

ROLE AND IMPACT OF THE PACKAGING EFFECT ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The marketing activities are based some of the special character, these kind of character are to be followed and prepared for the purpose of identifying their product. Producer needs the something new in their product; the product must to have some new ideas and identity form the other product. The entire marketing world is based on product using in their personal life of the individual one. Family are the decision maker in the usage of the new product or the old one available in the marketing area. The coverage of the marketing field in the product to be followed in future also, every producer of the product to find a new way to promote their business in the forward way. This article contains the scope, objectives and limitations of the study and the Chi-square test to compare the data details to the customers effectiveness related for the new policy.

Key words: Packaging; Consumer; buying behaviours; Purchase Decision

INTRODUCTION

The packaging product is the very easy to handle and also stored in the convenient places but this is important for the all the product. These kinds of product to give a effective way to promote the business from one stage to another stage of the marketing field. The marketing area is not for a easy task, every day all the producer ready to take un comparable risk in their life. The life of the product is based on the life of the producers also; every day is a new life for the product in the marketing area. The field work must to give very effective result for the product at varied level. The level of the packaging is the nearly to the future of the product at the new stage of the product. The level has to be maintaining in the all the character of the product, the product has to modified at the needed time and stage will made. The level of changes must to impact of the product packaging character in the real stage of the customers in the future also.

Every consumer expect his product is going to give a very effective output for his personal life, that the way its are gave a very positive result. So, all kinds of customers make a aware of the product with the advanced level. The product is only the output for the entire satisfaction of the users in the field of marketing and its importance may be varied from the product to product. All the product to be followed in the real name usage in the present and future of the day.

OBJECTIVES OF THE STUDY

1. To find out the main reason for the promotion of product packaging in the present societal people.
2. To provide the needed time for the promotion of product from one stage to another stage.
3. To utilize the some effective effort to the contact of new customers for the existing one of our product.

SCOPE OF THE STUDY

1. The study is fully based on packaging product available in the present days marketing technology.
2. The study must to be followed in the future also because of all the product kept in safe with some good kinds of packaging system.
3. The system of services marketing is the part of marketing subject, so the services marketing contain how to handle goods with in the hands of consumer.

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LITERATURE REVIEW

Babak Nemat and Mohaammed Razzahi in his studies “The Role of Food Packaging Design in Consumer Recycling Behaviour – A Literature Review” Several research boundaries were for the current literature review. There is no geographical limitation for the material selection. However, only literature published after 1990 is included, since global attention on environmental issues of waste began at this time.

Maran Rajan in his study “Empirical Study of Packaging and Its Effect on Consumer Purchase Decision in a Food and Beverages Firm” his study was out to ascertain the impact of packaging on consumer purchase decision. The objectives of the study are to investigate the role of product attractiveness in stimulating consumer interest in a product to examine the reality of the product usage.

Bibhuti B Pradhan in his study “A Study on the Impact of Packaging and Buying Intention – A Review of Literature” consumer behaviour is the intention of the consumer while buying, consuming and disposing the product 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 purchase the product.

LIMITATIONS OF THE STUDY

1. The study is confined only the area of east and west region of Chennai city.
2. Collection of data from the population of 315.
3. The whole article contains the packaging benefits and its usage for the further development.

Research Design: Descriptive Research Design

Sampling Methods: Convenient sampling method has been adopted to collect data from respondents.

Sample Size: 310

Method of Data collection: Survey questionnaire method and Personal Discussion method.

DATA PRESENTATION AND ANALYSIS

This section incorporates an efficient introduction of information got from the study about the job and effect of the bundling impact on customer purchasing measure.

FRAMEWORK OF ANALYSIS AND ANALYTICAL TOOLS QUALITY OF PACKAGING VERSUS LITERACY LEVEL OF THE CUSTOMERS CHI SQUARE TABLE

O	E	(O-E)	(O-E) ²	(O-E) ² / E
20	20	0	0	0
25	17	8	64	3.7647
30	24	6	36	1.5000
5	12	-7	49	4.0833
10	16	-6	36	2.2500
20	28	-8	64	2.2857
15	15.40	-0.40	0.1600	0.0103
10	23.80	-13.80	190.400	8.0016
40	33.60	6.40	40.9600	1.2190
25	16.80	8.20	67.2400	4.0023
30	22.40	7.60	57.7600	2.5785
30	24	6	36	1.5000
15	13.20	1.80	3.2400	0.2454
25	20.40	4.60	21.1600	1.0372

10	14.40	-4.40	19.3600	1.3444
310	310			33.7312

CHI SQUARE

Table value: 31.410

Calculated Value: 33.7312

Result:

Since the calculated value of Chi Square test is greater than the table value of X^2 , H_0 rejected. So the Respondent literacy level is influenced the quality of packaging.

Hence there is evidence of association between literacy level and the quality of packaging.

**PRODUCT PERFORMANCE VERSUS CUSTOMERS TURNOVER
CHI SQUARE TABLE**

O	E	(O-E)	(O-E) ²	(O-E) ² /E
28	28.32	-0.32	0.1024	0.0036
17	25.44	-8.44	71.2336	2.8000
35	18.72	16.28	265.0384	14.1580
52	40.12	11.88	141.1344	3.5178
47	36.04	10.96	120.1216	3.3330
10	26.52	-16.52	272.9104	10.2907
45	48.96	-3.96	15.6816	0.3202
16	18.36	-2.36	5.5696	0.3033
28	30.68	-2.68	7.1824	0.2341
32	30.52	4.44	19.7136	0.7152
310	310			35.6759

CHI SQUARE

Table value: 21.026

Calculated Value: 35.6759

Result:

Since the calculated value of Chi Square test is greater than the table value of X^2 , H_0 rejected. So the product performance is influenced the customers turnover.

Hence there is evidence of association between product performance and the customer's turnover.

FINDINGS

The packaging goods are very useful to the public because of all the product should have expiry date so this wants to stored in safety way. This is the way of taking care of the product with the effective purpose of the future; all the needs must to be followed in the very informative way. The package goods are very rare to keep up in the lowest time of utilisation. The customers are need a easy carry to our home, its only fulfilled with the help of packaging. The product quality is able to confirm the essential of the customers in the way of getting famousness in front of society. The societal people all like to consume the product for the individual uses. The information of the product to be mentioned in the top of the packaging, the packaging goods explain the information of the producers and the place of producing.

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SUGGESTIONS

The consumer is to be formed in their product in the side of society at the level of organisation and the followers of the product. The product size is also the important in the field of the packaging. The packaged goods must to be carry in the initial stage to the end stage; the utilities are to be effective in the promotion of the varied level of the performance. The level has to be measured with the quantity and quality of the essential types, perform and the development. The packaging methods is very essential way of the product, every packaging is the measuring the value of the product with efficiency. The consumer must to take the important elements of the developing stage of marketing fields of product. All the marketing sellers are giving the priority for the promotion of product from one stage to another stage.

CONCLUSION

The buyers behaviour is the important portion in the marketing area, the product to be sold in the events of good quality of the at last stage also. The level of performance to be identify with some more important way, the way of utilising the effective subject matters. The subject is packaging with the needed time and the needed place of the organisation into the final stage of consumers. All the consumers are wanted to become the good users and followers in the future period also. The marketing area to understand the level of first stage to last stage. The stage of the product for the findings and conclusion is the important role of the product. The product of the all needs of the consumers and the booking of the all the product in the final stage. Finally concluded that all packaging goods to be valid in the keeping future of the consumer and customers hearts.

Ethical Clearance: Completed

Sources of Funding: Self

Conflict of Interest: Nil

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