

***“IMPACT OF PACKAGING ON BUYING BEHAVIOUR OF DIFFERENT
FOOD PRODUCTS”***



***A report submitted to Department of Commerce, Higher And Technical Institute,
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Submitted by: *LALRAMTHANGVELA*

University Reg. No.: *2107089*

Prepared under the guidance and supervision of:

C.LALRINSANGI

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI – 796691



CERTIFICATE

This is to certify that the dissertation entitled “Impact of Packaging on Buying Behaviour of Different Food Products” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalramthangvela, Roll No. 2123BCOM028, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his 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: 8th May, 2023

Place: Lunglei, Mizoram

(C.LALRINSANGI)

Project Supervisor

HEAD
Department of Commerce
Higher And Technical Institute, Mizoram
Lunglei

(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce

(VUANSANGA VANCHHAWNG)

Principal, HATIM

Principal
Higher And Technical Institute, Mizoram
Lunglei

DECLARATION

I, *Lalramthangvela*, 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:

(LALRAMTHANGVELA)

Place:

Student

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CHAPTER – I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

Now , packaging has become itself a sales promotion tool for the organizations , the consumers buying behaviour also stimulated by the packaging quality, colour , wrapper and others characteristics of packaging. Packaging is a whole package that becomes an ultimate selling promotion , which stimulate impulse buying behaviour. Packaging increases sales and market share and reduces the promotional cost. The purpose of this study is to evaluate the influence of packaging over consumer buying behaviour (consumer perception and purchase intention), and to observe how these factors effect consumer’s decision of purchasing a product.

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 behaviour , 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: colour , material, designs & other characteristics. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behaviour . 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 discuss 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.

Silayoi & Speece, 2004 Packaging appears to be one of the important factors in purchase decisions that are made at the point of sale where it becomes an essential part of the selling process.

Silayoi & Speece, 2007 packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product. For example packaging of the product tells about different ingredients, usage of the product and also it tells about some precautions if the product has any side effects. The packaging sometimes includes different features like attractive colors, pictures, symbols that will enhance the attractiveness of any food product.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmed, 2011 This study looked at how packaging affects consumers' purchasing decisions and established a link between dependent and independent variables. Data was gathered using a questionnaire and the statistical programme SPSS, and it was discovered that packaging is the most crucial element.

Ahmed, Billo & Lakhan, 2012 packaging itself plays an important part in marketing mix as it differentiates company's product from its consumers. This study that packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind, therefore it is very important that packaging is working hard to secure the sale, this may be in the form of brand image, brand values, product quality and innovations.

Deliya & Parma, 2012 packaging should also be designed to promote product sales. As the packaging will influence consumers and hence change their buying behaviour towards that brand which will help company to generate revenue. When people attract towards any product so it is common that they will buy that product which will increase its sales and company's revenue and this all can done only by attracting consumers towards any product at first sight and usually the first impression is the last impression that will lead to increase the existing sale performance.

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad, 2013 incorporate the impact of brand image, brand attachment and environmental effects on consumers purchase decision and the study reveals that brand image have no positive relation with the consumer purchase decision and brand attachment and environment effects have moderate positive relation but no positive relation with the consumer purchased.

Behzad, 2014 indicated that colors plays an important role in the marketing of a product. It is the most powerful visual component of any product. It maintains a consumer's interest & is identified with that product ever after in the consumer's mind. The color itself embodied many ideas and is often sufficient

in itself to communicate the message of the image it represents. Some researcher explains about packaging of colour is the most important factors that attract the consumers and change their intentions towards any brand and then their buying behaviour will automatically changed from no purchases to start purchases. Behzad describe in his research that colors and graphics play important key roles in promoting product sales. Color is an excellent source of information to communicate with the consumers either that 62-90% of people assessment and evaluation is based on colors alone.

Neeta & Sudha, 2014 the role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products. Packaging is the jar or a container or a protection for a product. Packaging includes the name and the brand name , brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, using method of the product, company name easily and safety distribute the products.

B. A. Chukwu and T. O. Enuolu, 2018 has done a research on ” The impact of product packaging on consumers’ purchasing behavior in benin metropolis, Edo state, Nigeria” the objective of study was assess the relationship between attractive packaging and consumer buying behaviour. Ascertain the relationship between value and quality of packaging and consumer buying behaviour. Establish the relationship between shabby packaging and consumer buying behaviour. Identify the relationship between impulse purchasing and consumer buying behaviour. The researcher has collect data from 400 copies of questionnaire were successfully administered and collected back immediately after consent and analysed data with the help of Hypotheses. The result of the study was it is concluded that the predictor variables, attractive packaging, value and quality of packaging and impulse purchasing has positive relationship with consumer buying behavior.

Adebisi, S.O. and Akinruwa, T.E., 2019 has done a research on “Effectiveness of product packaging on customer patronage of Bournvita in Ekiti state” the objective of study was if presentation of a product have relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronise a particular product? This is the question, which this research work intends to answer. The researcher has collect data from Primary source and analysed data with the help of Structured questionnaire. The result of the study was to Production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income. Again, company should carefully choose colour combination that

are capable of appealing to customers' interests and consequently influence their choice of a product by mere sighting of the package.

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 behaviour 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 behaviour. 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 various college are as follow:

- (a) To study the demographic profile of the respondent.
- (b) To study the elements affecting the buying behaviour of the respondents.
- (c) To study the effect of product packaging on the buying behaviour decision.

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.

1.6.3 Data Processing :

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

1.6.2 Sampling Method:

The study was conducted among three (3) college students in Lunglei. Convenient sampling method was adopted to select the sample and questionnaire was distributed to 60 where 57 responses were received. The total number of respondents for the study is 57.

1.6.3 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 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 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

This chapter analyses the demographic profile of the respondents, to study the elements affecting the buying behaviour of the respondents, and also to study the effect of product packaging on the buying behaviour decision.

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 difference age groups : The first age groups is a representation of the respondents between below 20 years , the second group represents between 20 – 25 years, the third group represents between 25 – 30 years and the fourth age group represents above 30 years.

Table 2.1.1 Age of the respondents

Age	Frequency	Percentage (%)
Below 20 years	13	22.8
Between 20 - 25	35	61.4
Between 25 - 30	5	8.8
Above 30 years	4	7
Total	57	100

Source: Primary data

The table 2.1.1 reveals that 61.4 % of the respondents between the age group 20 – 25 years . The second largest age group consists of below 20 years constitutes 22.8% and 8.8% belongs to 25 – 30 years and 7% of the respondents Belong to the age group of above 30 years.

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 (%)
<i>Male</i>	23	40.4
<i>Female</i>	34	59.6
<i>Total</i>	57	100

Source: Primary data

The gender composition among the respondents, it was found that 40.4% were male respondent and the remaining 59.6% was female.

2.1.3 Education qualifications of the respondents

Table 2.1.3 indicates the education qualification of the respondents. The level of education is grouped into school level, Higher secondary level, under graduate and post graduate.

Table 2.1.3 Education Qualification

Education	Frequency	Percentage (%)
School level	6	10.5
Higher secondary level	14	24.6
Under graduate	25	43.9
Post graduate	12	21
<i>Total</i>	57	100

Source: Primary data

The table show that 10.5% (6) of the 57 respondents were school, 24.6% (14) of the 57 respondents were higher secondary level, 43.9%(25) of the 57 respondents were under graduate and the remaining 21% (12) of the 57 respondents were post graduate. Most of the respondents were educated person.

2.1.4 Occupation of the respondents

Table 2.1.4 indicates the occupation of the respondents.

Table 2.1.4 Occupation of the respondents

Occupation	Frequency	Percentage (%)
Business	4	7
Government Employees	5	8.8
Others	48	84.2
Total	57	100

Source: Primary data

As shown table 2.1.4 among the respondents 7% were business, . 8.8% of the respondents were Government employees and the remaining 84.2% were others, student or unemployment or they can play anything else.

2.1.5 family income level per month

Table 2.1.5 indicates the family income of the respondents.

Table 2.1.5 Income

Income	Frequency	Percentage (%)
Less than ₹10000	13	22.8
Between ₹10000 - ₹20000	19	33.3
Between ₹20000 - ₹30000	4	7.1
Above ₹30000	21	36.8
Total	57	100

Source: Primary data

The table show the respondents family income per month, most of the respondents are income above ₹30000 having 36.8% of the 57 respondents and the others as indicates the table.

2.1.6 Marital Status of the respondents

Table 2.1.6 indicates the marital status of the respondents.

Table 2.1.6 Marital Status

Status	Frequency	Percentage (%)
Married	6	10.5
Unmarried	51	89.5
<i>Total</i>	57	100

Source: Primary data

The table show the most of the respondents are unmarried 89.5% of the 57 respondents and the remaining 10.5% of the respondents are married person.

2.2 Buying reference

In this section, the researcher attempted to analyse the elements affecting the buying behaviour of the respondents.

2.2.1 Did the colour if the package is the first elements attract you?

Table 2.2.1 indicates the colour of the package is the first elements attract by the respondents.

Table 2.2.1 Did the colour if the package is the first elements attract you?

Factors	Frequency	Percentage (%)
Yes	17	29.8
No	8	14.1
Sometimes	32	56.1
<i>Total</i>	57	100

Source: Primary data

The table show the colour of the package is the first attract of the 56.1% of the respondents is sometimes, 29.8% of the 57 respondents Yes and the remaining 14.1% of the 57 respondents is No. Most of the respondents is first attract to the colour of the package.

2.2.2 Did the size and shape of the package attract you?

Table 2.2.2 indicates the size and shape of the package effect the respondents.

Table 2.2.2 Did the size and shape of the package attract you?

Particular	Frequency	Percentage (%)
Yes	30	52.6
No	27	47.4
<i>Total</i>	57	100

Source: Primary data

The table show the size and shape of the package is the attract of the 52.6% of the 57 respondents is said Yes and 47.4% of the 57 respondents is said No, that is the packaging attract the size and shape of the respondents.

2.2.3 Do the quality of the packaging convince you to trust the product inside and justify the cost of the product?

Table 2.2.3 indicates the quality of the packaging convince the respondents to trust the product inside and justify the cost of the product.

Table 2.2.3 Do the quality of the packaging convince you to trust the product inside and justify the cost of the product?

Particular	Frequency	Percentage (%)
Yes	39	68.4
No	18	31.6
<i>Total</i>	57	100

Source: Primary data

The table show the quality of the packaging convince to trust the product inside and justify the cost of the product 68.4% of the respondents is Yes and the 31.6% of the respondents is said No, that is some person is convince to trust the product inside and justify the cost of the product.

2.2.4 Do the quality of the packaging material effect your buying decisions?

Table 2.2.4 indicates the quality of the packaging material effect the respondents' buying decisions.

Table 2.2.4 Do the quality of the packaging material affect your buying decisions?

Particular	Frequency	Percentage (%)
Yes	40	70.2
No	17	29.8
Total	57	100

Source: Primary data

The table indicates the quality of the packaging material affect the 70.2% of the 57 respondents and the 29.8% of the 57 respondents, quality of the packaging material affect more person of the respondent.

2.2.5 Which factors are mostly affecting to purchase of the product?

Table 2.2.5 indicates the factors are mostly affecting to purchase of the product by the respondents.

Table 2.2.5 which factors are mostly affecting to purchase of the product?

Factors	Frequency	Percentage (%)
Brand	12	21.05
Design of the package	10	17.50
Price	12	21.05
Quality	23	40.40
Total	57	100

Source: Primary data

The above table shows that 21.05% (12) of the respondents are affect by the brand of the product, 17.50% (10) of the respondents are affect by the design of the package, 21.05% (12) of the respondents are affect by the price and the remaining 40.40% (23) of the respondents are affect by the quality. The majority of the respondents are mostly affected by the quality of the product.

2.2.6 What features of packaging are influence you to buy a product?

Table 2.2.6 indicates the features of the packaging are influence the respondents to buy a product.

Table 2.2.6 which features of packaging are influence you to buy a product?

Features	Frequency	Percentage (%)
Packaging colour	11	19.3
Printed information	13	22.8
Packaging quality	20	35.1
Packaging design	13	22.8
Total	57	100

Source: Primary data

The table show the common features of the packaging which are influencing the respondents of buying behaviour, 57 respondents answer this question. 19.3% of the respondent are influencing the packaging colour, 22.8% of the respondent are influencing the printed information, 35.1% of the respondent are packaging quality and the 22.8% of the respondent are influencing the packaging design.

2.2.7 Does the packaging should include consumers culture, subculture and social class?

Table 2.2.7 indicates the packaging should include consumers culture, subculture and social class by the respondents.

Table 2.2.7 Does the packaging should include consumers culture, subculture and social class?

Particular	Frequency	Percentage (%)
Yes	37	66.1
No	19	33.9
Total	56	100

Source: Primary data

The table dhow the packaging includes culture, subculture and social class 56 respondent answer this question. 66.1% of the respondent are said Yes and the remaining 33.9% of the respondent are said No. Some person are include the consumers culture ore social class.

2.3 Buying behaviour decisions

In this section, the researcher examines the buying behaviour decisions of the respondents.

2.3.1 Does the packaging a product influence your buying behaviours?

Table 2.3.1 indicates the packaging a product influence the buying behaviour of the respondents.

Table 2.3.1 Does the packaging a product influence your buying behaviours?

Particular	Frequency	Percentage
Yes	15	26.3
No	9	15.8
Sometimes	33	57.9
Total	57	100

Source: Primary data

From the above table , we can see that out 57 respondents 26.3% (15) respondents are influence the packaging of the buying behaviour, 15.8% (9) respondents are not influence by the packaging of buying behaviour and sometimes majority of the respondents 57.9% (33) are also influence by the packaging

2.3.2 What is your priority towards packaging?

Table 2.3.2 indicates the respondents priority towards packaging.

Table 2.3.2 what is your priority towards packaging?

Particular	Frequency	Percentage (%)
Protective	22	39
Eco-friendly	16	28
Attractive	17	30
Design	2	3
Total	57	100

Source: Primary data

From the table , we can see that 39% of the respondents priority towards packaging are protective packaging and 28% of the respondents priority towards packaging are eco-friendly

packaging while 30% of the respondents priority towards packaging are attractive and 3% of the respondents priority towards packaging are design.

2.3.3 How important is the packaging design for the product?

Table 2.3.3 indicates the important of the packaging design for the product of the respondents.

Table 2.3.3 How important is the packaging design for the product?

Particular	Frequency	Percentage (%)
Most important	13	22.8
Less important	5	8.8
Important	19	33.3
Just okay	20	35.1
Total	57	100

Source: Primary data

The table reveals that out of 57 respondents, only 8.8% (5) respondent thought packaging design for the product are less important and 22.8% (13) are also most important of the packaging design of the product and 33.3% (19) of the respondent are important of the packaging design of the product and 35.1% (20) are also just okay of the packaging design of the product.

2.3.4 Do the buyers most likely to repurchase a luxury product if it comes in premium packaging?

Table 2.3.4 indicates the buyers are most likely to repurchase a luxury product if it comes in premium packaging.

Table 2.3.4 Do the buyers most like to repurchase a luxury product if it comes in premium packaging?

Particular	Frequency	Percentage (%)
Yes	17	30
No	10	17
Sometimes	30	53
Total	57	100

Source: Primary data

From the table, we can see that 30%(17) of the respondents are the most likely to repurchase a product and 17%(10) of the respondents are not likely to repurchase a luxury product and 53%(30) of the respondents are sometimes.

2.3.5 Does the packaging create trust between the company and the consumer?

Table 2.3.5 indicates the packaging creates trust between the company and the consumer.

Table 2.3.5 Does the packaging create trust between the company and the consumer?

Particular	Frequency	Percentage (%)
Yes	49	86
No	8	14
<i>Total</i>	57	100

Source: Primary data

The table shows that 57 respondents, 86% (49) respondents of the packaging trust between the company and the consumer and 14%(8) of the respondents of the packaging not trust between the company and the consumers.

CHAPTER-III

(RESULTS AND DISCUSSION)

Major finding

This chapter finally highlights the findings of the study from the data collected from 57 respondents.

Demographic profile of the respondents

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

- 61.4% of the respondent between the age of the 20 – 25 years . The second largest age group consists of below 20 years constitutes 22.8% and 8.8% belongs to 25 – 30 years and 7% of the respondents Belong to the age group of above 30 years which indicates that product packaging are more influence on the youth than the older ones.
- 40.4% of the respondent are male and the remaining 59.6% was female which may indicate that female has more interest on product packaging.
- 10.5% (6) of the 57 respondents were school , 24.6% (14) of the 57 respondents were higher secondary level, 43.9%(25) of the 57 respondents were under graduate and the remaining 21% (12) of the 57 respondents were post graduate. Most of the packaging influence on the under graduate person.
- The respondents 7% were business, 8.8% of the respondents were government employees and the remaining 84.2% were others, student or unemployment or they can play anything else.
- 36.8% of the respondent are having above ₹30000 of the family income per month, 33.3% of the respondent are having between ₹10000 - ₹20000 of the family income per month,

22.8% of the respondent are having less than ₹10000 of the family income per month and 7.1 of the respondent are having between ₹20000 - ₹30000 of the family income per month.

- Most of the respondents are unmarried 89.5% of the 57 respondents and the remaining 10.5% of the respondents are married person.

Buying preferences of the respondents

- 56.1% of the respondent are the colour of package is the first element attract by sometimes in buying decision, 29.8% are the colour of package is the first element attract by the respondent and 14.1% are not the colour of package is the first element attract by the respondent.
- 52.6% of the respondent is attract by the size and shape of the package and 47.4% of the respondent are not attract by the shape and size of the package.
- 68.4% of the respondent convince to trust the product and justify the cost of the product and 31.6% of the respondent are not convince to trust the product and justify the product.
- 70.2% of the respondent are quality of the packaging affected by buying decision and 29.8% of the respondent are not affected buying decision by the quality of the packaging.
- 40.40% of the respondent are affect by the quality of the product , 17.50% of the respondent are affect by the design of the package, 21.05% of the respondent are affect by the brand of the product and also 21.05% of the respondent are affect by the price of the product.
- 35.1% of the respondent are influence by packaging quality, 22.8% of the respondent are influence by packaging design, 19.3% of the respondent are influence by the packaging colour and 22.8% of the respondent are influence by printed information.

- 66.1% of the respondent are packaging should include consumers culture, subculture and social class and 33.9% of the respondent are not packaging should include consumers culture, subculture and social class.

Buying behaviour decisions

- 26.3% of the respondent are influence the packaging of the buying behaviour and 15.8% of the respondent are not influence the packaging of the buying behaviour.
- 39% of the respondent priority toward packaging are protective packaging, 30% of the respondent priority towards packaging are attractive packaging, 28% of the respondent priority toward packaging are eco-friendly and the remaining 3% of the respondent priority toward packaging are design packaging. It indicate that the respondent not the same level in their priority toward packaging.
- 35.1% of the respondent are packaging design for the product is just okay, 33.3% of the respondent are packaging for the product is important, 22.8% of the respondent are packaging design for the product is most important and 8.8% of the respondent are packaging design for the product is less important.
- 53% of the respondent are most likely to repurchase the luxury product if it comes in sometimes , 30% of the respondent are likely to repurchase the luxury product if it comes, and 17% of the respondent are not likely to repurchase the luxury product.
- 86% respondent of the packaging trust between the company and the consumer and 14% respondent of the packaging are not trust between the company and the consumer.

Majority of the respondent are female most of the respondent are in the age group of 20-25 years which meant that the young is more interested in product packaging. And most of the

respondent are under graduate , indicating that product packaging are more influence of the student.

The study show that the most of the respondent are affecting the attractive of packaging and protective of the packaging and influence their buying behaviour this study show that packaging play a vital role in consumer buying preference.

Most of the responses of all 57 respondents are in a positive result that revels 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 behaviour 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

Conclusion:

In today's marketing communications, packaging may be considered one of the most useful tools, making a more in-depth examination of its components and their effects on consumer purchasing behaviour necessary. Packaging may differentiate a brand from its rivals and has a wider audience than advertising. Every time the product is used, it encourages and reinforces the decision to buy, not just at the time of purchase. Different serving sizes of packaging might help a product reach new target markets or get beyond financial obstacles. Even brand choice can be influenced by packaging.

The majority of the respondents are influenced by the product packaging which clearly shows that innovation of attractive product packaging increased the scope of marketing of that products. It has been concluded that most of the respondents choose packaging as it keeps the product safe and can be stored for a large period.

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 as 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 characteristics and they followed by design of the packaging and brand of the packaging.

Suggestion:

1. 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.

2. Marketers should pay attention to the information used. The information give on the label and its value have to be highlighted while promoting the product in the market and must also be more useful technically.
3. 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.

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APPENDIX 1 : QUESTIONNAIRE

APPENDIX

Impact Of Packaging On Buying Behaviour Of Different Food Products In Various College In Lunglei, Mizoram

This is an academic mini research project being undertaken by Lalramthangvela 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:

Age:

Below 20 years	Between 20-25	Between 25-30	Above 30 years

Gender:

Male	Female

Education level:

School level	Higher Secondary level	Under Graduate	Post Graduate

Occupation:

Business	Government Employees	Others

Family income level Per Month:

Less than ₹10000	Between ₹10000-₹20000	Between ₹20000-₹30000	Above ₹30000

Marital status:

Married	Unmarried

BUYING REFERENCE:

Did the colour of the package is the first elements attract you?

Yes	No

Did the size and shape of the package attract you ?

Yes	No	Sometimes

Does the quality of the packaging convince you to trust the product inside and justify the cost of the product?

Yes	No

Does the quality of the packaging material effect your buying decisions?

Yes	No

Which factors are mostly affecting to purchase of the product?

Brand	Design of the package	Price	Quality

What features of packaging are influence you to buy a product?

Packaging colour	Printed information	Packaging quality	Packaging design

Does the packaging should include consumers culture, subculture and social class?

Yes	No

BUYING BEHAVIOUR DECISIONS:

Does the packaging a product influence your buying behaviours?

Yes	No	Sometimes

What is your priority towards packaging?

Protective	Eco-friendly	Attractive	Design

How important is the packaging design for the product?

Most important	Less important	Important	Just okay

Do the buyers most likely to repurchase a luxury product if it comes in premium packaging?

Yes	No	Sometimes

Does the packaging create trust between the company and the consumer?

Yes	No