

# A Study On The Impact Of Packaging And Buying Intention-A Review Of Literature

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**Abstract:** Consumer behaviour is influenced by the type of packaging of the product too easily. The better and eye-catching the packaging is the more consumers are attracted towards them. Packaging refers to the outer layer of the product wrapped around the original product to allow ease to carry and attract the consumers to buy. Similarly packaging makes the product different from the other product and also develops brand recognition. This paper aims with an intention to know the impact of packaging on the buyers' behaviour while purchasing any products. This papers deal with the secondary data and the other researcher could further use this research paper using their primary data. It is found and concluded that packaging attracts the customers and accumulates interest and willingness within the consumers. As the consumer's interests and taste or preferences change with the span of time but packaging consistently attracts consumers with its graphics, value based information and brand.

**Index Terms:** Packaging, Consumer Behaviour, Buying Intention

## 1. INTRODUCTION

Consumer behaviour is the intention of the consumer while buying, consuming and disposing the products whereas, the need and desires of the consumer. The study of the consumer behaviour helps the business to know about the consumer that what, why, and how the consumer purchases the products (Stevkov, Stejskal, & Toufarov, 2008). Consumer's behaviour is too complex because each and every consumer is different. Every consumer has different choice, fashion, preferences, lifestyles, thinking etc. so grouping and dealing with every consumer in a same way is not appropriate, so the producer have to study each and every customer and segment each consumer according to different preferences (Mihic, Radjenovic, & Supic, 2013). Consumer behaviour changes with the span of time and it is difficult for a producer to understand the behaviour of the consumer. While consumers are buying the products they were deeply analysed that how they choose the product, what things they are searching for in a product and what stressed them to buy. This deep analysis is done to make product or services that could satisfy consumers (Cohen, Prayag, & Moital, 2014).

### The in-depth study of the consumer behaviour helps the businessmen and organizations by

- The products are designed in such a way that it fully satisfies the demands and needs of the consumer.
- To make it easy for the consumers to make their product available in the market.
- To buy the product at the price at which consumers are easy and happy to buy.
- Finding the best way out to attract the buyers to buy the products or service.
- To help the employers to understand that when, how, what factors holds the buying behavior (Dr.A.Jayakumar & K.Kalaiselvi, 2014).

The marketers evaluated and concluded that there are several factors that influences consumer's buying behaviour and amongst the entire factors cultural factor is considered to be the strongest factor. Cultural factors are the set of values and integrity of the religion, caste and gender the consumers carry

with them while purchasing the products or services. These cultural factors are religion (Hindu, Muslims, Sikhs etc. prefers different types and values of the clothing), status (the upper, middle and lower class would prefer different income levels of products) and gender (gender of the product determines the types of clothing or preferences of the products)(Wiley & Behaviour, 2007)(Carrigan & Attalla, 2001). Consumer behaviour is influenced by the type of packaging of the product too easily. The better and eye-catching the packaging is the more consumer are attracted towards them. Packaging refers to the outer layer of the product wrapped around the original product to allow ease to carry and attract the consumers to buy. Similarly packaging makes the product different from the other product and also develops brand recognition (Thøgersen & Ölander, 2003). Packaging is the source of attraction for the consumer and helps in brand promotion of the product. There are 4 functions of packaging that describes the needs of packaging on the product: -

### Product Identification

There are some consumers which do not find it relevant or doesn't have time to read the name of the product so for those types of customers, company provide the product will eye catching packaging that in case product name is not remembered the packaging will differentiate it from the other products and helps the consumer in identification (Sticher, 2008).

### Protection of Product

The products may break if the products are handed over directly to the customers. The outer layer helps the product from damaging and breaking. The product remains unbreakable and attracts the consumer to easily use them. In case of perishable goods, outer packing is compulsory from protecting the products from damaging (Dayan, Cantrell, & Duke, 2009).

### Ease to Carry

The main and basic motive of packaging is to make it easy for the consumers to handle the product with ease. The packaging technique of the product helps the product to stay for a longer time and consumer can carry the product even for the longer distance (WAXMAN & GAVRILETS, 2005).

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## Promotion

Promotion of the product is done with outer packaging that not only differentiates it from others but also creates an image in the minds of the consumer which affects their buying behaviour while purchasing (Chandon, Wansink, & Laurent, 2000). The aim of this paper is to study and review the literature underpinning the packaging and its impact on the buying behaviour.

## 2. LITERATURE REVIEW

Packaging could be defined as developing the container and the package of the product so by adding the value to the product wrapper with graphics and labelling. Packaging is considered as the silent salesman of the product as it promotes the product silently and efficiently (Azeredo, 2009). Packaging is done by 3 ways namely primary (the initial wrapper with the product), secondary (the extra packaging given to the product to protect it) and transportation packaging (the big boxes or wooden boxes to carry the large amount of products and helps in transportation without any damage to the product) (Rundh, 2009).

Packaging has the following articles printed onto them: -

- Category or Product Type- The type of product category like clothing, eatables etc.
- Brand- the brand is the most important part that symbolizes a product.
- Variant – the other available options similar to the product
- Reasons to Believe- why the customer should purchase, functional benefits of the product.
- Functional Benefits- what does the product provides.
- Call To Action- what is the reason for the customer to buy the product
- Size, Weight, Content Etc.– the size, weight and content for the proper knowledge of the product.
- Emotional End Promise Or Benefit– how this product will fulfil the needs of the consumer (Sustainable Packaging Coalition, 2011).

Packaging of cosmetics is to attract the customer towards the beauty of the package so that only the display of the product could attract the customers towards them. The cosmetic companies ends their product with the most handy and affordable package so that customer feel the convenience with attraction both at the same time (Mohamed Syazwan Ab & Mohd Remie Mohd, 2012). Secondary packaging of the cosmetic products is as attractive as only after one look customer becomes eager to know and purchase. The first quality of the product is decided from its packaging. There must be an eye-catching packaging whereas, the package must involve brand name, the use of the product, logo of the company and the graphics at the end (Varvaressou et al., 2009). Graphics is the soul of the product as it gives the life to the product and strength to adapt easily in the huge industry of cosmetics. Cosmetics products are packaged so beautifully and in an eye-catching manner that it facilitates the transportation and storage, helps in accidental spoilage and protecting the product from damages whereas, maintains the integrity of the product (Borzooei & Asgari, 2013). Package is the source of attraction in cosmetics products and helps in the convenience of buying. Usually the cosmetics products primary package is made of glass and plastic to store the product for longer period of time and prevent it from any damages whereas, the secondary package i.e. the box is

where the main graphics are made and designed so to increase the attraction (Mlalila, Hilonga, Swai, Devlieghere, & Ragaert, 2018). The intention or willingness of the consumer to buy the product is the buying intention of the consumer. The buying intention of the consumer changes with time and with the changes in tastes and preferences, with span of time, with the society or with the past experiences (Shiau & Luo, 2012). If the consumer has used the product once and the product couldn't satisfy the needs of the consumer they would automatically shift to another product of their choice similarly, if the consumer had to visit family function they would prefer different type of cosmetics products rather than that they use daily (Eri, Aminul Islam, & Ku Daud, 2011). The stimulus, inspiration, recommendations, aspiring values as well as experiences the consumer changes their needs and wants and tend to shift from one product to another. Buying intention is the dependent variable that affects other independent variable and is influenced by the external and internal variables (Cheng & Huang, 2013). A hypothesis created on 312 Norwegian respondents purchase intention of the respondents after confronting the packaging because packaging arouses the positive and negative emotions of the respondents, hence directly influences the purchase intention of the respondents (Koenig-Lewis, Palmer, Dermody, & Urbye, 2014). Similarly, the survey of 304 respondents on slaughtered non veg. also comprehends that packaging, slaughtering and storage of the food are best anticipator of purchase intention of the respondents (Yusoff, Yusof, & Hussin, 2015)

## 3. METHODOLOGY

This paper aims with an intention to know the impact of packaging on the buyers' behaviour while purchasing any products. This papers deal with the secondary data and the other researcher could further use this research paper using their primary data.

## 4. DISCUSSIONS

It is concluded that packaging attracts the customers and accumulates interest and willingness within the consumers. As the consumer's interests and taste or preferences change with the span of time but packaging consistently attracts consumers with its graphics, value based information and brand. Labelling also plays a similar role in packaging but packaging is broader aspect from the view point of the consumers. The data available concludes that buying intention respondents through which data has been collected reflects that the buyers intention of the respondents largely depends on the packaging of the product similarly a for packed slaughtered non vegetarian reflects that slaughtering and packaging plays a greater role on buyers intention. It could be concluded from the data analysed that packaging is the key to attract the customers towards the product and they would acknowledge the information themselves.

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