

Empowering of Packaging Functions and its Effect on Consumer Behaviour towards Food Products

S.Sridevi

Assistant Professor & Head

Department of Commerce

Rabiammal Abamed Maideen College for Women

Tiruvavur-610001

Abstract

Packaging plays an important role in consumer purchase behaviour of food products. The main aim of the study was to examine the packaging function and its effects on consumer behaviours towards food products. In this study packaging functions like Product protection, Product Containment, Product Attractiveness, Product Identification and Product Convenience are analyzed and examined. Questionnaire were used to collect data from 384 respondent. The findings and conclusions of this study indicate that there is significant difference between age of the respondents and its effects of packaging function on consumer behaviour towards food products.

Keywords: Consumer behaviour, Packaging function, Product Protection, Identification, Attractiveness.

I. INTRODUCTION

Today Consumer gives much importance to hygiene and sanitation for food products. This makes them to give preference to packaged food products. The main purpose of packaging is to protect the product. Packaging attracts consumer through various functions. One among them is Packaging function that convinced the consumer to purchase the product. Consumer market was captures through packaging and its functions like protection, identification, attractiveness, containment and convenience. Consumers are attracted to packaged food products that meet the needs of them.

In this research primary package of the product is taken for the study, as this is first noticed by the consumer. Primary package is used as a sales promotion tool by the marketers. The various researchers (Underwood, Klein & Burke, 2001; Silayoi&Speece, 2004), view package gives unique value to products and also used as a tool for product differentiation. The function of the package is to sell the product by attracting attention and to allow the product to be utilized, contained, and protected (Silayoi&Speece 2004, p. 610).

The followings are the functions of the packaging.

Product protection-The primary function of product packaging is to protect the product from breakage and contamination while travel and from insect attack while storage.

Product Containment-The next function is product containment. It is the space in which the product will be contained. Packaging usually is in the form of use and throw containers. The container itself acts as a powerful salesman at the point of purchase.

Product Attractiveness-Product attractiveness in packaging includes the shape, colour, size and design. These elements make the package an attractive one. There is a feeling among the consumer that attractive packaging contains good quality of product in it. Modern packaging is mainly influenced by attractiveness. A picture on the label attracts the consumer as a salesman.

Product Identification-Packaging not only helps to identify the product, but also differentiate the products. Packaging and labelling are helps to identify the products and branding. Buyers depend on the package label to understand the product in the package.

Product Convenience-The design and size of the package must be suitable with the contents. Convenient packaging refers to easy handling, easy to open and moved and these features are usually preferred by the consumer. It also considers the ease of disposability of the package. Demand for convenient packaging has been met by the advancement in packaging technology. In addition, rising consumer prosperity appears to show that consumers are willing to pay more for convenience, outlook, dependability, and prestige of better packages (Kotler 2000).

Lundberg and Fredman (2012), in his study pointed that, packaging is considered to be a strong marketing strategy for companies. It can be used as a powerful competitive advantage tool to attract attention of the consumer. Packaging describes about product and improve sales.

According to Dudovskiy (2013), Consumer buying behaviour is considered to be an inseparable part of marketing and packaging outlooks. Consumer purchasing decisions are affected by the factors like quality of packaging materials, printed information, brand image, attractive colors and images.

Azeem (2015) in his study shows that packaging elements influence and affect consumer's perception of a product. The study concludes that the relationship between packaging and buying behaviour exist to a higher extent.

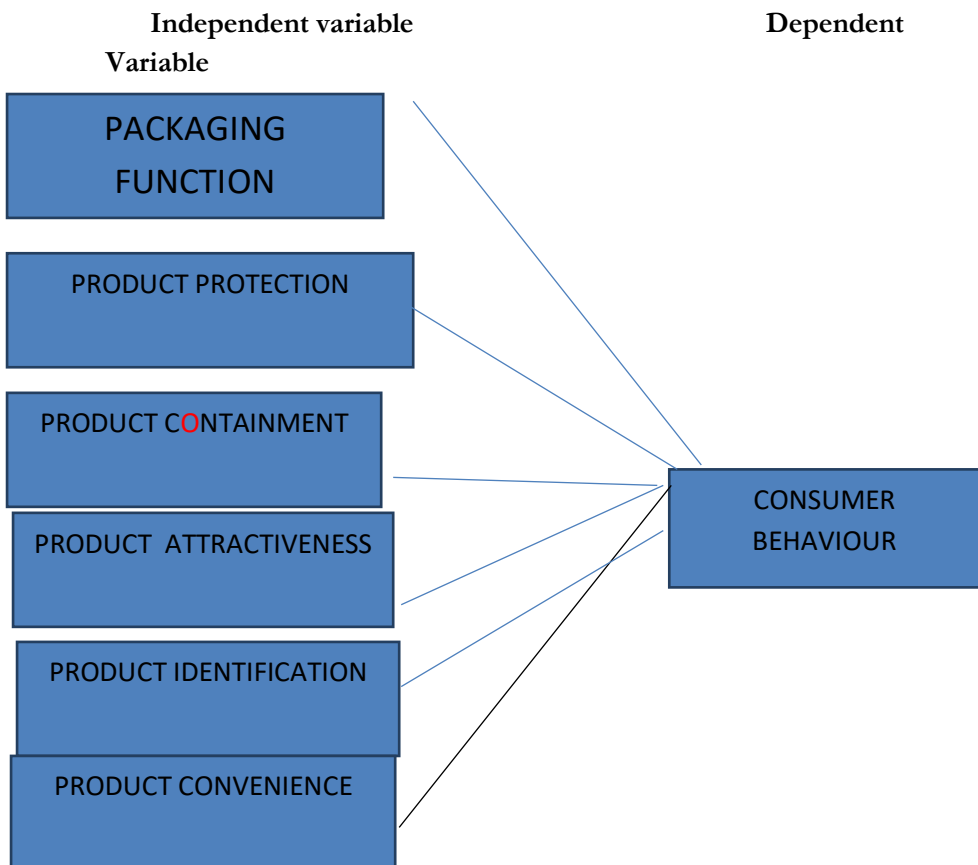
Mousavi and Jahromi (2014) in his study show that, there is a direct relationship between Packaging and consumer behaviour.

Objectives of the study

The primary objective of the study is to find the impact of packaging and its function on food products and also to assess the effect of packaging function and its effect on consumer behaviour towards food products.

Conceptual Frame work

A conceptual framework of this study is given below. In the figure below, packaging function is an independent variable; customer's buying behaviour is a dependent variable. The relationship between the two variables is that, packaging functions of the products determines the consumer behaviours either positively or negatively.



Methodology

The study is descriptive in nature. An attempt has been made to identify how packaging function influence the consumer while purchasing the packaged food product.

384 respondents were selected from Tiruvarur district by using convenience sampling. Primary data were collected by distributing a questionnaire to 384 respondents. Further, secondary data from journals, books were used.

Statistical tools

The statistical methods are:

1. Percentage Analysis

The number of respondents for each factor is converted into percentage basis.

2. Chi-square Analysis

Formula

$$\chi^2 = (O-E)^2 / E$$

O=Observed frequency

E=Expected frequency

3. Mean Rank

Research Hypothesis

- There is no significant association between age of the respondents and its effects of packaging function on consumer behaviour towards packaged food products.
- There is no significant association between packaging function and their overall effects on consumer behaviour towards packaged food products.

Results and Discussions Table 1: Demographic Profile of the Respondents

Characteristics		No. of respondents	Percentage (%)
Gender	Male	193	50.3
	Female	191	49.7
	Total	384	100
Age	Below 20 yrs.	20	5.2
	21-40 yrs.	89	23.2
	41-60 yrs.	215	56.0
	Above 60 yrs.	60	15.6
	Total	384	100
Monthly Household Income	Below Rs. 10000	64	16.7
	Rs. 10001-20000	141	36.7
	Rs. 20001-30000	113	29.4
	Above Rs. 30000	66	17.2
	Total	384	100
Occupation	Housewife	30	7.8
	Student	102	26.6
	Businessman	66	17.2
	Professional	44	11.5
	Non-Professional	10	2.6
	Government employee	94	24.5
	Agriculturist	8	2.08
	Others	30	7.8
	Total	384	100

Source: Primary Data

50.3% of the respondents were male in the study area. It is interesting to note that majority of the respondents are in the age group of 41-60 years. 26.6 % of the respondents were students, 24.5% belongs to government employee and 17.2% of respondents belongs to business people. Majority (36.7%) of the respondents belong to the monthly household income of Rs.10000-20000 respectively.

Table 2: Packaging Function

Sl. No	Packaging Function	SD	D	N	A	SA	Mean	Mean rank
1	Product packaging keep the product clean and untouched	20	24	85	136	119	3.81	6 th
2	Product packaging keep product in good condition	2	16	94	146	126	3.98	2 nd
3	Product packaging provide information regarding ingredients	6	19	102	137	120	3.90	4 th
4	Packaging preserve food for long lasting freshness	13	53	130	145	43	3.40	11 th
5	Transparent packaging influence in purchase	14	22	131	152	65	3.60	9 th
6	Material used in packaging influence in purchase	9	42	112	165	56	3.57	10 th
7	Plastic package are more useful than other packages	40	64	113	114	53	3.20	12 th
8	Packaging attracts the attention	15	18	110	175	66	3.67	8 th
9	Strong packaging positively influence the buying decision	16	18	82	199	69	3.75	7 th
10	Packaging size and design of the content influence in purchase	5	26	81	191	81	3.83	5 th
11	Easy to check weight and volume of the content	15	19	40	157	153	4.08	1 st
12	Specific quantity is possible in packed products	7	21	79	152	125	3.96	3 rd

Source: Primary data

Table 2 shows the mean score of functions of food product packaging from question 1 to 12. The result shows that the “easy to check the weight” has received the highest mean score (mean=4.08). It is followed by the function “keep the product in good condition” (mean=3.98) and “getting specific quantity” (mean=3.96). “Providing information regarding the product” and “size and design of the packaging” ranked number four and five among the twelve functions. “Cleanliness” and “strong packaging” occupies the sixth and seventh place. “Attraction” occupies the eighth place. “Transparent packaging”, “materials used for packaging”, “long lasting freshness” and “plastic packages” functions ranked the least importance. This shows that all the respondents had given much importance to convenience and protection function and least importance to product attractiveness function.

Chi-Square Test

Hypothesis: Ho

There is no significant association between packaging function and their overall effects of food product packaging on consumer behaviour.

Table – 3: Association between Packaging Function and their Overall Effects of Food Product Packaging on Consumer Behaviour.

Overall effect on consumer behaviour	Packaging function			Chi –Square Test
	Low	High	Total	
Low	115	49	164	$\chi^2=87.919$ Df=1 .000<0.05 Significant
High	49	171	220	
Total	164	220	384	

Degrees of Freedom = 1

Chi Square Value = 87.919

Table value = 3.841

The distribution is significant alevel

Result: Since the calculated value is higher than the table value the null hypothesis is rejected. It is proved that there is significant association between packaging function and their overall effects on consumer behaviour.

Table 4: Significant Association between age of the Respondents and its Effects of Packaging Function on Consumer Behaviour towards food Products.

Age	Packaging Functions					Total
	Product Protection	Product Containment	Product Attractiveness	Product Identification	Product Convenience	
Up to 20 yrs	6 (3.62)	5 (0.83)	2 (0.25)	3 (0.40)	4 (0.0004)	20
21-40 yrs	10 (0.51)	12 (13.69)	8 (0.48)	20 (0.03)	39 (25.96)	89
41-60 yrs	20 (3.46)	112 (12.21)	10 (1.73)	48 (0.05)	25 (7.24)	215
Above 60 yrs	18 (10.83)	15 (2.5)	7 (1.83)	12 (0.07)	8 (1.26)	60
Total	54	144	27	83	76	384

Level of Significance 5% = 0.05

Degrees of Freedom = $(r-1)(c-1)$

= $(4-1)(5-1) = 12$

Table value (TV) = 21.026

Calculated value (CV) = 86.95 $X^2 = \sum (O_i - E_i)^2 / E_i$

C.V > T.V = $86.95 > 21.026$

Null Hypothesis

There is no significant difference between significant association between age of the respondents and its effects of packaging function on consumer behaviour towards food products.

Inference

Calculated value is greater than tabulated value, hence the null hypothesis is rejected. Hence it concludes that there is significant association between significant association between age of the respondents and its effects of packaging function on consumer behaviour towards food products.

Limitations

Since the FMCG sectors covers a variety of product categories, the study covers only the food product packaging. This study covers only the **packaging function on consumer behaviour of buying food products**. Due to time and money constraints the study is restricted to Tiruvarur district only. Convenient sampling method is used in this study. This study is restricted to 384 respondents only.

Findings

Hypothesis testing between demographic details and overall effects on consumer behaviour of the respondents reveal that there was significant association between age and its overall effects of food product packaging on consumer behaviour. There was significant association between packaging function and its effects on consumer behaviour.

II.CONCLUSION

Packaging function plays an important role in product choice. Poor packaging can restrict the consumer to purchase particularly the food products. This research helps companies to create the right packaging for a product, as well as the packaging function that might be of importance to consumer. This article finds out that packaging functions like Product protection, Product Containment, Product Attractiveness, Product Identification and Product Convenience are influence consumer behaviour while purchasing food products.

In this study it was conclude that Packaging function positively influence the consumer behaviour while purchasing the food products.

This study helps companies to create the right packaging for a product, as well as the packaging function that might be of importance to consumers.

III. REFERENCES

BOOKS

1. Leon G.Schiffman, Leslie lazar Kanuk (2008), "Consumer behaviour", Ninth edition, Prentice Hall of India private limited, New Delhi.
2. Matin Khan (2004), Consumer Behavior: Second Edition, New Age International (P) Ltd., Publishers, New Delhi.
3. P. C. Jain, Monika Bhatt (2003), "Consumer Behaviour in Indian Context", S.Chand& Company Ltd, New Delhi.
4. Philip Kotler (2001) Marketing management: 10th Edition, Published by Prentice –Hall Of Indian Private Limited.
5. V S Ramaswamy S Namakumari (2009) Marketing management: 4th Edition , Published By Macmillian Publishers Indian Limited

ARTICLES

1. Ankit Katiyar, NikhaKatiyar& Deepak Tiwari (2014), 'Role of packaging as influencing factor of consumer buying decision a study of consumer of Kanpur region, U.P, India', Abhinav International Monthly Refereed Journal of Management & Technology, Vol.3, Issue 8 Online: www.abhinavjournal.com
2. Azeem, K. (2015). Role Of Packaging on Consumer Buying Behavior. Master's Thesis, Superior Group of Colleges College, University Campus, Lahore.
3. Dudovskiy, J. (2013) Consumer buying behavior definition. Retrieved from <https://bit.ly/2vzKODy>
4. DavoudFeiz, Azim Zareij, Bijan Rezaei (2014), " Effect of Packaging on Purchase Intention of Consumer", A Journal of Economics and Management Vol. 3 Issue 11 November 2014, ISSN 2278-0629, pp.236-246
5. Dibyojyoti Bhattacharjee and Bidyut Jyoti Bhattacharjee (2010), Impact Of Packaging, Labeling And Free Sample on The Buying Behviour of Consumers In a Communionically Backward Area of India, Research Bulletin of the Institute of cost and Works Accountants of India, Vol.27,pp.200-204, <http://ssrn.com>

6. Eva Pongracz (1998) "The Social Importance of Packaging", <http://cc.oulu.fi/pongancz/litches/ch2.html>, February 1998.
7. Fight.andKim.(2007). Impact on perception of brand and purchase decision
8. Gaafar Mohamed Abdalkrim, Ra'id Suleman AL-Hrezat (2013), " The Role of Packaging in Consumer's Perception of Product Quality at the Point of Purchase, European Journal of Business and Management, Volume 5, No. 4 (2013). <http://www.iiste.org/Journals/index.php/EJBM/article/view/4469>
9. Hari Govind and Jain Deepak,(2012), the impact of packaging in consumer decision making of Namkeen product, journal of marketing & communication, vol.7,issue 3, p.48-63.
- 10.HawkinsDell.,Gilson C.,1992, consumer Behaviour; Implication For Marketing Strategy, Irwin
11. Hill,H. and Tilley,J.(2002). "Packaging of Children's Breakfast Cereal." British food Journal, Volume 104, No.9, pp. 766-77
- 12.Kotler, Philip (2000). Marketing Management, Prentice-Hall, Upper Saddle River, New Jersey.
- 13.Lundberg, C., &Fredman, P. (2012). Success factors and constraints among naturebased tourism entrepreneurs. Current issues in tourism, 15(7), 649-671.
- 14.Mousavi, S.A and Jahromi, M.M. (2014). Examining the relationship between packaging and consumer buying behavior. A case study: comparison of pasteurized 1.5l milk of brands Roozaneh and Mihaan. Indian Journal of Fundamental and Applied Life Sciences. Vol. 4 (1).
- 15.Silayo, P. and Speece, M. (2004). Packaging and purchase decisions: A focused group study on the impact of involvement level and time pressure. British Food Journal. Vol. 106 (8). Pp. 607-28.
- Sumner, J. (2017). Five benefits of printed cartons for packaging.
- 16.Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: attentional effects of product imagery. Journal of Product & Brand Management, 10 (7), 403-422.