

A STUDY ON ROLE AND IMPACT OF THE PACKAGING EFFECT ON CONSUMER BUYING BEHAVIOUR TOWARDS NESTLE USING POWER BI

Dr. Ch. Sahyaja

Assistant Professor School of Commerce, Presidency University, Bangalore,

Karnataka – 560064 Ph: 8019010226. Email:

sahyaja.c@presidencyuniversity.in

Chukka Badrinath

Student School of Commerce, Presidency University, PH: 7013829462,

Email:itsmebadribadrinath@gmail.com

Anem Chaitanya

Student School of Commerce, Presidency University,

Bangalore, Karnataka – 560064, Ph: 8985750345

Email:anem.chaitanya@gmail.com

Abstract

This study mainly focusses on role and Impact of the Packaging Effect on Consumer Buying Behaviour towards Nestle Using Power BI and the sample size of the study is 155 respondents and sampling technique is simple random sampling. The main objective of the study is “to analyze and find out the most important element of packaging that influence the buying decision process”.

Keywords: Packaging Effect, Consumer Buying Behaviour, Nestle, PowerBI

1. Introduction

Consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The assumption that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt, make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar. Bringing innovation in the packaging design also increase the value of the product in the consumer mind. Novel packaging can attract consumers, but practicality is equally important. Innovative packaging may actually add value to the product if it meets a consumer needs. But its practicality is also very important for creating the added value, like easily opening, easily stored, recyclable, etc. Nowadays, manufacturers try to design packaging that maintains the key equities of the brand in order to appeal to customers' needs and preferences. Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product (Silayoi & Speece, 2007).

2. Review of Literature

According to Keller 2009, many packaging elements are factors that influence the buying behavior of consumers such as, packaging color, printed information, packaging material, design of wrapper, printed information, brand image, innovation and practicality. Colors used in packaging can help draw consumer attention. Color of packaging

is important because it used by companies to differentiate its product from other competitors. Therefore, colors play an important role in a potential customer’s decision-making process. Companies use different colors for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh.

According to Morris, J (1997) product labels help consumer to differentiate a product more easily. Labeling helps consumers spend less time needed while searching for products that are decided to be bought by them. Consumers under time pressure their decisions are influenced when the package comes with a distinctive appearance that contains simple and accurate information (Silayoi, and Speech, 2004). Nowadays, there are consumers that pay more attention to label information since they are more concerned with health and nutrition issues (Coulson, N.S., 2000). The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior.

3. Research Methodology

This study has targeted 155 people for the purpose of research. The sample size is influenced by the targeted population.

3.1 Sample Technique

Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample.

3.2 Objective of the study

The main objective of the study is “to analyze and find out the most important elements of packaging that influence the buying decision process”.

3.3 Contribution of the study

The contribution through the study is to find the customer satisfaction through packaging effect. The package of a product serves multiple practical purposes as well. The quality of the packaging is more effective to the consumers. The packaging design reflects the brand identity and brings the brand to life-from visual appearance and feel of the packaging to its function and sustainability. The quality of the packaging is important for consumer buying behavior. The package of the product is protective and eco-friendly. Most of the consumers are influenced by the product information and quality. The purpose of this research is to find out the main important factors related with the packaging effect, which are driving the success of a brand.

4 Data Analysis

4.1: Which factors are mostly affecting to purchase of the product?

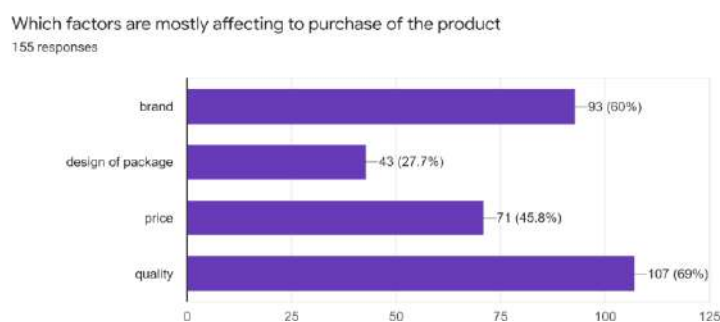


Figure 4.1: This Figure shows the factors affecting to purchase

Interpretation

From the above bar graph, the study identified that 69 percent of the consumers are mostly affected with the factor of quality, 60 percent of the consumers are affected with the brand, 45.7 percent of the consumers are affected with the price, 27.7 percent of the consumers with the design of the package. Thus, it is clear that mostly affected factors to purchase of the product are quality.

4.2: Does packaging of the product influence your buying behavior?



Figure 4.2: This Figure shows the influence of the product packaging

Interpretation

From the above pie chart, the study identified that 45.8 percent of the consumers are influenced by the packaging of the product, 34.8 percent of the consumers are sometimes influenced by the packaging of the product and 19.4 percent of the consumers are not influenced by the packaging of the product. Thus it is clear that packaging of the product influence the buying behavior of the consumer.

4.3 : Quality of the packaging material is important during buying process?

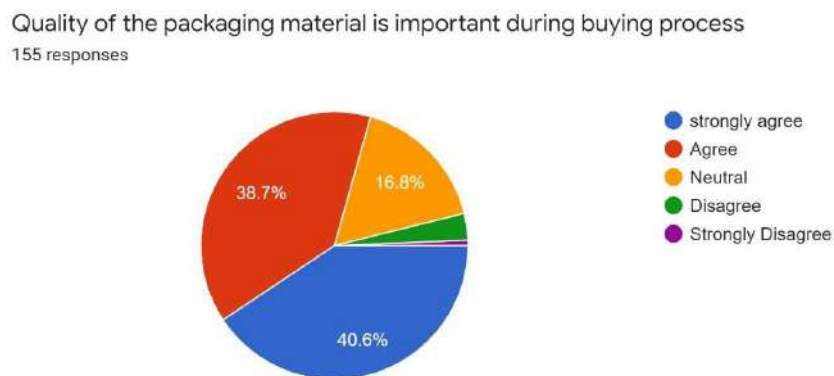


Figure 4.3: This Figure shows the quality of the packaging material

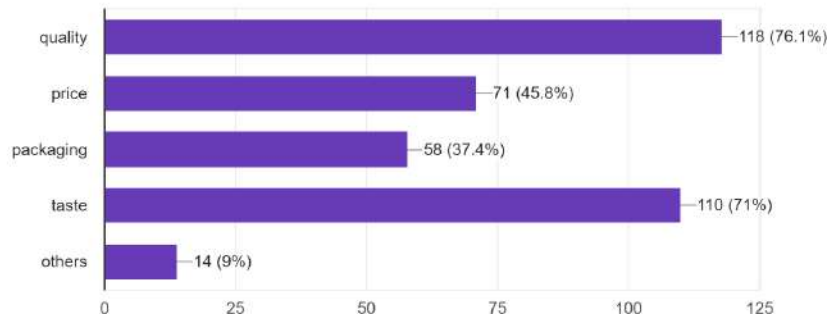
Interpretation

From the above pie chart, the study identified that 40.6 percent of consumers strongly agree with the quality of the packaging material is important during buying process, 38.7 percent of the consumers agree that the quality of the packaging material is important during buying process and 16.8 percent of the consumers thinks that the quality of the packaging material is important during buying process. Thus, it is clear that the consumers strongly agree with the quality of the packaging material is important during buying process.

4.4: Which of the following reasons would you prefer while purchasing nestle products?

Figure 4.4: This Figure shows the reasons would prefer while purchasing nestle products

Which of the following reasons would you prefer while purchasing nestle products
155 responses



Interpretation

From the above bar chart, the study identified that 76.1 percent of the consumers would prefer the quality of the nestle product while purchasing, 71 percent of the consumers would prefer the taste of the nestle products while purchasing, 45.8 percent of the consumers would like to prefer the price of the nestle products while purchasing, 37.4 percent of the consumers would like to prefer the packaging of the nestle products while purchasing. Thus it is clear that most of the consumers would like to purchase nestle products on the basis of quality.

5 Power-Bi Analysis

5.1 Dash Board

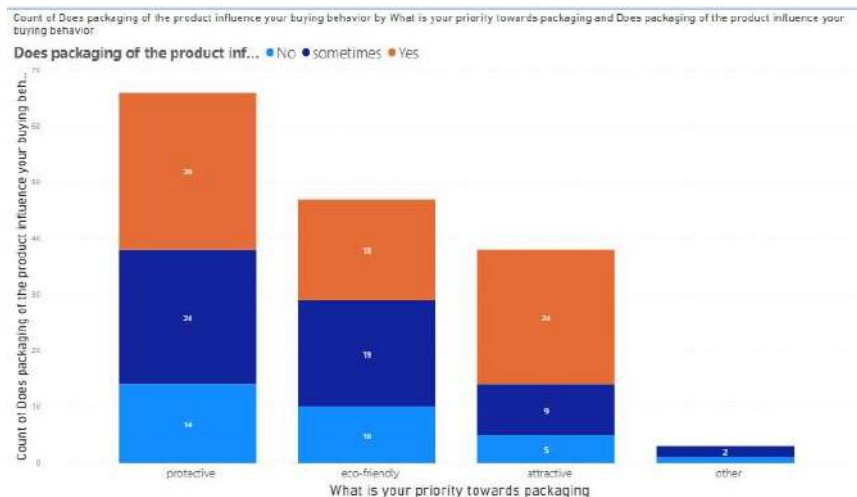


Figure 4.5: This Figure shows the combination of packaging of the product influence and what is the priority towards packaging

Interpretation

From the above stacked bar chart, the study has identified that the consumers who give priority to protective packaging are 28 members and 14 doesn't give priority for protective packaging and 24 customers sometimes chooses for protective packaging. The consumers who give priority to eco-friendly packaging are 18 members and 10 members don't give priority for eco-friendly packaging and 19 customers sometimes choose for eco-friendly packaging. The consumers who give priority to attractive packaging are 24 members and 9 members don't give priority for attractive packaging and 5 members sometimes choose for attractive packaging. Thus it is clear that

most of the consumers give priority for protective packaging.

5.2 Dash Board

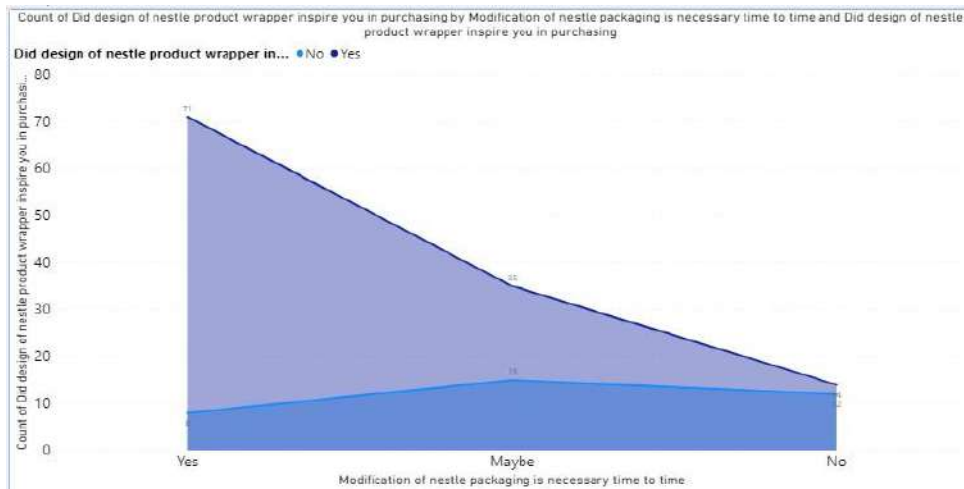


Figure 4.6: This Figure shows the combination of design of nestle product wrapper and modification of packaging is necessary

Interpretation

From the analysis of 155 respondents the above area chart that 79 people say that product wrapper and modification of packaging time to time and there are 50 people say that product wrapper and modification of package may influence the consumer buying behaviour. 50 people say that product wrapper and modification of package doesn't influence the consumer buying behaviour. Thus it is clear that there is more variance for yes than compare to others. Hence it is proved that modification of packaging and wrapper influence the consumer buying behaviour.

5.3 Dash board

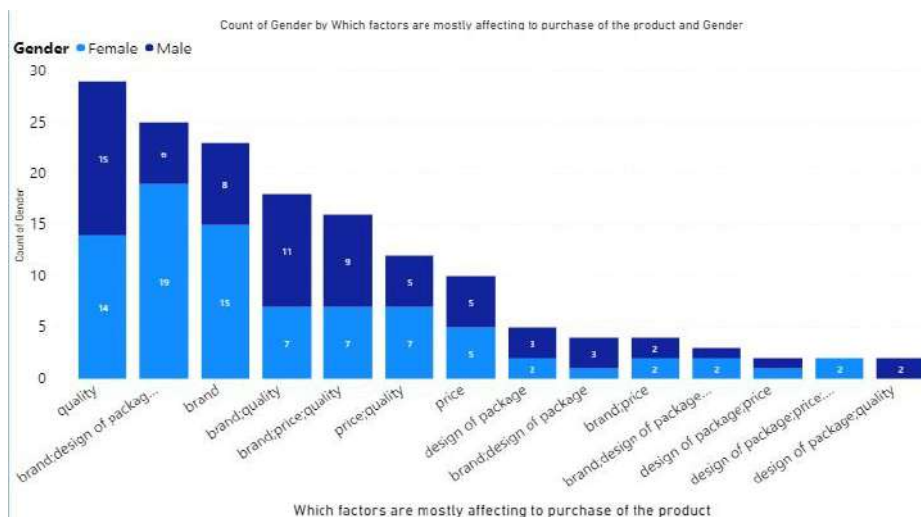


Figure 4.7: This Figure shows the combination gender and the factors affecting topurchase of the product

Interpretation

From the analysis of 155 respondents the above stacked bar plot show 15 members of males and 14 female have said that quality of products affect the purchase of the product. And 6 members of males and 19 female have said

that brand and design of packaging of products affect the purchase of the product. And 8 members of males and 15 female have said that brand of products affect the purchase of the product. And 11 members of males and 7 female have said that brand & quality of products affect the purchase of the product. And 9 males and 7 females said that brand, price & quality affect the consumer purchase of product. Thus it is clear that quality affects the consumer purchase of product. Hence it is proved that quality affects the purchase of the product.

5.4 Dash Board

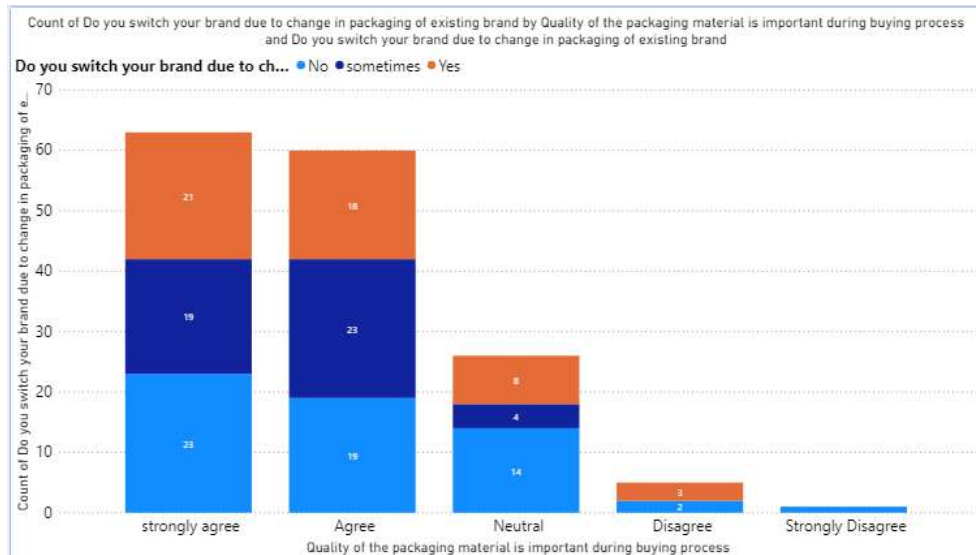


Figure 4.8: This Figure shows the combination of do you switch the brand do to change in packaging and quality of the packaging material

Interpretation

From the above stacked bar chart, the study identified that 21 members says that they strongly agree that they switch the brand due to the change in quality packaging of the existing brand. And 19 members say that they strongly agree that they sometime switch the brand due to the change in quality packaging of the existing brand. 23 members say that they strongly agree that they don't switch the brand due to the change in quality packaging of the existing brand.

From the above stacked bar chart, the study identified that 18 members says that they agree that they switch the brand due to the change in quality packaging of the existing brand. And 23 members say that they agree that they sometime switch the brand due to the change in quality packaging of the existing brand. 19 members say that they agree that they don't switch the brand due to the change in quality packaging of the existing brand.

From the above stacked bar chart, the study identified that 8 members says that they are neutral that they switch the brand due to the change in quality packaging of the existing

brand. And 4 members say that they are neutral about that they sometime switch the brand due to the change in quality packaging of the existing brand. 14 members say that they strongly are neutral about that they don't switch the brand due to the change in quality packaging of the existing brand.

From the above stacked bar chart, the study identified that 8 members says that they disagree that they switch the brand due to the change in quality packaging of the existing brand. 2 members say that they disagree that they doesn't switch the brand due to the change in quality packaging of the existing brand.

From the above stacked bar chart, the study identified that 1 member says that they strongly disagree that they switch the brand due to the change in quality packaging of the existing brand.

5.5 Dash board

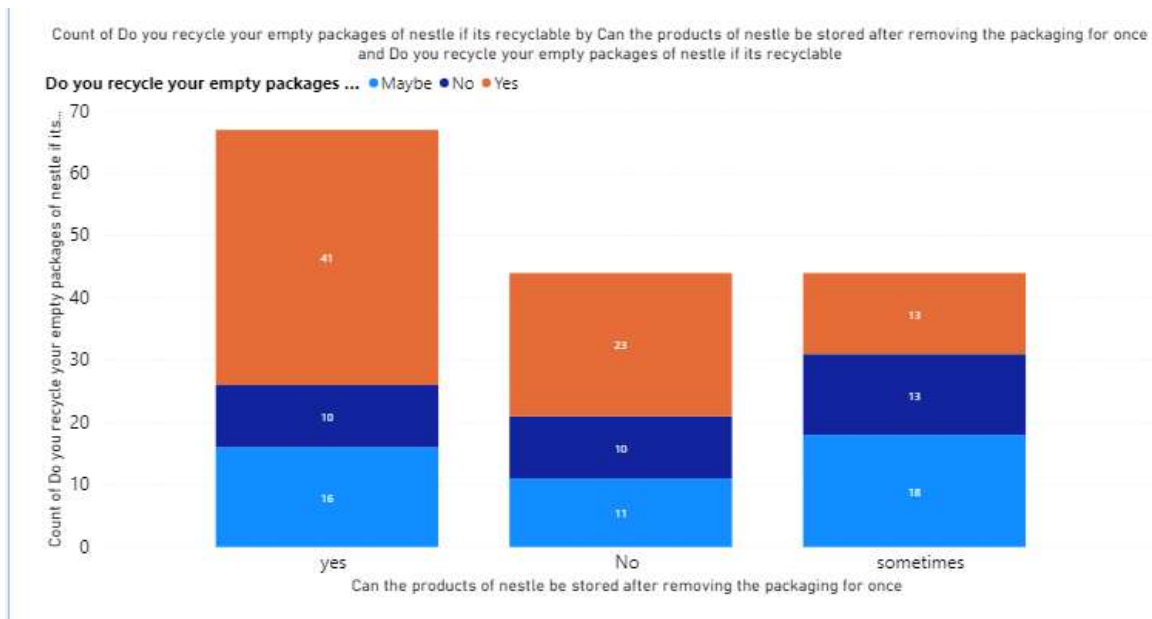


Figure 4.9: This Figure shows the combination of recycle of empty package and products can be stored after removing the packaging for once

Interpretation


From the above stacked bar chart, the study has identified that the 68 members says that nestle products can be stored after removing the packaging and empty package can be recycled and 44 members says that nestle products cannot be stored after removing the packaging and empty package can be recycled. 39 members says that nestle products can sometimes stored after removing the packaging and empty package can be recycled.

6 Conclusion

The packaging expresses the brand in competition through its content and design. It not only contributes to the protection of the product, but is also an essential part of the overall performance of the brand. Increase in cost of packaging increase the price of the product. So due care should be taken while planning. Labels carry information for the consumer. Some of this information is required by law. The packaging of product is done to protect the product from the damage and to make the product more attractive to the consumers. Packaging and labelling have been shown enhance brand recognitions. The size and shape of package should be such that it should be convenient to open handler and use consumers. Packaging is concerned with the designing and producing of appropriate packages for a product. Each of these factors compounds to create a package that reinforce the brand image of a healthier active lifestyle.

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