

A STUDY ON PRODUCT PACKAGING INFLUENCES ON CONSUMER BEHAVIOUR OF PAPER BOAT

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ABSTRACT

This study examines how product packaging affects consumer purchasing decisions with a focus on Paper Boat, a well-known beverage brand that is well-known for its distinctive and inventive packaging. The goal is to comprehend how various package components affect consumer perceptions, attitudes, and purchasing behaviour. A survey questionnaire is used in the study's quantitative research methodology to gather information from a sample of consumers. Consumer perceptions of Paper Boat's packaging design, usability, appeal, and brand image are all addressed in the survey. It also looks at how packaging affects consumers' emotional reactions, perceptions of the quality of the products, and buying intentions.

Keywords: Packaging, Brand, Consumer, Sample.

Introduction

Consumer purchasing behaviour is significantly influenced by product packaging. It acts as a customer's first point of contact with a product, leaving an impression that can affect their choice to buy. In this case study, we'll especially focus on Paper Boat, a well-known beverage brand noted for its distinctive packaging, to examine the effect of product packaging on consumer purchasing behaviour. For its creative packaging design, which expresses its brand identity and sets Paper Boat apart from its rivals in the market, the company has won many awards. Through its goods and packaging, the brand promotes emotion and cultural connections while providing a variety of traditional Indian drinks. We can learn more about how packaging in general shapes consumer preferences by looking at how Paper Boat's packaging affects consumer purchasing behaviour. Visual appeal is one of the main ways packaging affects consumer purchasing decisions. The packaging for Paper Boat stands out on store shelves thanks to its vivid colours, complex graphics, and distinctive shape. Packaging has the ability to stimulate feelings and build a bond with customers. The packaging for Paper Boat was thoughtfully created to encourage a desire for classic Indian childhood memories. Consumers are more likely to prefer Paper Boat's goods over rivals when it appeals to their emotions by drawing on cultural and sentimental memories. Consumers might get a sense of authenticity and reliability from packaging. Paper Boat's dedication to using natural products, staying away from artificial additives, and maintaining traditional recipes is reflected in its packaging. Consumers' faith in the company and its products is bolstered by the packaging, which conveys transparency and quality. Businesses may create container designs that effectively express their brand values, engage consumers, and ultimately increase sales by understanding the impact of packaging on consumer behaviour. The success of Paper Boat serves as a reminder of how crucial it is to include packaging as a strategic component in the larger marketing mix.

Objectives

- To find out the impact of the packaging of Paper Boat on consumer buying behaviour.
- To explore how the colour of the packaging of Paper Boat influences consumer buying behaviour.

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- To explore the relationship of wrapper design packaging with consumer buying behaviour.
- To identify the elements, which should be highlighted while designing the packaging of Paper Boat.
- To examine the level of consumer preference towards the packaging of Paper Boat.

Scope of the Study

The scope of the present study covers the impact of product packaging and consumer buying behaviour. And this study area deals with only Jaipur city. The natures of respondents are buyers of the chosen population in the study area. The sample size for this study is 106 respondents in Jaipur city in Rajasthan state. The purpose of the survey is to obtain the opinion of the respondents regarding the product packaging of paper boat. And the instrument was distributed to the respondents of the study area to collect the required information.

Research Methodology

Data Collection

Primary Data: Data that is first obtained with the intention of gathering more information is referred to as primary data. Utilising a questionnaire, the study's main data was gathered.

Secondary Data: Information that already exists and was gathered for another reason is referred to as secondary data. The secondary data for this study was gathered from publications and websites.

Research Design

Sample Size

The sample size consisted of 106 respondents.

Area

Only Jaipur City would be used for the research.

Tool for Analysis

- Percentage Analysis
- Analysis and Interpretation
- Percentage Analysis

Table 1: Shows how often respondents purchase Paper Boat beverages

S.NO	Factors	Respondents	%
1	Daily	20	18.9%
2	Weekly	32	30.2%
3	Monthly	10	9.4%
4	Occasionally	30	28.3%
5	Never purchased	14	13.2%
	Total	106	100

How often do you purchase Paper Boat beverages?

106 responses

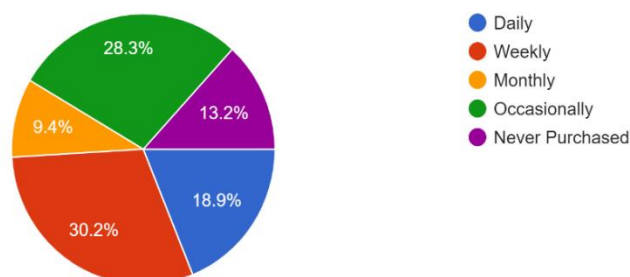


Figure 1

Interpretation

The table up top displays 30.2% of respondents purchase paper boat on a weekly basis, 28.3% of respondents purchase occasionally, and 18.9% of respondents purchase daily, 13.2% of respondents never purchased, 9.4% of respondents purchase monthly.

According to the survey, most participants buy paper boats on a weekly basis.

Table 2: Shows important product packaging while choosing a beverage

S.NO	Factors	Respondents	%
1	Very important	52	49.1%
2	Important	32	30.2%
3	Neutral	15	14.2%
4	Not very important	5	4.7%
5	Not important at all	2	1.8%
	Total	106	100

How important is product packaging when choosing a beverage?

106 responses

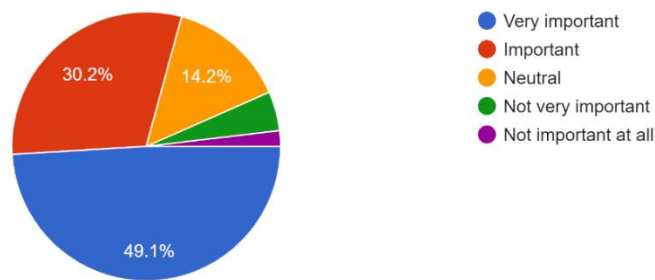


Figure 2

Interpretation

The table up top displays 49.1% of respondents agree that product packaging is very important while choosing a beverage, 30.2% of respondents agree that it is important, 14.2% of respondents agree that it is neutral, 4.7% of respondents agree that it is not very important and 1.8% respondents agree that it is not important at all.

According to the survey, the vast majority of participants believe that beverage packaging is important.

Table 3: Shows brands which have the most attractive packaging

S.NO	Brands	Respondents	%
1	Paper boat	71	67.6%%
2	Frooti	9	8.6%
3	Tropicana	17	16.2%
4	Slice	8	7.6%
	Total	105	100

Interpretation

The table up top displays that 67.6% of respondents think that paper boat has the most attractive packaging, 8.6% of respondents think that frooti and 16.2% of respondents think that Tropicana and 7.6% of respondents think slice has the most attractive packaging.

According to the survey, the paper boat has the most attractive packaging in the eyes of the majority of participants.

Which brand has the most attractive packaging?

105 responses

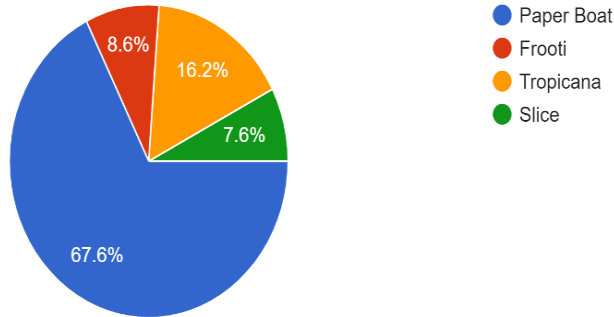


Figure 3

Table 4: Shows respondents who recommend Paper Boat beverages to others based on their packaging

S.NO	Factors	Respondents	%
1	Very likely	44	42.3%
2	Likely	38	36.5%
3	Neutral	20	19.2%
4	Unlikely	1	1%
5	Very unlikely	1	1%
	Total	104	100

Interpretation

The table up top displays that 42.3% of respondents are very likely to recommend paper boat beverages to others, 36.5% of respondents are likely to recommend, 19.2% of respondents are neutral to recommend and 1% respondents are unlikely and very unlikely to recommend to others.

According to the survey, most participants are quite inclined to suggest paper boat beverages to others based on their packaging.

How likely are you to recommend Paper Boat beverages to others based on their packaging?

104 responses

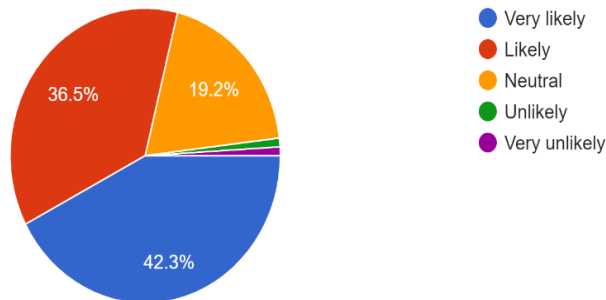


Figure 4

Findings

- Most (54.7%) of the respondents are male.
- Most (74.5%) of the respondents are between the ages of 18-24 years.
- Most (30.2%) of the respondents purchase paper boat beverages weekly.
- Most (49.1%) of the respondents think product packaging is very important when choosing a beverage.
- Most (85.8%) of the respondents were attracted to Paper Boat beverages based on their packaging.
- Most (45.7%) of the respondents attracts towards the shape/size of the container aspect of Paper Boat's packaging.
- Most (55.2%) of the respondents agree that the packaging of Paper Boat beverages communicates the product's flavour or ingredients very effectively.
- Most (65.4%) of the respondents bought Paper Boat beverages specifically for their packaging, without considering the taste or quality of the product.
- Most (67.6%) of the respondents think that paper boat has the most attractive packaging.

Suggestions and Recommendation

To find chances for differences or gaps in the packaging strategies of competitors, conduct a detailed review of those strategies. This analysis can comprehend market trends and generate fresh packaging ideas for Paper Boat.

In order to preserve brand identification and recall, make sure branding is consistent across all packaging variations. Consumers will be able to recognise Paper Boat items more quickly and develop loyalty to the brand if colours, logos, and typography are consistently used.

Ask customers for input frequently by conducting surveys, holding focus groups, or participating on social media. Insights into customer preferences gained from this input might help you improve packaging designs and marketing tactics.

To give buyers a sense of exclusivity and excitement, use limited edition or seasonal packaging. This can draw attention, promote repeat business, and satisfy the need for variation among consumers.

Limitations

It can be difficult to gather information from a representative sample of consumers. Due to time, money, or logistical restrictions, it might not be possible to survey a significant portion of the customer population. A smaller sample size may produce biased or unreliable results since it may not fairly represent the full target market.

It's possible that the results of a given study carried out in a unique situation cannot be immediately transferred to other markets, demographics, or product categories. Regional, cultural, and product-segment differences can be seen in consumer preferences and actions. As a result, not all of the information gathered regarding Paper Boat's packaging influences may be applicable.

While statistics can show relationships between packaging and customer behaviour, proving a cause-and-effect connection can be difficult. In addition to price, brand reputation, and product quality, other factors might also affect purchasing choices. Choosing the specific impact of packaging on customer behaviour can be challenging.

Different outside circumstances that are out of the researchers' control can have an impact on consumer behaviour. These variables could include market adjustments, rivalry among products, monetary circumstances and shifts in culture. It can be difficult to determine how packaging alone affects customer purchasing decisions.

Conclusion

The results seem to indicate that packaging plays a significant role in customer purchasing decisions. It might attract attention, convey brand values, and produce a favourable perception of the product. Visually appealing packaging designs draw customers. The overall attractiveness of the packaging is influenced favourably by elements like vivid colours, imaginative artwork, and distinctive shapes. Consumers may be persuaded by packaging that clearly conveys product information and builds a strong brand image. Engaging storytelling and succinct messaging together can raise the perceived

value of the product. According to the research, Paper Boat stands out from its rivals thanks to its unusual and distinctive packaging. The brand's capacity to develop a distinctive and recognisable packaging design aids in positioning it as a customer favourite.

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