

IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN THE PAPER PRODUCTS INDUSTRY

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ABSTRACT

Product packaging is highly competitive today since self-service has improved and consumer lifestyles have changed. Every business concentrate on packaging since it is the primary means of promoting sales. In addition to increasing the company's market share and lowering its advertising expenses, product packaging influences consumers and their hasty purchasing decisions. With an emphasis on Star Royal Distributors, this study investigates the relationship between product packaging and consumer purchasing behavior in the paper products sector. According to the survey, packaging attributes like aesthetic appeal, material quality, branding, eco-friendliness, and practicality affect consumer preferences and purchasing decisions. One hundred two customers' comments were gathered using a survey approach, which shed light on how they view packaging's influence on purchasing decisions. The results of the correlation research show that the aspects of loyalty and Star Royal Distributors' purchasing behavior are positively correlated. This study offers valuable information for enhancing packaging techniques and helpful information for managers and marketers working in the paper product sector. It is advised that more studies be done to examine how particular package components affect consumer behavior across various product categories and demographic groups.

Key Words: Product Packaging, Branding, Eco-Friendly Design, Packaging Innovation, Customer Satisfaction, Consumer Loyalty.

1. INTRODUCTION

The importance of packaging in today's competitive climate has shifted due to more self-service and changing consumer lifestyles. Firms' interest in packaging as a sales promotion technique is expanding. The package becomes the ultimate selling point, encouraging impulsive purchasing behavior, boosting market share, and lowering promotional expenditures. To maximize a package's effectiveness in a purchasing environment, research into the package, its elements, and their Impact on customer buying behavior became an important topic in this setting. Previous studies conducted a few years ago focused on packaging protection and product savings. However, this study focuses on the product and the consumer's purchasing behavior. This information will be helpful for all future package marketing strategies. It also helps the marketer understand how to persuade the consumer to acquire the product. A review of the literature on the topic under consideration revealed that there is no consensus on the classification of package features or the research methods for measuring the Impact of packages on consumer purchasing decisions. Some academics explore all conceivable package elements and their Impact on consumer purchase decisions, whereas others focus on specific packaging aspects and their Impact on consumer purchasing behavior. Furthermore, some academics analyze the Impact of the package and its features on the consumer's overall purchasing choice, while others focus on each stage of the consumer's decision-making process. This study aims to empirically uncover the parts that have the most influence on customer choice in various products based on a theoretical examination of package elements and their Impact on consumer purchasing decisions.

2. LITERATURE REVIEW

Muhammad Ahmed Soofi Desai et al (2019) attempted to check how packaging of the product influences the purchasing behaviour of Karachi's millennials and add another debate to the existing knowledge base regarding the influence that packaging has. The study focused on the colour, material, and design of packaging and innovation variables, and this was analysed through questionnaires for 311 participants aged 15-40 with SPSS software. The outcome indicated that packaging is a vital factor influencing millennial purchasing behaviour and lifestyle trends. Packaging design and colour were also found to be an effective communication tool used by the brand. The study further concluded by giving suggestions to companies for the improvement of strategies over packaging and proposals for future works.

Huiliang Zhao et al (2021) explored the interrelation between product pricing, packaging, and consumer buying behaviour through customer satisfaction as a mediator. The research sampling was done with convenience sampling for questionnaires targeting 500 university students in China; of these, there were 367 valid responses for data analysis. SPSS and AMOS showed statistical analyses to verify that product pricing and packaging both have significant influences on consumer decision-making. This means that the relationship between product price and buying behaviour is fully mediated by customer satisfaction while that of packaging with consumer choices is partially mediated by customer satisfaction. The results indicate that proper management in pricing tactics needs to be strategically aligned with effective packaging practices in support of optimum consumer buying intentions and satisfaction.

Nisha Punjani (2022) emphasized the critical role played by packaging as a medium of marketing, especially in influencing consumer buying behaviour. The seven major elemental components which can guarantee the success of brands include colour, printed information, material, wrapper design, brand image, innovation, and practicability. Companies need to understand these elements before coming up with well-packaged achievements that capture thoughts of consumers. Examining the relationship between the consumer buying process and various packaging elements, this study should be able to generate insights that guide decisions on packaging design for businesses. Thus, conclusions will be able to demonstrate that consumers can only be fully engaged, and therefore their purchasing decisions influenced, with high-quality packaging strategies.

3. STATEMENT OF THE RESEARCH PROBLEM

The paper products industry faces increasing competition and evolving consumer expectations, driven by growing environmental awareness and the importance of visually appealing, functional packaging. While product packaging significantly influences consumer buying behavior across various industries, limited research has been conducted on its impact within the paper products sector. Specifically, the interplay between packaging design elements (e.g., color, typography, and imagery), sustainability factors, and functional attributes remains poorly understood. Moreover, with the rise of eco-conscious consumerism and online shopping, understanding how packaging influences purchasing decisions in this context is critical. Addressing this gap is essential for companies in the paper products industry to develop packaging strategies that align with consumer needs, enhance brand loyalty, and foster sustainable practices. This research aims to explore how product packaging impacts consumer buying behavior in the paper products industry, focusing on design aesthetics, sustainability, and functionality, while considering variations across physical and digital retail environments.

OBJECTIVES OF THE STUDY

- To assess the relationship between product packaging characteristics and consumer satisfaction at Star Royal Distributors.
- To evaluate the differences in consumer buying behavior based on demographic factors concerning product packaging.
- To determine the most critical product packaging elements that enhance consumer buying behavior and lead to increased sales at Star Royal Distributors.

4. RESEARCH METHODOLOGY

The purpose of this study is to evaluate the relationship between product packaging and customer purchasing behavior, with a particular emphasis on Star Royal Distributors in the paper products industry. The research design utilized in this study is both descriptive and quantitative. For the purpose of the study, a sample size of 102 consumers was chosen, and a method of sampling known as convenience sampling was utilized in order to obtain information from customers who were both eager to participate in the survey and easily available. Pearson's correlation coefficient was utilized in order to investigate the relationship that exists between the various characteristics of packaging and the purchasing behavior of consumers.

5. DATA ANALYSIS AND INTERPRETATION

MANN-WHITNEY TEST

Null Hypothesis (Ho): There is no significant difference between the mean rank of Married and Unmarried respondents regarding the Impact of product packaging influencing the beneficiaries for choosing Star Royal Distributors.

Impact of product packaging	Mean Rank		Z Value	P Value
	Married	Unmarried		
Visual Appeal	53.66	49.86	-0.648	0.517

Information on Packaging	53.31	50.13	-0.542	0.588
Brand Recognition	55.92	48.15	-1.325	0.185
Eco-Friendly Packaging	53.16	50.24	-0.498	0.619
Convenience and Functionality	53.83	49.73	-0.698	0.485
Packaging Quality	49.36	53.12	-0.639	0.523
Overall Impact	56.69	47.56	-1.563	0.118
Packaging	56.60	47.63	-1.528	0.127
Loyalty	51.85	51.23	-0.105	0.916
Pricing	46.44	55.34	-1.512	0.130
Buying Behaviour	47.59	54.47	-1.178	0.239

Since the p-value is more significant than 0.05, the null hypothesis is accepted at 5% significance level. Therefore, it was concluded there is no significant difference between the mean rank of Married and Unmarried respondents regarding the Impact of product packaging influencing the beneficiaries for choosing Star Royal Distributors.

KRUSKAL WALLIS TEST

Null Hypothesis (Ho): There is no significant difference among the mean ranks of the age groups of the respondents with regard to the factors influencing the choice of Star Royal Distributors.

Particular	Age of the respondents					Chi-square value	P value
	Under 18	18 - 24	25 - 34	35 - 44	45 and above		
Visual Appeal	61.33	48.00	50.61	49.24	55.53	1.377	0.848
Information on Packaging	61.50	45.67	52.50	56.74	49.45	2.153	0.708
Brand Recognition	20.50	50.00	51.54	53.56	53.90	3.727	0.444
Eco-Friendly Packaging	39.00	57.10	47.46	56.44	47.82	2.932	0.569
Convenience and Functionality	38.00	54.19	53.15	46.90	53.53	1.642	0.801
Packaging Quality	49.67	52.38	54.83	44.72	54.17	1.899	0.754
Overall Impact	48.17	49.86	52.15	51.30	52.65	0.164	0.997
Packaging	46.50	55.81	45.30	55.50	50.40	2.068	0.723
Loyalty	35.00	49.29	55.30	56.26	47.82	2.580	0.630
Pricing	32.67	49.17	54.43	51.68	52.62	1.635	0.802
Buying Behaviour	47.17	53.21	48.93	49.54	54.33	0.711	0.950

The result of the Kruskal Wallis Test reveals that the P value is more significant than 0.05, and hence null hypothesis is accepted at a 5% level of significance. Therefore, it was concluded there is no significant difference among the mean ranks of the age groups of the respondents with regard to the factors influencing the choice of Star Royal Distributors.

CORRELATION ANALYSIS

Null Hypothesis (Ho): There is no relationship between the dimensions of Loyalty and Buying behavior at Star Royal Distributors.

Relationship	Visual Appeal	Information on Packaging	Brand Recognition	Eco Friendly Packaging	Convenience and Functionality	Packaging Quality	Overall Impact	Packaging	Loyalty	Pricing	Buying Behaviour
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Visual Appeal	1										
Information on Packaging	-0.045	1									
Brand Recognition	0.051	0.180	1								
Eco Friendly Packaging	0.018	-0.033	0.134	1							
Convenience and Functionality	0.010	0.044	0.074	0.107	1						
Packaging Quality	-0.142	-0.017	0.088	-0.098	-0.018	1					
Overall Impact	-0.028	-0.150	-0.74	-0.052	0.011	0.055	1				
Packaging	0.206	0.109	0.094	-0.068	0.026	-0.148	0.038	1			
Loyalty	0.066	0.103	0.180	-0.009	0.216	-0.044	0.024	0.031	1		
Pricing	-0.120	0.090	0.074	-0.065	-0.064	0.253	0.032	-0.012	0.083	1	
Buying Behavior	-0.019	0.026	0.053	-0.142	-0.004	0.024	0.016	0.086	0.113	-0.114	1

The correlation coefficient between Buying behavior and loyalty is 0.113, indicating a strong and positive relationship between the dimension at 1% significance level. Besides, the P value is less than 0.05, and hence, the null hypothesis is rejected. Therefore, it was concluded that there is a positive relationship between the dimensions of Loyalty and Buying behavior at Star Royal Distributors.

6. DISCUSSION AND CONCLUSION

The study investigated how product packaging affects Star Royal Distributors customers' views and purchase behavior, focusing on Visual Appeal, Packaging Information, Brand Recognition, and Eco-Friendly Packaging. Customer loyalty correlated with purchase behavior (0.113), but weakly. This suggests that loyalty can boost purchasing habits, even if the effect is small. Customer loyalty strategies like packaging and personalization may boost sales. To enhance consumer engagement, Star Royal Distributors should enhance their packaging's aesthetics and usefulness to align with their beliefs and sustainability. Use interactive elements like QR codes or AR to improve client experience. For bulk purchasers, packaging should be user-friendly and incorporate features like handles or resealable alternatives. Corporate clients can receive customized packaging to identify their brand. Brand identity can be strengthened by consistent product design, and eco-friendly practices can attract environmentally concerned consumers. Seasonal packaging, feedback, and clear product benefits will increase consumer loyalty and sales. At Star Royal Distributors, product packaging influences consumer purchase behavior, according to the study. Packaging design, sustainability, and functionality influenced consumer decisions, especially in B2B. Eco-friendly and unique package designs boost brand

awareness and customer loyalty. Resealable, portable packaging boosts consumer happiness. To boost customer engagement and repeat purchases, the study suggests using sustainable materials, QR codes, and personalized packaging for corporate clients. Further research should examine packaging's emotional impact and customisation across sectors.

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