



Journal Homepage: -www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI:10.21474/IJAR01/13024
DOI URL: <http://dx.doi.org/10.21474/IJAR01/13024>



RESEARCH ARTICLE

IMPACT OF PACKAGING ON CONSUMER BUYING INTENTION: A CASE ON PAPER BOAT

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Manuscript Info

Manuscript History

Received: 15 April 2021
Final Accepted: 18 May 2021
Published: June 2021

Key words: -

Consumer, Buying Intention, Product, Packaging, Positioning

Abstract

The main theme of the study is to investigate and testify how product packaging in businesses helps in influencing the consumer perception and buying intention as a whole. It is also to keep a track of all the possibilities which go in favour of businesses which in the end determines their success of product packaging. Packaging means keeping in mind the important factors to help in determining how well the product would be experienced by people in the primary level and in the secondary objective to ensure the safety and shelf life of the goods (increasing longevity of the product). Though often ignored for not being a major P in marketing, ignoring it leads to bad image of product people associate it with the product. Under the motto of first impression lasts long Packaging has its own subset of P's. The product showcased here is Paperboat whose ideal packaging technique and unique product positioning brought about immense success in the market and still intrigues the consumer till date. The target population is people residing in different parts of Odisha, India who have used Paperboat at least once in a lifetime.

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Introduction:-

In this fast-moving world where FMCG companies use different strategies to try and create an ideal image of their product in the minds of the customer packaging plays an important role in setting the first benchmark for differentiating a product from its competitors. It's not new that companies use different packaging techniques to attract the customer, but also company develops a packaging which is appealing as well as efficient so that the company can easily become the market leader.

Environmental problem is increasing nowadays be it global warming or increased carbon footprint in nature, leading many countries to take drastic measures like banning plastic packaging for which it is a major challenge for companies to develop a reliable means of packaging which is attractive yet nature friendly as customers too are aware while choosing products that are eco-friendly and even expect the company to behave in that manner (eco-friendly).

Since 1980s people have started preferring products which had minimum effect on the environment and such drastic change in the consumer behaviour posed a threat for many companies. "The relationship between the environmental awareness and its products related to it is directly proportional as the environmental awareness increases the demand

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for more and more eco-friendly products" (Green and Pelozo, 2011). (As per Saha and Darton, 2005) companies would see their like their customers to see their product as an eco-friendly product.

Advertising helps in changing buyer perception about the product but what actually leads to buyer intention is actually packaging, often people feel an impulse to buy a product instantly if the packaging intrigues, then on that aspect decide to go for a product.

What companies usually do is endorse a cartoon or a celebrity to promote their product by printing their image on their product and this is a well-known tactics to attract children and teenagers and by this way they can cater to the needs of people of different age segments.

The potable business has crowded the Indian market which uses plastic bottles for the packing. This creates tons of environmental issues for our country. Hector Beverages in 2011 introduced Paper Boat Associate- ethnic potable fruit juices with multiple flavours. One among the eco friendly elements is that the packing that it is eightieth of paper substance. The potable market is crowded with tons of players like Coca-Cola, PepsiCo, Dabur etc. and in order to compete with them on a more eco friendly note the business introduced the pack. Also, in order to avoid plastic wastes well. Several of the soft drinks customers are concerned they should not get something that is harmful to the environment. Paper boat is differentiated with their packing. This created impact in the client's mind, that the paper boat is eco-friendly product. inexperienced image for the paper boat drink can increase the sales principally from the client UN agency concerning the surroundings, nowadays client are a lot of concern regarding the merchandise that they get through their packing paper boat will bring increase the environmental concern within the mind of the client.

Objectives:-

Paper boat with their packing style created a distinction within the product segment and helped them to make fresh image. This paper aims to find out how fresh image affects the acquisition frequency of the people of paper boat beverage. Fresh image refers to the image that the product created within the mind of the shopper as associate eco-friendly product. The main objective of the study is to:

1. Identify the perceived new image of the Paper boat drink.
2. To identify the shopping for frequency of the Paper boat product.

Literature Review:-

Olayinka and Aminu (2006) see packaging as all activities of designing and producing the container or wrapper for a product. Kottler (2003) defines packaging as all materials products used for the containment, protection, hard delivery, and presentation of goods. Packaging is protecting products for distribution, storage, sale and use, 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 information and sell. It is fully integrated into government business, institutional, industry, and personal use (Diana, 2005).

A picture folder / icon, exercise lesson and symbols over the packaging which induce the appetite of food like products (Klimchuck & Krasovec, 2007). All that material which are often used in package design and structure have effect on the consumer emotions, perception to quality and buying behavior while Consumer like the material of package which is environment friendly (Smith, 1993; Shimp 2000). Information about benefits, key inputs used in product and its effects over health and environment is also printed over packaging (Shimp, 2000).

It helps to create the trust and build the relationship among the consumers (Klimchuck & Krasovec, 2007). In the marketing packing is most important thing for any product because some time only packaging attract the consumer and they purchase product due to attractive packaging (Sauvage 1006) argue that packaging shape of the product make image of product Underwood et al 2001 noted that packaging picture is important as compare to the verbal communication because they provide more increasing and also attract the consumers (underwood 2003) suggest that some time consumer purchase the product due to their color because they give some meaning to the different color.

Types of Material Used in Packaging

Paper

One method of setting bundles into classifications is to depict them as adaptable, semi adaptable, or unbending. Adaptable bundling incorporates the paper sacks that canine food comes in, the plastic packs that hold potato chips and the paper or plastic sacks in which we convey home our buys. An illustration of semi-adaptable bundling is the paperboard boxes that grain, numerous other food items, little family things, and many toys are bundled in. For some non-food things, the bundling is made more unbending by shaped pressing materials that slip inside the case and hold the item and its extras or parts set up.

Glasses

The date is well known when the production of glass began in 7000 B.C. as a branch of ceramics, it was first industrialized in Egypt in 1500 B.C. Produced using base materials (limestone, pop, sand and silica), which were in ample inventory, all fixings were just liquefied together and formed while hot. Since that early revelation, the blending communication and the fixings have changed practically nothing, however the trim methods have advanced significantly. Methods of glass making was refined so that the costs would be diminished. Owens created the primary programmed rotational container making machine. Out of nowhere, glass compartments, everything being equal, and sizes turned out to be monetarily alluring for shopper items, glass holders ruled the market for fluid items. As a kind of "inflexible bundling," glass has numerous operations today. High weight, delicacy and cost have decreased the glass markets for metal and plastic compartments. All things considered, for items that have an excellent picture and a craving for high flavour or fragrance assurance, glass is a successful bundling material.

Metals

Old boxes and cups, produced using silver and gold, were excessively significant for basic use. Metal didn't turn into a typical bundling material until different metals, more grounded amalgams, more slender measures and coatings were in the long run evolved. One of the "new metals" that permitted metal to confounded in bundling was tin. Tin is an erosion safe metal, and ounce-for-ounce, it's worth is practically identical to silver. The term 'metal can' alluded to a tin-plated iron or steel can and was viewed as a modest thing. Today many actually allude to metal jars as 'metal jars'. In 1764, London tobacconists started selling snuffing metal canisters, another sort of the present "unbending bundling." But nobody was able to utilize metal for food since it was viewed as toxic. Albeit business foils entered the market in 1910, the principal aluminium foil compartments were planned in the mid-1950s while the aluminium can show up in 1959.

Plastics

Plastic is the freshest bundling material in correlation with metal, glass, and paper. Albeit found in the nineteenth century, most plastics were saved for military and wartime use. Plastics have become vital materials and a wide assortment of plastics have been created over the past 170years. Several plastics were found in the nineteenth century: styrene in 1831, vinyl chloride in 1835, and celluloid in the last part of the 1860s. In the meantime, polyethylene film wraps were held for the military. In 1933, films secured submarine phone links and later were significant for World War II radar links and medication tablet bundling. Different cellophanes and straightforward movies have been refined as external wrappings that keep up their shape when collapsed. Initially clear, such movies would now be able to be made misty, shaded or embellished with designs. Perhaps the most usually utilized plastics is polyethylene terephthalate (PETE). This material just opened up for compartments during the most recent twenty years with its utilization for drinks entering the market in 1977. By 1980, nourishments and other hot-fill items, for example, jams could likewise be bundled in PETE.

Types of Packaging

Bundling TYPES Protecting merchandise is vital. Food, gadgets, garments, furniture and other buyer products all come in bundling intended to secure them during transportation and capacity. There are various kinds of bundling arrangements and materials. Bundling can be standard or specially crafted, for example. Paper and Carton Packaging: Paper and container bundling is utilized for various kinds of products (food, hardware, toys, shoes, kitchenware and significantly other bundling materials). Paper and container bundling organizations produce wrapping paper, expanded paper, sheets, boxes, tubes, beds, interlayer's, corners edges and custom defensive frameworks (contingent upon the measurement and state of the stuffed great, the container is sliced and displayed to fix and ensure the item). Film Packaging: There are different sorts of movies utilized in the bundling business, most generally polyethylene (PE), polypropylene (PP), polyolefin and polyvinyl chloride (PVC) films. The movies generally please a roll and are utilized to wrap merchandise, cover merchandise, secure boxes and make other

bundling items (like packs, tubes, bubble wrap and sheets. Material Packaging: Textile sort bundling is appropriate for different merchandise and offers a decent insurance than different kinds of bundling accessible. Material metal holders are extremely hearty in keeping the item more secure and causing it from getting ruined. Plastic Boxes and Containers: Plastic boxes and holder are utilized in each sort of industry. For instance, in the food business there are plastic compartments for products like ketchup, yogurt, milk and squeezes. Plastic boxes are chiefly utilized for moving products and are reusable. They can be stacked, collapsed when you want to save extra room and reuse.

Variables Influencing Packaging Decisions

Packaging choices are significant for a few reasons including:

1. **Bundling** is utilized to shield the item from being damaged during conveyance and taking care of, and to maintain a strategic distance from waste if the item is presented to air or different components.
2. **Perceivability** - Packaging is a vital advertising system to tweak your item according to the customer so that it is appealing to them.
3. **Added Value** - Packaging plan and design can increase the value of an item. For example, advantages can be acquired from bundle structures that make the item simpler to utilize while elaborate plans can make the item more alluring to display in the customer's home.
4. **Cost**- Packaging can address a huge segment of a product's selling cost. Growing new bundling can be amazingly costly. Bundling ought to be done in a keen manner to keep away from cost however much as could be expected.
5. **Long haul Decision**-When organizations make another bundle it is regularly with the goal of having the plan for an all-inclusive timeframe. Changing bundling all the more regularly may hurt the picture of the item and furthermore the brand.
6. **Natural or Legal Issues**-Packaging choices should likewise incorporate an evaluation of its ecological effect. Bundles that are not effectively bio-degradable could draw client and potentially administrative concern. Bundling use packaging is regularly scrutinized on the grounds of cost and of being a misuse of normal assets and energy. The food bundling industry has consistently been restless to ration assets because of financial pressing factors. This has been accomplished by utilizing less bundling material, or by going to less expensive, more bountiful materials. Moreover, reusing and bundle reuse/topping off plans have presented less waste which in turn is useful for the nature.

Company's Background and History

Paperboats' story began in the year 2009 when its parent organisation "Hector Beverages" was set up by Neeraj Kakkar, Neeraj Biyani, SuhasMisra and James Nuttal. The first product was a protein drink called Frissa, then extending the brands' portfolio it launched an energy drink brand called Tzingawhich was launched in 2011. In March 2013 the company launched their brand Paperboat which was a one of a kind fruit pulp based drink which aimed at bringing back old drinks into the modern world. The initial idea of the drink came during the lunch hour when one of the founders used to bring a bottle of Aam panna made by his mother. Then it was soon enough the idea went through several discussions and brainstorming and the brand of Paperboat was born.

The brands' first product was Aam Panna and Jal Jeera drinks and further it went on to introduce a wider range of ethnic drinks to its portfolio which included Aam Ras, Chilled Rasam, Kokum, ChilliGauva and Jamun Kala Khatta.

To increase the consumption among the people and increase sales of the brand it launched 500ml Tetra Prisma Aseptic (TPA) packs of its two most popular drinks Aam Ras and Anar further in 2017 these packs were discontinued when the company introduced its 1liter packs which catered to multiple serves at a time.

Well by all it was clearly evident of the fact that Paper Boat wanted to bring about a change in the ethnic drinks and foods segment in new and modern packaging and it recently in 2020 it partnered up with Accenture to expand its offerings of different authentic tastes.

Going with the tagline of Drinks and Memories the company has a present brand value of about INR 876 Cr(\$ 130.2mn)

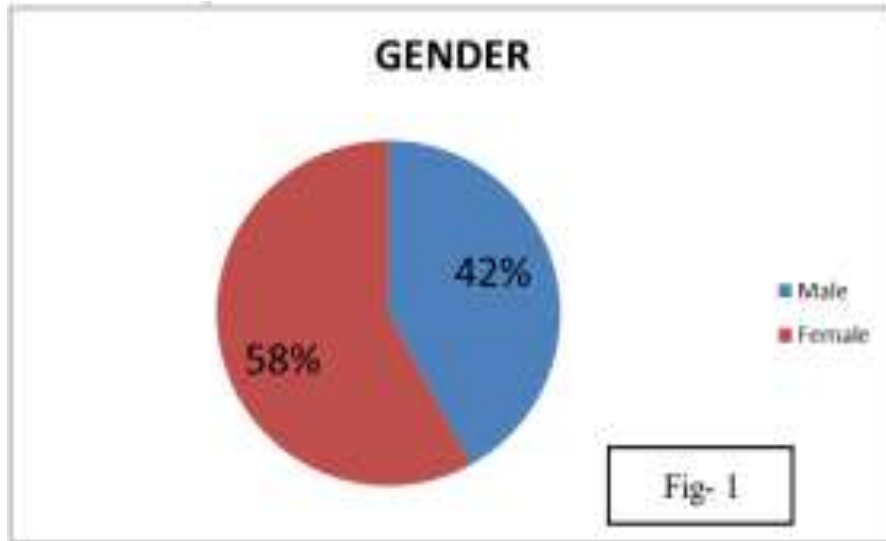
Research Methodology:-

To start our research, we went through other previously published reports and found out many important facts and figures. From which keeping it the base I set the objectives for the research from which the set of questionnaires was formed questioning the dimension and the range of service associated with the advertising shown on television

media. After discussing with the concerned faculty guide, I decided to go for primary data collection using the survey method.

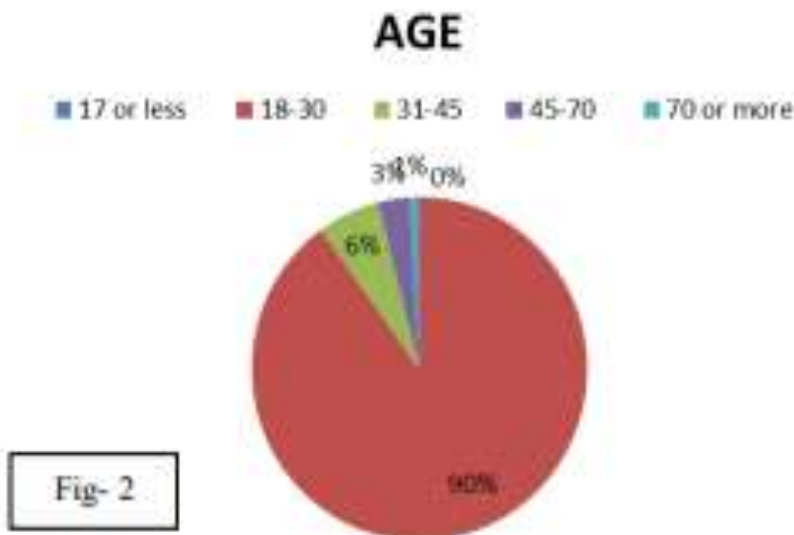
The research is focused in finding out certain aspects and help in the fulfilment of the objectives on consumer buying behaviour of our beverage Paperboat on the consumer market of Odisha, Bhubaneswar (India). The sample size of our research is 80 which consists of people who mostly shop for daily essentials and some distributors who sale the product. The mode chosen was questionnaire distributed among them containing about 10 questions.

While framing the questions it was kept in mind that the consumption the attractiveness the questions addressed to such attributes. Further one to one discussions were done with some people to get their valuable input on the topic.

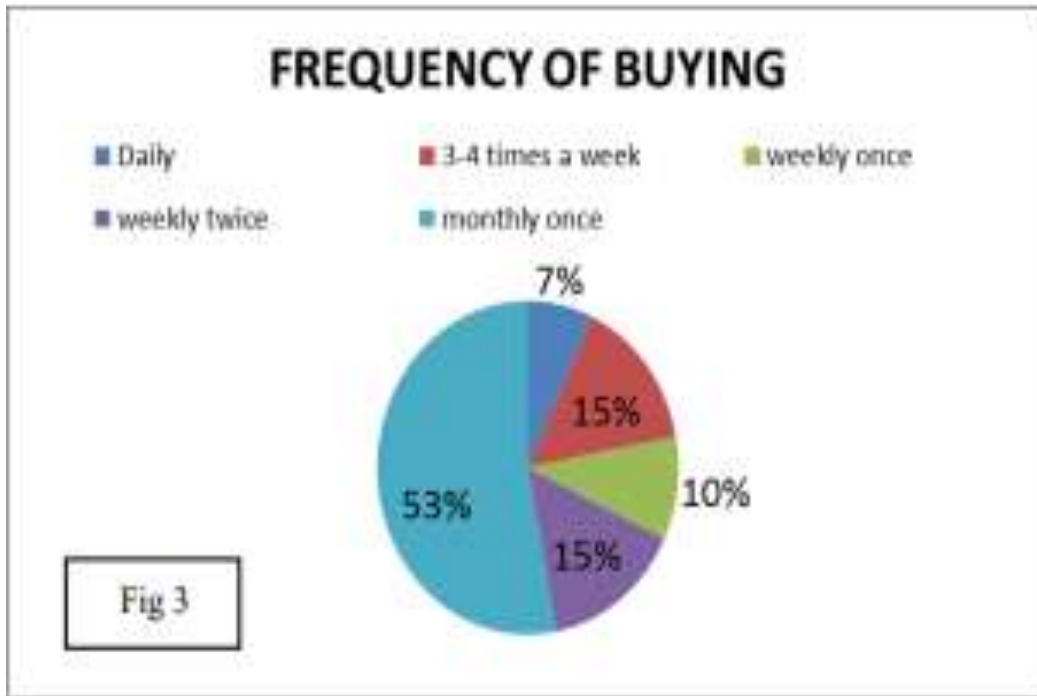


The majority of the people in our survey were found to be females which consisted of about 58% of the total population and men with 42% of the total participants.

As per the general overview usually women while shopping add such juice and other beverages into their shopping list so taking an opinion from them would be more appropriate in knowing their views.



The age of the people who participated in the survey were mostly between 18-30 which were about 90% followed by 31-45 who were 6% and so on. Age plays an important factor in positioning of the brand here as the young masses prefer a reliable juice brand which is modern yet reminds them of their good old days. And attracting them by innovative packaging is necessary as they are the ideal customer for the beverage industry.



In our survey it was found out that most of the participants buy paper boat at least once in a month which constituted about 53% of the total followed by weekly twice 15% and other 15% chose the drink 3-4 times a week, weekly once 10% and 7% consumed the drink every single day. We can just imagine how immensely popular our brand really is and as people go for it more often than other soda counterparts.

From further investigation we found that on an average a shopkeeper sells about 6-10 packets pf paper boat on daily basis and due to good packaging, the shelf life is extended so they tend to stock up on their product.

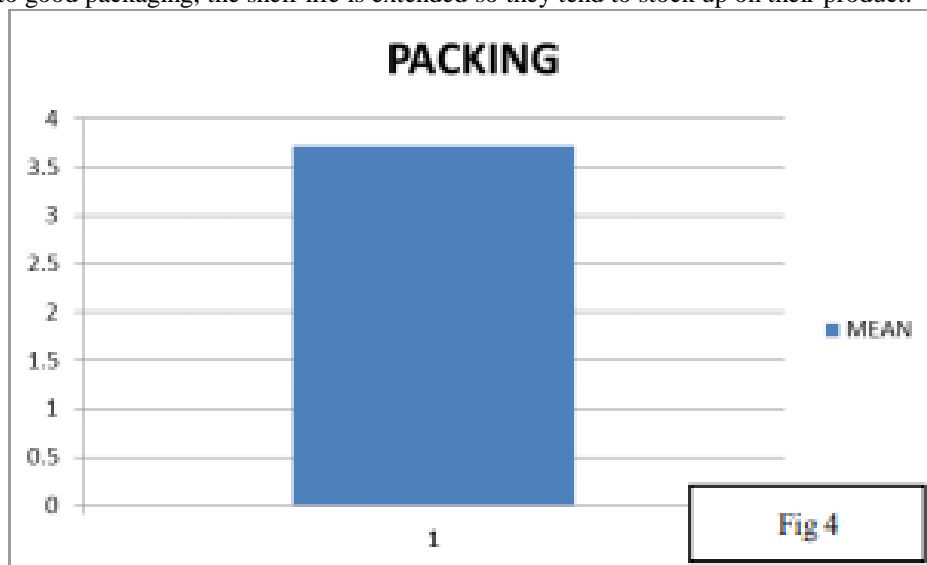
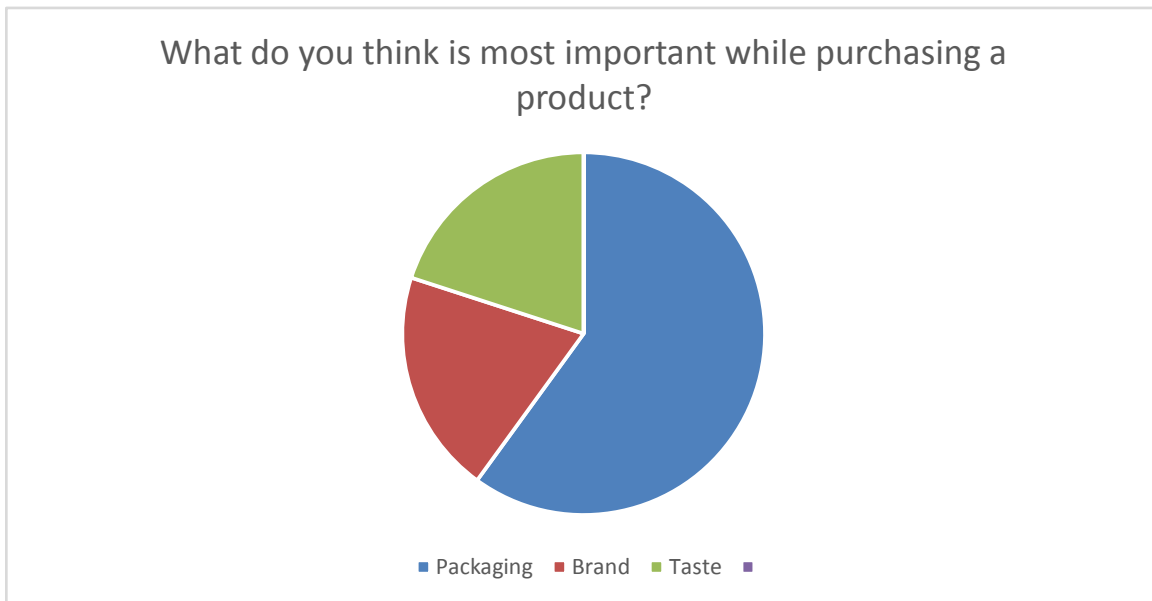


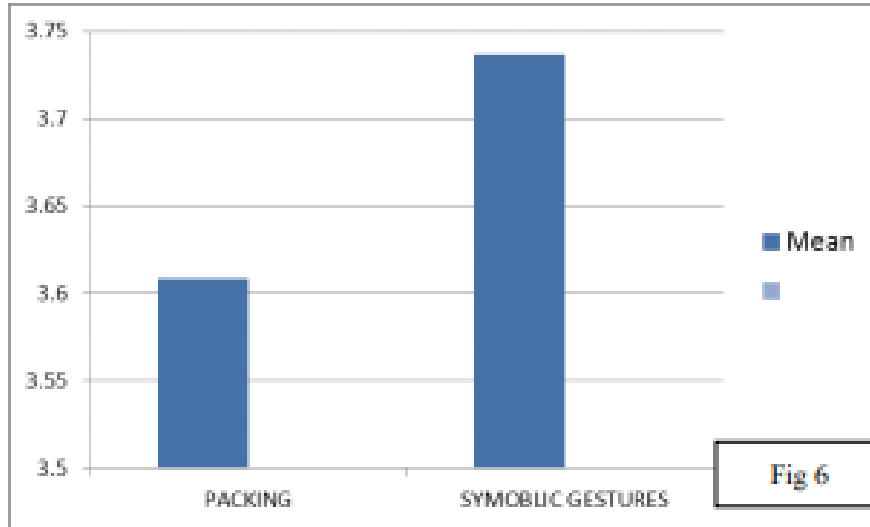
Fig 4 here shows the mean of females who thought packaging played an important role in the success of paper boat as a fruit pulp-based drink. The trendy pouch allowed them to take sips and enjoy the drink slowly. The Mean was found to be 3.75.



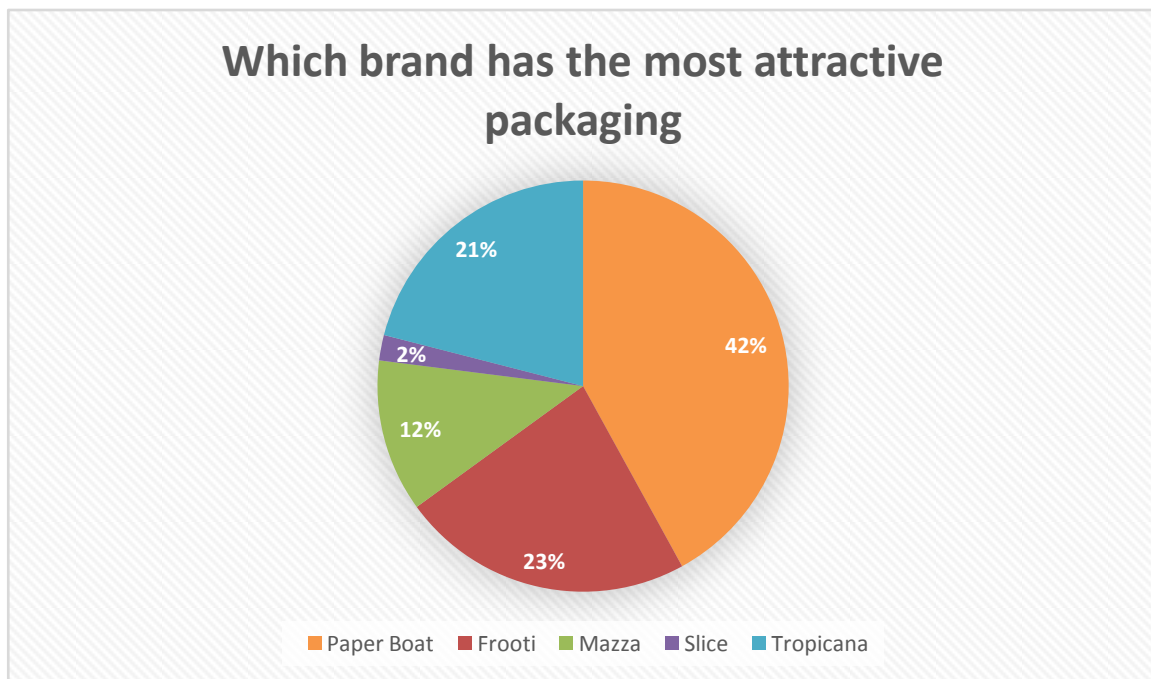
Fig 5 here shows the mean of males who thought packaging played an important role in the success of paper boat as a fruit pulp-based drink. The trendy pouch allowed them to take sips and enjoy the drink slowly. The Mean was found to be 3.5. Though men bought the drink more but women gave attention to minute details and upon further investigation it was found our women also carried Paper Boat drinks in their hand-bags due to its portable design.



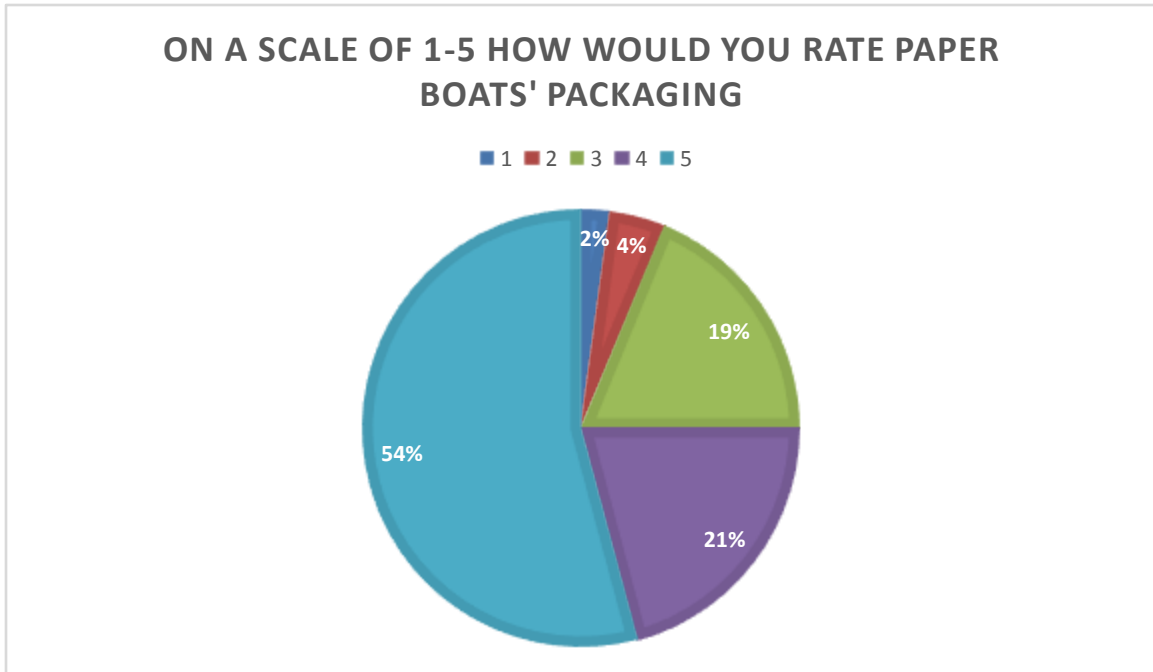
This question was put up to ultimately test what made the consumer to make the final purchase decision. It was found out that packaging stood at top at 60% of the participants feeling it was the most necessary aspect. Followed by Brand at 20% and Taste of the product at 20%. This really shows how important is the packaging of the product in deciding the sales. For Example: if a customer is interested to buy the product but during the purchase, he sees the products' seal or other abnormality due to external damage, he/she would immediately switch over to some other brand of product that is available to his disposal.



In this Fig 6 it answers the question that in packing do the people also look for the symbolic gesture. The mean of the people opting for it was about 3.74 and people who thought only packing was enough the mean was about 3.61. Its quite evident that the symbolic gesture, about what your product is actually showcasing matters a lot along with the packing.



In this question people were to choose from a given set of popular juice-based drinks available in the Indian market Paper boat came in the top with about 42% of the people voting for it followed by Frooti at 23% and Tropicana with 21% making them a close competitor whereas Mazza had 12% and Slice with 2%. It can really be seen that to be in the eyes of the consumer companies really have to make something different.



People were asked to give their satisfaction level of the current packaging of Paper Boats drinks in which the result was quite satisfactory the company can rest assured as 54% of the total gave it a whopping 5 stars rating, followed by 21% of 4 stars and so on. People are quite content on having Paper Boats' packaging. Given Below are some of the innovative packaging of Paper Boat:





In the above we could easily see the parent brand of Tzinga and on its product design but different marketing strategy and packaging Paper Boat was actually launched they don't even leave the bottom empty (as seen in the image above) often filling it with quirky quotes or lines to further amuse the consumers.

Top 5 Packaging Companies in India

Litmus Branding is a promoting and publishing organization settled in Gujarat, India. Litmus Branding all around the world offers inventive brand foundation and correspondence answers for brands to interface with their shoppers on both disconnected and online stages for very nearly twenty years.

Strengths:

Strategic Brand Communication, Packaging Design, Corporate Identity, Branding Identity, Brochure Design, Logo Design, Web Design, Digital Marketing, Brand Strategy, and Brand Storytelling.

DesignerPeople is a brand and bundling plan office serving 1000+ fulfilled customers for a long time. With their innovative planners, they have set up themselves as the best plan studio in India. DesignerPeople looks to give a wide scope of administrations from brand improvement to successful computerized advertising and imaginative item bundling plans.

Strengths:

Graphic Design, Packaging Design, Branding, Business Promotion, Corporate Branding, Logo Design, Stationery Design, Design Solutions, SEO, PPC, SEM, Web Design, Website Development.

What a Story is an inventive office means to help business visionaries, brands and organizations to take their endeavor at the following level and building their visual correspondence more powerful to expand the item deals. We are specialists on the whole the kinds of bundling configuration relying upon the size and state of the item and give time-effective, cost-proficient and exceptional bundling plan for any item.

Strengths:

Logo Identity, Packaging Design, Photography, Printing Services, Marketing Collaterals, Explainer Videos, Ad films, Branding – Advertising, Website Design and Development.

Buttercup Advertising Studio is a brand counseling organization situated in Gujarat, India. Buttercup expects to give the most awesome aspect its plans for item bundling. They have a pool of prepared creators who have faith in understanding what your image depend on through Media and Marketing Solutions.

Strengths:

Logo plan, Graphic plan, Brochure plan, Website configuration, Packaging configuration, Branding

Whyletz is an essential marketing organization and innovative studio building brands individuals love. They give across the board marketing answers for the organizations, new companies, associations, and non-benefits to set up their image or bring them into the following level.

Whyletz keeps aptitude in conveying customized arrangements that assist the brand with developing. They offer administrations from conceptualization to promoting materials of a brand in entirety.

Strengths:

Strategic Branding, Branding Design, Package Design, Web Design and Development, Retail Branding and Store Design, Brand Management and Consulting, Digital Media Marketing, and Social Media Marketing.

Role of Packaging in Consumer Decision Making (Suggestion)

Job of Packaging on Consumer Buying Behaviour Limited Decision-Making Buying item incidentally. At the point when you need to acquire data about new brand in a recognizable item classification, maybe. Requires a moderate measure of time for data gathering. Models incorporate Clothes- - realize item class however not the brand. Broad Decision Making Complex high inclusion, new, costly as well as rarely purchased items. Serious level of monetary/execution/mental danger. Models incorporate vehicles, homes, PCs, schooling. Invest a ton of energy looking for data and choosing. Data from the organizations MM; companions and family members, store staff and so forth Go through each of the six phases of the purchasing cycle. Drive purchasing, no cognizant arranging. The acquisition of a similar item does not generally evoke a similar Buying Behaviour. Item can move starting with one class then onto the next. For instance: Going out for supper for one individual might be broad dynamic (for somebody that does not go out frequently by any means), yet restricted dynamic for another person. The explanation behind the supper, regardless of whether it is a commemoration festivity, or a feast a few companions will likewise decide the degree of the dynamic. Classifications that Affect the Consumer Buying Decision Process A customer, settling on a buy choice will be influenced by the accompanying three variables.

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