

AN IMPACT OF PRODUCT PACKAGING TOWARDS CUSTOMERS BUYING BEHAVIOUR

Dr. L.S. Bansal*

Abstract

Packaging is one of the most powerful tool that can severely effect customers satifaction and their buying behaviour because it is a powerful marketing tool to communicate directly, conveying the message of the product and creating added value to the products. Product packaging plays a significant role to change the buying behaviour of the customers. The objective of this study is to determine the role of product packaging on customers buying behaviour. For this study 180 questionnaires were distributed among respondents; 146 out of them were returned with proper response. The results revealed that the value of Karl Pearson's correlation given in the model summary table is 0.826; it means product packaging has high degree significant relationship with customers buying behaviour, similarly the value of r square which is 0.682 and has 68.20% relationship with customers buying behaviors. The value of F given in ANOVA table is 159.04 at 0.000 level of significance indicates that the model is a good fit. The result of regression shows in coefficient table indicates that the product packaging has a significant impact customers buying behaviour having beta value 0.784 tested through t-test having t- value 12.653 which significant at 0.000 level of significance.

Keywords: Product Packaging, Customer Decision, Customers Buying Behaviour, Design of Packaging.

Introduction

Packaging is a process by which companies control the wastage of their products at the time of transportation, it is a safety guard for their products. It is not only increase the durability of the product but also creates internal motivation in the mind of customers to purchase particular products. It is generally seen that most of customers likes to purchase only those products which packaged in an attractive way. It is an effective marketing way, which makes curiosity in customers' mind to purchase the product. It contains identity that describe product quality which not only promote but also makes the products marketable and keep it safe and clean; it is more than just products pretty face. The customers buying behaviour stimulated by the packaging quality, attractive packaging colour, wrapper and other characteristics of packaging, though it increases the sales volume of the product and marketing and promotional cost, but it helps to create brand image of the products in the market. An attractive and good packaging motivates customers for purchasing the particular products again and again. It plays an important role to change the buying behaviours of the customers. It provides convenience in the transportation and storage of the products. It is convenient for the customers to use these products. It is rightly said that packaging works as silent, salesman. It catches the attention of customers, who pick up the products, go through its description and are inducted to purchase the product.

Review of Literature:

Silayoi & Speece (2004) found that shape is much related to usability. While consumers thought of product pictures and graphics as a means of communication, discussion about shape focused more on

* Assistant Professor, Department of Commerce, Government Degree College, Karera, Dist. Shivpuri, M.P.