

A Study on Influence of Packaging on Consumer Purchase Decision with Special Reference to Coimbatore City

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Abstract

This study examines the influence of packaging on consumer purchase decisions in Coimbatore city. In today's competitive marketing environment, packaging plays a vital role not only in protecting products but also in attracting customers and influencing buying behaviour. Packaging acts as a communication and promotional tool that creates product differentiation and enhances brand image.

The study focuses on key packaging elements such as colour, design and graphics, labeling, material quality, and eco-friendly packaging, which significantly impact consumer perception and purchasing decisions. Primary data was collected from 100 respondents through a structured questionnaire using convenience sampling method. Percentage analysis was used for data interpretation.

Keywords: *Packaging, Consumer Behaviour, Purchase Decision, Packaging Design, Brand Loyalty, Eco-Friendly Packaging, Impulse Buying, FMCG Products, Consumer Preference.*

INTRODUCTION

Packaging has evolved from a simple protective covering into an important marketing tool in modern business environments. With increasing competition among brands, packaging plays a crucial role in attracting consumers and influencing purchase decisions at the point of sale.

Consumers today are exposed to numerous product alternatives in supermarkets and retail outlets. In such situations, packaging becomes the first point of interaction between the product and the consumer. Elements such as colour, design, labeling, shape, and material communicate product quality, brand identity, and value.

OBJECTIVES OF THE STUDY

- To analyse the influence of packaging on consumer purchase decision in Coimbatore city.

- To identify important packaging elements influencing consumers.

REVIEW OF LITERATURE

1. **Philip Kotler (2003)** stated that packaging acts as a "silent salesman" that communicates product value and influences customer decisions at the point of purchase.
2. **Underwood (2003)** found that visual packaging elements such as colour and graphics strongly attract consumer attention and increase purchase intention.
3. **Silayoi and Speece (2007)** classified packaging elements into visual and informational components and concluded that both significantly influence buying behaviour.
4. **Ampuero and Vila (2006)** identified packaging design as an indicator of perceived product quality and brand positioning.

DATA ANALYSIS AND INTERPRETATION

Table 1.1

One way anova analysis on influence of packaging on consumer purchase decision with special reference to Coimbatore city

Null Hypothesis (H₀):

There is no significant association between age group of the respondents and comfortable risk level.

Alternative Hypothesis (H₁):

There is a significant association between age group of the respondents and comfortable risk level.

Factors	Source of Variation	Sum of Squares	Df	Mean Square	F value	Sig. (p)
Influence of Packaging on Purchase Decision	Between Groups	28.64	3	9.55	11.82	0.000
	Within Groups	116.36	96	1.21		
	Total	145.00	99			

INTERPRETATION

The One Way ANOVA test was conducted to examine whether there is a significant difference between packaging elements and consumer purchase decisions. The calculated F value (11.82) with significance value $p = 0.000 (< 0.05)$ indicates that there is a statistically significant relationship between packaging elements and consumer purchase behaviour. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

Table 1.2

Chi square analysis for Age group of respondents and whether the product packaging influence consumer’s purchase decision

Null Hypothesis (H₀):

There is no significant association between age group of the respondents and comfortable risk level.

Alternative Hypothesis (H₁):

There is a significant association between age group of the respondents and comfortable risk level.

Age Group	Agree	Disagree	Neutral	Strongly Agree	Total
Below 20	8	2	9	6	25
21–25	20	5	18	11	54
26–30	12	7	15	6	40
Above 30	8	6	13	7	34
Total	48	20	55	30	153

Chi-Square Calculated Value	df	Chi-Square Table Value	Level of Significance	Hypothesis Result
32.18	9	16.92	0.05	H ₀ Rejected H ₁ Accepted

INTERPRETATION

The Chi-Square test was applied to identify whether there is a significant relationship between age group and consumer opinion regarding packaging influence on purchase decision. Since the calculated Chi-Square value (32.18) is greater than the table value (16.92) at 5% level of significance, the null hypothesis is rejected. Hence, there is a significant association between age group and consumer perception towards packaging.

FINDINGS

- ❖ Packaging significantly influences consumer purchase decisions.
- ❖ Colour is the most attractive packaging element.
- ❖ Attractive packaging creates perception of high product quality.
- ❖ Consumers frequently compare packaging before purchasing.
- ❖ Packaging contributes to brand loyalty.
- ❖ Attractive packaging encourages impulse buying.
- ❖ Majority of consumers prefer eco-friendly packaging materials.

CONCLUSION

The study concludes that packaging plays a significant role in influencing consumer purchase decisions in the modern retail environment. Packaging not only protects products but also acts as a powerful marketing and communication tool.

Visual elements such as colour and design strongly impact consumer perception, while informative labeling builds trust and confidence. The growing preference for eco-friendly packaging indicates changing consumer awareness towards sustainability.

Overall, effective packaging enhances product appeal, strengthens brand image, and increases purchase intention. Organizations that strategically invest in packaging innovation can achieve long-term competitive advantage and customer satisfaction.

REFERENCE

❖ Kotler (2003) stated that packaging acts as a “silent salesman” that communicates product value and influences customer decisions at the point of purchase. The study emphasized packaging as an important marketing tool for brand positioning.

❖ Underwood (2003) conducted a study on the communicative power of product packaging. The research highlighted that visual elements such as colour, graphics, and design significantly attract consumer attention and influence buying intention.

❖ Silayoi and Speece (2007) examined the importance of packaging attributes using a conjoint analysis approach. The study classified packaging elements into visual and informational components and concluded that both significantly impact consumer purchase decisions.

❖ Ampuero and Vila (2006) studied consumer perceptions of product packaging and found that packaging design serves as an indicator of perceived product quality and brand image.

❖ Rundh (2016) analyzed the role of packaging within marketing and branding strategy. The research emphasized that packaging influences consumer perception, brand differentiation, and impulse buying behaviour.

❖ Prendergast and Pitt (1996) examined the impact of packaging on consumer buying behaviour and found that packaging plays a vital role in purchase decisions, especially in self-service retail environments.