



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

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ABSTRACT

Packaging has developed into a tool for company sales promotion. Consumer purchasing behaviour is influenced by a variety of packaging factors, including container quality, colour, wrapping, and others. Packaging is a whole thing that turns into the best-selling point and encourages impulsive buying. Packaging reduces promotional expenditures while increasing sales and market share. This study aims to evaluate how packaging affects customers' perceptions of products and intentions to make purchases, as well as how these characteristics affect consumers' purchasing decisions. The Venglai, Lunglei, is where the research is being done. This is a primary study, and data was gathered by a questionnaire. Frequencies and percentages were utilized for analysis. The research's findings support the assertion that most customers are satisfied with the product quality after making a purchase of their preferred packaged good. Based on such data, we cannot state that a good packaging and a good product have a relationship that is completely equal, but there is a favorable belief and trend that a well-designed box indicates a high product quality. Further analysis reveals that a product's packing quality comes in second to its visual appeal as the most important feature.

Keywords: *Packaging, Product Packaging, Consumer Behaviour, Buying Preferences, Consumers.*

Introduction

Product placement is significantly influenced by packaging. Today, packages are made to appeal to various socioeconomic groups, situations, and even to distinguish

between various brands. Even yet, packaging is a crucial component of marketing communications and may be one of the most crucial elements affecting consumer product purchases. Numerous

businesses are perpetually constrained by their failure to recognize packaging components that significantly affect consumers' purchasing decisions. The importance of its components, such as colour and material, and the extent to which they affect consumers' purchasing decisions are still hotly debated topics. This is because packaging has the power to strengthen or weaken ties between brands.

For marketing managers at small and medium-sized firms, choosing the appropriate material, colour, shape, design, style, size, and promotional content has been a significant difficulty. Organizations' preferences for effective packaging are also influenced by a lack of funding for product packaging. Therefore, this study's goal is to determine whether and how product packaging has affected customer preferences.

Different consumers have different wants and needs, and it is critical for a marketer to understand consumers based on their unique needs, wants, and behaviours. It's indeed important to identify consumers' purchasing habits and behaviours.

Meaning and concept of Product Packaging

The process of designing and making a product's container and wrapper is known as packaging. The packaging serves as the product's cover and is used to transport, handle, and shield the item from dangers including sunlight, dampness, and breakage. Packaging improves the product's attractiveness and acts as a vital instrument for sales promotion. The use of appealing

packaging encourages consumers to buy the goods. The primary purposes of packaging are to hold, safeguard, handle, store, and facilitate the usage of the product.

Packaging is an art or science that focuses on the creation and use of tools, materials, and processes for adhering a product to a container or vice versa in order to protect it during the many distribution phases. A product that has been wrapped or packaged in a container or wrapper to ensure that it reaches customers safely and retains its functionality is called a package.

It's common to use the words "packaging" and "packing" interchangeably. Traditionally, the terms "packaging" and "packing" relate to a retail or consumer container unit and a transport container, respectively. From a logistical perspective, transport containers are more significant than consumer packaging, which has ramifications for import marketing.

Consumer Behaviour and Buying Preference

Consumer behaviour is influenced by their capacity to satisfy their wants and desires. Target customer behaviour is derived from his wants and aspirations, and behaviour has been recognized as a tool to achieve objectives. The following subsections cover the major ideas in consumer behaviour as described by different researchers:

Consumer behaviour includes a variety of actions

All customers differ from one another in terms of their thoughts, feelings, and

decisions. Marketers need to be aware of customer behaviour. A few examples of consumer behaviour are: View this advertisement, make a purchasing decision, and decide how much money to pay (cash, credit)

Behavior of consumers is a process

Consumer behaviour includes the choice, acquisition, and consumption of products and services, as well as the removal of three pre-purchase actions, purchases, and post-purchase activities.

Varied periods of time have different complexity in consumer behavior

Different purchases made by various persons have various effects. Purchasing products requires all three consumer process steps. When purchasing some things (goods that are eaten frequently), behaviour is relatively easy and doesn't involve many steps. Customers strive to make the purchasing process simple by relying on others and remaining loyal to the brand.

Different roles play in consumer behavior

Every one of the three roles— affective, buyer, and consumer—can be played by consumers at various times. We can take on this role when we purchase something for ourselves. Sometimes we can play a unique role by buying something for someone else while utilizing the opinions of others.

External influences can affect consumer behavior

Numerous external elements, including culture, subculture, and the

socioeconomic classes in a given area, have an impact on consumer behaviour. These results might be immediate, long-term, or both.

Distinct people exhibit different consumer behaviours

People behave differently because of their varied wants and requirements, which makes it harder to forecast what consumers will do. To address this issue, the market might be segmented.

Some individual's purchasing behaviours, especially those of young people, are significantly influenced by packaging. Packaging gives the manufacturer the last chance to convince potential customers before brand choice because consumers are exposed to packages in the same way they are to other forms of promotion. Consumers may also easily overcome the difficulty of visually judging amounts contained inside a range of forms because most product labels offer the information via packaging.

The buying decision is a series of decisions or assessments that a customer makes before making a purchase. It starts after the consumer has proven that they are willing to buy. The purchaser must next choose the store, the brand, model, or size to buy, the time and date of the transaction, the amount to spend, and the payment method. However, the only factor that may affect this choice is the product package, which also determines how distinctive the product is from other brands.

Literature Review

The impact of product packaging on customer purchasing preferences is covered in this section along with other studies that have been done. A literature review aids in gaining understanding of the ideas relating to the variables influencing customer choice and buying behaviour. This further aids in identifying the study's issue statement and goals. Additionally, it aids in determining the factors and planning the study.

According to Hill (2005), as individual preferences become more complex and diverse, packaging will become the primary means of product branding. Additionally, the product brand's packaging leaves a more lasting impact on the consumer.

According to Smith (2006), when creating an efficient package, producers and designers must consider six variables: form, size, colour, graphics, material, and flavour.

According to Siloyai (2006), image and visual stimuli have less influence on the behaviour of consumers who are highly involved in a product category. Customers demand more information and take longer to make judgments under these circumstances. For instance, consumers who care more about nutrition and health are more likely to read the fine print on product labels.

According to Arens (2007), packaging is the container for a product, which includes the physical appearance of the container, such as the design, colour, shape, labelling, and materials used.

According to Rudh (2007), unlike advertising exposure, which can be

relatively brief, packaging continues to build brand values during extended product usage and can drive brand equity and loyalty. He added that the average grocery customer sees 300 brands in a minute. This corresponds to less than a tenth of a second for a single item to grab the customer's attention and inspire a buy.

According to Schlossberg (2008), the most effective way to attract attention to a product is to focus attention on the product brand by using an appropriate colour, size, language, and picture while increasing product availability.

According to Lockshin (2008), never underestimate the importance of packaging. Marketers typically evaluate customer impressions of a brand while disregarding the competition. However, we are aware that packaging significantly contributes to the reinforcement of customer views based on how consumers respond to unbranded items. A product's packaging affects how consumer perceives it. However, we don't spend much time looking at the connections between packaging and the actual product.

E. Abrams (2010) writes 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."

Hamdar, B.C. *et al.*, (2014) concluded in their study that the package components, such as the colour, material used for the packaging, wrapper design, and innovation, are increasingly crucial when customers are

making a purchasing choice. Finally, it has also been shown that one of the most significant and potent factors influencing a consumer's purchasing choice is the packaging.

Raheem, A.R. *et al.*, (2018) studied a sample of 200 respondents to indicate that design packaging has a critical role to play in the consumption of products in Lebanon. The study's findings also showed that packaging, particularly colour and wrapping design, are important factors in consumers' purchasing decisions.

Alhamdi, F.M. (2019) studied 600 consumers in Ridayh city and the study's findings support the notion that packaging has a significant influence in attracting consumers across all dimensions (design, colour, size, and shape). The study's main advice is that industrial organisations that deal with rapid technological advancement and shifting customer demands create a defined policy for packaging. Modern marketing philosophies, such as "green marketing," which relies on employing materials that have less of an impact on the environment during the packaging process than conventional techniques, must be taken into account.

Rationale of the Study

This study aims to ascertain how product packaging affects customer purchase intentions. Consumer choice is highly valued by marketers nowadays. Studies show that packaging enhances a brand's image, draws consumers' attention to it, and influences how they perceive the product. A consumer's purchase choice may

be influenced by a variety of things. Self-service and changing consumer lifestyles are of increasing interest as sales drivers and have influenced more customers to make successful purchases of the package. This study has been carried out to find out the respondents' opinions on how packaging affects their shopping choices.

This research is important because it gives companies clear instructions on how to maintain the influence of product packaging on consumer purchasing behaviour and build a strong customer base. This study has academic value since the conclusions could serve as a starting point for further study on product packaging. The anticipated results are anticipated to further our understanding of product packaging and its effects.

Objectives of the Study

The main objectives of the study on influence of product packaging on customer purchasing preferences in Venglai locality Lunglei are as follow:

1. To identify the socioeconomic characteristics of the respondents.
2. To study how respondents' purchasing patterns are impacted by product packaging.

Research Methodology

Data collection

The information was gathered from both primary and secondary sources. Primary information was gathered from the appropriate respondents. A systematic questionnaire comprising both open-ended and closed-ended questions was created for

the respondents in order to collect primary data.

A variety of published and unpublished sources, including journals, magazines, publications, reports, books, daily newspapers, periodical articles, research papers, and websites, were used to gather the secondary data.

Sampling Method

The research is being carried out in Venglai, Lunglei, Mizoram's second capital. In this study, a random sampling method was used. Random Venglai locality, Lunglei residents were chosen, and each individual has the same probability of being chosen at any stage of the sampling process. The study was carried out by randomly distributing questionnaires to people living in the Venglai locality of Lunglei via a Google forms link, to which 74 responses were received.

Data Analysis

The collected data is tabulated using Microsoft Excel and the result of the study is presented in frequency tables with percentages.

In order to better comprehend the data that has been collected, the method of percentage analysis is used to portray the raw data streams as a percentage (a portion of 100%). It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

Results and Findings of the Study

1. Socio Economic Background

Table 1: Socio economic profile of the respondents.

Gender	Frequency (in no.)	Percentages (%)
Male	18	24.0
Female	57	76.0
Total	75	100
Age (in years)	Frequency (in no.)	Percentages (%)
10-20	31	41.3
21-30	34	45.3
31-40	4	5.3
40 above	6	8.0
Total	75	100.0
Marital Status	Frequency (in no.)	Percentages (%)
Married	5	6.7
Single	69	92.0
Divorced	1	1.3
Widowed	0	0
Total	75	100.0
Occupation	Frequency (in no.)	Percentages (%)
Employed	8	10.6
Unemployed	6	8.0
Student	53	70.6
Housewife	2	2.7
Self employed	6	8.0
Total	75	100.0
Educational qualification	Frequency (in no.)	Percentages (%)
HSLC	7	9.3
HSSLC	15	20.0
Diploma/ITI	1	1.3
Under Graduate	31	41.3
Post Graduate	16	21.3
Other	5	6.7
Total	75	100.0
Income.p.m (in Rs)	Frequency (in no.)	Percentages (%)
Below 30000	60	80.0
30000-60000	10	13
60000-100000	3	4.0
Above 100000	2	3.0
Total	75	100.0

Source: Field work

In this section, the researcher analyzed the socio-economic background of the respondents (**Table 1**).

With regards to the gender composition among the respondents, majority of the respondents are female constituting 76.0 percent and the remaining 24 percent are male.

In terms of the age group of the respondents, 45.3 percent are in the age group 21-30, 41.3 percent are in the age group 10-20, 8.0 percent are in the age group 40 and above and the remaining 5.3 percent are in the age group 31-40.

The study further reveals that majority of the respondents are single and they constitute 92.0 percent out of the whole respondents. 6.7 percent are married and 1.3 percent are divorced.

In terms of occupation, students account for 70.6 percent of the respondents, while employed people account for 10.6 percent. Unemployed and self-employed account for 8.0 percent each and housewife account for 2.7 percent.

With regards to educational qualification of the respondents, 41.3 percent are Under Graduates, 21.3 percent account for Post Graduates, 20.0 percent account for HSSLC, 9.3 percent account for HSLC, 6.7 percent are studying others and 1.3 percent accounts for Diploma/ITI.

Regarding the respondents' income, 80 percent are having monthly income less than Rs 30,000 and 13 percent are having monthly income between Rs 30,000 to Rs 60,000. 4.0 percent account for respondents

having monthly between Rs 60,000 to Rs 1,00,000 and 3.0 percent account for respondents having monthly income more than Rs 1,00,000.

2. Buying Preferences

In this section, the researcher attempted to analyze the buying preferences of the consumers towards Product Packaging. The upcoming table will explain entirely the findings of the empirical data.

Table 2 indicates the factors which are mostly affecting to purchase of the product by the respondents.

Table 2: Factor mostly affecting purchasing decision of consumers

Sl. No	Factors	Frequency (in no.)	Percentages (%)
1.	Brand	8	10.7
2.	Design of Package	6	8.0
3.	Price	27	36.0
4.	Quality	34	45.3
	Total	75	100.0

Source: Field work

According to the aforementioned data, 8.3 percent of respondents are impacted by package design, 10.7 percent of respondents are impacted by the product's brand, 36.3 percent of respondents are impacted by the product's price, and 45.3 percent of respondents are impacted by the product's quality. Out of 75 respondents, it is clear that the majority of respondents are most influenced by the product's quality.

Table 3 Show how does the packaging influence the respondents on their buying behaviours.

Table 3: Impact of packaging on purchase decision

Sl. No.	Level	Frequency (in no.)	Percentages (%)
1.	Yes	31	41.3
2.	No	6	8.0
3.	Sometimes	38	50.7
	Total	75	100.0

Source: Field work

From the preceding table, we can see that out of 75 respondents, 41.3 percent (31) respondents are influenced by the packaging on their buying behaviours, while 8.0 percent (6) respondents are not influenced, and sometimes majority of the respondents accounting 50.7 percent (38) are also influenced by packaging

Table 4 Indicates the respondent's priority towards packaging.

Table 4: Consumer's priority considering packaging

Sl. No.	Particular	Frequency (in no.)	Percentages (%)
1.	Protective	27	36.0
2.	Eco-friendly	17	22.7
3.	Attractive	25	33.3
4.	Others	6	8.0
	Total	75	100.0

Source: Field work

From the table, we can see that 33.3 percent of the respondent's priority towards packaging are attractive packaging and 22.7 percent of the respondent's priority towards packaging are eco-friendly packaging while 36.0 percent of the respondent's priority towards packaging are protective packaging. Here others may be of respondents with different wishes and wants.

Table 5 shows whether the respondents change their brand due to changing in packaging of existing brand.

Table 5: Consumer's intention to change brands due to change in packaging of existing brand

Sl. No.	Option	Frequency (in no.)	Percentages (%)
1.	Yes	9	12.0
2.	No	39	52.0
3.	Sometimes	27	36.0
	Total	75	100.0

Source: Field work

According to the table, out of 75 respondents, 52.0 percent (39) do not change their brand due to changes in packaging of existing brands, while 12.0 percent (9) do change their brand due to changes in packaging of existing brands, and the rest of the respondents which account 36.0 percent occasionally change their brand due to changes in packaging of existing brands.

Table 6 indicates the features of packaging which influence the respondent's buying behavior.

Table 6: Packaging elements influencing purchasing behaviour of consumers

Sl. No.	Features	Frequency (in no.)	Percentages (%)
1.	Packaging colour	5	6.7
2.	Printed Information	13	17.3
3.	Language used on the package	4	5.3
4.	Packaging quality	31	41.3
5.	Packaging design	22	29.3
	Total	75	100.0

Source: Field work

The table reveals the most common features of packaging which are influencing the respondent's buying behavior. 41.3 percent respondents are influenced by packaging product and 29.3 percent of the respondents by packaging design and 17.3 percent of the respondents by printed information and 6.7 percent of the respondents by packaging colour while only 5.3 percent of the respondents prefer language used on the packaging.

Table 7 shows how the design of the product wrapper influences respondents' purchase decisions.

Table 7: Influence of design of the product on consumers purchase decision.

Sl. No.	Options	Frequency (in no.)	Percentages (%)
1.	Yes	34	45.3
2.	No	9	12.0
3.	Sometimes	32	42.7
	Total	75	100.0

Source: Field work

The tables show that out of 75 respondents, a small percentage of 12.0 percent (9) are not influenced by the design of the product packaging when purchasing, while the majority of the 45.3 percent (34) are inspired by the design of the wrapper when purchasing, and the remaining 42.7 percent (32) are sometimes influenced by the styling of the product packaging when it comes to purchasing.

Table 8 shows the level of important of the respondents regarding the packaging design for the product.

Table 8: Consumer's priority on packaging design

Sl. No.	Options	Frequency (in no.)	Percentages (%)
1.	Most important	20	26.7
2.	Less important	2	2.7
3.	Important	42	56.0
4.	Just okay	11	14.7
	Total	75	100.0

Source: Field work

The table reveals that out of 75 respondents, only 2.7 percent (2) respondents thought packaging design for the product are less important and 14.7 percent (11) of the respondents are also just okay about the packaging design for the product and 26.7 percent of the respondents opines that packaging are most important. While majority of the 56.0 percent (42) respondents thought packaging design are important for the product.

Conclusion

Packaging has the potential to become one of the most important instruments in today's brand communication, prompting a more in-depth investigation of its features and their influence on customer purchase behaviour. According to the findings of this study, most consumers prefer the quality of the product after purchasing their chosen packaged goods. Based on these data, we cannot argue that there is a one-to-one link between good packaging and great product quality, however there is a favorable perception and trend that a well-designed box indicates high product quality. People are growing increasingly demanding, and packaging has steadily demonstrated its

importance in serving customers by giving information and fulfilling tasks. There is no argument about the rising importance of packaging as a significant instrument to capture customers' interest and their impression of product quality, with its many capabilities to ease and interact with consumers.

It may therefore be stated that females in general understand the significance of packing. They want it to be appealing, easy to use, and distinguishable from competing offerings. They would also desire the packets that will be utilized in the future. Product packaging is said to be significant since it conveys the product's dependability. According to the study's findings, the quality of a product's packaging is the most important aspect, followed by the design of the product package.

The study strongly suggested that marketing and business departments pay close attention to effective packaging. If they accept or adopt inadequate packaging, it might be one of primary causes of market product failure. Setting packaging standards and implementing appropriate strategies are required for improved product protection and marketing. Furthermore, the research would want to emphasize the importance of marketers paying attention to the information they employ. The information on the label and its worth must be emphasized while advertising the product in the market, and it must also be more technically helpful.

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