

Influence of Packaging and Labelling Strategies on Consumer Buying Behaviour for FMCG Brands

Ms Kamini Vinayak Pawar*

Research Scholar (Business Policy and Administration), Smt MMK College of Commerce and Economics, Bandra, Maharashtra, India.

*Corresponding Author: kaminipawar03@gmail.com

Citation: Pawar, K. (2026). Influence of Packaging and Labelling Strategies on Consumer Buying Behaviour for FMCG Brands. International Journal of Education, Modern Management, Applied Science & Social Science, 08(01(II)), 61–66.

ABSTRACT

The Fast-Moving Consumer Goods (FMCG) sector is characterized by tough competition, endless product launches, and progressing consumer expectations. In such a spirited marketplace, packaging and labelling have come out as strategic marketing tools that influence consumer perception, brand differentiation, and purchase decisions. This research paper examines the influence of packaging and labelling strategies on consumer preference towards FMCG brands. The study synthesizes findings from a structured questionnaire, academic research, journals, and regulatory frameworks related to packaging design, visual appeal, sustainability cues, and informational labelling. The analysis highlights that packaging elements such as colour, typography, material, eco-friendly features, and brand symbolism play a significant role in shaping consumer trust and purchase intention. Labelling strategies — including product information, certifications, and regulatory compliance — enhance perceived transparency and authenticity. Data interpretation shows that packaging components such as visual appeal, quality perception, brand consistency, and colour significantly influence buying behaviour. The study concludes that packaging and labelling act not only as protective tools but as potent communication medium influencing consumer behaviour.

Keywords: Packaging Strategy, Labelling, Consumer Behaviour, Branding, Consumer Loyalty.

Introduction

FMCG Sector is the fourth largest growing sector of Indian Economy. It is a market of similar products with large variety of brands. These products are used in day to day life by consumers also known as essential commodities. FMCG Goods include all the Perishable and Non Perishable goods. Product differentiation in FMCG industry is minimal, consumer decisions are influenced by attractive packaging and information prompts. Buying Behaviour of consumer involves both psychological and physical activities. It studies what to buy? When to buy? How to buy? and Where to buy? .It is a process where consumer identify its need, gather information about the product, compare different brands or product and then makes final decision to buy the product. Consumer Buying Behaviour for FMCG brands show how consumer make frequent purchases for day to day use products and what are factors that influence them to make those purchases. Packaging and Labelling are one of those factors that influence consumer buying behaviour. Packaging is considered as important advertising equipment. It is considered significant for the protection and development of retail, institutional and mechanical merchandise. It involves designing the container or wrapper at primary, secondary or tertiary levels to protect products from contamination, damage and deterioration during transportation and storage. It shapes buying behaviour through its aesthetic looks, colour, shape, information presentation etc. Labelling also plays an important role by providing necessary information such as ingredients, nutritional

and allergic information, manufacturing details and safety measures. It is used to communicate important information about the product to the consumer. Labelling plays an important role in FMCG Goods. It must be durable and chemical resistant for products like detergents. A well designed label can influence consumer buying behaviour and contribute to brand image. This research paper aims to analyse how packaging and labelling strategies affect consumer preference for FMCG brands, considering both visual and informational aspects.

Review of Literature

Kotler and Keller (2016), Packaging is not just a holder but it also acts as a spokesperson of a brand. It moulds Consumer's opinions, beliefs etc. It describes brand's personality and also results into frequent purchases through visual and tangible indications. Packaging acts as a 'silent salesperson' activating the emotional and cognitive responses that are often subliminal yet powerful

Manjunatha.K (2004) revealed that consumption of rural people have increased in these recent years. Packaging and promotion strategy have impacted to a greater extent and they desire to acquire the urban life. Their buying behaviour has changed and it is advocated through their buying decisions.

Subrahmanyam & Harnath (2005) found out that consumer's monthly income impacts the amount of purchasing candies they buy. They prefer those candies on piece or pouch basis. Packaging of candies impact the buying pattern of consumers.

Sudha and Neeta (2014) Packaging needs superior materials, usage of items and safety provisions. Good packaging requires distinctive skills, colours, graphics and photographs to improve the quality of product. It is a marketing tactic that allows FMCG goods to be branded in the competitive market.

Rettie and Brewer (2000) revealed the effect of packaging on impulse buying behaviour of consumer. It shows that attractive and pleasing packaging usually influence consumers resulting in unplanned purchases especially in the FMCG sector where consumer are provided with variety of products with similar benefits. It concludes that Colour variations, packaging innovations and shelf positioning can majorly impact consumer responses.

Wells, Farley, and Armstrong (2007) carried out a research in order to scrutinize the relation between packaging and consumer behaviour in retail outlets. The study revealed that packaging that combines attractiveness with informative content yields better customer engagement. They also found out that simple, sober, clean packaging designs perform better among consumers who believe in impulsive buying when it comes to FMCG goods.

Rambabu and Porika (2020) studied the impact of packaging strategies on consumer buying behaviour by collecting data from 836 respondents from 4 major cities. They found out that packaging creates a major impact on consumers. Therefore companies need to adopt innovative strategies and make packaging attractive in order to attract consumers.

Bahrainizad and Rajabi (2018) conducted study a study to comprehend the consumer's insights on the usefulness of packaging for impulse purchase goods based on factors like material, size, shape and colour. Study showed that irrespective of mood, pressure, time, packaging always showed a positive act on impulse purchase behaviour. However size and shape did not substantially impact impulse buying behaviour.

Objectives of the Study

- To examine the packaging and labelling components influencing consumer buying behaviour.
- To identify whether good packaging and labelling influence consumer to purchase the product irrespective of its quality.
- To study the role of packaging and labelling in brand awareness and customer quality.

Hypothesis

Based on the objectives of the study, the following hypotheses are proposed:

- There is a relationship between packaging design elements and consumer buying behaviour in the FMCG sector.
- Labelling on packaging significantly influence consumer buying decisions.

- Visually attractive packaging has a significant impact on impulse purchase compared to active packaging.

Research Methodology

- **Research Design:** The Study examines the influence of packaging and labelling strategies on consumer behaviour for FMCG brands. The method adopted to collect and analyse data is Descriptive research design. This research design is suitable as it enables to describe packaging and labelling strategies in detail and also how consumer's opinion changes according to that.
- **Population of the study:** The target population of the study are FMCG brands manufacturing food products, beauty and wellness, healthcare, house goods etc The respondents are selected from the urban areas as they are the frequent user of these goods.
- **Sample Size and Sampling technique-** Data is collected from approximately 100 respondents. Convenient sampling method is used to collect the data as it allows to collect data from those respondents who are available and are willing to participate in the survey.
- **Data Collection Methods:** Data is collected from Primary and Secondary sources. Primary data is collected through a structured questionnaire to gather information about packaging and labelling elements and their influence on buying behaviour of consumer. Secondary data is collected from books, research articles, Government journals etc.

Data Analysis and Interpretation

Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	50	50
	Female	50	50
Age Group	Below 20 years	17	17
	21-30 years	26	26
	31-40 years	23	23
	Above 40 Years	34	34
Occupation	Student	22	22
	Employess	32	32
	Business	19	19
	Others	27	27
Education Level	High School	19	19
	Under Graduate	34	34
	Post Graduate	30	30
	Others	17	17
Monthly Income	Below Rs 20000	22	22
	Rs 20001-40000	31	31
	Rs 40001- 60000	29	29
	Above 60000	18	18

The above table shows an equal distribution of males and females with 50% each. Most respondents fall at the age group above 40 years. Employees are the largest occupational group with 32% followed by people involved in other occupations. Majority of the respondents hold Under Graduate degree followed by respondents with Post Graduate. Most of the respondents fall under the monthly income category of Rs 20000-40000.

Influence of Packaging on Buying Behaviour

Sr No	Packaging Components	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std Dev
1	FMCG Products are chosen on the basis of visual appeal of their packaging	19	20	27	17	17	3.07	1.34

2	Attractive colour influences my buying decision.	42	33	11	9	5	3.98	1.16
3	Design and shape of packaging affect my choice	37	29	18	10	8	3.75	1.27
4	Labeling and information help me choose a product.	47	24	17	6	6	4.00	1.19
5	Good Packaging reflects product quality.	23	21	20	21	15	3.16	1.38
6	Brands are remembered better when their packaging is different.	19	25	23	13	20	3.10	1.39
7	Impulsive shopping is done if packaging of the product is attractive.	16	23	15	22	24	2.85	1.42
8	I feel connected and loyal with brands who are consistent with their packaging and labelling.	23	26	25	16	10	3.36	1.27

The statistical analysis of the above data on packaging components influencing consumer behavior towards FMCG products gives meaningful insights based on mean scores and standard deviations. Overall, the mean values range from 2.85 to 4.00, indicating moderate to high agreement among respondents regarding the role of packaging. The highest mean score (4.00) is observed for "labelling and information help me choose a product," with a relatively low standard deviation (1.19), suggesting strong consensus that informative packaging significantly influences purchase decisions. Similarly, "attractive colour influences my buying decision" (Mean = 3.98, SD = 1.16) and "design and shape of packaging affect my choice" (Mean = 3.75, SD = 1.27) also demonstrate high importance, indicating that visual and aesthetic elements are key drivers of consumer preference.

On the other hand, factors such as "impulsive shopping due to attractive packaging" show the lowest mean (2.85) and the highest standard deviation (1.42), reflecting weaker agreement and greater variability among respondents, implying that packaging alone may not strongly trigger impulse purchases for all consumers. Statements like "good packaging reflects product quality" (Mean = 3.16, SD = 1.38) and "brands are remembered better when packaging is different" (Mean = 3.10, SD = 1.39) indicate moderate agreement but relatively higher dispersion, suggesting differing perceptions among consumers. Additionally, "visual appeal of packaging" (Mean = 3.07, SD = 1.34) and "consistency in packaging builds loyalty" (Mean = 3.36, SD = 1.27) show that while packaging contributes to brand perception and loyalty, its impact is not uniformly strong across all respondents.

In summary, the findings highlight that informational and aesthetic aspects of packaging—especially labelling, colour, and design—play a crucial role in influencing consumer buying behaviour, whereas aspects like impulsive buying and brand recall through packaging show comparatively lower and more varied influence. The moderate standard deviation values across most variables indicate a reasonable level of consistency, though some divergence in consumer opinions persists, suggesting that packaging strategies should be tailored to target specific consumer segments effectively.

Hypothesis	Related Survey Statements	Statistical evidence	Interpretation Summary	Decision
There is a relationship between packaging design elements and consumer	<ul style="list-style-type: none"> FMCG Products are chosen on the basis of visual appeal of their packaging (Mean 3.07, S.D- 1.34) Good Packaging reflects product quality. Mean - 3.16, S.D- 1.38 	Mean values range from 3.07 to 3.98 with S.D. between 1.16 to 1.38 , indicating moderate to high agreement and acceptable	The results indicate that consumers moderately to strongly agree that packaging elements such as visual appeal, quality perception,	Accepted

buying behaviour in the FMCG sector.	<ul style="list-style-type: none"> I feel connected and loyal with brands who are consistent with their packaging and labelling. Mean- 3.36 S.D- 1.28 Attractive colour influences my buying decision. Mean- 3.98, S.D- 1.16 	consistency among responses. Highest mean observed for <i>attractive colour influence (3.98)</i> .	brand consistency, and colour significantly influence buying behaviour. The relatively low standard deviation suggests consistency in responses.	
Labelling on packaging significantly influence consumer purchase decisions.	<ul style="list-style-type: none"> Labelling and information help me choose a product. Mean- 4.00 S.D- 1.19 	Mean = 4.00 , S.D. = 1.19 , indicating strong agreement with relatively low variability.	Consumers clearly perceive labelling and product information as important factors in decision-making. A high mean score reflects strong agreement, suggesting that labelling plays a crucial role in guiding purchase choices.	Accepted
Visually attractive packaging has a significant impact on impulse purchase compared to active packaging.	<ul style="list-style-type: none"> Impulsive shopping is done if packaging of the product is attractive. Mean- 2.85 ,S.D -1.42 Design and shape of packaging affect my choice. Mean- 3.75 ,S.D- 1.27 	Mean values: 2.85 (impulse buying) and 3.75 (design & shape influence) with S.D. 1.42 and 1.27 respectively.	While design and shape significantly influence consumer choice (moderate agreement), the relatively lower mean for impulse buying suggests that attractive packaging has only a moderate impact on impulsive purchases. The higher standard deviation indicates varied opinions among respondents.	Partially Accepted

Findings

- Packaging components such as visual appeal, colour and consistency significantly influence consumer preferences.
- Attractive colour of packaging influences consumers to buy the product.
- Good packaging indicates good product quality which means packaging signifies good product value and quality.
- Brand consistency in packaging and labelling helps to build consumer loyalty.
- Labelling has a strong impact on buying decision of consumers.
- Attractive packaging may not result into impulsive purchase.

Conclusion

The present paper concludes that Packaging and Labelling play an important role in influencing Consumer buying behaviour in the FMCG brands. The study shows that consumers are swayed by various packaging components such as Colour, visual appeal, shape and overall presentation. In addition, packaging is not only understood as a protective covering but also as a powerful marketing tool that defines product quality and builds brand loyalty. Constancy in packaging and labelling amplifies consumer trust and strengthens brand connection thereby positively influencing buying decisions. Although the findings also suggest that impulsive buying behaviour is hampered by multiple factors such as personal needs, price sensitivity and situational influences. At last, the study suggests that FMCG companies should focus on making the packaging visually appealing and informative to attract consumers and influence their purchase decision.

Bibliography

1. Banerjee, S. & Kedia, A. (2023). *Influence of Packaging of FMCG Products on Consumer Purchase Decision*.
2. Malik, H. & Ahmed, Z. (2024). *The Effect of Packaging Design on Consumer Preferences*.
3. Deepa, S. & Sangeetha, T. (2026). *Effect of Packaging on Consumer Buying Choice of FMCG Goods*.
4. Dutta, D. & Sharma, N. (2023). *Impact of Product Packaging on Consumer Buying Behaviour*.
5. Giri, S. & Sharma, V. (Indian Journal of Marketing). *Food Product Packaging and Consumer Behaviour*.
6. Phulpoto, A. F. et al. (2023). *Impact of Packaging and Labelling on Consumer Buying Behaviour*.

References

7. Effect of Packaging on Consumer Buying Choice of FMCG Consumer Goods.
8. Impact of Packaging and Labelling on Consumer Buying Behaviour.
9. The Effect of Packaging Design on Consumer Preferences.
10. Impact of Colours of FMCG Packaging on Consumer Buying Behaviour.
11. Influence of Packaging of FMCG Products on the Consumer's Purchase Decision.
12. Impact of Packaging on Consumer Buying Intentions Towards FMCG Products.
13. A Study on Product Packaging on Consumer Behaviour of FMCG Products.
14. Food Products Packaging: A Study of its Effects on Consumer Behaviour.

