



Study on Product Packaging Impact on Consumer Buying Behaviour At Mother Dairy

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Abstract:

Product packaging has a significant impact on consumers' propensity to make a purchase and their final decision. This study sets out to answer the question, "How does Mother Dairy's varied packaging affect consumers' decisions to buy?" with regards to the popular dairy brand. Because of its potential influence on consumers' perceptions, attitudes, and purchases, product packaging has been the subject of much research.

To achieve the objectives a mixed-methods approach was employed comprising both qualitative and quantitative research methods. Qualitative phase involved in-depth interviews with consumers to gather insights into their perceptions preferences and experiences related to product packaging. The quantitative phase employed a structured questionnaire survey targeting a diverse sample of consumers who regularly purchase products from Mother Dairy.

The findings of this study reveal several significant insights. Firstly it was observed that consumers perceive packaging as an important factor in product evaluation and selection. Packaging attributes such as visual appeal information provided convenience and sustainability were found to significantly influence consumer preferences and purchase decisions.

The poll also discovered that packaging has a significant impact on brand recognition and differentiation. A well-designed and distinctive packaging design was found to enhance brand recall and create a competitive advantage for Mother Dairy products in the market.

Additionally the research highlighted the importance of packaging in communicating product attributes and benefits to consumers. Clear and informative packaging conveying essential product information was perceived positively by consumers and influenced their purchase decisions.

The study found that eco-friendly packaging increased consumer satisfaction, which in turn increased sales. Consumers expressed a preference for sustainable packaging materials and demonstrated an inclination towards brands that adopted environmentally responsible packaging practices.

The results of this research provide important insight into the influence of Mother Dairy's packaging on consumers' inclination to make purchases. This research contributes to our understanding of how consumers' perceptions of products are influenced by their packaging, and it also has practical implications for firms in the dairy industry and beyond. The results emphasize the significance of packaging design visual appeal informative content and sustainability in influencing consumers' perceptions attitudes and purchase decisions.

Keywords: Product Packaging Impact Consumer Buying Behavior Mother Dairy Perceptions Preferences Purchasing Decisions Visual Appeal Information Convenience Sustainability Brand Recognition Brand Differentiation Packaging Design.

Introduction

Customers' purchasing decisions might be affected by the product's packaging. Consumer packaging and its effect on buying decisions: a research by Mother Dairy behaviour aims to better understand how customers are influenced in their purchasing decisions. The research will delve into the ways in which various aspects of packaging such as design colors labelling and other features influence consumer behaviour and purchasing decisions. Additionally the study will also examine the role of packaging in create a brand image building customer loyalty and differentiating the product from its competitors. The study's results will inform Mother Dairy's packaging selections and provide context for why packaging matters in the dairy industry.

A consumer's impression of a brand and its associated goods could be strongly influenced by the packaging. Such, packing goods such that they appeal to certain customers. "If the packaging and labelling are appealing, customers are more likely to purchase the product inside."

This research looks at how different packaging choices for Mother Dairy affect customers' propensity to buy. The packaging of dairy products, the packing material used, and other novel methods introduced may be at the root of Mother Dairy's present catastrophic predicament, according to in-depth interviews with personnel and management. In order to evaluate consumers' preferences based on the packaging of dairy products at Mother Dairy a survey was conducted. Through this survey various data have been collected which shall be helpful for the organization in making decisions in the future.

The conceptual framework serves as the foundation for the study and provides a clear understanding of the research problem the variables being studied and the relationship between them. This framework will guide the research process and help ensure that the results are valid and meaningful.

The conceptual framework for this study can be divided into the following components:

Independent variable: Product packaging - This variable will encompass the various aspects of packaging such as design colors labelling and other features.

Dependent variable: Consumer buying behaviour - This variable refers to the way in which consumers make purchasing decisions including factors such as brand loyalty perception of product quality and perceived value.

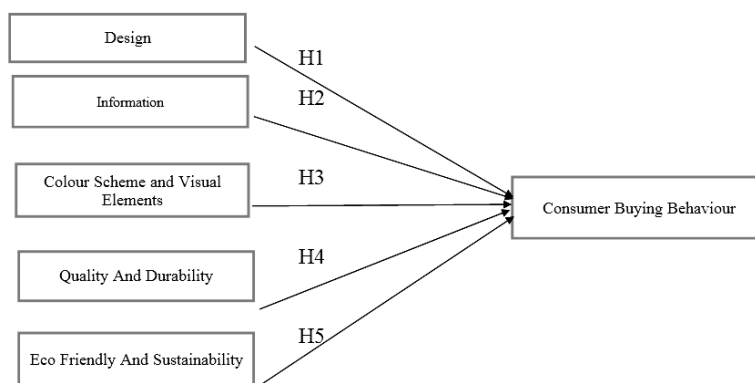
Conceptual Model: The conceptual model will illustrate how Mother Dairy customers' packaging perceptions influence their purchasing decisions. The model will show how customer preferences may be influenced by minor adjustments to product packaging.

Research Methodology: The study will use a combination of quantitative and qualitative research methods such as surveys focus group discussions and observations to gather data and test the conceptual model.

Data Analysis: The findings of this research will be used to extrapolate how Mother Dairy's packaging decisions have affected sales. Conclusions and suggestions for further study will be derived from the findings.

When anything is packaged, it is enclosed and protected in preparation for transport, storage, sale, or usage. Packaging has been shown to have a significant impact on sales, particularly among younger consumers. This is often the final opportunity for a manufacturer to sway a customer's allegiance to a certain brand. The study's primary goal is to reveal the effects of packaging on buyers' final judgments. The main goal is to find out what makes Mother Dairy so popular, and how they may improve their sales by changing their packaging. The correlation between the two sets of variables, which are the focus of this study, is also determined. The final findings report is based on the examination of primary and secondary source data in addition to the responses of 100 participants.

CONCEPTUAL MODEL



REVIEW OF LITERATURE

It's a way to get the word out about the product, connect with customers, and keep everything secure. For instance product packaging may include information about ingredients product usage precautions and any potential side effects. Packaging can also incorporate attractive colors pictures and symbols to enhance the product's attractiveness.

Saeed Lodhi Mukhtar Hussain Mahmood Ahmad (2013) investigated how consumers' impressions of brands and their feelings about those brands affected their purchase decisions. Consumers' purchase decisions were shown to be somewhat correlated with brand attachment and contextual effects, but not with brand image.

Yoo and Donthu (2001) conducted a study that found that consumers tend to associate colorful packaging with high-quality products while dull and monochrome packaging is often perceived as low-quality. This finding highlights the importance of container design in shaping consumer perceptions and ultimately, their purchase decisions.

Ghosh B. K. (2016). "Impact of packaging on consumers' buying behaviour: a case study of mother dairy Kolkata." Parikh alpna: KIIT Journal of Management 12(2) 27-34.

Ghosh conducted a study on how packaging affected Mother Dairy's sales in Kolkata. The author conducted a case study to learn how packaging affected consumer decisions and perceptions of the brand. The findings can help Mother Dairy determine how to improve their packaging to attract more customers.

Raheem A .R. Vishnu Parmar. & Ahmed A .M. (2014). Packaging has a significant impact on consumers' propensity to make a purchase. European Journal to Publish Study Findings "This study investigated the broader context of how product packaging influences customers' purchase choices. Although not specifically focused on Mother Dairy it provides relevant insights into how packaging influences consumers' purchase decisions. The study examines various factors such as packaging design colors and labelling that affect consumers' perceptions and their subsequent buying behaviour.

Shah S. Ahmed A. & Ahmad N. (2013). Packaging and Consumer Purchases. Medical Philosophy & Practice Journal

Shah et al.'s study explores across different products. While not limited to Mother Dairy the findings shed light on how packaging elements such as visual appeal product information and functionality affect consumers' purchasing decisions. The study emphasizes the importance of packaging as a communication tool that influences consumers' perceptions and choices

OBJECTIVE OF THE STUDY

- To examine the impact of packaging on consumer buying behaviour.
- To identify the importance of packaging material on the purchasing behaviour of consumers.
- To find out the impact of the design of the wrapper on consumer buying behaviour.
- To evaluate the impact of the innovative aspect of the package on the buying behaviour of the consumer

HYPOTHESIS OF THE STUDY

H1: The design of product packaging has a significant impact on consumer buying behaviour.

H2: The information provided on product packaging has a significant impact on consumer Behaviour.

H3: The color scheme and visual elements of product packaging have a significant impact on consumer buying behaviour.

H4: The quality and durability of product packaging have a significant impact on consumer buying behaviour.

H5: The eco-friendliness and sustainability of product packaging have a significant impact on consumer buying behaviour.

RESEARCH METHODOLOGY

The process of conducting a scientific study involves several steps to ensure the research is done systematically and effectively. Researchers can adopt these steps to gather information resolve problems and conduct research in a scientific manner. The study's authors examined a mix of primary and secondary resources to learn how packaging influences buyers. The classifications were based on the goals of the studies.

To achieve the stated objective a survey was conducted across different parts of the country focusing on the influence of consumer packaging on final purchases. The opinions of 100 participants in the survey are presented below.

The population for this study included existing customers and consumers who make purchases at Mother Dairy. Google Forms was used for the survey. Whatsapp groups shared the survey link, and results were gathered and saved in a data form for study. The questionnaire included both open-ended and closed-ended questions and could be administered online or in person. Individual customers of Mother Dairy were considered as the sample elements.

In-depth interviews with key informants followed a structured, question-and-answer framework designed in advance. The questionnaire was divided into two parts. Participants' names, ages, salaries, and professions were collected in the first section. Part B's open-ended opinions and remarks on a Likert scale were used to gauge the participants' expectations, attitudes, and levels of satisfaction.

Secondary data was obtained from various sources including journals magazines research articles newspapers and books. These secondary sources provided additional information and insights relevant to the research topic.

FINDINGS AND DISCUSSIONS

1) Regression Analysis

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PP ^b	.	Enter
a. Dependent Variable ^c : CBB			
b. All requested variables entered .			

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	.486 ^a	.236	.228	1 .83305
a. Predictors : (Constant) ^c PP				
b. Dependent Variable : CBB				

PP (Product packaging)

CBB (Consumer Buying Behaviour)

Extrapolating from the Data in the Previous Table a somewhat positive correlation between the predictor and the dependent variable was discovered by regression analysis, however the model's explanatory power was only modest

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression ^{**}	.061	1	.061	.525	.470 ^b
	Residual [*]	11.764	101	.116		
	Total	11.825	102			
a. Dependent Variable : 2) Does Packaging of a product impact your buying Behaviour?						
b. Predictors: (Constant) 6) What is your priority towards packaging?						

From the above table we can see There are three primary parts to the ANOVA table :

Regression: The regression model can only partially explain the observed variation in the dependant variable. It has 1 degree of freedom and a mean square of .061. With an F-statistic of .525, the correlation between the explanatory and response variables is only slight. The results might have been affected by chance alone, since the p-value is only .470.

Residuals: Sum of squares of 11.764 means there is a lot of mystery around the dependent variable. There are 101 degrees of freedom for the residuals, and their mean square is .116. The whole range of values for the dependent variable is shown by the total row square.

Sum of Squares : Total Squares Added is 11.825 representing varied variability Degrees of Freedom (df): The total has 102 degrees of freedom.

Relationship Consumers purchase more when product packaging is good..

Product packaging explains only a limited amount of the variability in consumer buying behaviour with approximately 23.6% of the differences in buying behaviour being accounted for by packaging in the regression model.

This correlation may be coincidental, since the regression model found no statistically significant link between product packaging and customer purchasing behaviour.

Overall the regression analysis reveals the model's explanatory power is low, although there is some evidence that product packaging influences consumers' decisions to make a purchase. In the absence of statistical significance, it is possible that factors not included in the model also influence customers' choices.

2) Chi Square Test

Crosstabs

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
4) Do you read printed information on the package of product? * 7) Does the Design of Product wrapper inspire you in purchasing?"	103	100.0%	0	0.0%	103	100.0%

4) Do you read printed information on the package of Product? * 7) "Does the Design of Product wrapper inspire you in purchasing? Crosstabulation						
			7)Does the Design of Product wrapper inspire you in Purchasing?			Total
			1	No	yes	
4) Do you read printed information on the package of product?	1	Count	1	0	0	1
		% within 4)Do you read printed information on the package of product?	100 .0%	0 .0%	0 .0%	100 .0%
		% within 7)Does the Design of Product wrapper inspire you in purchasing?	100 .0%	0 .0%	0 .0%	1 .0%
		% of Total	1 .0%	0 .0%	0 .0%	1 .0%
	No	Count	0	8	6	14
		% within 4)Do you read printed information on the package of product?	0 .0%	57 .1%	42 .9%	100 .0%
		% within 7)Does the Design of Product wrapper inspire you in Purchasing?	0 .0%	25 .0%	8 .6%	13 .6%
		% of Total	0 .0%	7 .8%	5 .8%	13 .6%
	yes	Count	0	24	64	88
		% within 4) Do you read printed information on the package of products?	0 .0%	27 .3%	72 .7%	100 .0%
		% within 7)Does the Designed Product wrapper inspire you in purchasing?	0 .0%	75 .0%	91 .4%	85 .4%
		% of Total	0 .0%	23 .3%	62 .1%	85 .4%
	Total	Count	1	32	70	103
% within 4) Do you read printed information on the package of product?		1 .0%	31 .1%	68 .0%	100 .0%	
% within 7)Does the Design of Product wrapper inspire you in purchasing?		100 .0%	100 .0%	100 .0%	100 .0%	
% of Total		1 .0%	31 .1%	68 .0%	100 .0%	

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	108 .054 ^a	4	.000
Likelihood Ratio	15 .909	4	.003
Linear-by-Linear Association	11 .977	1	.001
N of Valid Cases	103		

a. Fewer than two-thirds of cells (66.7% or less) are predicted to be present. The lowest integer is .01.

Cross tabulation: The two answers to the question "Do you read printed information on the product package?" are cross-tabulated. As an additional question, "Does the design of the product wrapper inspire you to purchase the product?" (4th query). It's the seventh question you asked. The table below displays the sums and percentages for all of the answer choices.

Reading Printed Information: Among the respondents who read printed information on the package 100% indicated being inspired by the design of the product wrapper for purchasing decisions. This suggests a strong association between reading printed information and finding inspiration in the design.

Design Inspiration: For those who do not read printed information 13 .6% expressed being inspired by the design in purchasing decisions. In contrast among those who read printed information a higher percentage (85 .4%) reported being inspired by the design.

Chi-Square Test: The chi-square tests showed that customers are more inclined to read content that prompted them to make a purchase. A Pearson chi-square of 108.054, with a significance level of .000, indicates a very significant correlation.

The chi-square study demonstrates that customers are much more likely to buy after reading persuasive packaging language and being influenced by a visually attractive package design. Among those who read printed information a higher percentage is influenced by the design compared to those who do not read printed information. The association is statistically significant suggesting that reading printed information and being inspired by the design are related factors in consumer behaviour.

The regression analysis indicates that the predictor variable the dependent variable, "CBB" (Consumer Buying Behaviour), is highly influenced by the independent variable, "PP" (Product Packaging). Packaging has a modest positive connection with consumer buying behaviour (beta = .486). This suggests that improved or more visually attractive packaging may increase the likelihood that a product will be purchased.

Despite its importance, product packaging only explains 23.6% of the variation in consumer actions. As a result, consumers' decision to buy is based on factors other than product packaging. Many factors, such as cost, brand recognition, and product quality, may affect consumer behaviour.

According to the results of this study, product packaging might significantly affect consumers' decisions to purchase such goods. Packaging that is both aesthetically pleasing and functional has a significant impact on sales. However it is important to consider other factors that contribute to consumer behaviour as packaging alone explains only a portion of the variance. Buyers are often influenced by the whole offering.

The research findings prove that customers' packaging considerations matter. Most respondents consume packaged dairy products and believe that packaging influences their buying behaviour. They give major importance to the packaging material read printed information on the package and are willing to switch brands due to changes in packaging. Protective and eco-friendly packaging are top priorities for consumers. The design of the product wrapper inspires purchasing decisions for a majority of respondents and branding on the packaging also influences their buying decisions.

Overall the findings highlight the significance of packaging in consumer behaviour with many consumers considering packaging material design and branding when making purchasing decisions. The results suggest that businesses should focus on attractive eco-friendly and protective packaging to positively impact consumer buying behaviour. Additionally

The chi-square test results indicate Packaging design has a significant impact on whether or not a consumer reads the product information and ultimately makes a buy. The association is statistically significant suggesting that these two factors are related in consumer behaviour.

Among the respondents who read printed information on the package a higher percentage (72.7%) reported being inspired by the design of the product wrapper in their purchasing decisions. On the other hand among those who do not read printed information a lower percentage (8.6%) reported being inspired by the design.

This finding suggests that reading printed information on the package may play a role in influencing consumers' perception of the design and consequently their purchasing decisions. Businesses should consider the importance of providing informative and visually appealing packaging to attract and engage consumers who actively. Furthermore enhancing the design of the product wrapper can potentially have a positive impact on consumers' purchasing behaviour particularly for those who actively engage with printed information. Overall these results emphasize the significance of both printed information and design in packaging highlighting their potential influence on consumer decision-making processes.

FINDINGS

Mother Dairy conducted a study on how product packaging influences customer behavior, and found some noteworthy findings. These findings provide light on the connection between packaging and consumers' perceptions, preferences, and ultimate purchases.

Packaging as a Key Factor: The research confirmed that packaging is a crucial factor in product evaluation and selection for consumers. The visual appeal information provided convenience and sustainability aspects of packaging significantly influenced consumer preferences and purchasing decisions.

Brand Recognition and Differentiation: The study highlighted the role of packaging in brand recognition and differentiation. A well-designed and distinctive packaging design played a vital role in enhancing brand recall and creating a competitive advantage for Mother Dairy products in the market.

Communication of Product Attributes and Benefits: Packaging was found to be an effective medium for communicating product attributes and benefits to consumers. Clear and informative packaging conveying essential product information had a positive impact on consumers and influenced their purchase decisions.

Importance of Eco-Friendly Packaging: The research emphasized the importance of eco-friendly packaging in consumer buying behaviour. Consumers expressed a preference for sustainable packaging materials and showed a positive inclination towards brands that adopted environmentally responsible packaging practices.

CONCLUSION
As a whole, the study's findings provide insight into how Mother Dairy's packaging influences consumers' decisions to buy. The results show that customer preferences for packaging have a significant effect in the dairy products that people buy. Customers place significant stock on the box's visuals and text while deciding whether or not to make a purchase.

The study highlights that packaging is not merely a functional aspect but also a strategic marketing tool. It serves as a means to communicate product information create brand identity and evoke emotional responses in consumers. Packaging can influence perceptions of product quality attractiveness and environmental friendliness all of which impact consumer preferences and buying behaviour.

The findings suggest that businesses like Mother Dairy should carefully consider their packaging strategies to align with consumer preferences and create competitive advantage. By investing in attractive eco-friendly and gain a larger market share.

Weaknesses include a small sample size, reliance on participants' self-reports, and narrow focus. The intricate link between product packaging and customers' ultimate purchase selections might be explored in future research to help fill up these gaps.

Overall, the study demonstrates the significance of packaging in the dairy sector and offers helpful data for businesses and marketers seeking to enhance packaging methods in order to affect customer behavior for the better.

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