

Influence of packaging materials on purchase of food products by the consumers

■ Shivabasappa and H.S. Ravikumar Patil

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See end of the Paper for authors' affiliation

Correspondence to :

Shivabasappa

Department of Agricultural Engineering, College of Agriculture (U.A.S.), Hassan (Karnataka) India

Email: shivukandkur424@gmail.com; shivukandkur2020@gmail.com

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In the era of transformation and development, customer's demand is for qualitative food product heading to tremendous growth in food retailing field with new design of food packaging materials to catch the attention of the consumers. It is essential to have uninterrupted relationship with customers for the continued existence and success of producers. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells (Soroka, 2002). Packaging material has direct impact on consumer purchase decision for normal products, and in case of food items the information has highest priority (Ahmed *et al.*, 2014). Packaging plays a vital role in attracting consumers towards any product, reduces the marketing and advertisement cost of the product and increases its sale (Mazhar *et al.*, 2015). Packaging communicates brand personality through many elements, including a combination of brand logo, colours, fonts,

package materials, pictorials, product descriptions, shapes and other elements that provide rich brand associations (Underwood, 2003).

Influence of visual elements of packaging material (Graphic, Colour, Size, Form and Material):

Colour of packaging material and information is an important element of visual design and what it means to be consistent with other marketers are trying to provide (Keller, 2009). The focus of colour as a stimulus is related to its ability to aid companies who are looking for ways to improve their sales and obtain a dominant market share (Kotler *et al.*, 1998). The package colour can have a significant effect on consumers ability to recognize the product. Cheskin (1957) said that Packaging colour draws attention of the consumers. Every colour creates different meaning according to the consumer perception. White and black colour are used for creating power, red for energy, blue is used for trust, green for balance. A study work published by researchers at the University of Miami and California Institute of Technology, packaging has a

proven and important influence on the consumer purchasing decision in a retail environment. Researchers proved that aesthetic aspects like colour, brightness and typography influences where the shopper's eyes land on the shelves. The visual elements of packaging have a stronger influence on the purchasing when consumers have low involvement in the purchase, in other words, when the product is of low risk and less expensive. They also have a strong impact on impulse purchases (Nilsson and Ostrom, 2005).

According to Md. Abdullah *et al.* (2013). Attractiveness of packaging, color of packaging, nice background of packaging, front style of packaging, printed information on packaging, handling and transport facility of packaging and available information on packaging. These factors have massive correlation to the consumer purchase decision. Colour of packaging and front style of packaging has perfect positive correlation to the consumer buying decision. Nice background of packaging, handling and transport facility of packaging and available information on packaging has the high degree of positive correlation with the consumer buying decision.

An effective package design ensures consumers are able to access the product information faster and consumers are able to choose the product among a variety of competing products. Marketers can ensure this by; having attractive fonts, large font sizes, eye catching colours, and images etc. (Knight and Glaser, 2005).

Deliya and Parmar (2012) argue that the product packaging design communicates so much about a product and determines how a product brand is perceived in the market. This has influenced the organizations to focus on the design of the package when marketing the product to the consumers.

The packaging material greatly influences the packaging convenience. Good packaging material enhances convenience in distribution, handling, display, storing, sale, opening, reclosing, use and re-use. Packaging enables to carry out group packaging, where fragmented objects can be carried from one are to another in one package, and this guarantees handling efficiency (Karedza and Sikwila, 2017).

Packaging could be treated as one of the important marketing weapons with respect to making proper communication between an organization and its consumers. A right choice of packaging with its best in color, background image, wrapper design, innovative

ideas when imparted to a product's packaging will create a happy feeling in consumers' mind. All these packaging elements contribute an important effort to catch consumer's attention and interest (Ghosh, 2016).

Pohtam *et al.* (2016) argue that, the packaging material has a great influence on the buying behavior of consumers. This is because consumers prefer high quality packaging. Any type of material that is used especially to protect something should be of high quality. Consumers' perception of the product's quality depends on the quality of the packaging material.

Influence of verbal elements of packaging material (Product information, Producer, Country-of- origin, and Brand):

Chandler Slavin finds that, appealing package represents as a source of value to conscious and intended consumers. It may lead them to think that the values offered by their favorite brands are much higher than that of the competitor brands. It also serves as a motivator for purchasing to consumers.

It is estimated that 60-70 per cent of all buying decisions are made while the customer is in the store. While the marketing messaging in advertisements and on social media may have created the need or want, the packaging is the final point of communication between a brand and consumer in the retail environment. For this reason, the packaging is one of the most important points of interaction between the brand and consumer. Contact between the consumer and brand before the purchase point, brands must use graphic design to draw the eye and attractive and informative labels to share marketing messages and unique value points, as well as establish name recognition. Innovative designs and features also can be used to draw the eye and impact whether a product is purchased (LabelValue.com).

Packaging as the primary vehicle for communication with the consumer provides details about the product at the point of sales including the nutritional value, added ingredients, country of origin, the producer and best before date. Informational elements of the package play a vital role in decision-making (Silayoi and Speece, 2004 and 2007; Rita, 2009 and Kuvykaite, 2009).

Brands will need to work hard to meet consumers' demands, stand out on store shelves and attract attention in the competitive market. However, understanding the power packaging and labels have on the final purchase

provides brands with an opportunity to increase sales by creating more visually attractive packaging that will attract the consumers' eyes and bring more attention to the products, thus influencing the final purchase decision (LabelValue.com).

Packaging is the important element which highly influences the consumer buying behaviour. Packaging describe information about product like where it was made, when it was made, what it contains, and how it to use etc. The package elements are the most important factor to influence the consumer's purchase decision. Producer used printed information in packaging as a promotion of the product as compare to used highly expensive advertisement (Shah *et al.*, 2013)

Underwood (2003) suggest that the product package typography affect the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colours, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed in the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the customer easily locates, identify and notices their preferred brand. Therefore, marketers believe that the brand name, company name, place of origin, company address and others are important components of the package typography which are essential in attracting consumers attention and ultimately influence their purchase decisions. Asadhollahi and Givee (2007) suggest that the package colours communicate, reflect and exhibit some salient features and intangible attributes of the brand. It therefore means that the colours convey special messages about the brands which ultimately create a unique selling proposition.

A product design is made in accordance with the desire of the oriented market (Lo and Power, 2010). Pero *et al.* (2010) suggests that product design is the totality of features that influence the appearance and function of a product in terms of customer needs. Product design shows the company's ability to put its position in business competition (Lo and Power, 2010)

Authors' affiliations:

H.S. Ravikumar Patil, Department of Agricultural Engineering, College of Agriculture (U.A.S.), **Hassan (Karnataka) India**

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www.LabelValue.com: Influence of Packaging on Consumer Buying Behavior (800) 750-7764.

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