

## IMPACT OF THE PACKAGING ON CONSUMER BUYING BEHAVIOUR

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### 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

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### INTRODUCTION

Purchasers these days are shelled with an excessive number of advertising jolts, intimations keeping in mind the end goal of being pulled in by various organizations. In this line Keller (2008) states that customers are presented with more than 20,000 item decisions in a 30-minute shopping session. The main role of bundling is to ensure the item, yet bundling can be utilized by organizations as an instrument for advancing their showcasing offer, and for boosting their deals. A decent bundling distinguishes and separate items to the customers. Bundling is utilized for effortlessly conveyance and security reason. Bundling enables organizations to separate the item from another brand. Organizations must comprehend what impacts customers in their shopper purchasing process. They should likewise comprehend what factors impacts the purchasing conduct and what is the part of the bundling components toward purchasing choice procedure of customers amid their buy choice. Statistical surveying causes, organizations to make the 'right' bundling for an item, and the bundling components that may be of significance to shoppers. As per Alvarez and Casielles (2005) association's

aims are creating brands so as to draw in and hold the current buyers. The researchers have perceived the significance of having faithful clients, on the grounds that reliable clients tend to purchase all the more often, and are less inclined to be impacted by contenders' advancement and correspondence systems. Organizations can utilize this comprehension in an exceptionally vital manner, keeping in mind the end goal to offer the correct items and administrations to the correct client at the perfect time. Consumers react to bundling in view of past data, learned responses and individual inclinations (Aaker 2010). In this way, bundling components, shapes, hues, sizes and names may impact purchasers to react decisively.

**Goals of the Study** This paper tries to investigate and discover the most essential components of bundling that impact the purchasing choice process. Subsequently, the paper will attempt:

- To discover the effect of bundling on the purchasing conduct choice.
- To check the impact of bundling components on the purchasing conduct
- To measure the relative effect of each bundling, component of the customer
- To measure the part of each bundling ,component of the customer.
- 4. To recognize the components of bundling, which ought to be featured to pull in buyers?

### **Defense**

The examination on "Effect of Product Packaging on Consumer's Buying Behavior" is a valuable device for all FMCG organizations which are cognizant about their picture and need to make due in the aggressive market of the FMCG industry. The organizations will get advantage from this exploration by recognizing the purchasing conduct of the purchaser's towards any items and will apply diverse instruments and techniques to catch the huge Market share on the grounds that subsequent to having the after effects of this examination they are very much aware about every one of the variables that draw in customer's and their purchasing practices.

### **Scope**

There is a wide extent of the exploration on "Effect of Product Packaging On Consumer's Buying Behavior" in Pakistan in light of the fact that in the present aggressive universe of merchandise and enterprises supplier organizations and ventures, they need to get achievement and keep up their market nearness for long terms and on the off chance that they comprehend the purchasing expectations of buyer's by utilizing the item bundling as a key component than they can without much of a stretch keep up themselves as per the present requests, needs and customer's inclination and attractions towards a specific brands by setting up another methodologies by understanding the significance of each factor of packaging's.

## **LITERATURE REVIEW**

Many bundling components are factors that impact the purchasing conduct of buyers, for example, bundling shading, printed data, bundling material, plan of wrapper, printed data, mark picture, advancement and reasonableness. Hues utilized as a part of bundling can help draw customer consideration. Shade of bundling is essential since it utilized by organizations to separate its item from different contenders. In this way, hues assume a critical part in a potential client's basic leadership process. Organizations utilize distinctive hues for underscoring an alternate temperament, similar to, dark is utilized for control, blue for confide in, red for vitality, green for adjusting or natural and new. Shading is

a basic segment of bundling since customers expect certain sorts of hue for specific items (Keller, 2009). Diverse hues likewise symbolize distinctive implications for customers. For instance, orange, yellow, purple they have distinctive implications as per the buyer discernment and culture. As indicated by Singh (2006) shading recognitions fluctuate crosswise over societies and a large portion of the religions are accepted to have their holy hues. As indicated by Charles W. Sheep et al., (2011), in their book "Fundamentals of Marketing" believe that bundling has four unmistakable advertising capacities. It contains and ensures the item. It advances the item. It enables buyers to utilize the item lastly, bundling encourages reusing and diminishes the natural harm. Along these lines, bundling accomplishes something other than ensuring the organization's items. It additionally helps in building up the picture of the item in the buyer's mind. Along these lines, neglecting to focus on the plan of the bundling can diminish the odds of being obvious and alluring, which can bring about utilizing deals. Naming gives data with respect to the item classification, items fixings, and item guidelines. Purchasers when making their mind whether to purchase or not to purchase an item they are guided by the taste, as well as some other outward factors, for example, mark mindfulness, naming, cost and birthplace. As indicated by Morris, J (1997) item names help the shopper to separate an item more effortlessly. Marking enables buyers to invest less energy required while hunting down items that are chosen to be purchased by them. Customers under time weight their choices are affected when the bundle accompanies an unmistakable appearance that contains basic and exact data (Silayoi, and Speece, 2004). These days, there are buyers that give careful consideration to name data since they are more worried about the wellbeing and sustenance issues (Coulson, N.S., 2000). The material utilized as a part of bundling is an essential component which keeps the item from any harm or misfortune. It is more probable that the amazing material may pull in client more than low quality material. In this way, bundling material has a solid effect on purchasing conduct. As per Smith and Taylor(2004) shoppers connect the bundling materials is related by purchasers with certain basic estimations of the item. What's more, shopper observations in regards to specific materials could change the apparent nature of an item (Smith and Taylor, 2004). Hollywood et al., (2013) conveyed an examination on drain bundling. They endeavored to discover the effect of the three bundling materials, glass, plastic, and cardboard. A large portion of respondents in that review concurred that the utilization of plastic holders were superior to anything cardboard and glass bundling. Ulrich R. Orth (2009) Packaging is utilized for recognizable proof of the item. Assume an imperative part in drawing in the buyer. Kids are likely more touchy in the event of wrapper outline. So organization needs to influence a wrapper to plan which pulls the kids too. Great and all around arranged plans are attractive and can separate items on the racks and can pull in buyers all the more effortlessly. Along these lines, appealing plan, illustrations, hues, printed lines, distinctive signs and images and in addition mixes of different materials can urge customers to notice and touch our item, in this manner motivating them to attempt and in the long run purchase the item. Printed data contain all the data identified with the item quality, value, portrayal which helps to recognize the brand. As indicated by Shah et al., (2013) naming is a standout amongst the most unmistakable parts of the item and an essential component of the promoting blend. The data on bundling is an imperative part, since it can bolster advertising correspondence procedures of organizations, build up mark picture and personality. There is a major asset among numerous researchers and specialists about the significance of brand picture the items. A picture can make an incentive to buyers by handling data; separate their favored brands, encouraging purchasing, giving positive emotions, and giving a premise to item expansions (Aaker, 1991). Besides, mark ,picture can be characterized as a one of a kind heap of relationship inside the brains of target clients. As per Goldberg (1999) the picture of the item is critical in light of the fact that it expands the consideration and recognition with that given item. The foundation picture is the picture in the psyche of the client which distinguishes the brand of the item from various brands. Brand picture can be accepted as an arrangement of brand affiliations that gathered in the psyches of purchasers

(Mowen and Minor, 2001). Brand picture alludes to the encircling of memory about a brand, which contains the aftereffects of translation by shopper to the messages, traits, advantages and preferences of the item (Wijaya, B. S., 2013). A brand picture speaks to what customers think and feel about a brand character. Along these lines, the picture of a brand speaks to the recognition that can reflect objective or subjective reality. As per Aaker (1991), shoppers frequently purchase items that have popular brand since they feel more great with things that are as of now known. The presumption that the notable brand is more solid, constantly accessible and simple to discover, and has a quality that no uncertainty, make a natural brand is more potential to be picked by purchasers than a brand that isn't commonplace. Getting development the bundling configuration additionally increment the estimation of the item in the customer's mind. Novel bundling can draw in customers, yet common sense is similarly critical. Creative bundling may really increase the value of the item on the off chance that it meets a purchaser needs. Yet, its common sense has been additionally vital for making the additional esteem, as effectively opening, effortlessly put away, recyclable, and so on. These days, producers attempt to configure bundling that keeps up the key values of the brand with a specific end goal to speak to clients' needs and inclinations.

Hues utilized as a part of bundling can help draw customer consideration. Shade of bundling is imperative since it utilized by organizations to separate its item from different contenders. In this way, hues assume an essential part in a potential client's basic leadership process. Organizations utilize diverse hues for underlining an alternate state of mind, similar to, dark is utilized for control, blue for confide in, red for vitality, green for adjusting or natural and new. Shading is a basic segment of bundling since purchasers expect certain sorts of hue for specific items (Keller 2009).

Diverse hues additionally symbolize distinctive implications to purchasers. For instance, orange, yellow, purple they have diverse implications as indicated by the shopper observation and culture. As indicated by Singh (2006) shading observations shift crosswise over societies and the vast majority of the religions are accepted to have their hallowed hues. As indicated by Charles W. Sheep et al., (2011), in their book "Fundamentals of Marketing" feel that bundling has four unmistakable advertising capacities. It contains and secures the item. It advances the item. It enables buyers to utilize the item lastly, bundling encourages reusing and diminishes ecological harm. In this manner, bundling accomplishes something other than ensuring the organization's items. It likewise helps in building up the picture of the item in purchaser mind. Along these lines, neglecting to focus on the outline of the bundling can diminish the odds of being obvious and appealing, which can bring about utilizing deals. Naming gives data with respect to the item classification, items fixings, and item guidelines. Shoppers when making their mind whether to purchase or not to purchase an item they are guided by the taste, as well as some other extraneous factors, for example, mark mindfulness, naming, cost and birthplace. As indicated by Morris, J (1997) item marks help the shopper to separate an item more effortlessly. Naming enables purchasers to invest less energy required while scanning for items that are chosen to be purchased by them. Shoppers under time weight their choices are affected when the bundle accompanies a particular appearance that contains straightforward and precise data (Silayoi, and Speece, 2004). These days, there are buyers that give careful consideration to name data since they are more worried about well being and nourishment issues (Coulson, N.S., 2000). The material utilized as a part of bundling is a critical component which keeps the item from any harm or misfortune. It is more probable that the fantastic material may pull in client more than low quality material. Along these lines, bundling material has a solid effect on purchasing conduct. As indicated by Smith and Taylor (2004) buyer.

Getting advancement the bundling configuration likewise increment the estimation of the item in the shopper mind. Novel bundling can pull in customers, yet common sense is similarly imperative. Imaginative bundling may really

increase the value of the item in the event that it meets a purchaser needs. However, its reasonableness is likewise vital for making the additional esteem, as effectively opening, effortlessly put away, recyclable, and so forth. These days, producers endeavor to configuration bundling that keeps up the key values of the brand so as to speak to clients' needs and inclinations.

## **SIX STAGES OF THE CONSUMER BUYING PROCESS**

### **Issue Recognition**

On this underlying stage, shoppers are made mindful of a need or want. It's critical to take note of the distinction between a want, where the buyer essentially needs something, versus a genuine condition, for example, encountering hunger. Advertisers can utilize promoting and pamphlets to share data on items and administrations that can empower this stage.

### **Data Search**

This can be a two section process. At first the customer will do his very own inside pursuit memory. On the off chance that he doesn't know anything about the item or in the event that he wants more data, he may then continue with an outside pursuit. Regularly the outer pursuit starts with a verbal exchange by addressing loved ones. Online networking has influenced this procedure much simpler, since buyers can play out a vast review of "companions" or "supporters" to acquire input on an item. Versatile helped shopping, otherwise called "showrooming," is likewise winding up progressively normal. With the fast increment in advanced mobile phone utilize, customers would now be able to peruse store paths while having quick access to the web to discover item data and look at estimating, even purchase on the web.

### **Assessment of Alternatives**

Likewise with the data look, the web and web indexes have made assessing options less demanding than any time in recent memory. In this stage clients assess diverse brands and items on the premise of which best addresses the buyer's issues. Amid this stage the shopper likewise builds up what different variables, similar to cost and amount, are vital.

### **Buy Decision**

A few analysts join the buy choice and buy into one phase of the buying procedure. In any case, the two are not really one and the same. Indeed, even in the wake of settling on the choice to buy, the purchaser can in any case be thrown off base by different factors previously obtaining. For instance, the nature of a shopping knowledge may obstruct the customer's capacity to effectively make a buy. The accessibility of an advanced or deficiency in that department or a poor merchandise exchange are likewise factors that can prevent a buyer from following with the buy choice. On the off chance that the customer is in a retail situation with comparative items one next to the other with the item they purpose to buy, eye-finding bundling and names combined with a superior cost could without much of a stretch influence the choice.

### **Buy**

The last advance in the process is the buy, which could possibly contrast from the buyers choice. Shopper BUYING BEHAVIOR The sorts of customer purchasing conduct are controlled by the level of association in the buy choice, which is straightforwardly affected by the level of need and the force of enthusiasm for a specific item. High contribution buys incorporate pricier things autos, property, costliest merchandise, and items that are very obvious to others.

Customers are additionally more engaged with buys that include more serious hazard, regardless of whether it is close to home, social or monetary hazard.

#### **FOUR TYPES OF CONSUMER BUYING BEHAVIOR ROUTINE RESPONSE BEHAVIOR**

This sort of purchasers conduct is utilized for the as often as possible bought things like basic supplies. Buyers have low inclusion with these minimal effort things and don't scan widely for data. They are bought naturally, which is the reason this sort of shopper purchasing conduct is otherwise called customized reaction conduct or ongoing purchasing conduct.

**Constrained DECISION MAKING** This kind of purchasing conduct happens to items purchased just sporadically, for example, dress. The buyer could conceivably need to do an outside data look. For a few buys, this conduct could possibly require a direct measure of time to accumulate data.

**Broad DECISION MAKING** This kind of purchasing conduct is otherwise called the unpredictable purchasing produces, on the grounds that the purchaser is very associated with the purchasing procedure and invests huge energy gathering data about the item. For this situation, the shopper is ordinarily new to the item and it is a costly or potentially hazardous buy. A few cases incorporate homes, autos, PCs, or even instruction. For this situation the purchaser experiences each of the six phases of the purchasing procedure.

**Drive BUYING** This sort of purchasers conduct is regularly for ease things and doesn't include any cognizant arranging. Eye-finding bundling in a retail location will frequently urge a customer to influence a motivation to buy keeping in mind the end goal to attempt the item. Strikingly enough, the drive purchasing process isn't as straightforward as it sounds. There are numerous measurements inside the drive purchasing conduct design:

- **The Unconstrained Inclination to Purchase:** By and large this is the point at which the individual encounters a startling want to purchase in light of a promotion.
- **Power and Impulse:** Happens when, in the wake of experiencing the item, the buyer feels a dire want to buy.
- **Excitement:** Happens when the customer experiences an item that brings out sentiments of satisfaction or fervor.
- **Synchronicity:** When the shopper feels moment similarity with an item, as though it was a supernatural occurrence that he or she was at the opportune place and the correct time to have experienced the item.
- **Product Movement:** Where every item has its own particular puzzling interest.
- **Hedonic Components:** Happens when acquiring the item delivers positive or negative feelings, for example, fulfillment or blame.
- **Conflict:** Alludes to the enthusiastic clash inside the purchaser because of impromptu buys.
- **Disregard for Outcome:** On this event, the compelling impulse to buy makes buyers dismiss the results.

#### **FACTORS INFLUENCING CONSUMER BEHAVIOR**

There are both interior and outside elements that impact customer purchasing conduct. Inside FACTORS Perception is the way toward sifting data to deliver importance and bode well out of it. It's vital to note, in any case, that while this turns into our existence, it isn't really an exact impression of what's genuine. Amid the normal 30 minute

shopping trip, buyers are presented to 20,000 unique items, a large portion of which they have no immediate information of. Rather, they translate the data and shape sentiments in light of the learning they have held from past encounters with like items.

Learning new data about an item or even kind of item can rapidly change purchasing conduct. It might be vital for advertisers to utilize publicizing and bundling or even give away item tests with a specific end goal to adjust buyer convictions and teach them.

Demeanors Attitude alludes to what a man feels about something and is reflected in the way that individual demonstrations in view of those convictions. In the event that a shopper has a negative state of mind about an item, it can be extremely hard to get him or her to change that supposition.

Identity Personality alludes to all the inward attributes and practices that make a man novel. It's imperative to take note of that, the way individuals see themselves, the self idea, it not really the same as the way others see them. Advertisers must perceive that buyers settle on buying choices to help their self idea, which could grow the intended interest group for an item. Way of life This factor alludes to the exercises we take part in and the things that premium us, which impacts how we invest our energy and cash. Today, ways of life are moving towards individual autonomy and a more beneficial, more all encompassing way of life.

Inspiration This factor alludes to our want to accomplish a specific result, and impacts how much exertion the purchaser puts into settling on the choice.

Outer INFLUENCES Consumer buy conduct is intensely impacted by our family, companions, social class and culture. CULTURE This alludes to the way our practices and obtaining choices are impacted by our communications with and perceptions of our own general public. Culture emphatically impacts what individuals eat, wear and travel. Americans, specifically, esteem great wellbeing, independence, training and flexibility.

Bundling AS AN INFLUENCING FACTOR It is assessed that 60-70% of all purchasing choices are made while the client is in the store. While the showcasing informing in notices and via web-based networking media may have made the need, or need, the bundling is the last purpose of correspondence between a brand and purchaser in the retail condition. Hence, the bundling is a standout amongst the most critical purposes of connection between the brand and shopper. Since bundling specifically connects to the nature of the item and since it influences regardless of whether an item is seen on the store rack, it can affect the buy for each of the four of the sorts of buyer purchasing conduct already depicted. Accordingly, it should be completely used for imparting the brand message through the plan and informing. As indicated by an investigation distributed by specialists at the University of Miami and California Institute of Technology, bundling impacts the purchaser obtaining choice in a retail domain. Analysts demonstrated that stylish viewpoints like shading, splendor and typography impacts where the customer's eyes arrive on the racks. The buyer sets aside greater opportunity to take a gander at these items and the bundling, which, thusly, specifically impacts regardless of whether he purchases the item or chooses another brand. As per Milica Mormann, one of the creators of the investigation, "the huge thought here is that perceptual procedures occur in the mind in parallel with monetary esteem calculations and in this way impact how the financial choices are made." PACKAGING ELEMENTS According to Nilson and Ostrom (2005), the item bundling plan incorporates the brand name, shading, typography and pictures, all of which impact how rapidly and effectively an item gets the attention. The visual components of bundling impact the obtaining when customers have low association in the buy, as it were, the point at which the item is of generally safe and more affordable. They additionally

strongly affect drive buys. It's essential to take note of that due to the quantity of individuals all through stores each day, bundling has an obviously better reach than promoting and that it can use to separate a brand from its rivals. It likewise fortifies the buyers choice each time an item is utilized, not exactly at the purpose of procurement.

Shading Brands can utilize shading in their bundling and item names to set certain temperaments and draw the eye, as it can bring out various feelings or send messages about the brand. Blue, for instance, can be utilized to summon sentiments of trust. Then again, brands can utilize brilliant hues like yellow and orange to enable the item to emerge and demonstrate that the organization and items are enjoyable.

Nature OF PACKAGING MATERIAL When picking between numerous items, especially when the buyer is more engaged with the procedure, he will regularly pick the higher evaluated thing in light of the fact that the higher cost suggests higher quality. The same is valid for bundling material. Top notch bundling and names will impact the buyer to buy more frequently than low quality bundling and marks. Development An imaginatively outlined wrapper or holder can largely affect regardless of whether an item is seen on store racks. Bundling highlights incorporate ecologically benevolent bundling, divide controlled bundling, sealing, kid sealing, easy carry, or bundling that isn't effortlessly delicate.

Textual STYLE The best bundling outlines have alluring, creative text style styles.

PRINTED INFORMATION The names are fundamental, since they pass on imperative data like showcasing informing and fixings or materials used to make the item. The marks likewise set up mark character and upgrade name acknowledgment. For purchasers displaying routine reaction conduct, the names enable buyers to rapidly find the items they intend to buy. For shoppers who are buying out of the blue, they help build up mark personality and name acknowledgment. They give an item depiction and in addition fixings, data which is particularly imperative for purchasers who keep away from particular elements for wellbeing reasons. The data imprinted on marks and bundling can without much of a stretch impact the buyerchoice, atleast at last, convincing him buy an item or pass it by for another.

CHANGES IN CONSUMER BUYING BEHAVIOR ENVIRONMENTALLY CONSCIOUS One of the biggest moves in our way of life that influences bundling is the want for all the more ecologically amicable bundling. Numerous purchasers today will pay higher costs for items that are earth neighborly or produced using reused materials. As indicated by Mostafa (2007), green buy conduct alludes to the way buyers are more worried about obtaining items that are neighbors to the earth, recyclable or receptive to biological concerns. Clem (2008) clarifies that the pattern of "becoming environmentally viable" mirrors a social awareness around sparing and ensuring the Earth's normal assets. Assortment Another move in purchaser desires is the way customers anticipate that items and administrations will cooperate with the majority of their faculties, where they believe they are a dynamic member instead of only a passerby. HYPER EFFICIENCY Recognizing how restricted sources are, customers are requesting more intelligent and more productive approaches to tackle issues like remaining fit or an absence of the room. ESCAPE In an innovatively propelled world where we are "on" like never before some time recently, shoppers are looking for items and encounters that will enable them to give up and get away from their obligations. [www.LabelValue.com](http://www.LabelValue.com) (800) 750-7764 Page 9 MINDFULNESS Consumers are searching for more profundity and importance in their lives than any other time in recent memory, which implies more relaxation time and discretionary cash flow will be spent on self development items and exercises.

## RESEARCH METHODOLOGY

### Research Design: Descriptive Research

The essential clarification for using this sort of research is to better portray a supposition, perspective, or direct held by a social occasion of people on a given subject. There are predefined arrangements a respondent must peruse. Unmistakable research answers the request like who, what, where, when, "why" and how, et cetera gathering the responses into predestined choices will give verifiable inferable data. This empowers you to measure the significance of your results on the general people you are inspecting, and furthermore the movements of your respondent's decisions, auras, and practices after some time.

### Distinct Research is Finished by Two Strategies

- Survey technique
- Observation technique

The technique connected in this venture is Survey Method as this strategy is utilized when the examination specifically compares to the respondent, makes him mindful of the target and looks for his assistance in topping off the poll. The respondent answers every last inquiry, therefore giving his commitment to the investigation.

**Test Size:** 150 individuals

**Inspecting Techniques:** Non-Probability Sampling (Convenience Sampling and Judgmental Sampling)

**Information Collection:** Questionnaire

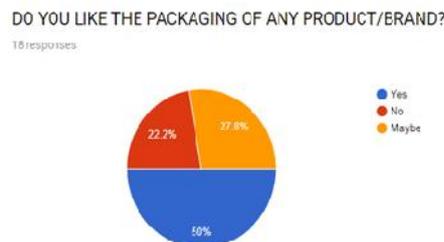
**Kind of Research:** Primary Research is utilized to gather information from the questionnaire

**Programming Used:** Ms Excel

## DATA ANALYSIS AND INTERPRETATION



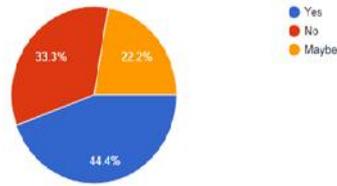
**Figure 1: The Above Shows that 22.2% People Do Not Buy their Products on their Own, While 56% People Buy their Products and Rest 22.2% are Neutral**



**Figure 2: The above Shows that 22.2% People do Not Like Packaging of the Products, while 50% People Like Product Packaging and Rest 27.8% are Neutral**

DO YOU THINK BRANDED PRODUCTS ARE ALWAYS BETTER?

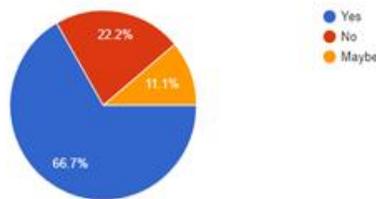
18 responses



**Figure 3: The Above Shows that 33.3% People Believes that Branded Products are Not Always Better, While 44.4% People Believes that Branded Products are Better and Rest 22.2% are Neutral**

DO YOU PREFER THE PRODUCT WITH ATTRACTIVE PACKAGING?

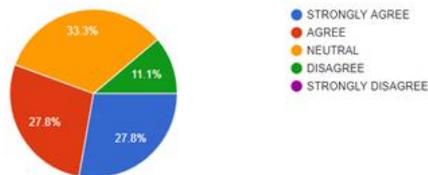
18 responses



**Figure 4**

DO YOU THINK QUALITY OF PACKAGING CAN SAVE THE PRODUCT BETTER?

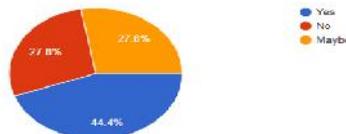
18 responses



**Figure 5: The Above shows that 27.8% Strongly Agrees that Packaging can Save the Product, While 11.1% People Disagrees and 33.3% Are Neutral**

DO YOU THINK PACKAGING IS AN INFLUENCING FACTOR?

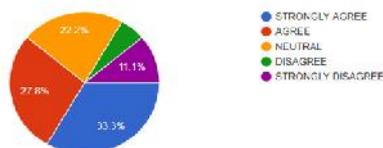
18 responses



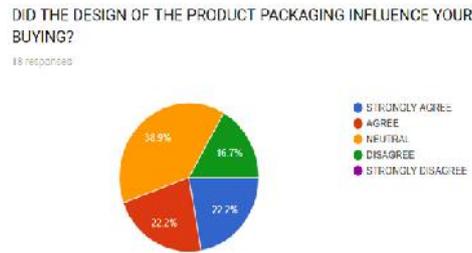
**Figure 6: The Above Shows that 44.4% People Agrees that Packaging Influences the Buying Decision, While 27.8% People do not Agree and Rest 27.8% are Neutral**

DO YOU THINK INNOVATION IS IMPORTANT IN PACKAGING?

18 responses



**Figure 7: The Above. Shows that 33.3% People Think that Innovation in Important, While 27.8% People do not Agree with the Innovation in Packaging and Rest 22.2% are Neutral**



**Figure 8: The Above Shows that 22.2% People do not Think that Packaging Influences their Buying Behavior, While 16.7% People Think that it Will Influence their Behavior and Rest 38.9% are Neutral**

## CONCLUSIONS

Notwithstanding purchaser inclinations, the outward presentation, visual interest and limit of bundling to draw in the shopper's consideration has a noteworthy impact on the buy choice. As the last purpose of contact between the shopper and brand before the buy point, brands must utilize visual communication to draw the eye and alluring and useful names to share advertising messages and extraordinary esteem focuses, and in addition build up name acknowledgment. Inventive outlines and highlights likewise can be utilized to draw the eye and effect whether an item is bought. Brands should strive to meet customers' requests, emerge on store shelves and draw in consideration in the focused market. In any case, understanding the power bundling and marks have on the last buy furnishes brands with a chance to build deals by making all the more outwardly alluring bundling that will draw in the buyers' eyes and convey more thoughtfulness regarding the items, in this manner affecting the last buyers choice.

The acquired consequences of research on the part and the effect of bundling on buyer's purchasing conduct set out the accompanying conclusions: The bundling components speak to a decent method for showcasing correspondences towards buyers, since shoppers esteem the components that are encapsulated on the bundle. The bundling shading enables buyers to separate their most loved brands, and for the organizations it gets buyers' consideration and intrigue. Along these lines, shading and also other bundling components influences the promoting to offer more attractive and appealing, and also separating it from different items. Buyer esteem name on the items, since they can get data about the item, its starting point, its substance, its utilization, and so forth. The data given in the name likewise enable organizations to advance the item in the market. From the experimental confirmation, the data on bundling speaks to a critical part and it can bolster advertising correspondence techniques of organizations, builds up mark picture and personality. Printed data contain all the data identified with the item quality, cost, and portrayal which enable clients to distinguish the item and encourages the choice procedure amid buying. The acquired outcomes likewise demonstrate the dialect utilized in the bundle impacts buyer conduct amid the purchasing procedure.

## RECOMMENDATIONS

Brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units.

All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Consumer new product manufacturers mostly use the label in their products. Basically they describe that made it, where it was made, when it was made, what it contains, how to use it etc. Further more they believe that the consumers are properly guided by label to use the products. The information given in the label and its value have to be highlighted while promoting the product in the market. It must also be more useful technically.

I do believe that culture difference does have an impact on companies' initiatives to design the product package, for instance, during our research; the choices of packaging colors are quite different between the west and far east. Thus, we think that it is important for international companies to take a consideration of culture differences when they design the product package.

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## APPENDIX – QUESTIONNAIRE

- NAME:
- AGE:
- OCCUPATION
  - BUSINESS
  - WORKING

- STUDENT
- HOUSEWIFE
- DO YOU GENERALLY BUY PRODUCT FOR YOURSELF?
  - Yes
  - No
  - Maybe
- DO YOU LIKE THE PACKAGING OF ANY PRODUCT/BRAND?
  - Yes
  - No
  - Maybe
- DO YOU THINK BRANDED PRODUCTS ARE ALWAYS BETTER?
  - Yes
  - No
  - Maybe
- DO YOU PREFER THE PRODUCT WITH ATTRACTIVE PACKAGING?
  - Yes
  - No
  - Maybe
- DO YOU THINK QUALITY OF PACKAGING CAN SAVE THE PRODUCT BETTER?
  - STRONGLY AGREE
  - AGREE
  - NEUTRAL
  - DISAGREE
  - STRONGLY DISAGREE
- DO YOU THINK PACKAGING IS AN INFLUENCING FACTOR?
  - Yes
  - No
  - Maybe

- DO YOU THINK INNOVATION IS IMPORTANT IN PACKAGING?
  - STRONGLY AGREE
  - AGREE
  - NEUTRAL
  - DISAGREE
  - STRONGLY DISAGREE
  
- DID THE DESIGN OF THE PRODUCT PACKAGING INFLUENCE YOUR BUYING?
  - STRONGLY AGREE
  - AGREE
  - NEUTRAL
  - DISAGREE
  - STRONGLY DISAGRE