

IMPACT OF THE PACKAGING ON CONSUMER BUYING BEHAVIOUR

Aparna Goyal¹, Vipul Kumar² & Sanjeev Bansal³

¹Associate Professor, Amity Business School, Amity University, Noida

²Research Scholar, Amity Business School, Amity University, Noida

³Professor, Amity Business School, Amity University, Noida

ABSTRACT

The target of this examination is to decide the components that assume a critical part on shopper's purchasing conduct. The reason for this examination is to discover the principle imperative elements related to the bundling impact, which are driving the accomplishment of a brand. Organizations with a specific end goal to make the correct bundling for their items, they should comprehend the purchaser purchasing procedure and understanding the part and the effect of bundling as a variable that can impact the buy choice. In this way, by understanding what factors impact the purchasing conduct and what bundling components are most essential help organizations settling on the correct choices about bundling their items. This examination will recognize the connection between buyer purchasing process as the fundamental variable of the investigation and some free factors like bundling shading, printed data, bundling material, outline of wrapper, printed data, mark picture, and advancement and common sense that assisting customers in their choice purchasing process. The essential research information will be gathered through an organized poll and SPSS programming will be utilized for examination purposes. Subsequently, the investigation tries to discover the most essential factors that have an effect and impacts customer's buy choice.

KEYWORDS: *Consumer Behavior, Packaging, Packing, Labelling, Strategy*

Article History

Received: 06 Feb 2018 | Revised: 19 Feb 2018 | Accepted: 02 Mar 2018
