority of the respondents i.e., 56.6% people denied that it will not help if all packaging of the products starts coming without color, in a simple box with only the name and instructions on it but still 43.4% people do not have any issues if packaging of the products starts coming without color and in a simple box with just the information on it.

Do you think it'll be more helpful if all packaging came without color, in a simple box with only the name and instructions for the product?

152 responses



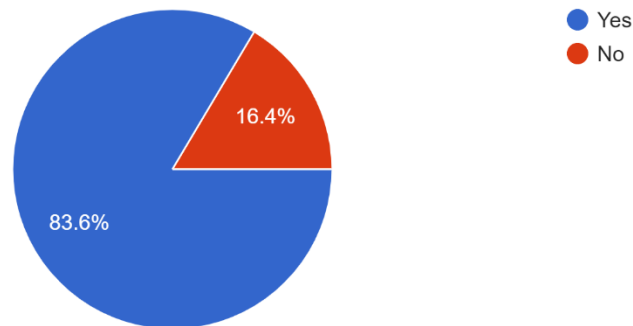
	Frequency	Percentage
YES	66	43.4
NO	86	56.6
TOTAL	152	100

11. In this question, respondents were asked that if they are confused between two different company products, does the packaging of the product helps them to decide which one to buy.

Out of 152 respondents, 16.4% people denied that if they got confused between two products packaging will help them to buy one of them but 83.6% people believe that if they got confused between two products of different companies, packaging of the products will help them to choose any one out of them.

If you are confused between two different company products, does the packaging of the product helps you decide which one to buy?

152 responses



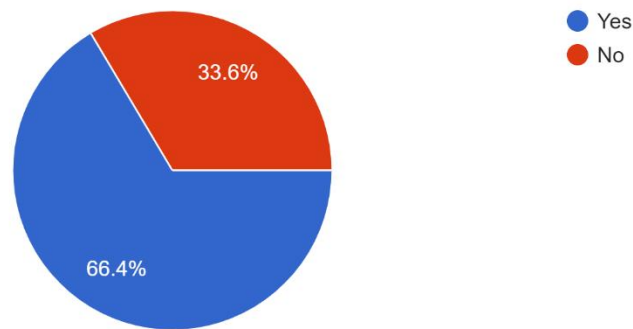
	Frequency	Percentage
YES	127	83.6
NO	25	16.4
TOTAL	152	100

12. In this question, respondents were asked that does packaging misleads buyers by giving them wrong information.

Out of 152 respondents, 33.6% people doesn't believe that packaging of any product misleads the buyer by giving wrong information, but 66.4% people believes that yes at some point of time packaging misleads the buyer by giving them wrong information.

Does packaging misleads buyers by giving them wrong information?

152 responses



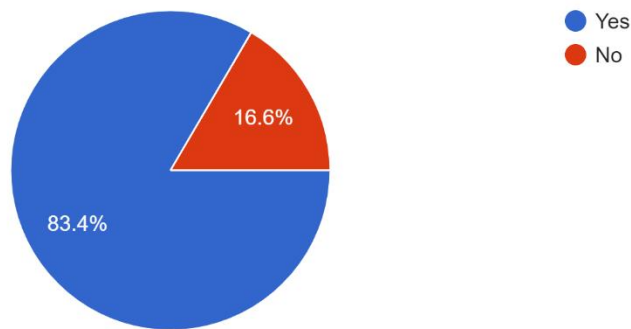
	Frequency	Percentage
YES	101	66.4
NO	51	33.6
TOTAL	152	100

13. In this question, respondents were asked that does the branded products have a better packaging than unbranded products.

Out of 151 respondents, only 16.6% people doesn't believe that branded products have a better packaging then unbranded products but majority of the people i.e., 83.4% are sure about that branded products have better packaging then unbranded products.

Does branded products have a better packaging than unbranded products?

151 responses



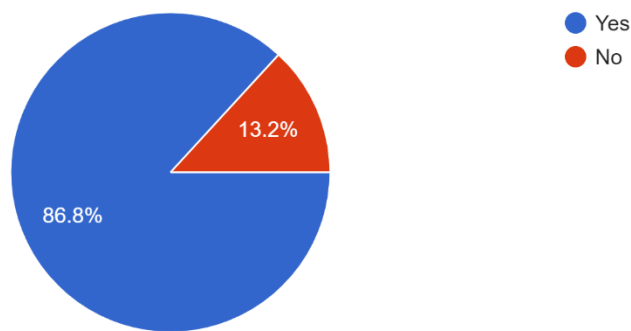
	Frequency	Percentage
YES	126	83.4
NO	25	16.6
TOTAL	151	100

14. In this question, respondents were asked that if there a relationship between buying behavior and the way products are packaged/wrapping design.

Out of 152 respondents, only 13.2% people doesn't believe that there is a relationship between buying behavior and the way products is packaged or wrapping design are selected but majority of them i.e., 86.8% people believed that there is a relationship between buying behavior and the way products are packaged or Wrapped.

Is there a relation between buying behavior and the way products are Packaged/Wrapping design?

152 responses

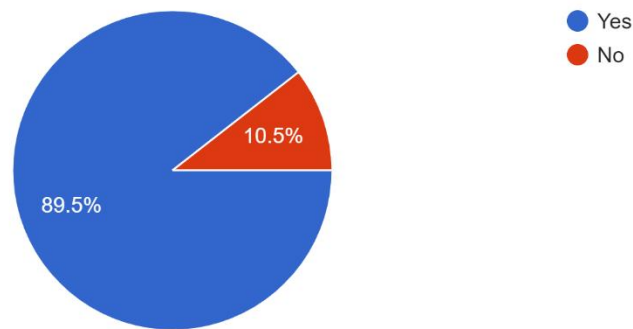


	Frequency	Percentage
YES	132	86.8
NO	20	13.2
TOTAL	152	100

15. In this question, respondents were asked that if the products easy to find due to its packaging. Out of which 152 respondents, 10.5% people are unable to find products even if they have different packaging but majority of them i.e., 89.5% people believe that packaging helps them to find the products easily.

Are the products easy to find due to packaging?

152 responses



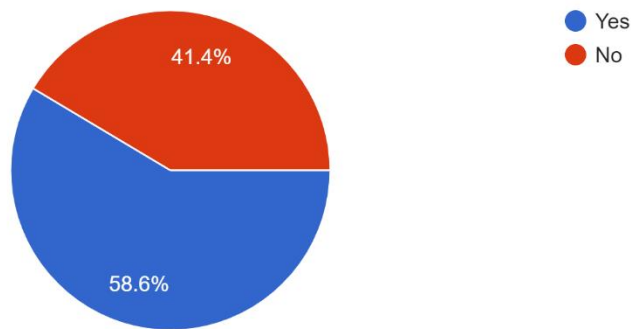
	Frequency	Percentage
YES	136	89.5
NO	16	10.5
TOTAL	152	100

16. In this question, respondents were asked that are they willing to pay an extra amount for good packaging.

Out of which 152 respondents, here majority of the people i.e., 41.4% are not willing to pay extra amount for good packaging but 58.6% people are ready to pay extra amount for good packaging.

Are you willing to pay an extra amount for good packaging?

152 responses



	Frequency	Percentage
YES	89	58.6
NO	63	41.4
TOTAL	152	100

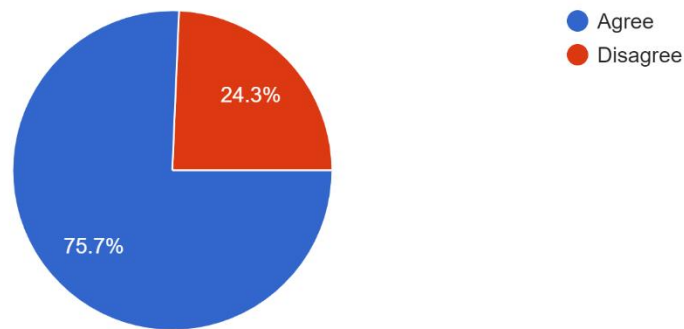
The second set of questions from Q17 – Q21 were the statements in which respondents were asked whether they AGREE or DISAGREE with statements given.

17. Statement: Packaging tells a lot about the company.

Out of 152 respondents, 24.3% people disagree with the statement that packaging tells a lot about the company but majority of the people i.e., 75.7% agree with the statement that packaging does tell a lot about the company.

Packaging tells a lot about the company.

152 responses



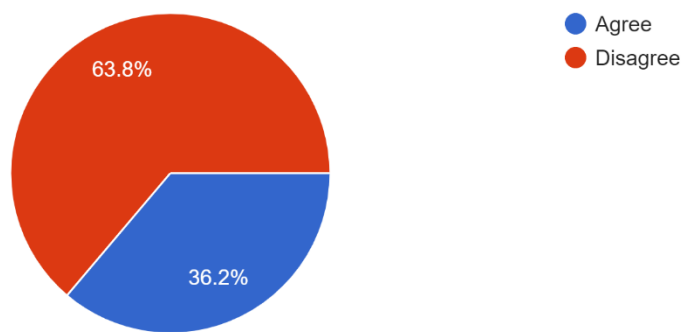
	Frequency	Percentage
AGREE	115	75.7
DISAGREE	37	24.3
TOTAL	152	100

18. Statement: Packaging is only used to help move the product from producer to you and it has no other function.

Out of 152 respondents, majority of the people i.e., 63.8% disagree with the statement and believe that packaging does have other function than to help move the product but 36.2% people agree with the statements and think that packaging has only 1 work i.e., to help move the product.

Packaging is only used to help move the product from producer to you and it has no other function.

152 responses

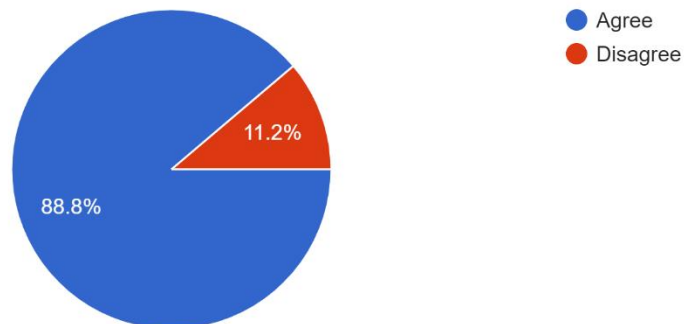


	Frequency	Percentage
AGREE	55	36.2
DISAGREE	97	63.8
TOTAL	152	100

19. Statement: Packaging of a product is an effective marketing tool used by upper hierarchy.

Out of 152 respondents, 11.2% people disagrees with the statement, but majority are in favor i.e., 88.8% agree that packaging of a product is an effective marketing tool used by upper hierarchy.

Packaging of a product is an effective marketing tool used by upper hierarchy.
152 responses



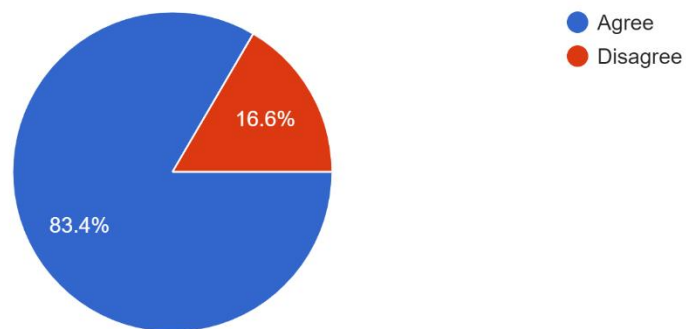
	Frequency	Percentage
AGREE	135	88.8
DISAGREE	17	11.2
TOTAL	152	100

20. Statement: Better packaged products have high brand expectations.

Out of 151 respondents, 16.6% people Disagree with the statement but majority i.e., 83.4% people agree with the statement that better packaged products have high brand expectation.

Better packaged products have high brand expectations.

151 responses



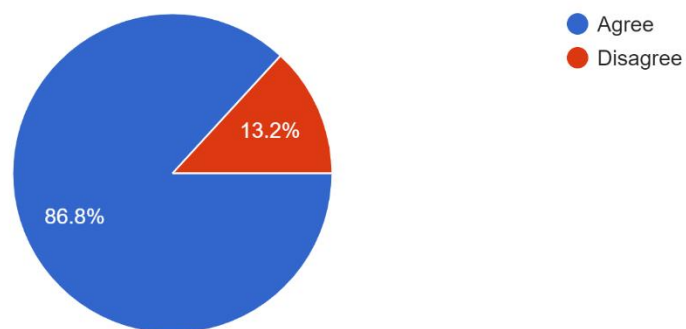
	Frequency	Percentage
AGREE	126	83.4
DISAGREE	25	16.6
TOTAL	151	100

21. Statement: Packaging material influences your buying decision.

Out of 152 respondents, 13.2% people disagree with the statement but majority of the people i.e., 86.8% people agree with the statement and believe that packaging material influences their buying decision.

Packaging material influences your buying decision.

152 responses

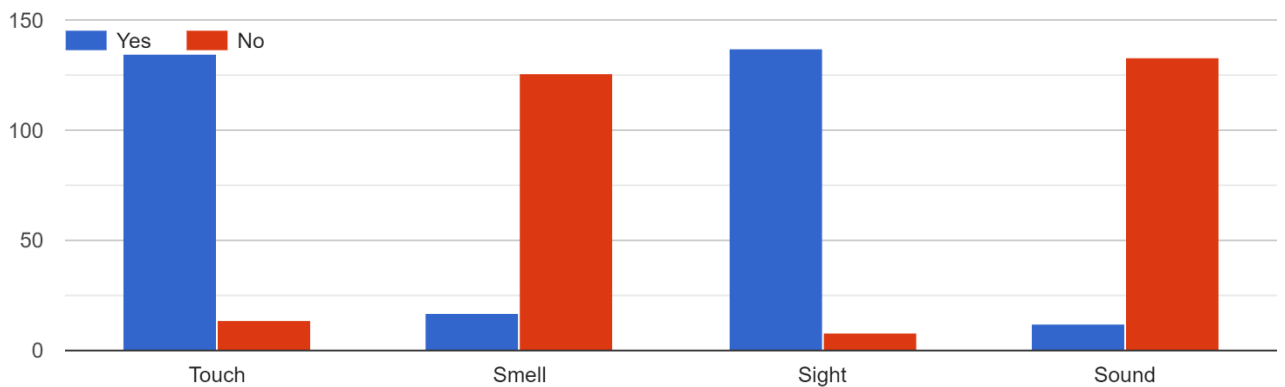


	Frequency	Percentage
AGREE	132	86.8
DISAGREE	20	13.2
TOTAL	152	100

The third set of questions from the survey i.e., Q.22 – Q.28 are the graphs.

22. The following graph shows, relation between packaging and key sense.

Does the packaging affect your key sense?

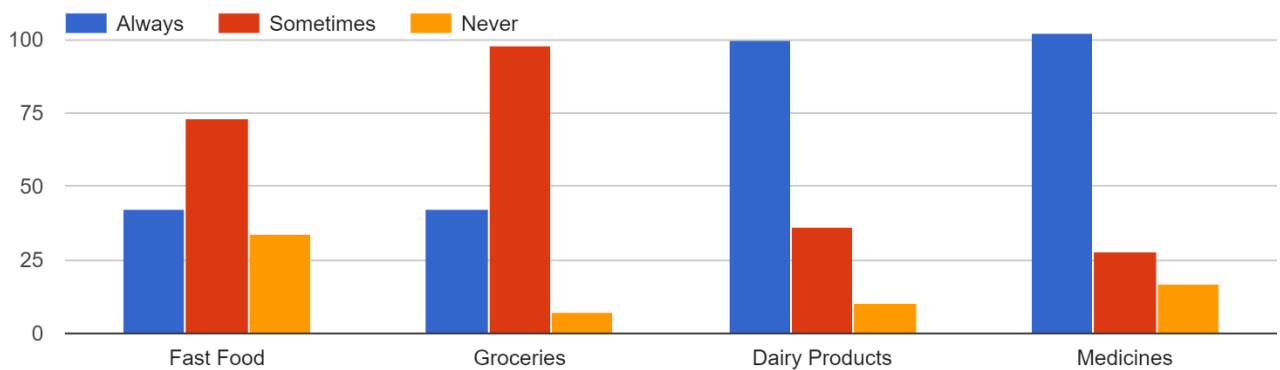


As you can see in the graph and according to it, Maximum no. of people i.e., 137 believe that packaging affects their sight (key sense) the most also 135 people believe that packaging affects their touch sense the 2nd most and similarly the maximum no. of people i.e., 133 believe that packaging affects their hearing/sound (key sense) the least also 126 people believe that packaging doesn't affect their smell sense the 2nd Least.

Key Sense	FREQUENCY	
	YES	NO
TOUCH	135	14
SMELL	17	126
SIGHT	137	8
SOUND	12	133

23. The following graph shows, relation between the information provided on the package of the product categories and buying of the product.

How often does the information provided on the package help you decide whether to buy or not to buy the product?



As you can see the ratio in the graph and according to the table, 42 people will always, 73 people will sometime and 34 people will never buy the product fast food if the information is provided on the package.

42 people will always, 98 people will sometime, and 7 people will never buy the product Groceries if the information is provided on the package.

100 people will always, 36 people will sometimes, and 10 people will never buy the Dairy products if the information is provided on the package.

102 people will always, 28 people will sometimes, and 17 people will never buy the medicinal products if the information will be provided on the package.

Max. no. of people who will buy ALWAYS is 102 and the product will be Medicine.

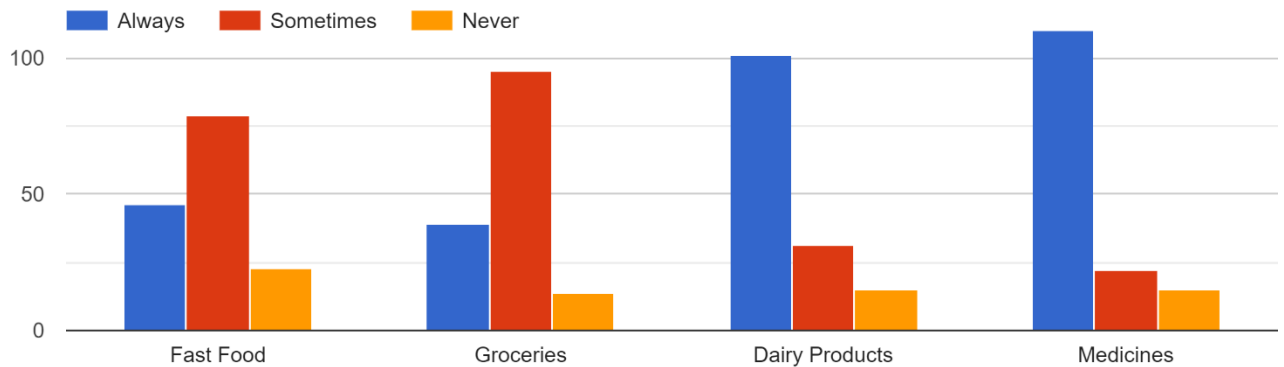
Max. no. of people who will buy SOMETIMES is 98 and the product will be Groceries.

Max. no. of people who will buy NEVER is 34 and the product will be Fast Food.

FREQUENCY	PRODUCT CATEGORY			
	FAST FOOD	GROCERIES	DAIRY PRODUCT	MEDICINE
ALWAYS	42	42	100	102
SOMETIME	73	98	36	28
NEVER	34	7	10	17

24. The following graph shows, in which product category customer prefer “packed product” rather than “loose items”

Do you prefer "packed products" to "loose items" for the following product categories?



As you can see in Fast Food category people are prefer packed product towards loose items as we see in table given below, 46 people will always prefer packed product; 79 people will sometime prefer both packed or loose; 23 people will never prefer packed product towards loose products or items.

Similarly in Groceries 39 people will always prefer packaged products, 95 will sometime prefer, and 14 people will never prefer packed products.

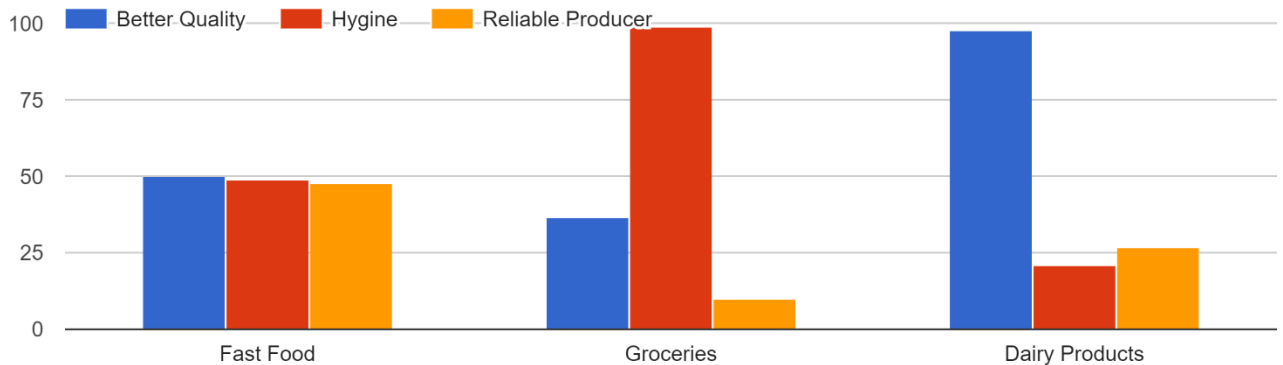
In dairy Product we can see 101People will always prefer packed dairy products, 31 will sometime switch to packaged goods and 15 people still prefer to loose items for dairy products.

In medical products we observe that 110 people want it always packed; 22 want it sometimes and 15 never wants packed medicine they prefer it loose.

FREQUENCY	PRODUCT CATEGORY			
	FAST FOOD	GROCERIES	DAIRY PRODUCT	MEDICINE
ALWAYS	46	39	101	110
SOMETIME	79	95	31	22
NEVER	23	14	15	15

25. The following graph shows, reason for buying packed for the following product categories.

Why do you buy packed food for the following products categories?



As you can see the ratio in the graph and according to the table, 98 people want to buy packed Dairy products because of Better Quality while 50 people want Fast Food and 49 people want Groceries.

Next, 99 people want to buy packed Groceries product because of Hygiene while 49 people want Fast Food and 21 people want Dairy products.

And 48 people want to buy Fast Food because of Reliable producer while 27 people want for Dairy product and 10 people want for Groceries.

Max. no. of people want to buy packed food as in Better Quality is 98 for Dairy products.

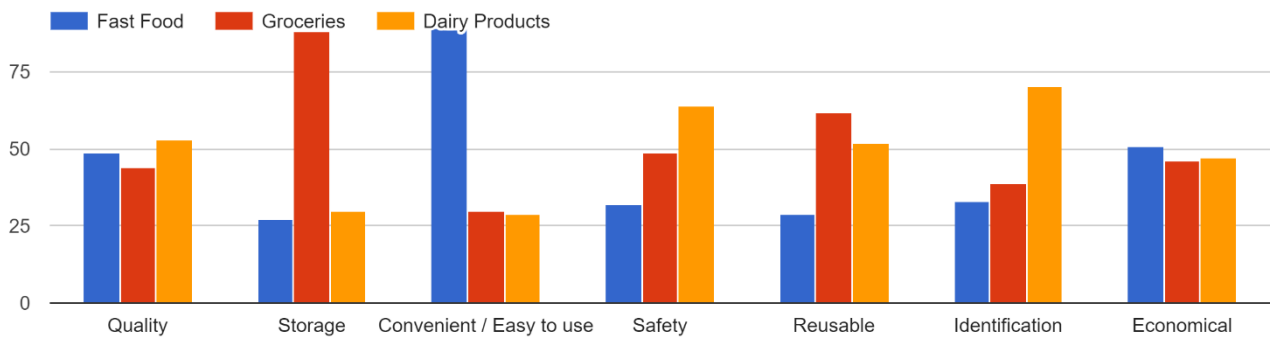
Max. no. of people want to buy packed food as Hygienic is 99 for Groceries.

Max. no. of people want to buy packed food from Reliable Producer is 48 for Fast Food.

FREQUENCY	PRODUCT CATEGORY		
	FAST FOOD	GROCERIES	DAIRY PRODUCT
BETTER QUALITY	50	37	98
HYGINE	49	99	21
RELIABLE PRODUCER	48	10	27

26. The following graph shows, relation between features of the product and product category.

What features do you look for the most in packaging of the following product categories?



PRODUCT CATEGORY	FEATURES						
	QUALITY	STORAGE	COVINIENT	SAFETY	REUSABLE	IDENTIFICAT ION	ECONOMIC AL
FAST FOOD	49	27	89	32	29	33	51
GROCERIES	44	88	30	49	62	39	46
DAIRY PRODUCTS	53	30	29	64	52	70	47

As you can see the ratio in the graph and according to the table,

Quality:

53 people believe that Dairy products have the better packaging feature as quality, 44 people believe that Groceries have the least packaging feature as quality,

Storage:

88 people believe that Grocery products have the better packaging feature as storage, 27 people believe that Fast Food have the least packaging feature as storage.

Easy to use:

89 people believe that Grocery products have the better packaging feature as easy to use, 29 people believe that Dairy Products have the least packaging feature as easy to use.

Safety:

64 people believe that Grocery products have the better packaging feature as safety, 32 people believe that Fast food have the least packaging feature as safety,

Reusable:

62 people believe that Grocery products have the better packaging feature as reusable, 29 people believe that Fast Food products have the least packaging feature as reusable,

Identification:

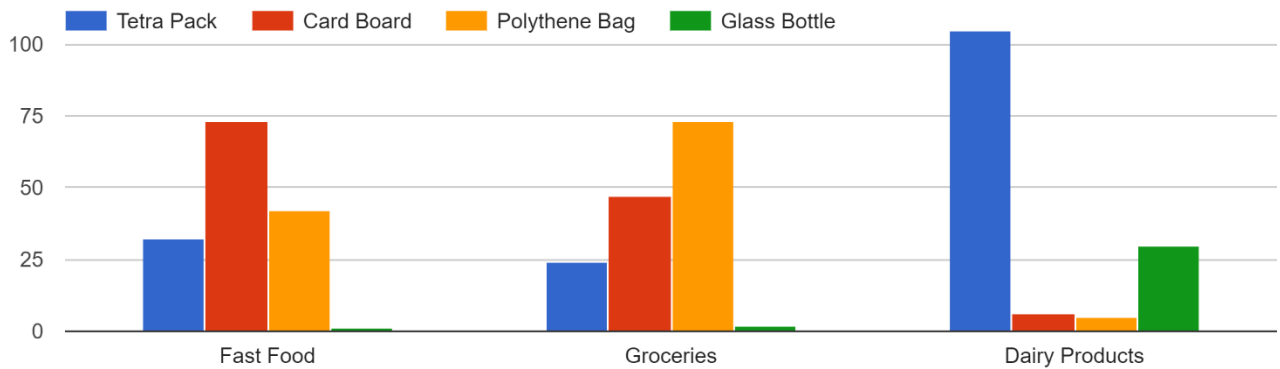
70 people believe that Dairy products have the better packaging feature as identification, 33 people believe that Fat Food have the least packaging feature as identification,

Economical:

51 people believe that Fast food have the better packaging feature as economical, 46 people believe that Groceries have the least packaging feature as Economical.

27. The following graph shows, relation between type of packaging and product category.

What type of packaging do you prefer the most for the following product categories?



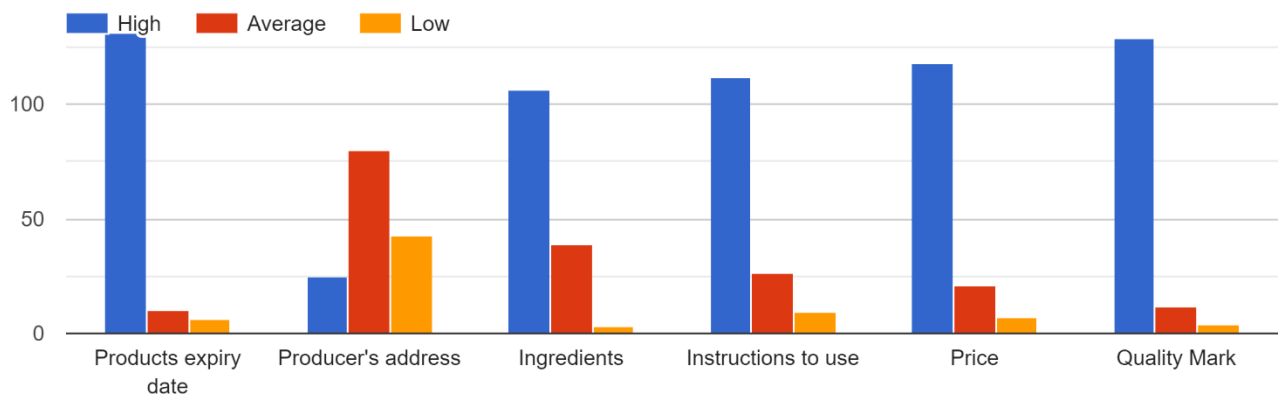
As you can see the ratio in the graph and according to the table, Max. no. Of people i.e., 105, prefer Tetra Pack type packaging for Dairy Products and least i.e., 24 people for Grocery products.

Max.73 people prefer card board packaging for Fast Food while mini 6 people for Dairy Products and for Glass bottle packaging, 30 people prefer for Dairy products while only 1 people prefer for Fast Food.

PRODUCT CATEGORY	TYPE OF PACKAGING			
	TETRA PACK	CARD BOARD	POLYTHENE BAG	GLASS BOTTLE
FAST FOOD	32	73	42	1
GROCERIES	24	47	73	2
DAIRY PRODUCT	105	6	5	30

28. The following graph shows, relation between information important on the packaging of a product and scaling.

What information about the FMCG products you feel is essential to be available on the package of it?



As you can see the ratio in the graph and according to the table, Expiry date of a product is the 1st most important information provided on the package along with the Quality Mark and price 2nd important information provided on the package.

Scale	Information on packaging					
	Expiry Date	Producer Address	Ingredient's	Instruction to use	Price	Quality Mark
High	131	25	106	112	118	129
Average	10	80	39	26	21	12
Low	6	43	3	9	7	4

CONCLUSION

The obtained results of research on role and the impact of packaging on decision making lay down the following conclusions: The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging colour helps consumers differentiate their favourite brands, and for companies it helps to catch consumers' attention and interest. So, colour as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products. Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information given in the label also helps companies promote the product in the market. From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing. From the findings both practicality and innovative packaging are important during the buying process since it gives value to the product. The obtained results found out that the packaging elements are very important at different stages during the decision process and they facilitate a lot the decision process. The findings show that the following factors such as, the quality of the packaging material, Innovation and practicality, and the package design seem to be the most important on product selection during buying process. Furthermore, attractive packaging attracts consumers to buy the products whether the consumer is in need or not. Packaging tells a lot about the company; it maintains the standards of the company in the market. Packaging helps the consumer to differentiate between the two or more products and also help them to easily find the products which they are looking for.

RECOMMENDATIONS

- Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.
- All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.
- Consumer new product manufacturers mostly use the label in their products. Basically, they describe that made it, where it was made, when it was made, what it contains, how to use it etc. Further they believe that the consumers are properly guided by label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically.
- I do believe that culture difference does have an impact on company's initiatives to design the product package, for instance, during our research; the choices of packaging colours are quite different between the West and Far East. Thus, we think that it is important for international companies to take a consideration of culture differences when they design the product package.

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ANNEXURE



SURVEY: Role of packaging in different stages of decision making.

Greetings!

We are conducting a survey for our dissertation on the topic "Role of packaging in different stages of decision making".

It would be a great help if you spare few minutes to fill this survey your participation will be appreciated.

Thank You.

Name

Your answer

Gender

- Male
- Female
- Prefer not to say

Do you think packaging effects your buying behavior towards products?

- Yes
- No

If a product has an attractive package, do you feel like buying it?

- Yes
- No

Did you ever bought a product just because you found its packaging attractive?

- Yes
- No

Did you think the package of a product should be attractive and appealing to one's eye?

- Yes
- No

Do you think it'll be more helpful if all packaging came without color, in a simple box with only the name and instructions for the product?

- Yes
- No

If you are confused between two different company products, does the packaging of the product helps you decide which one to buy?

- Yes
- No

Does packaging misleads buyers by giving them wrong information?

- Yes
- No

Does branded products have a better packaging than unbranded products?

- Yes
- No

Is there a relation between buying behavior and the way products are Packaged/Wrapping design?

- Yes
- No

Are the products easy to find due to packaging?

- Yes
- No

Are you willing to pay an extra amount for good packaging?

- Yes
- No

The following are statements that need to be answered as Agree or Disagree

Packaging tells a lot about the company.

- Agree
- Disagree

Packaging is only used to help move the product from producer to you and it has no other function.

- Agree
- Disagree

Packaging of a product is an effective marketing tool used by upper hierarchy.

Agree

Disagree

Better packaged products have high brand expectations.

Agree

Disagree

Packaging material influences your buying decision.

Agree

Disagree

The following questions are multiple choice grid and need to be answered for every options asked.

Does the packaging affect your key sense?

	Yes	No
Touch	<input type="radio"/>	<input type="radio"/>
Smell	<input type="radio"/>	<input type="radio"/>
Sight	<input type="radio"/>	<input type="radio"/>
Sound	<input type="radio"/>	<input type="radio"/>

How often does the information provided on the package help you decide whether to buy or not to buy the product?

	Always	Sometimes	Never
Fast Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medicines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you prefer "packed products" to "loose items" for the following product categories?

	Always	Sometimes	Never
Fast Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medicines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you buy packed food for the following products categories?

	Better Quality	Hygiene	Reliable Producer
Fast Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What features do you look for the most in packaging of the following product categories?

	Fast Food	Groceries	Dairy Products
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient / Easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reusable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What information about the FMCG products you feel is essential to be available on the package of it?

	High	Average	Low
Products expiry date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producer's address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructions to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Mark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>