



Unveiling the Power of Packing: How Design Shapes Consumer Perception

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ABSTRACT

Marketing is an activity aimed at promoting products, services, or brands to generate sales, to build brand awareness and customer satisfaction. There are many marketing strategies used by the sellers, to market the product and increase sales in which one of them is packing marketing which is an effective way of marketing the product. Effective packing not only ensures product safety but also communicates critical information to consumers. In both offline and online shopping, packing plays a vital role in influencing customer decisions. Vibrant designs, influential figures, and informative details attract buyers. Online purchases benefit from safety and relevant information. This research demonstrates the symbiotic relationship between effective packing, competitive advantage, and increased sales.

INTRODUCTION:

This research will be based on how the power of packing, shapes the perception of the youth consumers aging 15-24. Youth being the future of the world has a greater impact towards the sales of the product, satisfying the youth of the country is the biggest challenge for the brands and sellers of the product. The ultimate goal of the salesperson is to satisfy the consumer for which every minute thing is thoroughly inspected to ensure the consumer is satisfied .There are many factors used by the sellers to satisfy consumer in which one of them is packing. Packing plays a vital role in consumer satisfaction as it

ensures the safety of the product in all the way possible, which leads to change in the perception of the consumer towards the brand. As every brand has their own way of packing the product, which also helps in marketing and adding the value to the product. Packing is important in both online and offline shopping as it ensures that the product is safe while shipping, storing, preserving the quality of the product. The packing of the product changes the perception of the consumer as they are happy about the product being safe and it also contains all the information about the product which helps them understand the product without opening it, running it or using it. The packing includes all types of information like the brand, the picture of the product, the manufacturing details, expiring date, ingredients used, instructions to use, quantity and price. As we know the famous celebrity, characters, vibrant colours, unique shapes or designs attract the consumers, so using the pictures of celebrities or characters or usage of different kinds of shaped packing or designs on the packing could help in the marketing of the brands to increase the product sales. This research will help us understand the power of packing towards the consumer perception and outshining the competitors and finally the impact towards sales.

Objective:

- To unveil the power of packing and how it shapes the consumer perception.
- To know how packing adds value to the product helps in increasing sales among youth.

Methodology of Study

Both primary and secondary records have been thoroughly utilized for the paper

PRIMARY DATA

It includes the questionnaire survey of the consumer of youth

SECONDARY DATA

Various revealed articles from journal, other research papers and some internet websites

Sample study

The present study conducted on the basis of the responses acquired from students' common neighbours, professionals. As there was lack in time, the questionnaires were collected through convenient sampling technique. A general of 60 responses were considered for the evaluation.

Literature review

Vergura D.T. and Luceri B established the research paper during the year 2018 titled, "**Product packaging and consumers' emotional response. Does spatial representation influence product evaluation and choice?**" This study was made to understand the effect of the images on the package over the consumer intention to buy the product. This research paper tells that the image of the product on the foreground made consumer to respond positively. The study guides the manufacturers and product managers for the understanding of the role of packaging in influencing consumer behaviour.

Behzad mohebbi established a paper during the year 2014 titled "**The Art of Packaging: An Investigation into the Role of Colour in Packaging, Marketing, and Branding**". This study proves that packaging is one of the significant factors in increasing the product sale. However, there is a difference of opinion among the consumer for the packaging of the product, in particular the graphics, design, and colour of packaging.

Nawaz Ahmed, Mohib Billoo and Asad Ali Lakhan established the research paper during the year 2012 titled "**Effect of Product Packaging in Consumer Buying Decision**". This research talks about how packaging performs an important role in marketing and encouraging or even sometimes discouraging the consumer from buying a product, especially at the point of sale or at the time when a consumer is choosing from among different brands of similar products type. This research even points the importance of having the images on the packaging, thus the packaging is treated as one of the most important factor influencing a consumer's purchase decision.

Maja Borzovic, Dorotea Kovacevic, Josip Bota established the research paper during the year 2021 titled "**Consumer Satisfaction With Packaging Materials: Kano Model Analysis Approach**" this research talks about packaging playing a significant role in a purchasing decision, packaging material is a significant component of packaging design and it creates an initial impression on the product attribute. The packaging material has become one of the most important thing in satisfying the consumer.

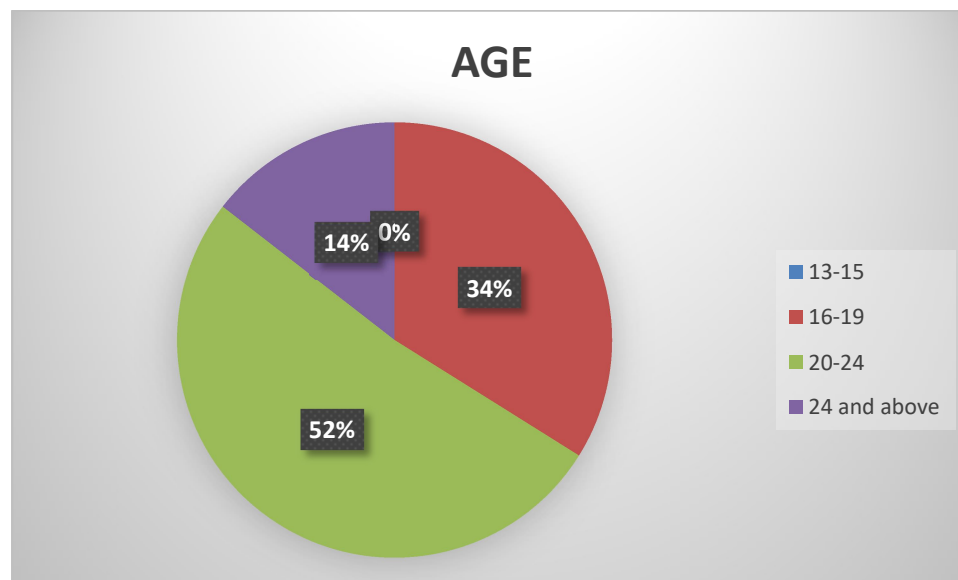
Sania Farooq, Salman Habib, Saira Aslam established a research paper during the year 2015 titled "**INFLUENCE OF PRODUCT PACKAGING ON CONSUMER PURCHASE INTENTIONS**"

this research helps us understand how the package appeals consumer’s attentiveness towards a certain brand, increases its image, and stimulates consumer’s perceptions about product. This study shows that there are many thing which can effect consumer purchase decision one of them is packaging and its elements. The design, colour, graphics and material of the product grabs the attention of the consumer for which the intention of the consumer is changed. This research proves that all four elements of the packaging (design, graphics, color and material) have significant positive association with purchase intention.

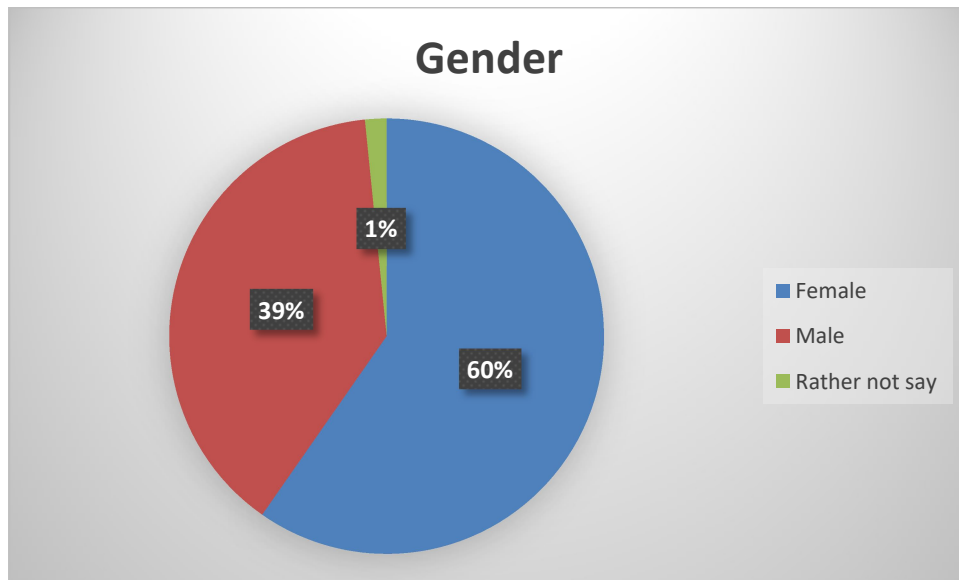
Research methodology

In order to assist the research both primary and secondary data were collected and evaluated. The second stage of the studies was an extensive seek of articles, journals, reviews regarding the packing and its influence in consumer satisfaction and then sales research. The secondary data laid out the strong foundations and base for the context for the beginning of collection evaluation and translation of primary information. The numerous questionnaires were asked to students, neighbours, and employed and unemployed people. The questionnaires were framed in order to understand their view towards the packing and how it plays important role in consumer satisfaction.

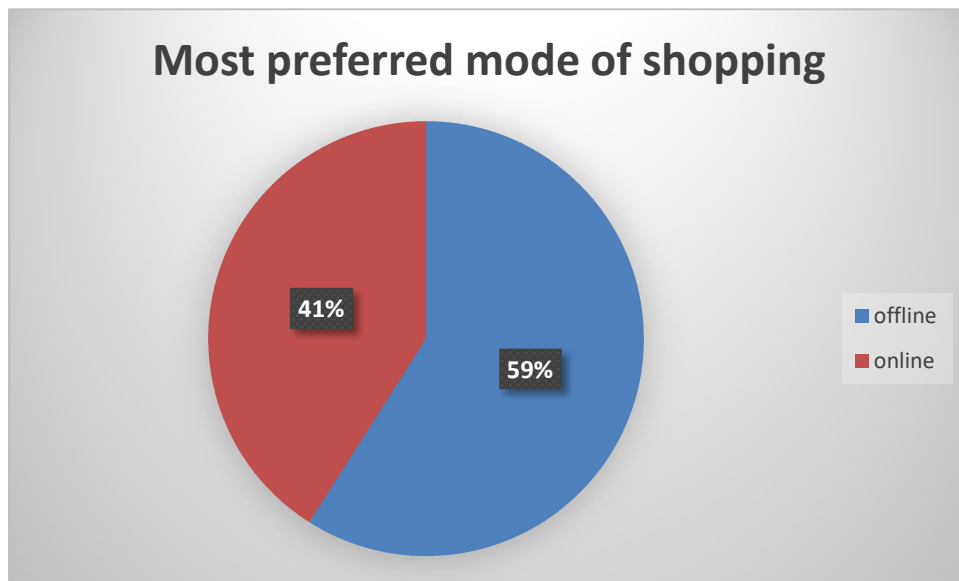
Data Analysis



- The first question of the questionnaire is age as the study is mainly focused on youth or age between 15–24. This question helps us understand the thoughts of people belonging to every age group and then the youth perception is taken into consideration.



- The second question is gender as everyone have their own perception as there are many changes in the perception according to the gender of the consumer. As the female responders are larger in number and the study is easier



- The third question is about the most preferred mode of shopping among the responders and offline shopping is most preferred mode shopping which makes us understand that the online shopping is not the most trusted mode as the buyers are not assured that the product is safe or is same as the cover, for which packing plays vital role in shopping as offline shopping can be

more assuring than the online mode in terms of safety and accuracy of the product and image and all the information of the product.



- The fourth question is about the important factor seen while shopping and packing is the most significant factor which helps us understand that the buyers accept that packing assures the product safety for both online and offline shopping.

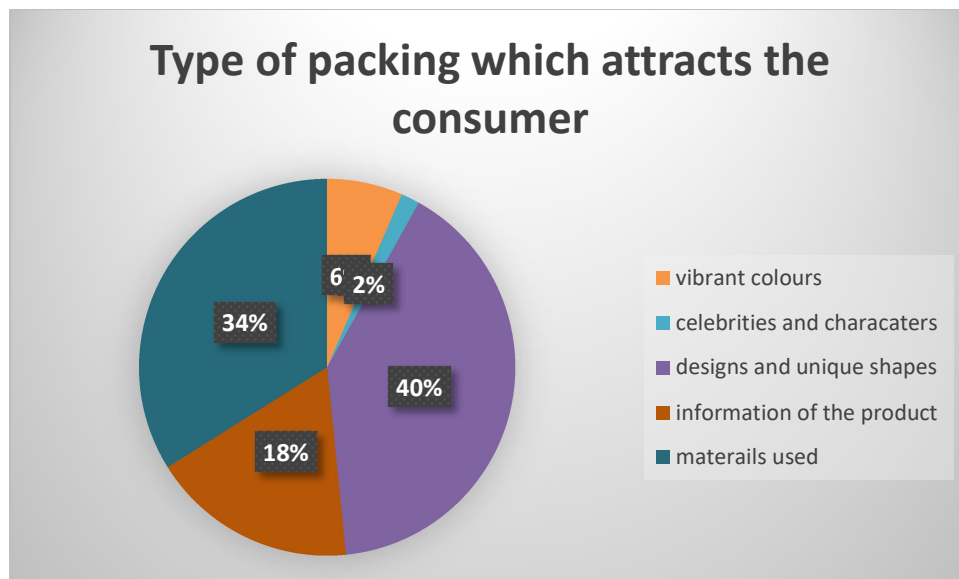


- The fifth question is about packing playing the important role while shopping for which 77% of the responders have agreed that packing is very important as it carries the vital information of the

product like picture , product details and many more which helps attracting the consumer into buying the product as it is outshines the competitor products.

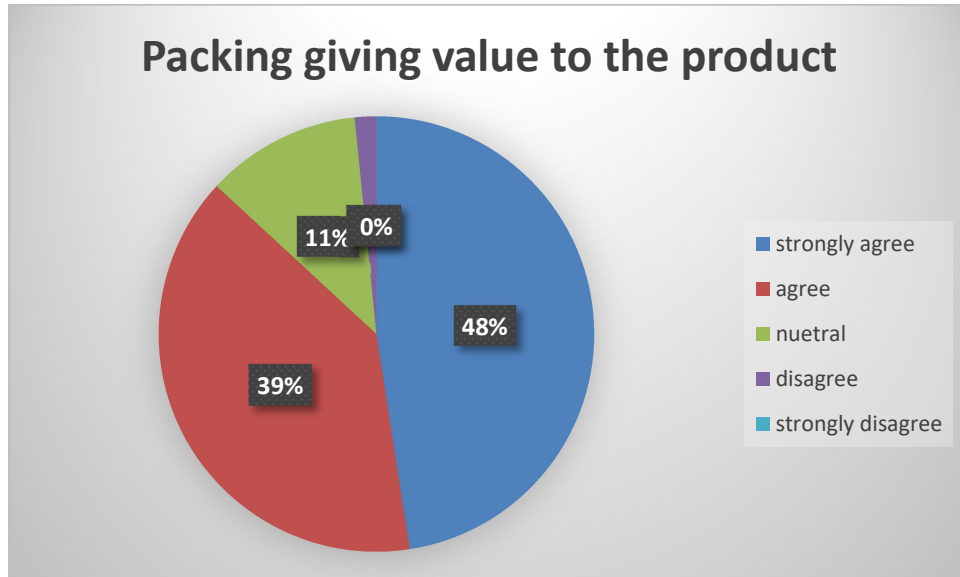


- The sixth question is about the importance of packing in online shopping and most of the responders have accepted that packing is the most significant factor of online shopping as it ensures the safety of the product and preserving the quality of the product.

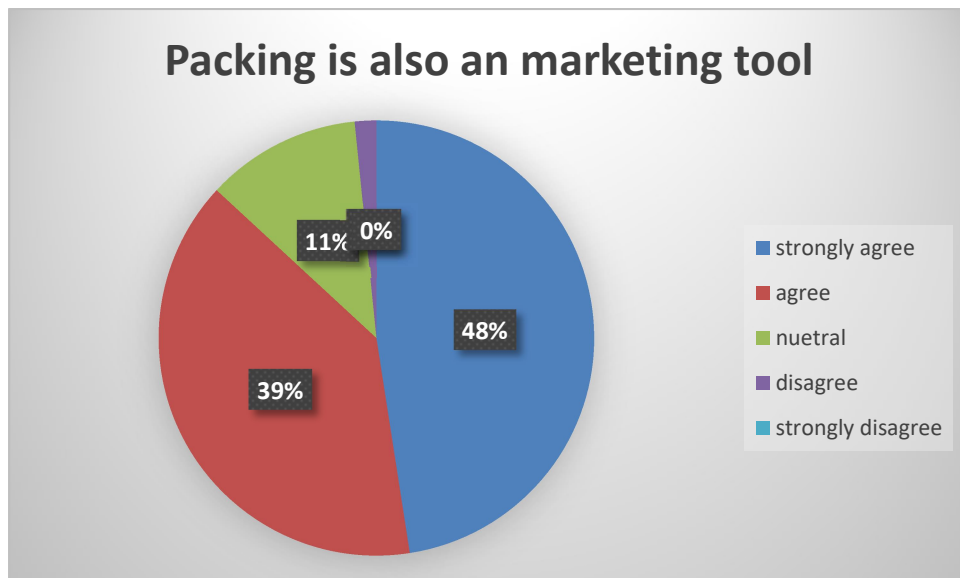


- The seventh question is about what type of packing helps in attracting the consumer towards buying the product and the most preferred factor is designs and unique shapes with material used in packing,

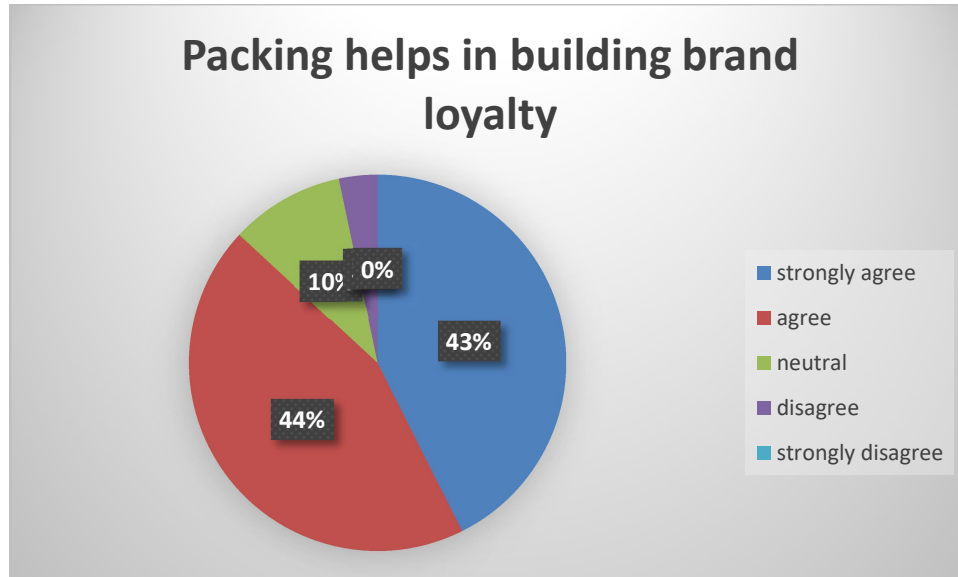
the product helps in grabbing the attention of the consumer which makes the product stand out and increase the possibility of the sales over the competitor.



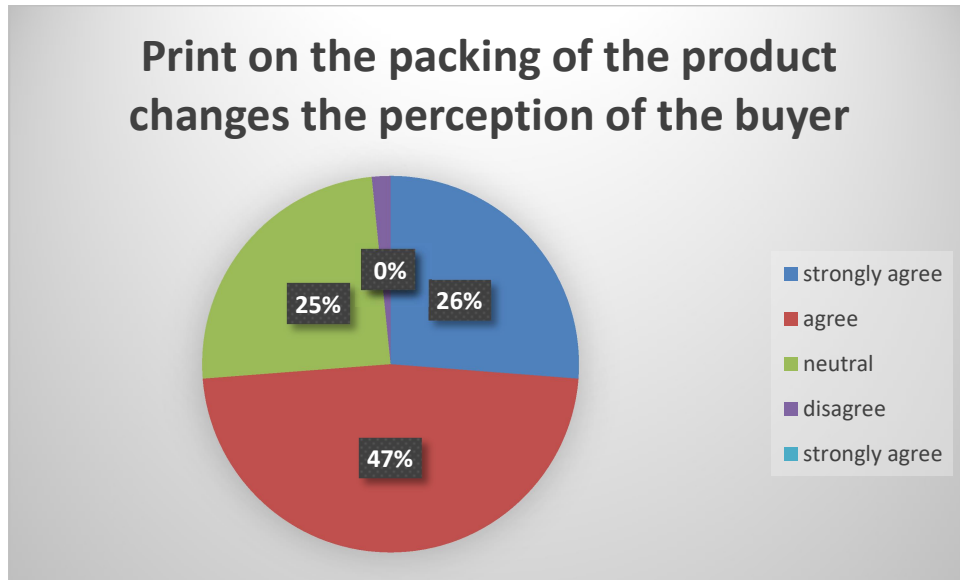
- The eighth question is about packing giving value to the product for which 48% responders have strongly agreed that packing gives value to the product like increasing brand value, feel of worth, luxurious look etc. as it builds the positive image of the brand which makes people to feel satisfied.



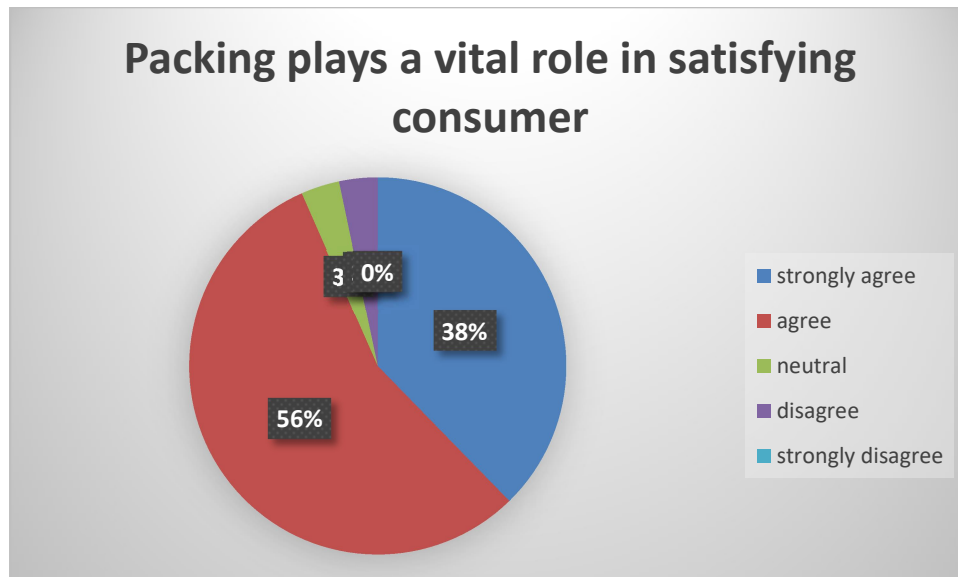
- The ninth question is all about does packing is considered a marketing tool for which 48% of responders have strongly agreed and 39% have agreed that packing is also a marketing tool as we know the every brand have their own way of packing or using different way of printing the information on the packing which grabs the attention of the consumer over the competitor and this helps in increasing sales of the product.



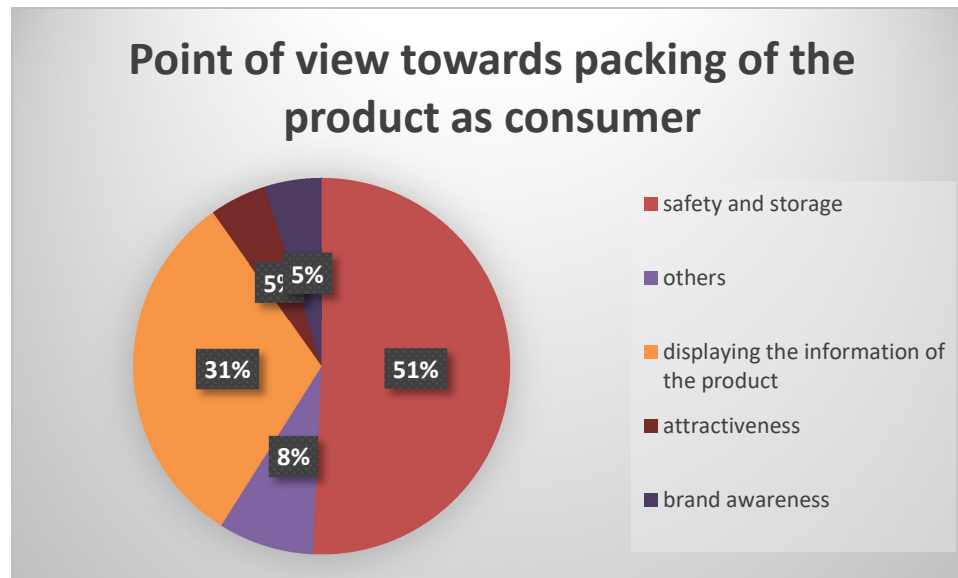
- The tenth question is about building brand loyalty through packing. This question has proved that packing plays a vital role in marketing and consumer satisfaction which builds brand loyalty amongst the consumers as they are believed that the product is safe and is preferably good amongst the competitors.



- The eleventh question is whether the information on the packing of the product changes the perception of a buyer and 73% of responder have agreed that the perception of the buyer is changed by the packing being informative with the picture of the product and its manufacturing details, method to use and ingredients used, price details etc. which helps in consumer feeling more accessible and approachable.



- The twelfth question is about understanding how packing plays a vital role in consumer satisfaction as people prioritize the safety of the product, the understandable information and beautiful design to feel the worth of the product and many more.



- The thirteenth question is about consumer view towards packing of the product, this question proves us that main priority of the consumer is safety and storage of the product which is mainly based on the packing. As every consumer wants their product to be safe with no defect and damage and is fully detailed.

- **Overall Findings**

Packing is considered to be one of the important factor of consumer satisfaction as every mode of shopping mainly focuses on building brand awareness and then brand loyalty. The safety of the product is the first priority of both consumer and seller so using the packing as a base to satisfy the consumer.

Packing is the primary objective seen by the consumer of the product for which the packing has already made the consumer assured of the safety and a vibrant, attractive designed and shaped packing with all types of information printed on the packing could help in attracting consumer and this way the brand markets itself, which helps in increasing the sales as the product's brand has satisfied the consumer in all aspect.

Conclusion

Based on the questionnaire survey and secondary data we conclude that the packing also plays a vital role in shaping the consumer perception about buying the product. As consumer satisfaction is the first priority of the sellers at the same time buying the product with no defect and problem is the first priority of the consumer, for which the basic aspect is packing which makes both buyer and seller assured that the product is safe and can be bought without worry of the defect and problem to use as the packing contains all types of information. Packing is also a tool to market and build brand awareness as every brand have their own way of packing like using their brand logo, the picture of the product, the information about the product in their own way and usage of vibrant colours and famous people or characters on the packing, usage of the best material to pack play a big role in packing. Packing can also help in overcoming competition as the product is outshined over the product of their competitor. The consumer satisfaction and consumer perception go hand in hand because if the product is satisfying to the consumer the perception is changed where there will be increase in sales. This way the packing shapes the perception of the consumer which is a tool of marketing and builds the brand awareness which increases the sales of the product.

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