

**INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING  
PREFERENCE IN VENGLAI LOCALITY, LUNGLEI, MIZORAM**



*A report submitted to Department of Commerce, Higher And Technical Institute,  
Mizoram (HATIM) for the academic year 2021-22*

**Submitted by: Zohlupuii**

**University Enrolment. No.: 2023BCOM037**

**Prepared under the guidance and supervision of:**

**C.Lalrinsangi**

**(Assistant Professor, Department of Commerce  
Higher And Technical Institute, Mizoram)**

## **CERTIFICATE**

This is to certify that the dissertation entitled “*Influence of Product Packaging On Consumer Buying Preference in Venglai Locality, Lunglei, Mizoram*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Zohlupuii under my supervision. She has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 02/05/2022

Place: Lunglei, Mizoram

(C.LALRINSANGI)

Supervisor

## **DECLARATION**

I, Zohlupuii, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:02/05/2022

(Zohlupuii)

Place: Lunglei, Mizoram

Student

## ACKNOWLEDGEMENT

Firstly, I thank the Almighty God for showering his grace upon me throughout my research period. May his name be glorified forever more.

I would like to give my special thanks to the project supervisor Ms. C.Lalrinsangi for her constant support and tireless guidance.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal of HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Last but not least, I know that none of this would have been possible without the love and patience of my family. I am thankful to them for being a constant source of love, concern, and strength not only during the course of the study, but always.

Thank you,

Zohlupuii

II  
LIST OF CONTENTS

Chapter	Content	Page No.
	CERTIFICATE	i
	DECLARATION	ii
	ACKNOWLEDGEMENT	iii
	LIST OF CONTENTS	iv
	LIST OF CONTENTS	v
I	INTRODUCTION 1.1 Conceptual framework 1.2 Literature review 1.3 Rationale of the project 1.4 Statement of the project 1.5 Objective of the project 1.6 Research Methodology 1.7 Limitation of the project 1.8 Chapter plan	1-13 1-6 6-8 9 10 11 11-12 12 13
II	ANALYSE AND INTERPRETATION	14-26
III	RESULTS AND DISCUSSIONS	27-31
IV	SUGESSTION AND CONCLUTION	32-34
	BIBLIOGRAPHY	35

	APPENDIX	36-40
--	----------	-------

List of tables

Sr. No	Name of table	Page No.
2.1.1	Age of the respondent	14
2.1.2	Gender of the respondent	15
2.1.3	Marital status of the respondent	15
2.1.4	Occupation of the respondent	16
2.1.5	Educational Qualification of the respondent	16
2.1.6	Income of the respondent	17
2.1.7	Family size of the respondent	18
2.2.1	Which factors are mostly affecting to purchase of the products?	19
2.2.2	Does packaging of a product influence your buying behavior?	19
2.2.3	What is your priority towards packaging?	20
2.2.4	Do you change your brand due to changing in packaging of existing brand?	21
2.2.5	Which features of packaging are influencing to your buying behavior?	22
2.2.6	Did design of product wrapper inspire you in purchasing?	22
2.2.7	Do you believe that convenience packaging is best for the customer?	23
2.2.8	Why do you buy packed product?	24

2.2.9	How important is the packaging design for the product?	24
2.2.10	Are you willing to pay an extra amount for good packaging?	25
2.2.11	Do you prefer packed product to loose items?	26

**CHAPTER-I**  
**(INTRODUCTION)**

# CHAPTER-I

## INTRODUCTION

### 1.1 CONCEPTUAL FRAMEWORK

Now, packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces promotional costs. The purpose of this study is to evaluate the influence of packaging over consumer buying behavior (consumer perception and purchase intention), and to observe how these factors effect consumer's decision of purchasing a product. The study is conducted locality in Venglai, Lunglei

#### 1.1.1 Meaning and concept of Product Packaging

Packaging is the act of designing and creating the container and wrapper for the product. Package is the cover of the product that is used for storing, handling and protecting the product from external factors like sunlight, moisture, breakage etc. Packaging makes the product attractive and acts as an important tool of sales promotion. Attractive packages allure the customers to buy the product. Packaging performs the basic function of holding the product, protection, handling, storage, convenience in usage. The following type of packaging are:

1. Primary Packaging – Packaging may be primary packaging that is required to hold the product like the toothpaste tube that carries the toothpaste.

2. Secondary Packaging – Secondary packaging is the outer wrapper that performs the function of sales promotion by displaying the brand name, features, price, and quantity. Like the outer wrapper of the toothpaste tube.

3. Transport Packaging – Transport packaging is the carton or crates that facilitates transportation and avoids damages in transit. The types of packaging depend upon the nature of the product. Products like soft drinks, beverages are available in bottles and tetra packed containers, which is the primary package and does not have any secondary packaging. Marketers are designing and creating innovative packages that are unique, attractive and distinct so that it can be easily identifiable from its competitor.

Packaging is the container that carries the product. Packaging was considered a major expense in marketing. For some toiletries, packaging costs actually exceeded the costs of contents. Today, it is however, fully recognized that packaging helps in branding and promoting brand loyalty. It also enables the buyers to handle and carry their products with ease.

Packaging may be an art or science concerned with the development and use of materials, methods and equipment for applying a product to a container or vice versa designed to protect throughout the various stages of distribution. Thus, a package is a container or a wrapper of a product in which it is wrapped or packed so that it may safely reach the consumers without losing its utility.

The terms 'Packaging' and 'Packing' are generally being used interchangeably. Traditionally 'Packaging' refers to the unit of retail or consumer container and 'Packing' to transport container. Consumer packaging has import marketing implications while transport containers are more important, from logistics point of view.

A good package is the representation of the artistic combination of the designer's creative skill and the product, marketing and sales knowledge of the manufacturer's management team. The development of packaging is the sum total of the talents of the designer, the researcher, the technician, the advertising man, the marketing expert, the sales department and the top management.

William J. Staunton has defined the term as, "Packaging may be defined as the general group of activities in product planning which involves designing and producing the container or wrapper for a product". Thus packaging is a brand activity that require careful consideration by the management. It includes activities for the development of container or wrapper.

### 1.1.2 Consumer Behaviour And Buying Preference

Consumer behaviour has to deal with the ability of consumer to meet their needs and demands. Behaviour has been identified as a tool to achieve objectives and target consumer derives from his needs and desires. The key concepts of consumer behaviour as captured by other scholars are discussed under the following sub-sections:

Consumer behaviour include many activities: All consumers have differences in terms of thoughts, feelings, and decisions and ... With each other. Marketers must pay attention to the activities of consumers, some consumers activities are: See this advertisement, purchase decision, the decision about how to pay (cash, credit)

Consumer behaviour is a process: Consumer behavior, including the selection, purchase and consumption of goods and services that include elimination of three steps before buying activities, purchasing activities, and activities after purchase

Consumer behaviour at different times has different complexity: Buy different product by different people has different implications. Buy some goods, involves all three- process step of the consumer Behaviour, While buying some goods (goods that are consumed regularly) is very simple and does not require multiple steps. Customers try to make buying process simple through trusting others, loyalty to the brand

Consumer behaviour includes different roles: Consumers in different time can play each of the three roles affective, buyers and consumer. When we buy something for our self we can play that role.Sometimes by using others opinion buy something for some one that in this case we can play an individual role

Consumer behaviour is influenced by external factors: Consumer behaviour is influenced by many external factors such as culture, subculture, and social classes located. These effects can be short, medium or long term

Consumer behaviour is different in different people: Because people have different desires and needs, so their behaviour is different And the difference consumer

behaviour make predict consumer behaviour more difficult, to resolve this problem can categories the market .

Packaging plays a vital role in attracting consumers towards any product. Packaging is also used as the promotional tool for the companies and it includes: Color, material, designs & other characteristics. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior. Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product.

In the past decades companies are not focused on their product packaging. Consumers did not attract towards the product and didn't purchase which will cause lack sale .But now companies are more focusing on the product packaging as there is a tough competition among all the products.

Packaging really affects the buying preference of some individuals looking at the young people. Packaging provides the manufacturer with the final opportunity to persuade prospective buyers prior to brand selection, because shoppers are exposed to packages just as they are in other forms of promotion. Also, consumers can easily overcome the challenge of visually assessing volumes contained within a variety of shapes because most product labels provide the information via packaging

The purchase decision is a series of choices or judgment made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where making the purchase, what brand, model, or size to purchase, when to make the purchase, how much to spend, and what method of payment will be used., but this decision can only be

influenced by the product package, how different is the product from other brands, thus packaging affects consumer purchase decision Packaging is often the last impression the consumer or customer will

have of the product before that final purchase decision is made. Therefore, it is worth ensuring that packaging is working as hard as possible to secure the sale. This may be in the form of imagery, brand values, product functionality or pure innovation. There are many ways in which packaging can add value. Marketers should consider a few things in order to make packaging support their brand positioning, build competitive advantage, maintain innovation or increase their price premium

Packaging plays a vital role in differentiating a brand from the competition. Consumers are strongly influenced by the packaging of products that they are considering to buy. Marketers are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product. The shift in consumer decision making means that marketers need to adjust their spending and to view the change not as a loss of power over consumers but as an opportunity to be in the right place at the right time, giving them the information and support they need to make the right decisions.

## 1.2 LITERATURE REVIEW

This section discusses about various studies carried out on Influence of product packaging in consumer buying preference. Literature review helps in getting insight on the theories related to factor influencing the buying behaviour and preference of consumers. This further helps in defining the problem statement and

the objectives for this study. It also helps in identifying the variables and designing the research.

Hill (2005) said as individual preferences become more complex and diverse, packaging becomes the major means of product branding. Packaging also provides a more permanent impression of product brand to the consumer.

According to Smith (2006), there are six variables that must be taken into consideration by producers and designers when creating efficient package: form, size, color, graphics, material and flavor.

Siloyai (2006) mentioned that the behavior of consumers with high involvement towards a product category is less influenced by image and visual stimuli. In such cases, consumers need more information and take more time to make evaluations. For instance, consumers who are more concerned with health and nutrition are more likely to pay attention to detailed label information of food product.

Gonzalez (2007) said that the primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a product. Gonzalez mentioned that consequently the role of package in marketing communications increases: it must attract consumer's attention and transmit adequate value of product to a consumer in the short period right in the place of sale. Therefore there is a necessity to explore the package and its elements in more detail, in order to understand which of these elements are the most important for a consumer's purchase decision.

Arens (2007) says packaging is the container for a product – encompassing the physical appearance of the container including the design, color, shape, labeling and materials used.

Rudh (2007) says unlike advertising exposure which can be relatively brief, packaging continues to build brand values during the extended usage of the product and can drive brand equity and loyalty. Rudh (2007) said in a standard supermarket, the typical shopper passes about 300 brands per minute. This translates into less than one-tenth of a second for a single product to get the attention of the customer and spark purchase.

Schlossberg (2008) suggest that the most effective means of attracting attention to a product is by focusing attention on product brand through the use of an appropriate color, size, language, and picture while increasing product availability.

Lockshin (2008) said never underestimate the importance of packaging. Marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to direct the way consumers experience a product. Yet, we spend little time researching the connections between packaging and the direct experience of the product.

Abrams, E. (2010) says in “Brand Identity meets Economies of Scale,” “The carton, jar or tube propped on that store shelf provides the first impression of a brand’s product to a consumer, and the brand and product packaging is critical to the success of both.”

### 1.3 RATIONALE OF THE STUDY

This study is to check the influence of product packaging on consumer purchase intentions. Today consumer choice is very important for marketers. Studies suggest that package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. There so many thing which can effect consumer purchase decision . The increasing interest to consumers ' changing lifestyles and self – service as a stimulator for sales support and increase the effective purchasing behavior of the package more. For this reason, I conducted a research to know views of the respondents about how packaging impact on their purchase decisions.

It has been proven that effective packaging preference of firms enhance the market ability of their product, this work is relevant in the sense that it well enlighten manufacturers on the measure to be adopted to sustain the effect of product packaging has on consumer buying preference process and in building a loyal customers. This study will also be of academic value since the contents could be used as a basis for other studies on product packaging. The findings of the intended is expected to contribute to the body of existing knowledge in the area of product packaging and its influence.

Moderating factors to regulate the relationship between packaging and consumer buying preferences of business firm based on these findings, the following were recommended product packaging should be look upon as a cost tool or a production problem. Again product should be lease with user of their product package so as to enable them know when there is need for improvement.

## 1.4 STATEMENT OF THE PROJECT

Packaging has a huge role to play in the positioning of products. Today, packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands. Although, packaging performs an important role in marketing communications and could be treated as one of the most important factors influencing consumers' purchase of consumer products the significance of its elements like: colour and material and the level their influence on consumers' buying behavior are still relevant controversial issues for discussion, many organizations are constantly caught in the web of their inability to identify elements of packaging that make significant influence on consumer buying behavior. This is because packaging has the power to make, but also to break brand relationships

The ability to incorporate into product packaging preference the right choice of material, colour, shape, design, style, size and promotional information has been a major challenge facing marketing managers in the small and medium scale ventures. Also inadequate budget devoted to product packaging that effects effective packaging preference of organizations .it is as a result that this study is concerned with investigating how and the extent product packaging has changed consumers preferences.

Different consumers have different wants and needs, and for a marketer to succeed, it is imperative to understand consumers based on their unique needs, wants and behaviours. Studying consumers' shopping habits and behaviours is a necessity.

## 1.5 OBJECTIVES OF THE STUDY

The main objectives of the project on influence of product packaging on consumer buying preference in Venglai locality Lunglei are as follow:

1. To identify the socioeconomic characteristics of the respondents.
2. To study the effect of product packaging on the buying behavior of the respondents.

## 1.6 RESEARCH METHODOLOGY

### 1.6.1 Data collection:

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

### 1.6.2 Sampling Method:

The study is conducted in Venglai locality, Lunglei which is the second capital of Mizoram. Random sampling method was adopted in this research. Here, random residents of Venglai locality ,Lunglei were chosen and each individual has the same probability of being chosen at any stage during the sampling process. The study is

conducted by giving out questionnaires randomly to people living in Venglai locality ,Lunglei through Google forms link and among which 74 responses were received.

#### 1.6.3 Data Processing:

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables and percentages.

#### 1.6.4 Percentage analysis:

It is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

### 1.7 LIMITATIONS OF THE PROJECT

The following are some of the limitations of the project:

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
2. The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample.
3. During survey some respondents may not give answer in proper manner.

### 1.8 CHAPTER PLAN:

These are the chapter plan for the study:

#### Chapter I: INTRODUCTION

1.1 Conceptual Framework

1.2 Literature Review

1.3 Rational of Project Study

1.4 Statement of the Problem

1.5 Objective of the Project

1.6 Research Methodology

1.7 Limitations of the Project

1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

APPENDIX

# CHAPTER-II (ANALYSIS AND INTERPRETATION)

## CHAPTER – II ANALYSIS AND INTERPERTATION

This chapter analyses the demographic background of the respondents. It also analyses the consumer preference in product packaging.

### 2.1 Socio Economic Background

In this section, the researcher analysed the socio-economic background of the respondents.

#### 2.1.1 Age of the respondents

Table 2.1.1 indicates the age of the respondents. The respondents are classified into different age groups: the first age group is a representation of the respondents between 10 to 20 years, the second group represents 21 to 30 years, the third group consists of respondents between 31 to 40 years and the fourth group represents the age group above 40 years.

Table 2.1.1 Age of the respondents

Age	Frequency	Percentage
10-20	31	41.3%
21-30	34	45.3%
31-40	4	5.3%
40 above	6	8%
Total	75	100%

Source: Primary data

The table 2.1.1 reveals that 45.3% of the respondents are between

the age group of 21-30 years. The second largest age group consists of 10-20 years which constitutes 41.3% and 5.3% respondents belong to the age group 31-40 years and 8% respondents belong to the age group of 40 above.

### 2.1.2 Gender Distribution of the respondents

Table 2.1.2 indicates the gender of the respondents. The gender of the respondents is classified into two categories, viz., Male and Female

Table 2.1.2 Gender of the respondents

Gender	Frequency	Percentage
Male	18	24%
Female	57	76%
Total	75	100%

Source: Primary data

With regard to the gender composition among the respondents, it was found that 24% were male respondents and the remaining 76% were female respondents.

### 2.1.3 Marital status of the respondents

Table 2.1.3 indicates the marital status of the respondents.

Table 2.1.3 Marital Status

Status	Frequency	Percentage
Married	5	6.7%
Single	69	92%
Divorced	1	1.3%
Widowed	-	-
Total	75	100%

Source: Primary data

The table shows that most of the respondents are single having 69 of the 75 respondents in percentage and 5 are married while 1 may be of divorced.

#### 2.1.4 Occupation distribution of the respondents

Table 2.1.4 indicate occupation of the respondent.

Table 2.1.4 Occupation of the respondent

Occupation	Frequency	Percentage
Employed	8	10.6%
Unemployed	6	8%
Student	53	70.6%
Housewife	2	2.7%
Self employed	6	8%
Total	75	100

Source: Primary data

As shown in table 2.1.4, among the respondents 10.6% respondents were employed, 8% respondents were unemployed, 70.6% respondents were students, 2.7% respondents were housewife and 8% respondents were self employed.

#### 2.1.5 Educational qualification of the respondents

Table 2.1.5 indicates the educational qualification of the respondents. The level of education is grouped into HSLC, HSSLC, Diploma/ITI, under graduate , post graduate and others.

Table 2.1.5 Educational qualification

Education	Frequency	Percentage
HSLC	7	9.3%
HSSLC	15	20%
Diploma/ITI	1	1.3%
Post Graduate	16	21.3%
Under Graduate	31	41.3%
Other	5	6.7%
Total	75	100%

Source: Primary data

The table shows that all the respondents are educated, literate having almost all of them above the High School Leaving Certificate. But this may not be accurate as the courses pursued by the respective respondents may be acquired with time.

#### 2.1.6 Income of the respondents

Table 2.1.6 indicates the income of the respondents.

Table 2.1.6 Income

Income	Frequency	Percentage
Below 30000	60	80%
30000-60000	10	13%
60000-100000	3	4%
Above 100000	2	3%
Total	75	100

Source: Primary data

The table represents the personal income of the respondents and

the income may change regularly as most of the respondents are students and may not have regular income of their own. Most of the respondents are having an income of below 30000 rupees having 60 of the 75 respondents and the others as indicated by the table.

### 2.1.7 Family size

Table 2.1.7 indicates the family size of the respondents.

Table 2.1.7 Family size

Family size	Frequency	Percentage
2 members	2	2.7%
3 members	2	2.7%
4 members	20	26.7%
Above 4 members	51	68%
Total	75	100%

Source: Primary data

The table shows that 2.7% (3) of the respondents are 2 members. It shows that majority of the respondents are above 4 members which 68% (51). while. 26.7% (20) of the respondents are 4 members, 2.7% (2) of the respondents are 3 members.

## 2.2 BUYING PREFERENCES

In this section, the researcher attempted to analyse the buying Preferences of the consumers towards Product Packaging.

### 2.2.1 Which factors are mostly affecting to purchase of the product?

Table 2.2.1 indicates the factors which are mostly affecting to purchase of the product by the respondents

Table 2.2.1 Which factors are mostly affecting to purchase of the product?

Factors	Frequency	Percentage
Brand	8	10.7%
Design of Package	6	8%
Price	27	36%
Quality	34	45.3%
Total	75	100

Source: Primary data

The above table shows that 10.7% (8) of the respondents are affect by the brand of the product, 8% (6) of the respondents are affect by the design of package, 36% (27) of the respondents are also affect by the price of the product , 45.3% (34) of the respondents are affect by the quality of the product,Out of 75 respondents it can be noticed that the majority of the respondent are mostly affecting by the quality of the product.

### 2.2.2 Does packaging of a product influence your buying behaviours?

Table 2.2.2 Show how does the packaging influence the respondents on their buying behaviours

Table 2.2.2 Does packaging of a product influence your buying behaviours

Level	Frequency	Percentage
-------	-----------	------------

Yes	31	41.3%
No	6	8%
Sometimes	38	50.7%
Total	75	100%

Source: Primary data

From the above table, we can see that out of 75 respondents 41.3% (31) respondents are influence by the packaging on their buying behavious, while 8% (6) respondents does not influence, and sometimes majority of the respondents 50.7% (38) are also influence by packaging

### 2.2.3 What is your priority towards packaging?

Table 2.2.3 Indicates the respondents priority towards packaging.

Table 2.2.3 What is your priority towards packaging?

Particular	Frequency	Percentage
Protective	27	36%
Eco-friendly	17	22.7%
Attractive	25	33.3%
Others	6	8%
Total	75	100%

Source: Primary data

From the table, we can see that 33.3% of the respondents priority towards packaging are attractive packaging and 22.7% of the respondents priority towards packaging are eco-friendly packaging while 36% of the respondents priority

towards packaging are protective packaging. Here other may be of person with different wishes and wants.

#### 2.2.4 Do you change your brand due to changing in packaging of existing brand?

Table 2.2.4 shows does the respondents change their brand due to changing in packaging of existing brand.

Table 2.2.4 Do you change your brand due to changing in packaging of existing brand.

Option	Frequency	Percentage
Yes	9	12%
No	39	52%
Sometimes	27	36%
Total	75	100%

Source: Primary data

The tables shows that out of 75 respondents 52%(39) respondents doesn't change their brand due to changing in packaging of existing brand and few of the respondents 12%(9) change their brand due to changing in packaging of existind brand while sometimes the rest of the respondents change their brand due to changing in packaging of the existing brand.

#### 2.2.5 Which features of packaging are influencing to your buying behavior?

Table 2.2.5 indicates the features of packaging which are influencing to the respondents buying behavior.

Table 2.2.5 Which features of packaging are influencing to your buying behavior?

Features	Frequency	Percentage
Packaging colour	5	6.7%
Printed Information	13	17.3%
Language used on the package	4	5.3%
Packaging quality	31	41.3%
Packaging design	22	29.3%
Total	75	100%

Source: Primary data

The table shows the most common features of packaging which are influencing the respondents buying behavior. 75 respondents answered this questions. 41.3% respondents are influencing their buying behavior by packaging product and 29.3% of the respondents by packaging design and 17.3% of the respondents by printed information and 6.7% of the respondents by packaging colour while only 5.3% of the respondents prefer language used on the packaging.

#### 2.2.6 Did design of product wrapper inspire you in purchasing?

Table 2.2.6 indicates how does design of product wrapper inspire the respondents in purchasing.

Table 2.2.6 Did design of product wrapper inspire you in purchasing?

Options	Frequency	Percentage
Yes	34	45.3%
No	9	12%
Sometimes	32	42.7%

Total	75	100%
-------	----	------

Source: Primary data

The tables reveals that out of 75 respondents few of the 12%(9) respondents doesn't inspire by the design of product wrapper in purchasing and most of the 45.3%(34) respondents are inspire by the design of the wrapper in purchasing while sometimes the rest of the 42.7%(32) respondents are inspire by the design of the product wrapper on purchasing.

### 2.2.7 Do you believe that convenience packaging is best for the customers?

Table 2.2.7 shows that does the convenience packaging is best for the customers according to the respondents

Table 2.2.7 Do you believe that convenience packaging is best for the customers?

Options	Frequency	Percentage
Strongly agree	15	20%
Agree	43	57.3%
Disagree	5	6.7%
Neither agree nor disagree	12	16%
Total	75	100%

Source: Primary data

From the above table we can see that out of 75 respondents, 20% (15) of the respondent strongly agrees, 6.7% (5) of the respondents disagree. While majority 57.3% (43) of the respondents agree, and the remaining 16% (12) of the respondent have no thoughts concerning it.

### 2.2.8 Why do you buy packed product?

Table 2.2.8 indicates the reason why the respondents buy packed product.

Table 2.2.8 Why do you buy packed product?

Options	Frequency	Percentage
Better quality	22	29.3%
Hygiene	32	42.7%
Reliable Producer	21	28%
Total	75	100%

Source: Primary data

The table shows that majority of the 42.7%(32)respondents are Willing with hygiene while 29.3%(22) and 28%(21) of the respondents prefer better quality and reliable producer respectively.

### 2.2.9 How important is the packaging design for the product?

Table 2.2.9 shows the level of important of the respondents regarding the packaging design for the product.

Table 2.2.9 How important is the packaging design for the product?

Options	Frequency	Percentage
Most important	20	26.7%
Less important	2	2.7%
Important	42	56%
Just okay	11	14.7%
Total	75	100%

Source: Primary data

The table reveals that out of 75 respondents, only 2.7%(2) respondents thought packaging design for the product are less important and 14.7%(11) of the respondents are also just okay about the packaging design for the product and 26.7% of the respondents Opinion are most important .While majority of the 56%(42)respondents thought packaging design are important for the product.

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

Table 2.2.10 indicates that does the respondents are willing to pay an extra amount for good packaging.

Table 2.2.10 Are you willing to pay an extra amount for good packaging

Options	Frequency	Percentage
Certainly	4	5.3%
Probably	22	29.3%
Not sure	43	57.3%
Never	6	8%
Total	75	100%

Source: Primary data

The table shows that majority of the 57.3%(43) respondents not sure about to pay an extra money for good packaging and 29.3% of the respondents are probably and 5.3%(4) of the respondents certainly pay extra amount while few of the 8%(6) respondents never going to pay an extra amount for good packaging.

#### 2.2.11 Do you prefer packed product to loose items?

Table 2.2.11 indicates does the respondents prefer packed product to loose items.

Table 2.2.11 Do you prefer packed product to loose items?

Options	Frequency	Percentage
Always	13	17.3%
Often	7	9.3%
Sometimes	39	52%
Rarely	16	21.3%
Total	75	100%

Source: Primary data

As shown in the table that 17.3% of the respondent always prefer packed product to loose items and 9.3% of the respondents often prefer packed product and 21.3% of the respondents rarely prefer while sometimes majority of the respondent 52% prefer packed product to loose items.

**CHAPTER- III (RESULTS  
AND DISCUSSION)**

## CHAPTER 3

### RESULTS AND DISCUSSIONS

#### Major Findings

This chapter finally highlights the findings of the study from the data collected from 75 respondents.

#### Demographic profile of the respondents

The demographic status of the respondents is one of the objectives that this research tried to find out.

- > 41.3 per cent of the respondents are between 10-20 years of age and 41.3 per cent are between 10-20 and above 40 are only 8 per cent and 5.3 per cent of the respondents are 31-40 which indicates that product packaging are more influence on the youth than the older ones.
- > 24 per cent of the respondents are male while 76 per cent are female which may indicate that female has more interest on product packaging.
- > The respondents here are mostly single having 92 per cent of the 75 respondents and 6.7 per cent are married while 1.3 per cent (1) is divorced . □
- > Most of the respondents are students having 70.6 per cent of the 75 respondents, 8 per cent are of self-employed, 10.6 per cent are employed and 2.7 per cent is housewife and the other 8 per cent may be of unemployed .
- > 41.3 per cent of the respondents are under graduate and 21.3 per cent are post graduate 9.3 per cent for HSLC and 1.3 per cent for Diploma or ITI and 20 per cent are acquiring HSSLC in education.

- > 80 per cent of respondents, are having income below Rs 30,000, another 13 per cent of respondents have income between Rs 30,000 to Rs 60,000, followed by 4 per cent of respondents having monthly income between Rs 60,000 to Rs 100,000. The number of respondents having monthly income above Rs 100,000 constitutes 3 per cent of the total respondents.
- > 2.7 percent of respondents are 2 members in their family and also 2.7 per cent of respondents are 3 members and another 26.7 per cent of respondents are 4 members while majority of the respondents 68 per cent are above 4 members.

#### Buying preferences of the respondents

- > 10.7% (8) of the respondents are affect by the brand of the product, 8% (6) of the respondents are affect by the design of package, 36% (27) of the respondents are also affect by the price of the product , 45.3% (34) of the respondents are affect by the quality of the product, Out of 75 respondents it can be noticed that the majority of the respondent are mostly affecting by the quality of the product.
- > 41.3%(31) respondents are influence by the packaging on their buying behaviours, while 8%(6) respondents does not influence, and sometimes majority of the respondents 50.7%(38) are also influence by packaging. This shows that majority of the respondents are influence by packaging on buying behaviours.
- > 33.3% of the respondents priority towards packaging are attractive packaging and 22.7% of the respondents priority towards packaging are eco-friendly packaging while 36% of the respondents priority towards packaging are protective packaging. Here other may be of person with different wishes and wants. It

indicates that the respondents reach the same level in their priority towards packaging.

- > 52%(39) respondents doesn't change their brand due to changing in packaging of existing brand and few of the respondents 12%(9) change their brand due to changing in packaging of existing brand while sometimes the rest of the respondents 36% change their brand due to changing in packaging of the existing brand.It reveals that most of the respondents unwilling to change their brand even if changing in packaging of existing brand.
- > 41.3% respondents are influencing their buying behavior by packaging quality and 29.3% of the respondents by packaging design and 17.3% of the respondents by printed information and 6.7% of the respondents by packaging colour while only 5.3% of the respondents prefer language used on the packaging,as we see from the table packaging quality is an outstanding features by the respondents.
- > Few of the 12%(9) respondents doesn't inspire by the design of product wrapper in purchasing and most of the 45.3%(34) respondents are inspire by the design of the wrapper in purchasing while sometimes the rest of the 42.7%(32) respondents are inspire by the design of the product wrapper on purchasing.It reveals that product wrapper greatly inspire the respondents in purchasing.
- > 20% (15) of the respondent strongly agrees, 6.7% (5) of the respondents disagree. While majority 57.3% (43) of the respondents agree, and the remaining 16% (12) of the respondent have no thoughts concerning about that convenience packaging is best for the customers.Majority of the respondents believe that convenience packaging is best for the customers.

- > 42.7%(32) respondents are Willing with hygiene while 29.3%(22) and 28%(21) of the respondents prefer better quality and reliable producer respectively, it shows that hygiene packaging is momentous for the respondents.
- > Only 2.7%(2) respondents thought packaging design for the product are less important and 14.7%(11) of the respondents are also just okay about the packaging design for the product and 26.7% of the respondents Opinion are most important .While majority of the 56%(42) respondents thought packaging design are important for the product.
- > Majority of the 57.3%(43) respondents not sure about to pay an extra money for good packaging and 29.3% of the respondents are probably and 5.3%(4) of the respondents certainly pay extra amount while few of the 8%(6) respondents never going to pay an extra amount for good packaging. It reveals that the respondents not allow or not convenient to pay extra money for good packaging.
- > 17.3% of the respondent always prefer packed product to loose items and 9.3% of the respondents often prefer packed product and 21.3% of the respondents rarely prefer while sometimes majority of the respondent 52% prefer packed product to loose items.

The majority of respondents are female and most of the respondents are in the age group between 10-20 and 21-30 which means that the youth is more interested in product packaging. And most of the respondents are students, indicating that product packaging are more influences to the students.

More so, the study shows that most of the respondents are mostly affecting by the quality and protective of packaging and also influences their

buying behaviors this shows that now a days packaging plays a vital role in consumer buying preferences.

Most of the responses of all 75 respondents are in a positive result that reveals they prefer packed product to loose items and also the design of product packaging is essential for the respondents.

The main problems in influence of product packaging on consumer buying preferences are the respondents are affecting their buying behaviors by product packaging but the respondents unwilling to pay extra amount for good packaging,only few of the respondents allow to pay extra amount for packaging.

CHAPTER - IV  
(CONCLUSION AND SUGGESTIONS)

## CHAPTER- IV

### CONCLUSION AND SUGGESTIONS

#### CONCLUSIONS

Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer's buying behavior. Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice

According to this research, it is concluded that most consumers like the product quality after they purchased their desired packaged product. Based on those facts, we cannot say there is a 100% equal relationship between good package and good product quality, but there is a positive thinking and trend about well-designed package shows high product quality. As a matter of fact, people are becoming more and more demanding; packaging has been gradually shown its important role in a way to serve consumers by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality

It can be concluded that ladies in general are aware of the

importance of packaging. They want it to be attractive, easy to handle, differentiable from competitive products. They would also like the packets that should be used for further use. Product packaging is claimed to be an important as it expresses the reliability of the product. According to our research, we found out that quality of a product's packaging is the most significant characteristic, followed by the design on the product packaging.

## SUGGESTIONS

1. It is highly recommended to the marketing and business units that they should pay proper attention for good packaging. If they accept or introduce the poor packaging then it could be one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement strategy accordingly for better protection and promotion of a product.
2. It is recommended that marketers do not think that packaging is the least factor in the success of any product. They should keep in mind that the packaging is the first most tool for attracting the consumer's and built a perception in their minds, so it should be deeply focused.
3. Marketers should pay attention to the information used. The information given on the label and its value have to be highlighted while promoting the product in the market and must also be more useful technically.
4. It is recommended that the organization should not relent in its packaging design efforts as these have been found to be very useful in attracting customers for purchase trials.

5.It is finally recommended that the marketers of the industry should not consider the packaging is the solely factor for the success of any product, therefore, they should also take up other important factors of the marketing while they are launching new products or revitalize old products.

# BIBLIOGRAPHY

## REFERENCES

- Arens, W (2007). Contemporary Advertising, Irwin, European Journal of Marketing, 25(3).
- Abrams, E. (2010). "Where Brand Identity meets Economies of Scale," Packaging, Design/ Logistics, 54-56.
- Gonzalez, M.P. (2007). Packaging as a tool for product development: Communicating value to consumers. Journal of Food Distribution Research, 38 (1), 61-66.
- Hill, Tilley. (2005). Packaging of children's breakfast cereal: manufacturers versus children. British Food Journal 104, 766-777.
- Lockshin, L (2008). Consumer Purchasing Behavior: What We Know and Where We Are Going. Marches ET Marketing du Vin, 57, 1-30.
- Rundh, B (2007). the Multi-Faceted Dimension of Packaging, British Food Journal, Vol. 107 No. 9, 2007, pp. 670-684
- Schlossberg, H (2008). Effective packaging talks to consumers. Marketing News 6.
- Silayoi, P (2006). Packaging and Purchase Decisions, British Food Journal, Vol. 106 No 8, 2006, pp. 607-608.
- Smith, P (2006). Marketing Communications: an Integrated Approach (4th edition). London: Kogan Page.

**APPENDIX 1: QUESTIONNAIRE**  
**(ENGLISH)**

## APPENDIX

### INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING PREFERENCE IN VENGLAI LOCALITY, LUNGLEI, MIZORAM

This is an academic mini research/project being undertaken by Zohlupuii 4th Semester, B. Com, HATIM for the award of Bachelor of Commerce. I would be very grateful if you could respond to the understated questions. All information will be treated as confidential and will be used for academic purpose only.

#### Personal Information

Name:

Married	Single	Divorced	Widowed
---------	--------	----------	---------

--	--	--	--

Age:

10-20	21-30	31-40	40 above

Gender:

Male	Female

Marital status:

Occupation:

Employed	Unemployed	Student	Housewife	Self employed

Educational Qualification:

HSLC	HSSLC	Diploma/ITI	Postgraduate	Undergraduate	Others

Income:

Below 30000	30000-60000	60000-100000	Above 100000

---

Family size:

2 members	3 members	4 members	Above 4 members

Consumer preferences towards product packaging

1. Which factors are mostly affecting to purchase of the products?

Brand	Design of package	Price	Quality

2. Does packaging of a product influence your buying behaviour?

Yes	No	Sometimes

3. What is your priority towards packaging?

Protective	Eco-friendly	Attractive	Other

4. Do you change your brand due to changing in packaging of existing brand?

Yes	No	Sometimes

5. Which features of packaging are influencing to your buying behaviour?

Packaging colour	Printed information	Language used on the package	Packaging quality	Packaging design

6. Did design of product wrapper inspire you in purchasing?

Yes	No	Sometimes

7. Do you believe that convenience packaging is best for the customers?

Strongly agree	Agree	Disagree	Neither agree nor disagree

8. Why do you buy packed product?

Better quality	Hygiene	Reliable Producer

9. How important is the packaging design for the product?

Most important	Less important	Important	Just okay

---

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

Certainly	Probably	Not sure	Never

11. Do you prefer packed product to loose items?

Always	Often	Sometimes	Rarely