

A Research on Ramification of Packaging and Consumer Buying Attitude in Fmcg - (with Reference to Household Groceries, Coimbatore.)

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Abstract:

In the global emerging modern marketing arena, packaging is one of the important element of the product which protects, prevents and helps in safely transferring the product from the seller to consumer. It is an effective sales tool which stimulates the consumer to buy and a powerful medium for sales promotion. Hence, the study aims to investigate, encapsulate and discover the influence of wrapping on the purchasing decisions and the positive and adverse effects of packaging on consumer purchase attitude. A well-thought-out survey with assessment scales is used to collect the principal data covering 120 samples. Secondary data is also used for the study. Convenient sampling technique was used based on its phase and budget viability. Ranking analysis, chi square and correlation are the tools used for the analysis. The study encompasses the seller to enhance the quality of packaging and to sustain in the global market.

Keywords: Modern marketing, packaging, consumer buying attitude, fast moving consumer goods, sales promotion etc.

I. INTRODUCTION

In the worldwide rising present day promoting field, bundling is one of the significant component of the item which secures, anticipates and helps in

securely moving the item from the merchant to buyer. It is a successful deals device which animates the buyer to purchase and an amazing vehicle for deals advancement. Hence, bundling is an art of

craftsmanship to design a unique packaging system for products. It may be the root cause to drag the consumer attention at the very first moment and stimulate them to buy the products.

Elements of Packaging

Bundling should serve the accompanying essential capacities:

- **Protects the substance:** The essential capacity of bundling is to shield the substance from harm, dust, soil, spillage, pilferage, vanishing, watering, and defilement, etc. Bundling helps in the security of the substance of the items.
- **Act as limited time device:** Good bundling can sell the item more effectively and rapidly as it fills in as a special apparatus. As a special device, it does self-promoting, showing, distributing and goes about as a publicizing medium. It is the bundle, size, plan, shading mixes and designs that choose its capacity to urge the wholesalers and retailers to deal with the producers.
- **Provides purchaser accommodation:** Packaging gives the client comfort. The great bundling does this in a more noteworthy degree. Buyers are significantly helped inasmuch as the item is in utilization.
- **Facilitates item recognizable proof:** Packaging encourages the ID of the item. This procedure of item separation is advanced by viable item identifiers; one is marking and another is bundling. A bundle is item's character. Item recognizable proof goes simple with recognized bundling.

Significance OF PACKAGING ON BUYER'S POINT OF VIEW

The significance of bundling are pursues:

- **Protection of the item:** Packaging shields the item from warmth, light, dampness, dissipation, dust and so on during its long section from the

production line to the objective clients. It defences the products from damage, leakage and wastage.

- **Transportation:** Packaging encourages transportation of items starting with one spot then onto the next. It guarantees simple transportation and better treatment of items in travel.
- **Guidelines to clients:** Packaging helps as rules for the clients. From the enlightening writing with respect to the quality and utilization of the item, the clients get the rules.
- **Better stockpiling:** Packaging goes about as a superior stockpiling of the items. Retail shopkeepers can keep the unique bundles for a long time without further cost.
- **Identification of item separation:** Packaging recognizes the item separation effectively. It guarantees the singularity of the items and one item can be effectively separated with one another items in the market. The clients can without much of a stretch distinguish their result of decision at the hour of procurement. This causes the clients to anticipate substitution of products by different clients.

II. STATEMENT OF THE PROBLEM

The study attempts to focus on the consumer buying behaviour based on the unique packaging system by the manufacture especially for the FMCG (household groceries) and also to identify the effective element of packaging that may cause any change in the mind of consumer at the time of purchasing.

III. NEED OF THE STUDY

The study needs to address whether a packaging elements influence the consumers mind to purchase a product based on their colour, shape, material, word font and wrapper design style.

IV. OBJECTIVES OF THE STUDY

- To analyse the buying pattern of the consumers based on product packaging system.

➤ To analysis the special effects of packaging system in the consumers buying approach.

V. RESEARCH METHODOLOGY

SAMPLE SIZE

The sample size of 100 customers is used for this study. The respondents are requested to fill the questionnaire on the basis of their purchase pattern. The response is collect purely on the consumer's opinion.

DATA COLLECTION

Questionnaire is a tool through which the data are collected and distributed among the consumers irrespective of gender who make purchase in retail shops. Secondary data are collected through journals and online articles. The research focuses on understanding the consumption pattern as well as the influence of packaging in their purchasing pattern.

SAMPLE TECHNIQUE

Convenient sampling technique is used to collect the information from the users.

STATISTICAL TOOLS

The tools used for analysing data are; Ranking analysis, Weighted average method, Chi Square, and Correlation in SPSS software.

VI. SCOPE OF THE STUDY

The study encompasses consumers buying preference based on the product packaging elements and their special effects towards consumer's FMCG (household groceries) product selection.

LIMITATIONS

The study is conducted in a specified area of Coimbatore. The number of respondent is also limited to time constrains.

VII. REVIEW OF LITERATURE

Nilsson and Ostrom (2005), "Bundling as a correspondence vehicle": This article clearly

explained that the packaging system played a vital role as a brand ambassador for a product. The producers used as quality bench mark for their products among retails and consumers. The study was concluded that the merchants used bundling as a tool to sold their products and captured the market.

Pires (2008), "Purchaser Behaviour: Product Characteristics and Quality Perception": The author explicated that the customers would always prefer products mostly based on their wrapper, shape, colour, design, packing material and word font. This pattern of approach would ever have attracted by the consumer and helped the retailers to earn reasonable profit without any additional investment to sold their products.

Ulrich R. Orth (2009) "chipped away at Wrapping Strategy as asset for the development of Brand Individuality". As per this article the quality products were identified by its packaging design and style. The producers have adopted Wrapping strategy as an asset for the development of branding individuality. This was proved by the author with the example of wine bottle packaging strategy followed by the liquor manufacturing company to sell worthy products and made it familiar among the public to catch the wider market.

VIII. ANAYSIS AND INTERPRETATION RANKING ANALYSIS

FRIEDMAN TEST

This ranking test is used to rank the various packaging elements that influence consumer buying attitude.

Table 1 - Ranks

| Packaging elements | Mean Rank | Rank |
|----------------------------|-----------|------|
| Colour and style | 2.42 | 1 |
| Labelling | 3.15 | 4 |
| Attractive shape | 2.77 | 2 |
| Images and graphics | 3.62 | 5 |
| Adequate size | 3.04 | 3 |

INTERPRETATION

In the above test the numerical data for the variables such as colour and style, labelling, attractive shape, images and graphics and adequate size are 2.42, 3.15, 2.77, 3.62, and 3.04. It is replaced by the ranks as 1, 4, 2, 5, and 3. The ranks are assigned to the values in ascending order. It means the element that influence the buying attitude of the consumer at the highest level with 1st Rank is Colour and style of the packaging.

This ranking test is used to rank the consumer opinion on order of qualities of a package.

Table 2 - Ranks

| Qualities of package | Mean Rank | Rank |
|----------------------|-----------|------|
| Protects contents | 2.07 | 1 |
| Informative | 3.78 | 5 |
| Cost effective | 3.06 | 3 |
| Provides convenience | 2.67 | 2 |
| Eye catching look | 3.42 | 4 |

INTERPRETATION

In the above test the numerical data for the variables protects contents, Informative, cost effective, provides convenience, Eye catching look are 2.07, 3.78, 3.06, 2.67, and 3.42. It can be replaced by the ranks as 1, 5, 3, 2, and 4. The ranks are assigned to the values in ascending order. It means that the first quality the packaging should possess is that protection of the product with the highest Rank 1.

WEIGHTED AVERAGE METHOD

TABLE 3 - Weighted Average For Various Aspects Of Packaging

| ASPECTS OF PACKAGING | WEIGHTED SCORE | RANK |
|---|----------------|------|
| Helps in protection of product | 28.8 | I |
| Helps in product identification and differentiation | 27.8 | II |
| Helps in promotion of the product | 25.06 | III |

| | | |
|--|------|------|
| Makes the product self-selling | 22 | VII |
| Helps in less contamination | 20.4 | VIII |
| Frequent Variation in Packaging | 24.4 | IV |
| Package sometimes mislead buyer | 22.4 | VI |
| Packaging materials may be utilized as vessels by the consumers | 24.2 | V |
| Consumers preferred FMCG products can be changed based on packaging style. | 20.4 | VIII |

From the weighted average method, it is found that from the aspect of packaging the consumer opinion is that the proper packaging helps to protect the product and the change in packaging does not result in change in product.

CHI SQUARE TEST

HYPOTHESIS

H0 = No major association among two variables.

H1 = Major association among two variables.

TABLE 4 - Gender * Social impact of packaging

| Gender | Social impact | | | | | Total |
|--------|---------------------|--------------------|-----------|------------------|-------|-------|
| | Reduce adulteration | Provide employment | Pollution | Health hazardous | other | |
| Male | 13 | 11 | 9 | 14 | 1 | 48 |
| Female | 11 | 20 | 11 | 9 | 1 | 52 |
| Total | 24 | 31 | 20 | 23 | 2 | 100 |

Source: Computed

Chi-Square Tests

| | Value | Df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 3.911 [*] | 3 | .416 |
| Likelihood Ratio | 3.945 | 3 | .409 |
| Linear-by-Linear | .460 | 1 | .481 |
| Association | | | |
| N of Valid Cases | 100 | | |

* 2 cells (19.0%) have anticipated count less than 5. The lowest anticipated count is .95.

INTERPRETATION

From the table 4 displays the chi square examination among two variables are gender and social impact of packaging. The outcome of the chi square test indications with the degree of freedom 3 and significance level 0.05, the Pearson chi square value is 3.911 which is less than the table value 9.488. The p value seems in the similar row in the "Asymptotic significance (2-sided)" column. The outcome is significant if this value is equivalent or a lesser amount of than the selected alpha value (which is normally 0.05) however in this situation the value is $.416 > 0.05$, it conveys that the null hypothesis is recognized. Hence, there is no major association among gender and social impact of packaging and they are independent.

Table 5 - Income * Extra money consumer is willing to pay for good package

| Income | Extra money for package | | | | | Total |
|-------------|-------------------------|--------|--------|--------|----------|-------|
| | 0 - 2% | 2 - 4% | 4 - 6% | 6 - 8% | Above 8% | |
| Below 10000 | 15 | 24 | 5 | 5 | 1 | 50 |
| 10000-20000 | 8 | 10 | 6 | 1 | 1 | 26 |
| 20000-30000 | 2 | 2 | 4 | 1 | 0 | 9 |
| 30000-40000 | 1 | 6 | 3 | 0 | 2 | 12 |
| Above 40000 | 2 | 1 | 0 | 0 | 0 | 3 |
| Total | 28 | 43 | 18 | 7 | 4 | 100 |

Source: Computed

Chi-Square Tests

| | Value | Df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 18.512 ^a | 14 | .218 |
| Likelihood Ratio | 18.175 | 14 | .226 |
| Linear-by-Linear Association | 1.242 | 2 | .307 |
| N of Valid Cases | 100 | | |

* 18 cells (75.0 %) have anticipated count less than 5. The lowest anticipated count is .12.

INTERPRETATION

From the table 5 demonstrates the chi square test among the two features salary and by what means much additional cash purchaser is eager to pay for a decent bundle. The aftereffect of the chi square test appears with the level of opportunity 14 and centrality level 0.05, the Pearson chi square worth is 18.512 which is not exactly the table worth 26.296. The p worth indications in a similar line in the "Asymptotic criticalness (2-sided)" section. The result is enormous if this worth is comparable or not exactly the assigned alpha worth (it is ordinarily 0.05) yet for this situation the worth is $.218 > 0.05$, which means the invalid theory is acknowledged. There is no critical connection among salary and additional cash the purchaser is eager to pay for a decent bundle they are free.

CORRELATION

Correlation between packaging material and product Protection

Table 6 - Correlations

| Correlation | | Packaging | Protection |
|---------------------------|---------------------|--------------------|--------------------|
| | | material | of the product |
| Packaging material | Pearson Correlation | 1 | .334 ^{**} |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Product Protection | Pearson Correlation | .334 ^{**} | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

Source: Computed

INTERPRETATION

From the table 6, the Pearson relationship r is 0.334 which is sure. This implies by way of single variable additions in worth and its subsequent variable similarly additions in worth. Correspondingly, by means of single variable

declines in worth, the subsequent variable additionally diminishes in worth. This is called effective relationship. It is reasoned that when the quality bundling material builds, the security of the item additionally increments.

The sig. (2 followed) esteem in the table is .000. This worth is under .05. In light of this it is reasoned that there is an assessable enormous association among two factors.

Correlation between packaging material and adverse effect of packaging

Table 7 - Correlations

| | Correlation | Packaging Material | Adverse Effect |
|--------------------|---------------------|--------------------|----------------|
| Packaging Material | Pearson Correlation | 1 | .200* |
| | Sig. (2-tailed) | | .046 |
| | N | 100 | 100 |
| Adverse Effect | Pearson Correlation | .200* | 1 |
| | Sig. (2-tailed) | .046 | |
| | N | 100 | 100 |

Source: Computed

INTERPRETATION

From the table 7, the Pearson association r is .200, it is certain. This implies by means of single variable boosts in worth, the subsequent variable similarly boosts in worth. Correspondingly, as single variable reductions in worth, the subsequent variable additionally diminishes in worth. This is called effective relationship. It is inferred that when the quality bundling material expands, the unfavourable impact of bundling similarly boosts.

The sig. (2 followed) esteem in the table is .046. This worth is more noteworthy than .05. Hence, here

is no factual noteworthy association among two factors.

Correlation between influence of packaging in consumer buying behaviour and colour and style

Table 8 – Correlations

| | Correlation | buying behaviour | Colour and Style |
|----------------------------|---------------------|------------------|------------------|
| | Pearson Correlation | 1 | -.122 |
| Consumers buying behaviour | Sig. (2-tailed) | | .149 |
| | N | 100 | 100 |
| | Pearson Correlation | -.122 | 1 |
| Colour and style | Sig. (2-tailed) | .149 | |
| | N | 100 | 100 |

Source: Computed

INTERPRETATION

From the table 8, the Pearson association r is – 0.122, it is negative. This implies as one variable increments in worth, the subsequent variable abatements in worth. Thus, as one variable abatements in worth, the subsequent variable increments in worth. This is called negative relationship. It is inferred that shading and style of the bundling does not impact the purchasers purchasing conduct.

The sig. (2 followed) esteem in the table is .149. This worth is more prominent than .05. In light of this it is presumed that there is no factual huge relationship between two factors.

Correlation between type and design of the packaging and its convenience

Table 9 - Correlations

| | Correlation | Type and design | Convenience |
|-----------------|---------------------|-----------------|-------------|
| | Pearson Correlation | 1 | .206* |
| Type and design | Sig. (2-tailed) | | .040 |
| | N | 100 | 100 |
| | Pearson Correlation | .206* | 1 |
| Convenience | Sig. (2-tailed) | .040 | |
| | N | 100 | 100 |

Source: Computed

INTERPRETATION

From the table 9, the Pearson relationship r is 0.206, it is sure. This implies by means of single variable additions in worth, the subsequent variable similarly additions in worth. Essentially, by means of single variable reductions in worth, the subsequent variable additionally diminishes in worth. This is called positive connection. It is reasoned that when the sort and structure of bundling material expands, the comfort likewise increments.

The sig. (2 followed) esteem in the table is .040. This worth is more prominent than .05. As a result of this it is presumed that there is no measurable enormous connection among two factors.

Correlation between type and design of the packaging and its convenience

Table 10 - Correlations

| Correlation | Type and design | Convenience |
|----------------------------|-----------------|-------------|
| Pearson Correlation | 1 | .206* |
| Type and design | | |
| Sig. (2-tailed) | | .040 |
| N | 100 | 100 |
| Pearson Correlation | .206* | 1 |
| Convenience | Sig. | .040 |
| (2-tailed) | | |
| N | 100 | 100 |

Source: Computed

INTERPRETATION

From the table 10 the Pearson connection r is .206. This implies by way of single variable additions in worth, the subsequent variable similarly increases in worth. Thus, by way of single variable declines in worth, the subsequent variable likewise diminishes in worth. This is called positive connection. It is inferred that when the sort and structure of bundling material expands, the comfort additionally increments.

The sig. (2 followed) esteem in the table is .040. This worth is more prominent than .05. As a result of this it is inferred that there is no measurable enormous association among two factors.

IX. FINDINGS AS WELL AS SUGGESTIONS& RESULTS

FINDINGS

➤ From the positioning test table 8, uncovers that the bundling component that exceptionally affecting the buyer purchasing disposition is shading and style of the bundle and least impact is pictures and illustrations on the bundle.

➤ From the positioning test 2, passes on that buyer assessment on request of characteristics of a bundle is the exceptionally positioned quality is that it secures substance and though the least quality is the data given on the bundle.

➤ From the weighted normal technique, it is discovered that from the part of bundling the shopper assessment is that the best possible bundling secures the item and the adjustment in bundling does not bring about change in item.

➤ There is no noteworthy connection among sex and social effect of bundling and they are free.

➤ There is no noteworthy connection among salary and additional cash the buyer is happy to pay for a decent bundle and they are free.

➤ Here is a factual enormous connection among dual elements, for example, the Packaging material and Protection of the item.

➤ There is no factual enormous association among dual elements, for example, the Packaging material and Adverse impact.

➤ There is no factual enormous association among dual elements, for example, Packaging effect on customer purchasing conduct and Color and style.

➤ There is no factual enormous association among dual elements, Type as well as Design and Convenience.

➤ There is no factual enormous connection among dual elements, for example, Packaging effect on customer purchasing conduct and Attractive shape

SUGGESTIONS

➤ All the promoting units should focus well on bundling and guarantee of an item. The specialist discovered during the examination, deprived bundling may be the causes for product frustration in the global market. Henceforth, bundling plays a vital role in securing goods and attracting consumers.

➤ Basically marks in the bundling used to portray that what is comprised of, where it was made, when it was made, what it contains, by what means it could have been of use and so forth. Besides, they accept that the customers are appropriately guided by a label to consume the product. The information contained in the label will facilitate the consumers to select the right product without hesitation.

➤ It is accepted that culture distinction has an effect on an organization's drives to structure the item bundle. For example, during the exploration, the results of bundling Colours stand extraordinary in the global market environment. Hence, it attracts the multi-cultural people in the world market arena.

X. CONCLUSION

The primary capacity of the bundling is to ensure the substance. The bundling ought to have every one of the components that a shopper likes. The shop keepers mostly prefer and expected that the products bundling material should be in a good quality, the shape and design of the bundling ensures the brand of the product and producer. The shoppers believe that the consumers are more attracted towards the words and pictures printed in the bundling and which paves a way for promoting the goods sold in the global market.

From this study that most of the people do not change their buying patterns based on the bundling strategy followed in the global market. It is found that major part of the consumers is consuming goods (FMCG Grocery goods) based on their preferred brands and products. Therefore, it shows that there is no much change in the buying pattern of the consumers based on the bundling strategy. But, the technology advancement in the bundling strategy definitely cause a major change in the mind of the consumer towards their product selection in the ever emerging market arena.

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