

**A STUDY ON THE IMPACT OF PACKAGING ON THE
CONSUMER BUYING BEHAVIOUR WITH RESPECT TO
CONFECTIONERY ITEM WITH REFERENCE TO
KOTTAYAM CITY**

*Project work submitted to Mahatma Gandhi University, Kottayam in partial
fulfilment of the requirement for the award of*

Bachelor's Degree in Commerce

Submitted by

JESWIN MATHEW (Reg.No.170021083262)

JOHN C JOSEPH (Reg.No.170021083270)

FARDAN BIN YUSAF (Reg.No.170021083250)

ATHUL JP (Reg.No.170021083237)

Under the Guidance of

Ms. SHILPA MARY JOHN

(LECTURER)



SAINTGITS

COLLEGE OF APPLIED SCIENCES

KOTTAYAM, KERALA, INDIA

PG DEPARTMENT OF COMMERCE

2019-2020



SAINTGITS
COLLEGE OF APPLIED SCIENCES
KOTTAYAM, KERALA, INDIA

Pathamuttom, Kottayam
Kerala, India-686532
Te:0481-2433787
Mob:954432772

Date:

CERTIFICATE

*Certified that this is a bonafide report of the project work undertaken by
**JESWIN MATHEW , JOHN C JOSEPH , FARDAN BIN YUSAF ,
ATHUL JP** of B.Com Semester VI, in partial fulfilment of the requirements
for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi
University, Kottayam under my supervision and guidance.*

Faculty - in- Charge

Countersigned

Principal

Head of the Department

DECLARATION

I do hereby declare that the project titled “A STUDY ON THE IMPACT OF PACKAGING ON THE CONSUMER BUYING BEHAVIOUR WITH RESPECT TO CONFECTIONARY ITEM ” is a bonafide report of the project

*work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of Ms. **SHILPA MARY JOHN** ,Lecturer, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

Pathamuttom

JESWIN MATHEW

DATE :

JOHN C JOSEPH

FARDAN BIN YUSAF

ATHUL JP

ACKNOWLEDGEMENT

In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

*First and foremost, I thank the **Lord Almighty** who is the source of knowledge and one who guided me in all aspects to bring out this project.*

*I thank **Prof. M.C. Joseph, Principal** and **Mr. Anish B Bhaskaran, Assistant Professor and Academic Co-ordinator of Department of Commerce, Saintgits College of Applied Sciences** for their valuable support and encouragement in the preparation of the project.*

I take this opportunity to express my profound sense of gratitude to my guide

***Ms. SHILPA MARY JOHN**, Lecturer, Department of Commerce, Saintgits College of Applied Sciences for the valuable guidance, advice, inspiration, constant encouragement and constructive criticism given throughout the study.*

I express my sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable help.

I thank all my friends who have directly or indirectly helped me in completing this work.

Pathamuttom

*Date:***FARDAN BIN YUSAF**

JESWIN MATHEW

JOHN C JOSEPH

ATHUL JP

CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	LIST OF TABLES	6
	LIST OF FIGURES	7
1	INTRODUCTION	8-13
2	THEORETICAL AND LITERATURE REVIEW	14-33
3	DATA ANALYSIS AND INTERPRETATION	34-54
4	FINDINGS, SUGGESTIONS & CONCLUSION	55-58
	BIBLIOGRAPHY	59
	APPENDIX	47-51

Table	Table name	Page no
Table 3.1	Age of respondents	35
Table 3.2	Classification on the basis of qualification	36
Table 3.3	Annual income	37
Table 3.4	Buying behavior	38
Table 3.5	Willingness to pay extra on attractive package	39
Table 3.6	Preferences	40
Table 3.7	Influence on purchase	41
Table 3.8	Influence on confectionery products	42
Table 3.9	Label before purchasing	43
Table 3.10	Opinion on better packed product	44
Table 3.11	Place preference of purchase	45
Table 3.12	Preferences of plastic packages	46
Table 3.13	Information about buying a food product	47
Table 3.14	Switching of brands	48
Table 3.15	Features of brand influence	49
Table 3.16	Reuse or not	50
Table 3.17	Considering	51
Table 3.18	Relationship between quality and price	52
Table 3.19	Concentration on innovative products	53
Table 3.20	Preference in design packaging	54

Figure	Figure name	Page no
FIGURE 3.1	Age of respondents	35
FIGURE 3.2	Classification on the basis of qualification	36
FIGURE 3.3	Annual income	37
FIGURE 3.4	Buying behavior	38
FIGURE 3.5	Willingness to pay extra on attractive package	39
FIGURE 3.6	Preferences	40
FIGURE 3.7	Influence on purchase	41
FIGURE 3.8	Influence on confectionery products	42
FIGURE 3.9	Label before purchasing	43
FIGURE 3.10	Opinion on better packed product	44
FIGURE 3.11	Place preference of purchase	45
FIGURE 3.12	Preferences of plastic packages	46
FIGURE 3.13	Information about buying a food product	47
FIGURE 3.14	Switching of brands	48
FIGURE 3.15	Features of brand influence	49
FIGURE 3.16	Reuse or not	50
FIGURE 3.17	Considering	51
FIGURE 3.18	Relationship between quality and price	52
FIGURE 3.19	Concentration on innovative products	53
FIGURE 3.20	Preference in design packaging	54

CHAPTER -1

INTRODUCTION

CHAPTER -1

Introduction

Today, in the world of advancement and technological development, the production and distribution of food products has led to a massive proliferation in the number and brands of food products available on the market which have increase in brand parity within a product category that means that when brands become similar and difficult to differentiate from the other product, consumers may face difficulty in selecting which brand to purchase. Therefore, food producers need to differentiate their products from similar type of product from other competitor. Consumers often look at the packaging of the products which is an aid in the purchase decision making process. Products are developed and indeed are expected by consumers to taste good; therefore, it is not astonishing that consumers will increasingly make their initial choices based on aesthetic value (Schmitt and Simonson, 1997; Dumaine, 1991). The question commonly faced by many food retailers is that how they will differentiate their product from competitor products. During the 1980s, UK food retailers began to enhance the pack design of their products which ultimately discovering that improvements in packaging design and product quality enabled them to compete directly with food manufacturers.

In the competitive world of food retailing, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products and surprisingly few food retailers appreciate the power of packaging as a piece of direct communication. Packaging is the container for a product – encompassing the physical appearance of the Container and including the design, color, shape, labelling and materials used”. Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. Some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive

and experience the product. For products with low advertising support, packaging takes on an even more significant role as. For products with low advertising support, packaging takes on an even more significant role as the key vehicle for communicating the brand positioning.

Packaging performs seven main functions in connection with bakery products in general and confectionery goods in particular: physical protection, preservation, prevention from contamination, ability to be handled, change of shape, the provision of information and simple containment are critical to the success of all baked goods. This study examines each of these features and outlines how their needs can be satisfied by both traditional and more modern packaging materials.

Objectives of the Study

The objective of the study includes:

1. To study the impact of packaging on the buying decision of consumer on confectionery product.
2. To identify the features of packaging which attracts consumers towards confectionery products.
3. To illustrate the verbal impact of packaging on the consumer buying decision.
4. To investigate how product packaging can facilitate consumer trial purchase on confectionery product.

Significance of the study

1. This research will help to understand effects of confectionery packaging on consumer buying decision.
2. It helps to understand the packaging elements of a confectionery product and how it should be arranged to attract consumers

3. .This study also gives a way to deepen the knowledge about relationship between packaging and purchase of a confectionery product.

Scope of the study

There is a wide scope of the research on “ A study on the Impact of packaging on consumer buying behaviour with respect to confectionery products in Kottayam Town” because In today’s competitive world , companies and industries want to be successful and maintain their market presence for long terms and if they understand the buying intentions of consumer’s by using the product packaging as a key element , they can easily maintain themselves according to the current demands, wants and consumer’s preference and attract them towards a particular brands by establishing new strategies by understanding the importance of each factor of packaging’s.

Statement of problem

1. A number of small and large scale manufacturers have shown less concern to packaging their product effectively
 2. The ability to incorporate into packaging decision the right choice of material ,colour ,shape,design ,style ,size,and promotional information has been a major challenge facing marketing managers in the small and medium scale ventures.
 3. The inadequate budget devoted to product packaging that affect effectiveness packaging decision of organisation .
 4. It should be made in such a manner that it attracts the customer and hence the money allotted is not wasted
- There is no significant difference between the influences of packaging elements among different age groups.

- There is no significant difference between the willingness to pay extra on attractive package among different income groups
- There is no significant difference in the repurchase of confectionery product among male and female.

Research Methodology

Source of Data

Two main source of data used in the research are primary data and secondary data. The methodology adopted to achieve the project objectives includes descriptive research methods. The research is mostly based on primary data.

Primary Data:

The primary data are those that are collected freshly for the first time, and thus happens to be original in information. For this study, questionnaire is taken as primary data and the information is collected from consumers of confectionery products in Kottayam district through the use of direct survey and Google Forms.

Secondary Data:

The secondary data used for the study include professional journals and magazines, reports of projects and studies conducted by experts and online sources.

Sample Size:

Sample size denotes the number of respondents selected for the study. For the current study, 50 respondents were selected.

Sampling Technique

Convenience sampling is used for the study that relies on data collection from population members who are conveniently available to participate in study.

This would be the easiest and the most convenient way of recruiting the sources of the primary data.

Data Analysis and Interpretation

Collected data are going to be analyzed using following statistical tools.

Percentage analysis

Percentage are often used in data presentation to simplify numbers, reducing all of them to a '0' to '100' range. This tool is used to determine the percentage of respondents who favor a particular option and in contrast.

- **Graphs and Charts**

Classified and tabulated data are presented using various diagrams, etc. It is used to have a quick interpretation of data.

Limitations of the Study

Although the study was carried out with careful planning there are few limitations to it. They are as follows:

1. The sample size is restricted to 100 respondents.
2. It is difficult to know whether all the respondents gave accurate information.
3. Target respondents were only from Kottayam district.
4. Lack of cooperation by some respondents to the questionnaire

Chapterisation

The project report is organized into the following chapters:

1. Introduction
2. Theoretical Framework & Literature Review
3. Data Analysis and Interpretation
4. Findings, Conclusion and Suggestions

CHAPTER-2
THEORETICAL AND LITERATURE VIEW

CHAPTER 2

THEORETICAL FRAMEWORK & LITERATURE REVIEW

Confectionery items are commonly consumed by the populace and generally used for taste and desire and becoming very popular especially amongst children and youth. There are various types of confectionery items available in market i.e. cakes, pastries, doughnuts, candies, wafers, chips, chewing gum and chocolates. There are some leading industries in the field of confectionery products are Cadbury, Nestle, Perfetti, Wrigley, Parle and Amul etc. A package intended for sugar and chocolate confectionery has to perform several functions during distribution, storage and sales. Essentially, the package has to preserve the quality attributes of the product and afford protection against chemical and microbiological deteriorative reactions. For sugar confectionery items and chocolates, the major functional packaging requirements include protection from: a) Dust, dirt and other contaminating agents b) Moisture/water vapour pickup or loss resulting in sugar and fat bloom, stickiness, hardening and desiccation. c) Rancidity due to interaction with moisture and oxygen. d) Color and aroma loss and tainting. e) Physical damages like dusting, breakage and loss of shape. In addition to the above, the packaging material should be amenable to run well on machines, should be hygienic and do not cause any health problem. Currently the major addressable problem is that it should be eco-friendly and easy to use and dispose-off.

Consumer Buying Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to

understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

Consumer behavior entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities." The term, consumer can refer to individual consumers or organizational consumers. Consumer behavior is concerned with:

purchase activities: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services and payment methods including the purchase experience

use or consumption activities: concerns the who, where, when and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption units

disposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets

Consumer responses may be:

emotional (or affective) responses: refer to emotions such as feelings or moods,

mental (or cognitive) responses: refer to the consumer's thought processes, thei

Behavioral (or conative) responses: refer to the consumer's observable responses in relation to the purchase and disposal of goods or services.

As a field of study, consumer behavior is an applied social science. Consumer behavior analysis is the "use of behavior principles, usually gained experimentally, to interpret human economic consumption." As a discipline, consumer behavior stands at the intersection of economic psychology and marketing science.

Packaging

The Packaging refers to all those activities related to designing, evaluating and producing the container for a product. Simply, the box-like container, wherein the product is stored to protect it from any physical damage and at the same time attracting the customer through its appeal is called as packaging. Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company.

Kotler defines packaging as "all the activities of designing and producing the container for a product."

Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication.

History of packaging

Ancient era

The first packages used the natural materials available at the time: baskets of reeds, wineskins (bota bags), wooden boxes, fur, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc.

Modern era

Tinning

Tin plating process was discovered in Bohemia. In 1667 Andrew Yarranton, an English engineer, and Ambrose Crowley brought the method to England where it was improved by ironmasters including Philip Foley. By 1697, John Hanbury had a rolling mill at Pontypool for making "Pontypool Plates". The method pioneered there of rolling iron plates by means of cylinders enabled more uniform black plates to be produced than was possible with the former practice of hammering. Tinplate boxes first began to be sold from ports in the Bristol Channel in 1725. The tinplate was shipped from Newport, Monmouthshire. By 1805, 80,000 boxes were made and 50,000 exported. Tobacconists in London began packaging snuff in metal-plated canisters from the 1760s onwards.

Canning

With the discovery of the importance of airtight containers for food preservation by French inventor Nicholas Appert, the tin canning process was patented by British merchant Peter Durand in 1810. After receiving the patent, Durand did not himself follow up with canning food. He sold his patent in 1812 to two other Englishmen, Bryan Donkin and John Hall, who refined the process and product and set up the world's first commercial canning factory on Southward Park Road, London.

Paper-board packaging

Set-up boxes were first used in the 16th century and modern folding cartons date back to 1839. The first corrugated was produced commercially in 1817 in England. Corrugated (also called pleated) paper received a British patent in 1856 and was used as a liner for tall hats. Scottish-born Robert Gair invented the pre-cut paperboard box in 1890—flat pieces manufactured in bulk that folded into boxes. Gair's invention came about as a result of an accident: as a Brooklyn printer and paper-bag maker during the 1870s, he was once printing an order of seed bags, and the metal ruler, normally used to crease bags, shifted in position and cut them. Gair discovered that by cutting and creasing in one operation he could make prefabricated paperboard boxes. Commercial paper bags were first manufactured in Bristol, England, in 1844, and the American Francis Wolle patented a machine for automated bag-making in 1852.

20th century

Packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane overwraps and panels on cartons. These innovations increased processing efficiency and improved food safety. As additional materials such as aluminium and several types of plastic were developed, they were incorporated into packages to improve performance and functionality. In 1906 - Kellogg's Uses Cartons: The Kellogg Company was first to use cardboard cereal cartons. In 1908, Invention of Cellophane: Invented by Swiss textile engineer Jacques E Brandenberger in 1908 and patented in 1917. Preceded the age of plastics in packaging.

Later in 1926, plastics Injection: Eckert and Ziegler patent first commercial modern plastics injection moulding machine. As of 1934, Liquid Packaging breakthrough: Gable-top milk carton invented. In 1940 -1949, Frozen Food Packaging: Packaging developed for frozen food. In 1951, the Tetra Pack: Tetra Pack is founded, driven by the innovation of tetrahedron packaging invented by Erik Wallenberg. In 1952, Michigan State University - School of Packaging: Michigan State is the first institution to establish a School of Packaging in 1952 as a discipline within its Department of Forest Products, and then as an independent school in 1957. In 1954, Polypropylene is born.

In 1959, Pop-top aluminum can: ErmalFraze produces the first pop-top aluminum can. In 1960, Cans become widely available for the first time. Leads to the explosion of the soft drinks market. In 1966, Fair Packaging and Labeling Act - Introduced in the US. Requires labels on consumer products to state the identity of the product, the name of place of distributor, manufacturer and packager; and the net quantity of contents. In 1970 -1971 - The Recycling Symbol: Designed by student Gary Anderson in 1970, the now globally recognized symbol was an entry for a design competition run by the Container Corporation of America

As of 2003, the packaging sector accounted for about two percent of the gross national product in developed countries. About half of this market was related to food packaging. Packaging has begun with natural materials such as leaves. Serial production was later done with products such as weaved materials and pots. It is estimated that glass and wood packaging are being used for around 5000 years. In 1823 Englishman Peter Durand obtained the patent for the first metal packaging made from sheet metal "canister". Double stitched three piece can began to be used in 1900. Paper and cardboard have become important packaging materials in 1900s. With the invention of plastic, it started replacing paper as a packaging material. General use of plastics in packaging applications has started after World War 2. Polyethylene was produced in abundance during the war years and became an easily found material in the market right after the war. In the beginning it replaced the wax paper used in bread packaging. The growth in plastic packaging been replaced by more suitable and economic materials such as glass, metal, plastic, paper and cardboard. During those years packaging was used only for transport and storage, but with these new materials it has also begun to advertise the product. So now packaging is part of marketing policy. This is because packaging creates the distinction between the same types of products sitting side by side on shelves.

Glass Packaging from Egypt to Present Day

Glass packaging first begun to be used in 1500 B.C in Egypt. Glass, first seen used as a pot, was being mixed with melted limestone, soda, sand, silicate and shaped into glass packaging. Around 1200 B.C pots and mugs started to be made from molded glass. After the invention of the blow pipe in 300 B.C by the Phoenicians, the production of completely transparent glass was during the times after A.C. During the thousand years that followed glass production technique has improved and expanded. The development that affected glass packaging the most was the patenting of the "automated rotary glass manufacture machine" in 1889. After the 1970s glass packaging begun to be used in high value products' protection and has a wide range of usages today.

Functions of packaging

The various functions of packaging are divided into primary, secondary and tertiary functions. In contrast with the primary functions, which primarily concern the technical nature of the packaging, secondary functions relate to communications. Primary, secondary and tertiary functions are divided into the following sub-functions:

A.Primary Function

1. Protective function

The protective function of packaging essentially involves protecting the contents from the environment and vice versa. The inward protective function is intended to ensure full retention of the utility value of the packaged goods. The packaging is thus intended to protect the goods from loss, damage and theft. In addition, packaging must also reliably be able to withstand the many different static and dynamic forces to which it is subjected during transport, handling and storage operations. The goods frequently require protection from climatic conditions, such as temperature, humidity, precipitation and solar radiation, which may require "inward packaging measures "in addition to any" outward packaging measures". The outward protection provided by the packaging must prevent any environmental degradation by the goods. This requirement is of particular significance in the transport of hazardous materials, with protection of humans being of primary importance. The

packaging must furthermore as far as possible prevent any contamination, damage or other negative impact upon the environment and other goods.

2. Storage Function

The packaging materials and packaging containers required for producing packages must be stored in many different locations both before packaging of the goods and once the package contents have been used. Packaging must thus also fulfill a storage function.

3. Loading and Transport Function

Convenient goods handling entails designing transport packaging in such a manner that it may be held, lifted, moved, set down and stowed easily, efficiently and safely. Packaging thus has a crucial impact on the efficiency of transport, handling and storage of goods. Packaging should therefore be designed to be easily handled and to permit space-saving storage. The most efficient method of handling general cargo is to make up cargo units. Packaging should always facilitate the formation of cargo units; package dimensions and the masses to be accommodated should where possible be tailored to the dimensions and load-carrying capacity of standard pallets and containers. The loading and transport function places requirements upon the external shape of the package, upon the mass of the goods accommodated inside and upon the convenient use of packaging aids. The strength of the package required for stowing goods on top of each other demonstrates the close relationship between the loading and transport function and the protective function.

B. Secondary Functions

1. Sales function

Package should be able to increase sales and it should act as a promotional tool of the sales process and to make it more efficient.

2. Promotional function

Promotional material placed on the packaging is intended to attract the potential purchaser's attention and to have a positive impact upon the purchasing decision. Promotional material on packaging plays a particularly important role on sales packaging as it is directly addressed to the consumer.

3. Service function

The various items of information printed on packaging provide the consumer with details about the contents and use of the particular product. This packaging can be reused for many other purposes like storage containers etc.

4. Guarantee function

By supplying an undamaged and unblemished package, the manufacturer guarantees that the details on the packaging correspond to the contents. The packaging is therefore the basis for branded goods, consumer protection and product liability. There are legislative requirements which demand that goods be clearly marked with details indicating their nature, composition, weight, quality etc.

C. Tertiary function

1. Additional function

The additional function in particular relates to the extent to which the packaging materials or packaging containers may be reused once the package contents have been used. The most significant example is the recycling of paper, paperboard and cardboard packaging as waste paper.

Features of good packaging

A good package indicates individuality of a product in a dramatic and easily recognizable way. The features of good packaging can be briefly shown below:

- **Convenience:** Convenience is one of the good features of packaging. The packaging provides size options and it facilitates provisions for the easy open of the products. The package should neither be heavy in weight nor large in size.
- **Security:** The packaging provides security of the products and it protects the products from dust, light, spoilage, damage, evaporation, etc. It ensures the preservation of the quality and quantity of the products.
- **Status or prestige:** Packaging creates confidence among the customers and it creates status and prestige of the products. It helps in the increment of status and prestige to the consumers. The product is also known by its packaging.
- **Adaptability:** The package should of moderate size so that it can be kept in proper place. It should be adapted in all the places. Adaptability is very essential in packaging.
- **Dependability:** The packaging should be dependable. Dependability indicates the positive idea of a customer about the manufacturing of the product. It is very important to have dependability in the products.
- **Attractive design:** The packaging should have a handsome design. The handsome design attracts the customers to buy the products. To get touch with the taste and fashion of the consumers.
- **Transportation:** Packaging facilitates transportation of products from one place to another. It ensures easy transportation and better handling of products in transit.

- **Guidelines to customers:** Packaging helps as a guidelines for the customers. From the informative literature regarding the quality and use of the product, the customers get the guidelines. The customers are ensured about the quality of the products.
- **Better storage:** Packaging acts as a better storage of the products. Goods with good packages can be stored in the retail shop also in lesser price.
- **Facilitates for carrying:** Packaging plays an important role in carrying the goods in transit and from one place to another. It is made in different sizes and it facilitates provisions for easy and open carry.
- **Identification of product differentiation:** Packaging helps to identify the product differentiation easily. It ensures the individuality of the products and one product can be easily differentiated with each other products in the market. The customers can easily identify their product of choice at the time of purchase. This helps the customers to prevent substitution of goods by other customers.
- **Economy:** Packaging helps to reduce the cost of marketing the goods by reducing losses from damages. As packaging is helpful for sales promotion, it helps to attain economy in the cost structure of the producers and marketers.
- **Types of packaging**
 - There are various types of packaging some of them are as follow:
 - **Consumer packaging:** Consumer packaging is one which holds the required volume of a product for ultimate consumption. It is the means of buying household. In other words, the consumer has the option to purchase the pack size which he/she considers adequate for the consumption of his/ her family over a length of time.

- **Transit packaging:** Transit packaging is another type of packaging. It is either for the industrial consumer's use. The consumer package itself very often requires an outside package in which it is sometimes referred to a bulk package or an outer container.
- **Industrial packaging:** An industrial packaging can either describe a bulk package or the package for durable consumer goods. These are the basic package types although many subdivisions can be listed which can be broadly listed under these basic headings.
- **Dual use packaging:** A dual packaging is one which has a secondary usefulness after its contents have been consumed. The examples of dual use packaging are Drinking glasses, boxes of jewelry, waste baskets, refrigerator dishes, etc.

Key packaging elements

Packaging is an important factor in consumer decision making process. There are four packaging elements which affect a consumer's buying decision. These elements are divided into two categories -visual and informational elements. The visual elements comprises of graphics, color, size and shape. Informational elements comprises of product information and information about the technologies used on the package. Package could be treated as a set of various elements communicating different messages to a consumer. The type of message communicated depends on two major elements namely visual elements of package transmit information which affects consumer's emotions, while informational elements transmit information which has an effect on consumer's perceptive alignment.

Visual element of packaging

1. Graphics

Graphics comprises of an image layout, color combination, typography, and photography. Combination of all this communicates an image. An eye-

catching graphics influences the customer's interest towards the product, makes the purchase decisions quickly and easily sold. Today, with the usage of innovative skills, there are many varieties of type styles including different font, upper and lower case, bold or italic. This appearance aims at different meanings and visually creates certain effect.

2. Colour

Colour is involved in almost every aspect of our daily life. The presence of color becomes important in packaging design whereby, colors used in packaging can help draw consumer attention and used by companies to differentiate its product from other competitors. Color of packaging has different meaning such as a green color signify the natural, secure released or easy going. Red colors designate the human excitement, hot, passionate and strong range colors represent the power, affordable and informal. Brown colors represent the informal and released masculine nature whereas white color indicates goodness, purity, cleanliness, refinement and formality. Black color power authority and mystery. However, consumers often perceived the quality of product by using or relating the color on the package.

3. Size and Shape

Size and shape are significant factors in designing the package for a product. Consumer interacts with these two elements in order to make purchase decisions. The size and shape of the package can contribute significantly to the consumer's behavior towards the product. This will help improve consumer purchase intention towards buying the product. The actual size and shape of a package has a strong communication because it makes it easier for consumers identify certain products.

4. Packaging Material

The history on the use of package materials is as old as man. Since prehistoric period, nature has proved the main source of packaging materials which includes leaves, animal skin, pottery vessels, and woven bags etc. However, these have evolved to processed materials such as plastic, paperboards, wood, corrugated boxes, metal, polypropylene, and glass as materials for packaging. The package material used in packaging is an important element that plays a role in consumer's purchase decision based on perceived status and quality of the package system. It is more likely that the high quality material attract customer more than low quality material.

Informational elements

1. Product Information

The information on packaging is an important component as it plays a role in marketing communication strategies of companies, establish brand image and identity. To maximize the information carried on products, manufacturers might use very small fonts and very dense writing styles, which can reduce readability.

2. Technology Image

Technology image is a special element than other elements of information because packaging technology delivers information which is often linked to the consumer's lifestyle. In other words, technology developed for packaging comes directly from current trends of products and consumer behaviors.

Packaging can influence the consumer purchasing decisions. Attractive packaging, careful arrangement of packaging elements leads to purchase of a product. Packaging act as a promotional tool which can increase the sale. Packaging make the people to try a product first time.

Confectionery item

Confectionery Items are the food items that are rich in sugar and carbohydrates. In general, though, confectionery is divided into two broad categories

1. Bakers' confections
2. Sugar confections.

Bakers' confectionery, also called flour confections, includes principally sweet pastries, cakes, and similar baked goods. Sugar confectionery includes sweets, candied nuts, chocolates, chewing gum, sweetmeats and other confections that are made primarily of sugar. In some cases, chocolate confections are treated as a separate category, as are sugar-free versions of sugar confections. The words candy (US and Canada), sweets (UK and Ireland) and lollies (Australia and New Zealand) are common words for the most common varieties of sugar confectionery.

Bakers' confectionery

Bakers' confectionery includes sweet baked goods, especially those that are served for the dessert course. Bakers' confections are sweet foods that feature flour as a main ingredient and are baked. Major categories include cakes, sweet pastries, doughnuts, scones, and cookies.

Sugar confectionery

Sugar confections include sweet, sugar-based foods, which are usually eaten as snack food. This includes sugar candies, chocolates, candies and nuts, chewing gum, and sometimes ice cream.

Confectionery market in India

The confectionery market in India is divided into three segments: chocolate, sugar confectionery and gum market, which is further divided into sub-segments. There are certain factors that have predominantly worked towards enabling the confectionery sector to grow in recent years. These include higher

disposable incomes that have enabled consumers to enhance their purchasing power, rapid urbanization that has led to busy lifestyles and subsequent inclination of consumers towards premium range of confectionery and aggressive marketing campaigns by all the players to break the product clutter and attract consumers through brand loyalty initiatives. In addition to these, the other factors which are contributing towards the rapid growth of the industry include the growing gifting culture within the country, fast expanding retail network and developing rural sector. Confectionery categories are chocolate like Éclairs and toffees, sugar confectionery or hard Boiled Candies Lollipops, Mints & Lozenges, Bubble Gum and Cereal Bars. The Indian confectionery market which is ranked 25th globally in value terms in 2009 is expected to grow at a rapid pace and jump up to 14th position by 2014, said a report from Datamonitor. The report further added that over 30% of the Indian population is in the 0–14 age group, which is the primary target segment for confectionery manufacturer and also the market grow at an even faster rate, of over 12% during 2009-14, and compound annual growth rate (CAGR) of 10.5% during 2004–09 by data monitor. The organized market for confectionery in India is valued at ₹ 2,000 crore. As per the study by Euro monitor, the Indian sugar confectionery market is projected to expand at a compounded annual growth rate (CAGR) of 10%. As per a Nielsen report, the confectionery category is estimated to be growing at 8 percent in 2014. While the confectionery market has always been fragmented and continues to be so with more than 3,200 brands operating in the category.

Growth of confectionery industry in India

It all began in June 2004, with the erstwhile Parry's Confectionery, part of the Chennai-based Murugappa group, was bought over by Korea's Lotte India. This was followed by Godrej Foods & Beverages Limited which acquired Nutrine Confectionery Company Private Limited in June 2006. Close to the heels of this deal was a joint venture effort in April 2007, when the Hershey Company, North America's leading chocolate and confectionery manufacturer, announced the formation of Godrej Hershey Foods & Beverages Ltd., to manufacture and market confectionery across the country. Among the well-

known national names are Candico which is engaged in the development of a range of products. Naturo Food & Fruit Products Pvt. Ltd in the outskirts of Bangalore is one of the largest Indian confectionery companies known for its innovative fruit based products.

Challenges in the confectionery industry

The rising inflation and food prices together with the growing crude prices would impact the confectionery industry in the coming months. While cost of sugar is a concern, there is also the issue of working out costs in packaging driven by petroleum products as confectionery items are packaged in plastic packs. Therefore the industry will now need to work out a pricing due to big jumps in the cost of raw materials such as sugar which cannot be absorbed by the industry. Added strains on household budgets due to high food inflation in India will indirectly place pressure on the confectionery market, as discretionary spending on comfort food items diminishes.

Review of literature

H.S Noorani (2007)¹, in their view, Producers have to build the applicable changes in product to satisfy the consumers need and differentiate them with their competitors. Innovation in a product measures some important factors for rising potency and effectiveness.

Mann (2007)², the researcher mentioned that the amount and type of information available to the customer through the product label and package on any product is the functions of three factors such as government regulation, independent labelling institute and business policy.

Backhaus (2007)³, he suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and

considered the alternatives he/she makes decision whether or not to make the decision.

Baker (2007)⁴, he said it is worthwhile for retailer to understand factors within the retail setting that trigger a consumer's impulsive reactions. Retailers can help customer to find the right products through focused Merchandising, intelligent store design and layout and other visual merchandising, intelligent store design and layout and other visual merchandising practices, such as product displays, packaging and signage.

Bray (2008)⁵, he confirm that there are a lot of different mechanisms that have been accepted in trying to explain how consumers behave when they intend to purchase products thereby drawing on differing traditions of psychology. These approaches determine how a consumer behaves. The approaches include psychodynamic, cognitive, economic man, behaviourist and humanistic approaches.

Lockshin (2008)⁶, the researcher said never underestimates the importance of purchasing marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumer from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to direct the way consumer experience a product. Yet, spend little time researching the connection between packaging and the direct experience of the product.

Kuvykaiteet.al.Dovalieneet.al., Navickiene (2009)⁷, he aimed to reveal that the elements of package possess the basic effect on consumer preference. The research model was prepared and tested in order to exhibit impact of verbal and visual package elements on consumer's buying decisions. The analysis disclosed that when consumers are subjected to time pressure the verbal elements are still more notable than visual ones. Hence it has been found that visual elements of package comparatively have powerful influence on consumer's purchasing when they are in the "low level of involvement", in contrary to those anyone are in the of "high level involvement".

Ulrich R Orth (2010)⁸, he says package design is an integral part of projecting a brand image, which is sometimes designed to convey images of high quality, while at other times signalling affordable prices.

Thomas (2011)⁹, the packaging material and wrappers are also very important factors in product packaging; as most of the consumer's didn't buy the products due to creepy packaging material and wrappers. The study reveals that buyers trust in a product or brand declines steadily when its packaging is damaged-up to 55% of shoppers left the brand, and 36% move towards another brand. Many of the people of today century want more stylish and uniqueness so they want a good packaging material. The material and wrappers are also affect the sales as if the product is of good quality but it has no effective and good material of packaging the consumers will see and move towards another product which have of quality material and interesting wrapper designs. There is no significant difference between product involved consumers and uninvolved ones in terms of package design preferences for the healthiness expectations that it generates.

Kotler (2012)¹⁰, promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling and sales promotions to varying extents.

Hoyer (2012)¹¹, according to him, social factors impacting consumer behaviour arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behaviour of other members of society as consumers.

CHAPTER -3
DATA ANALYSIS AND INTERPRETATION

CHAPTER-3

DATA ANALYSIS AND INTERPRETATION

Table 3.1 Age of respondents

Basis	Percentage
20-30	39.2
30-40	33.3
40-50	21.6
50 and above	5.9
Total	100

Fig 3.1 Age of respondents

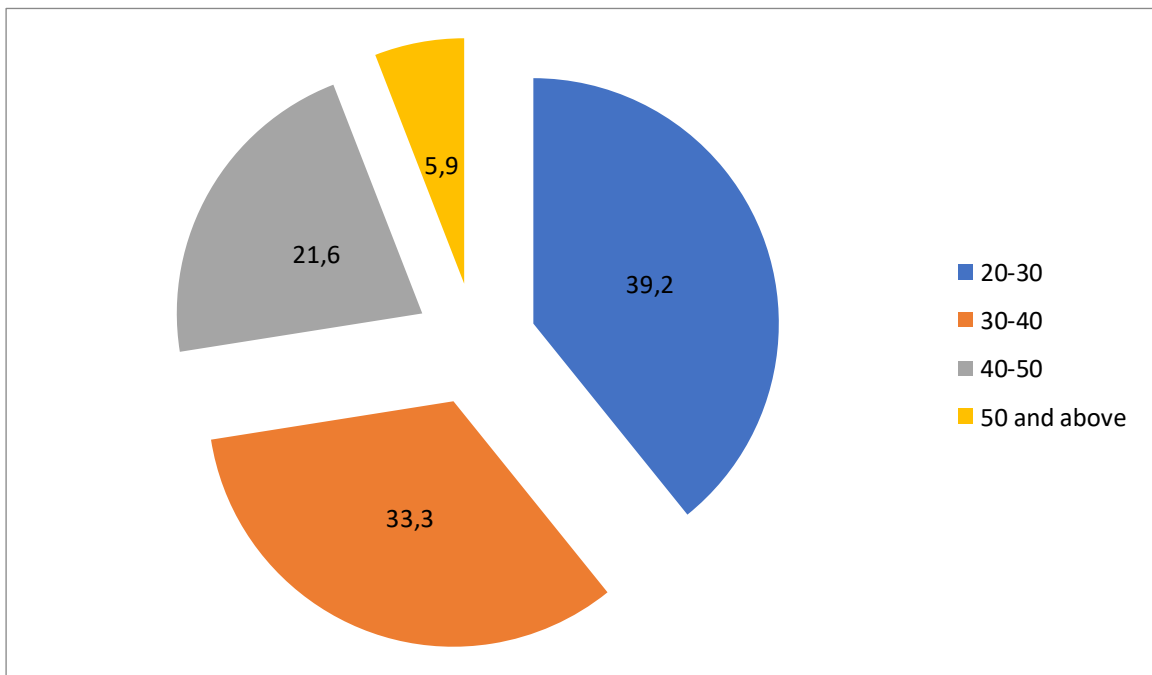


Table 3.2 Classification on the basis of Qualification

Basis	Percentage
Student	29.4
Self employed	21.6
Professional	13.7
Govt. Employee	19.6
Private employee	11.8
Other	3.9
Total	100

Fig 3.2 Classification on the basis of Qualification

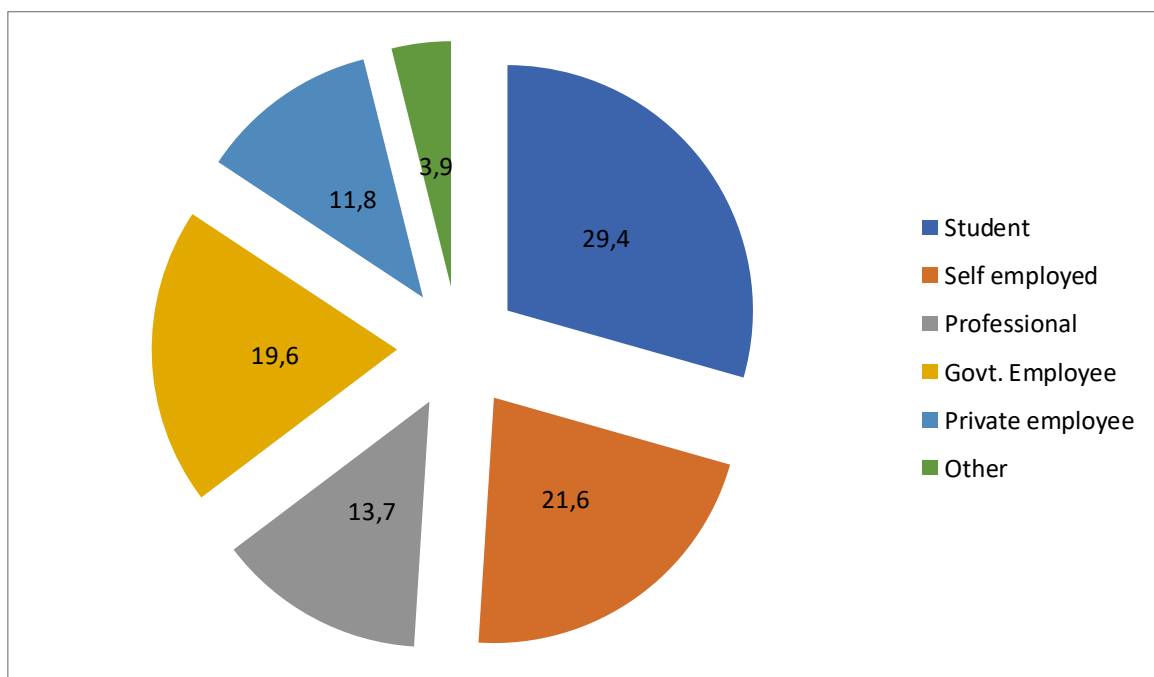


Table 3.3 Annual incomes

Basis	Percentage
Below 10000	31.3
10000-20000	22.9
20000-30000	37.5
30000-40000	8.3
Total	100

Fig 3.3 Annual incomes

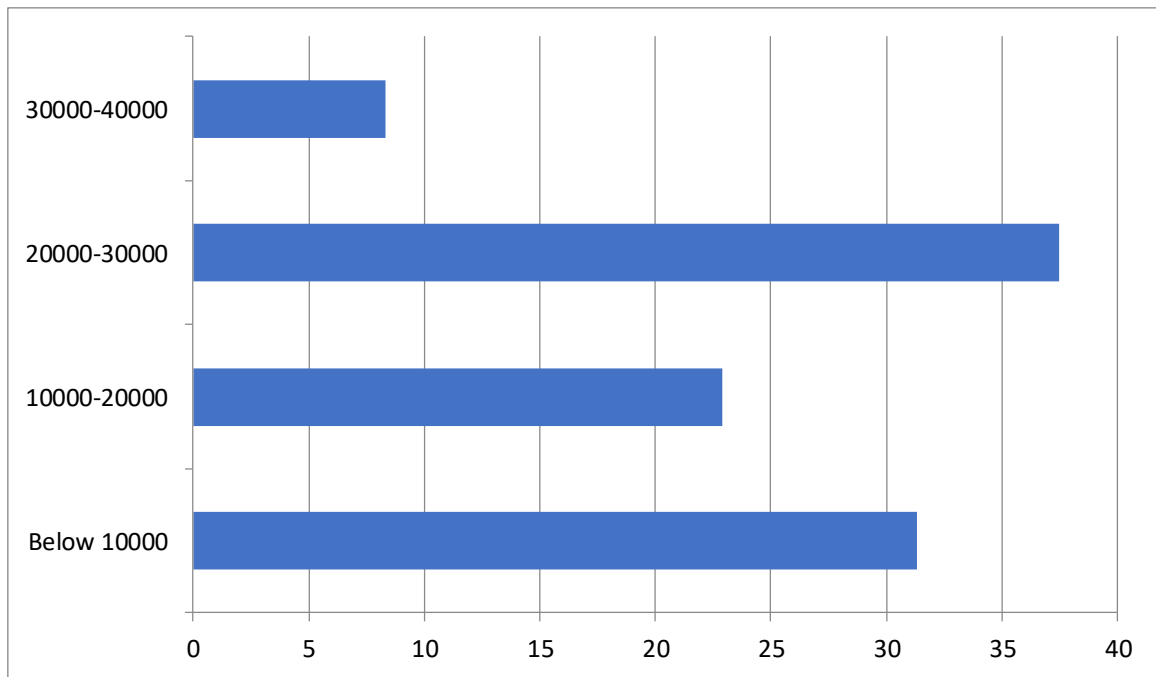


Table 3.4 Buying behaviour

Basis	Percentage
Yes	62.7
Sometimes	31.4
No	5.9
Total	100

Fig 3.4 Buying behaviour

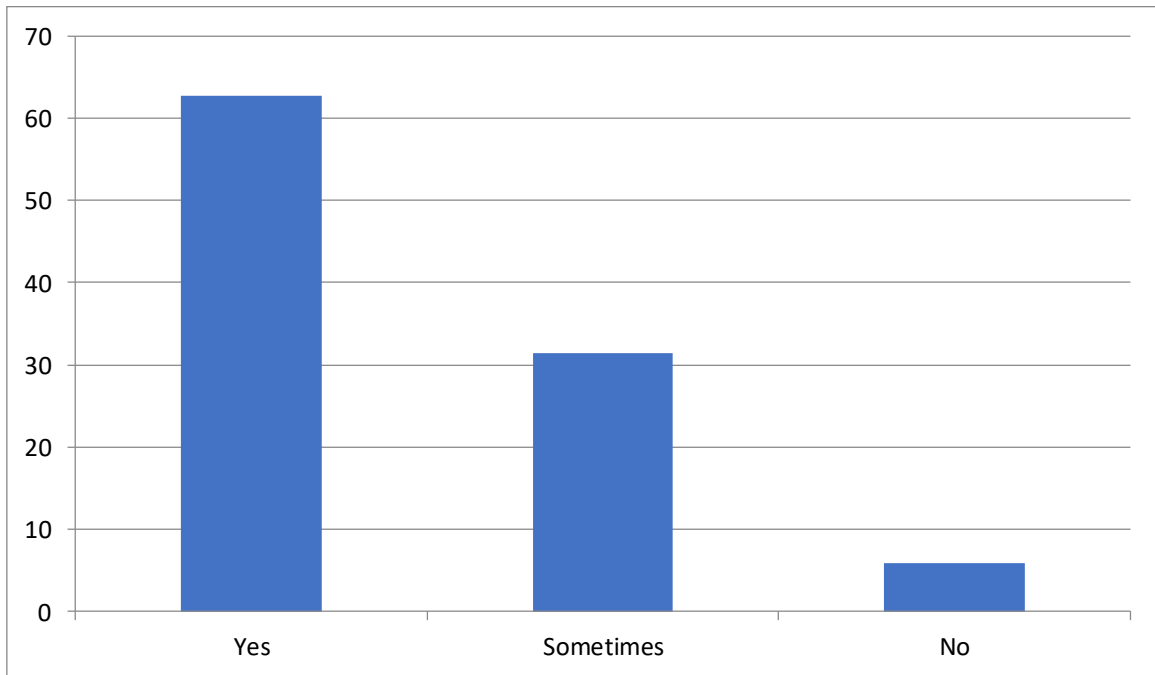


Table 3.5 Willingness to pay extra on attractive package

Basis	Percentage
Certainly	37.3
Sometimes	39.2
Probably not	15.7
Certainly not	7.8
Total	100

Fig 3.5 Willingness to pay extra on attractive package

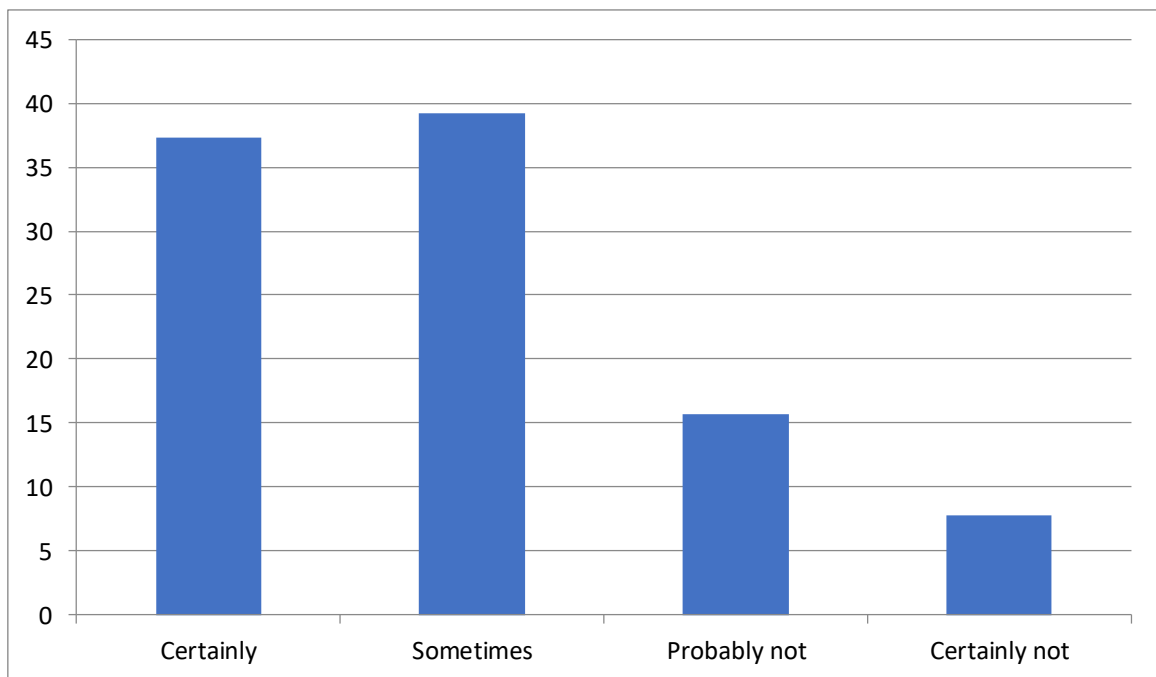


Table 3.6 Preferences

Basis	Percentage
Protective	33.3
Eco-friendly	35.3
Attractive	21.6
Convenience	9.8
Reusable	0
Total	100

Fig 3.6 Preferences

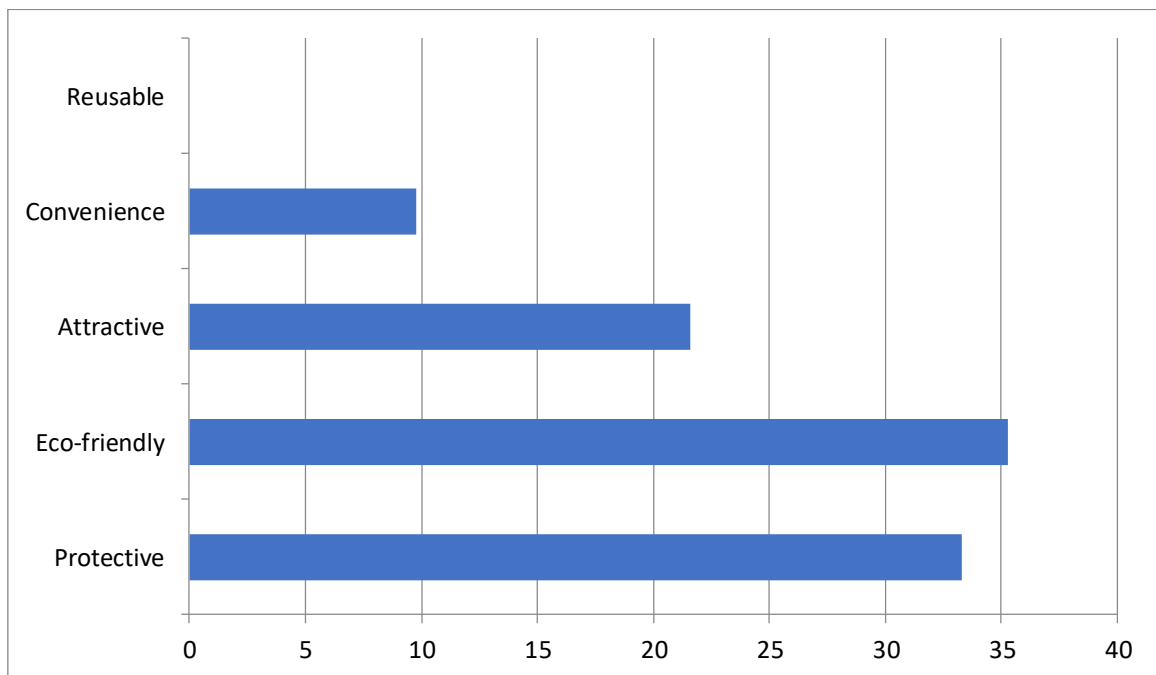


Table 3.7 Influence on purchase

Basis	Percentage
Yes	60.8
Maybe	25.5
No	13.7
Total	100

Fig 3.7 Influence on purchase

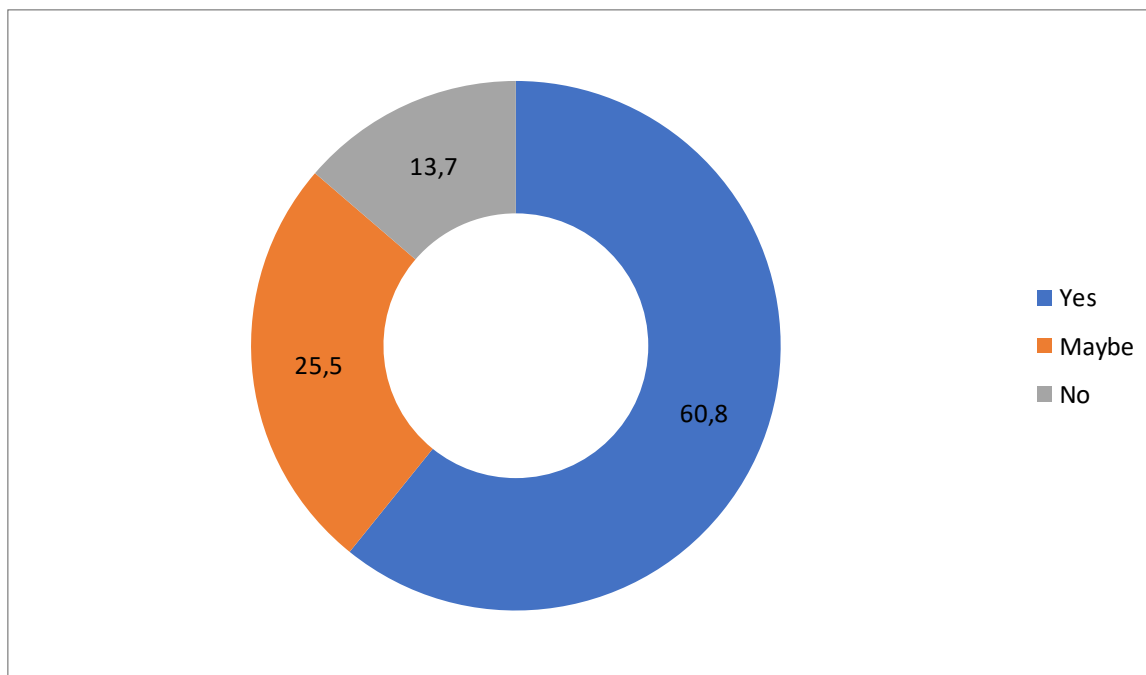


Table 3.8 Influence confectionery products

Basis	Percentage
Taste	25.5
Brand	27.5
Packaging	35.3
Price	7.8
Others	3.9
Total	100

Fig 3.8 Influence confectionery products

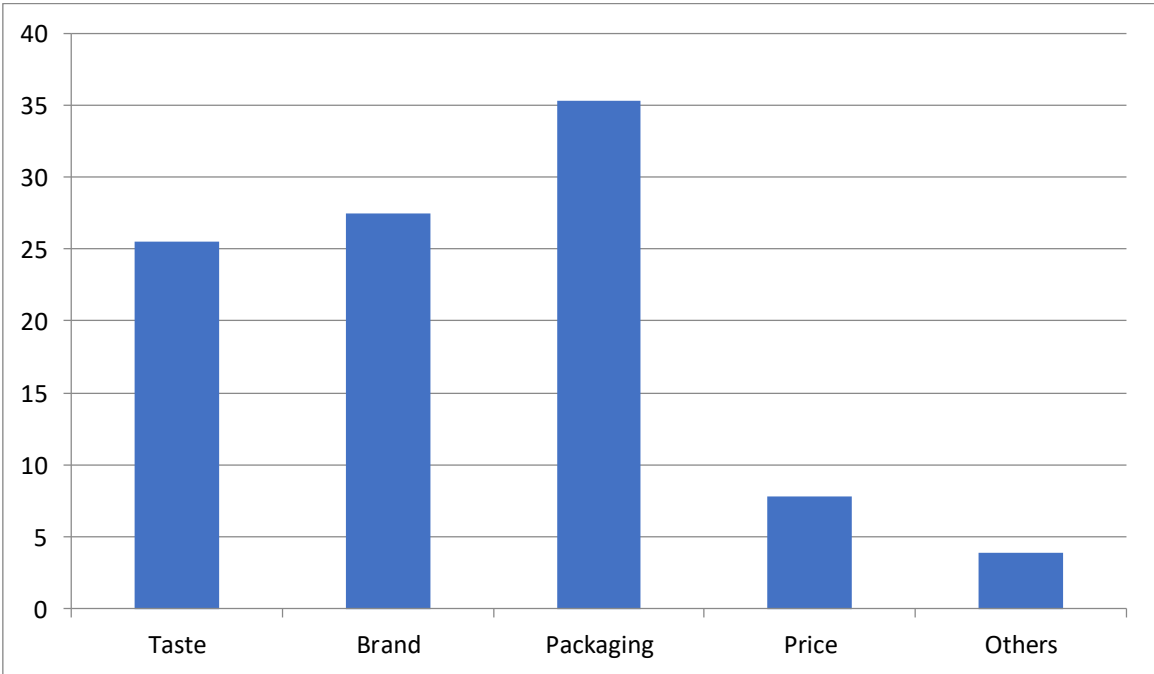


Table 3.9 Label before purchasing

Basis	Percentage
Yes	52.9
Sometimes	37.3
No	9.8
Total	100

Fig 3.9 Label before purchasing

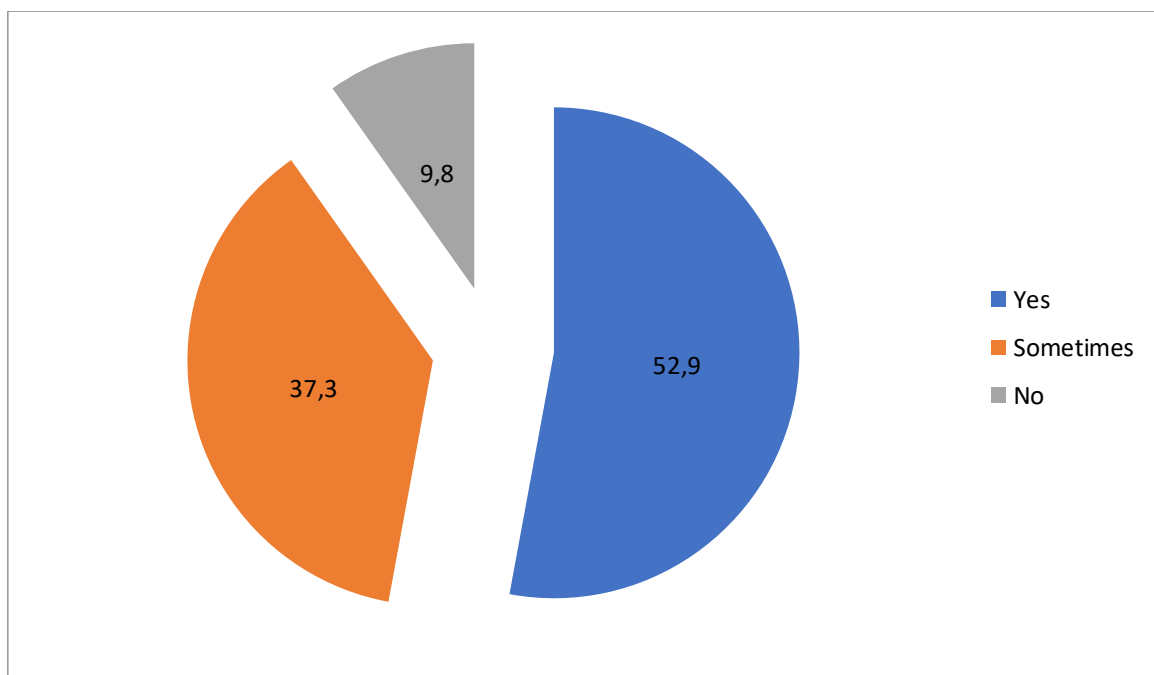


Table 3.10 Opinion on better packed product

Basis	Percentage
Yes	67.3
No	32.7
Total	100

Fig 3.10 Opinion on better packed product

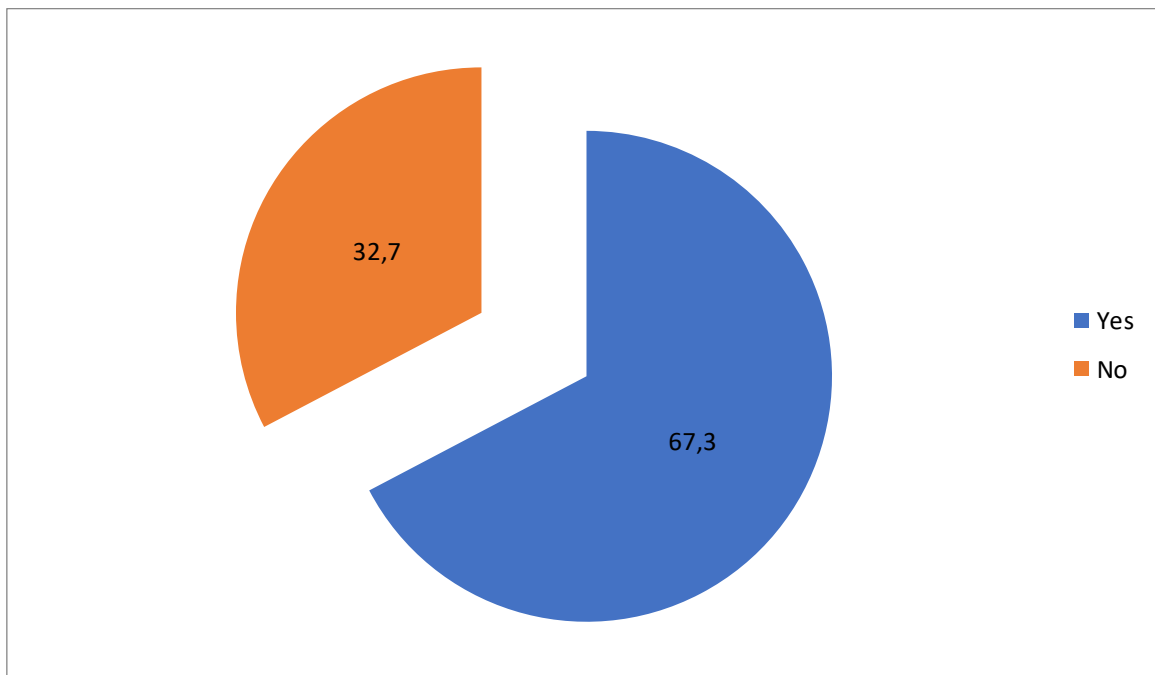


Table 3.11 Place preference of purchase

Basis	Percentage
Supermarket	41.2
Bakery	19.6
Local market	29.4
Online stores	9.8
Total	100

Fig 3.11 Place preference of purchase

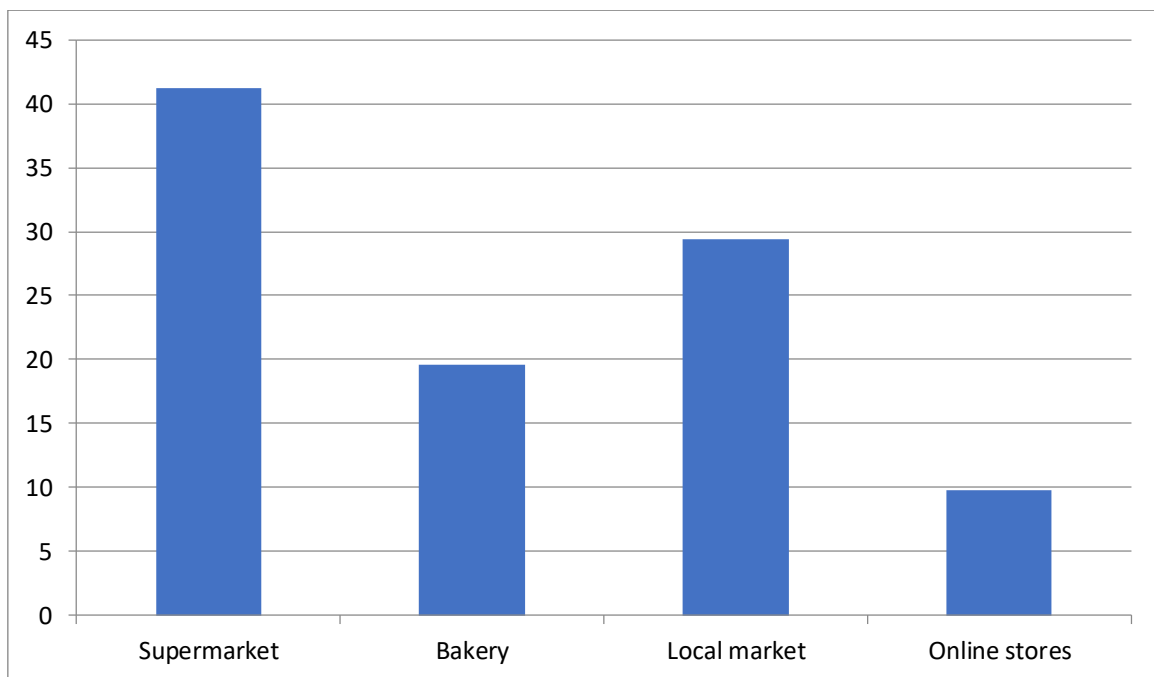


Table 3.12 Preferences of plastic packages

Basis	Percentage
Always	43.1
Sometimes	39.2
Never	17.6
Total	100

Fig 3.12 Preferences of plastic packages

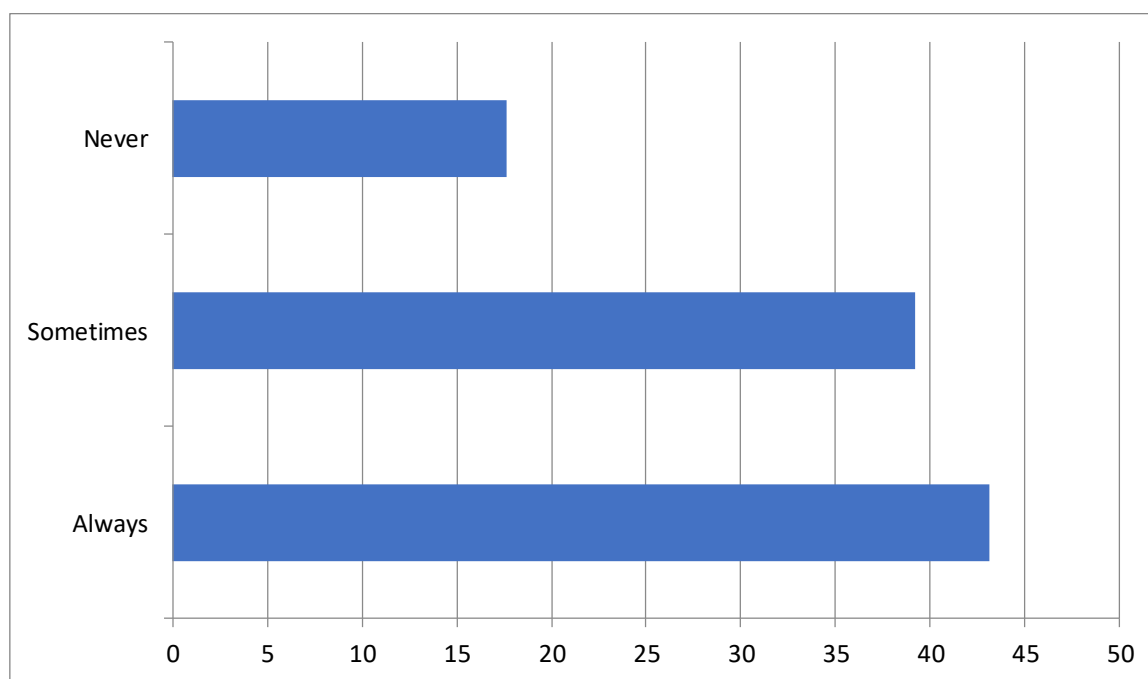


Table 3.13 Information about buying a food product

Basis	Percentage
Information about the product	49
Colors used in the product	19.6
Brand name	23.5
Images used in packing	7.8
Total	100

Fig 3.13 Information about buying a food product

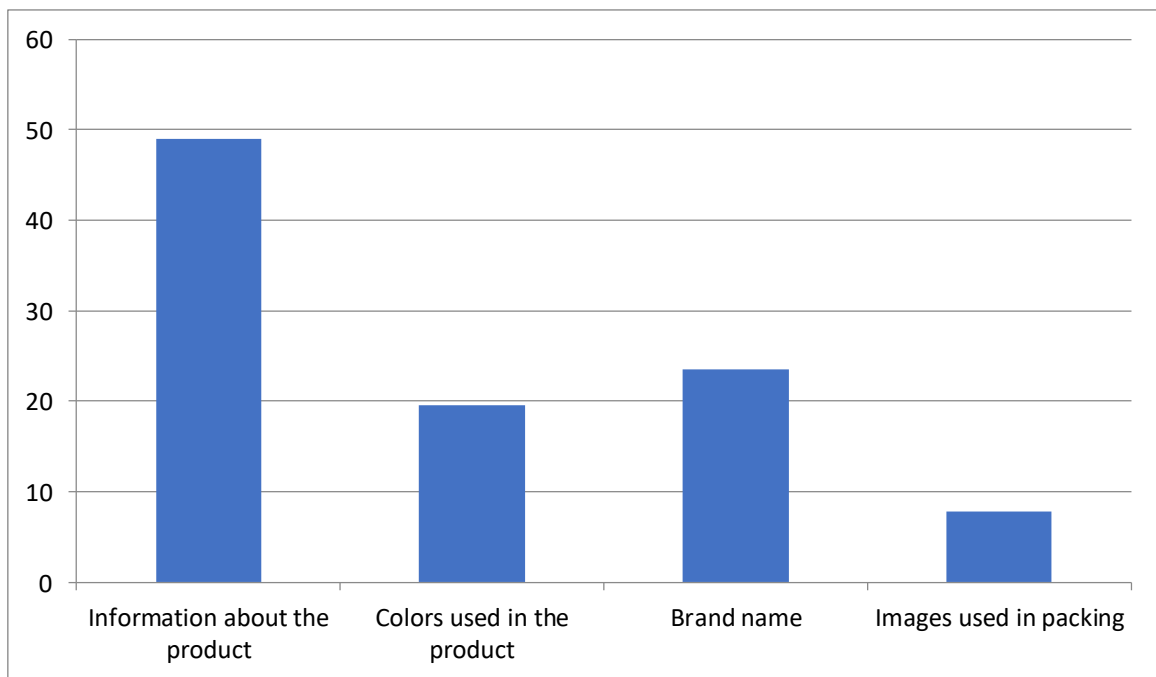


Table 3.14 Switching of brands

Basis	Percentage
Yes	45.1
Sometimes	43.1
No	11.8
Total	100

Fig 3.14 Switching of brands

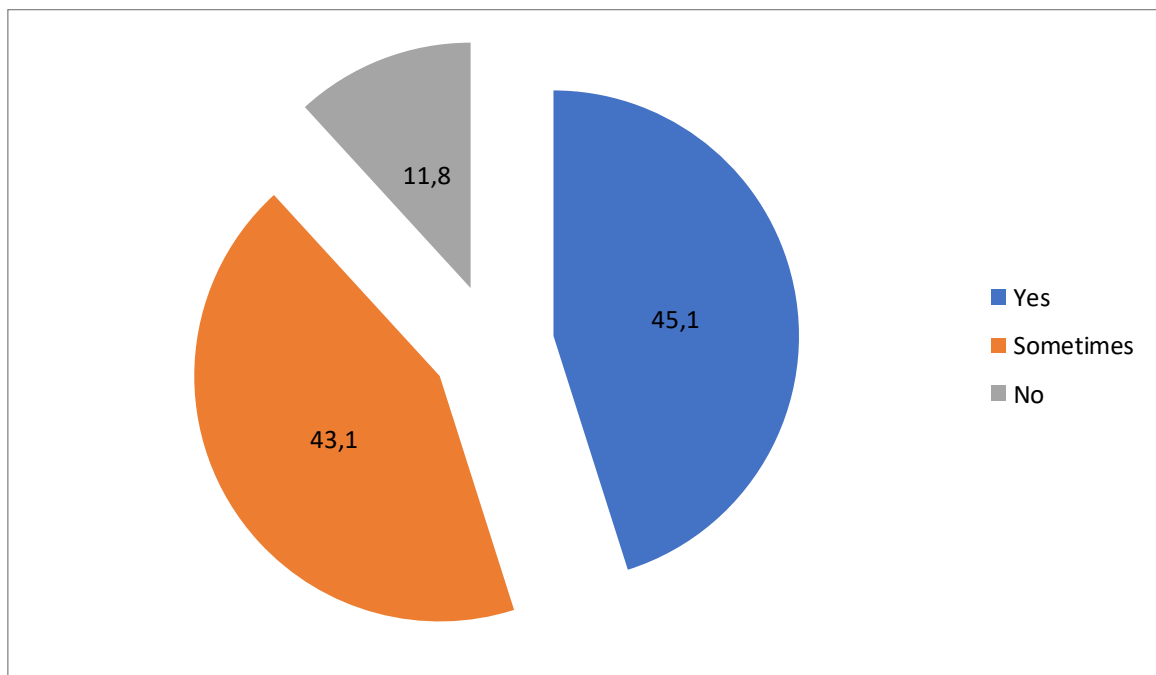


Table 3.15 Features of brand influence

Basis	Percentage
Color	9
Quality	40
Label	29
Image	6
Innovation	29
Others	8

Fig 3.15 Features of brand influence

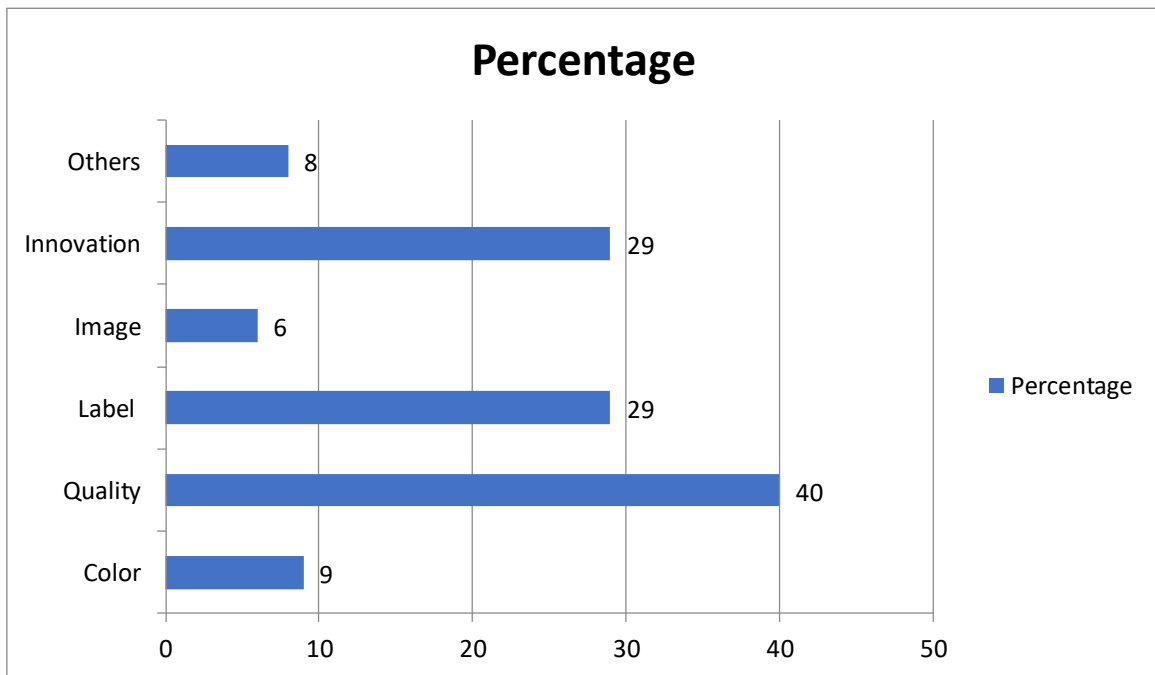


Table 3.16 Reuse or not

Basis	Percentage
Yes	80.4
No	19.6
Total	100

Fig 3.16 Reuse or not

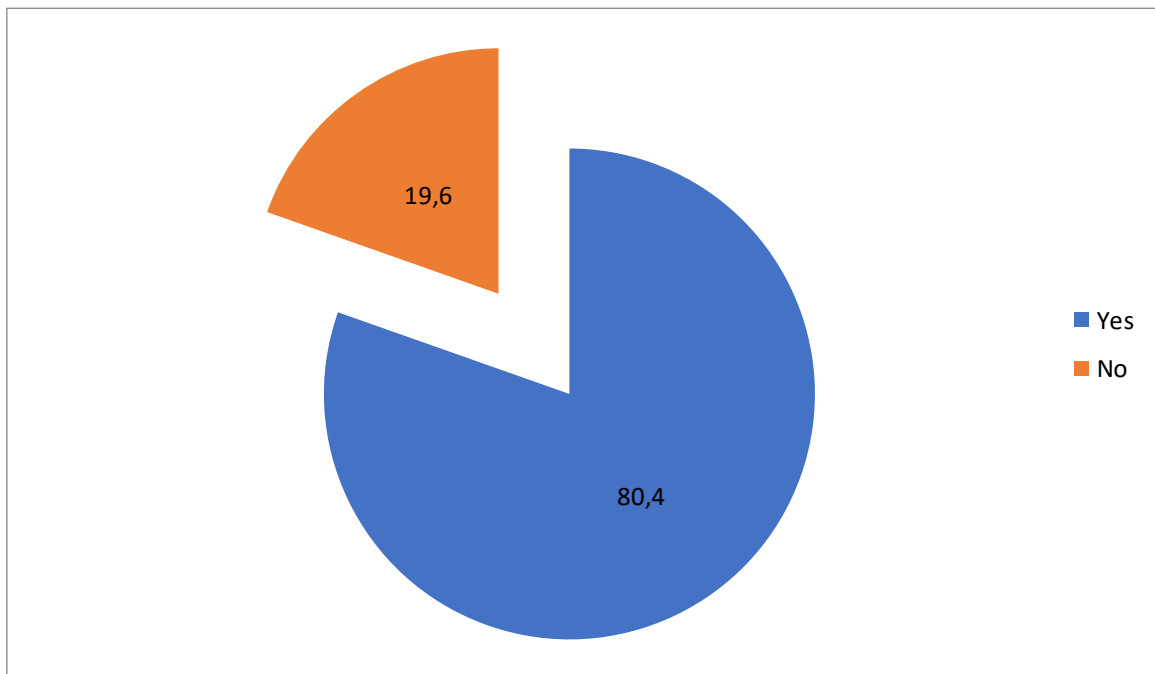


Table 3.17 Considering nutritional details

Basis	Percentage
Yes	60.8
Sometimes	33.3
No	5.9
Total	100

Fig 3.17 Considering nutritional details

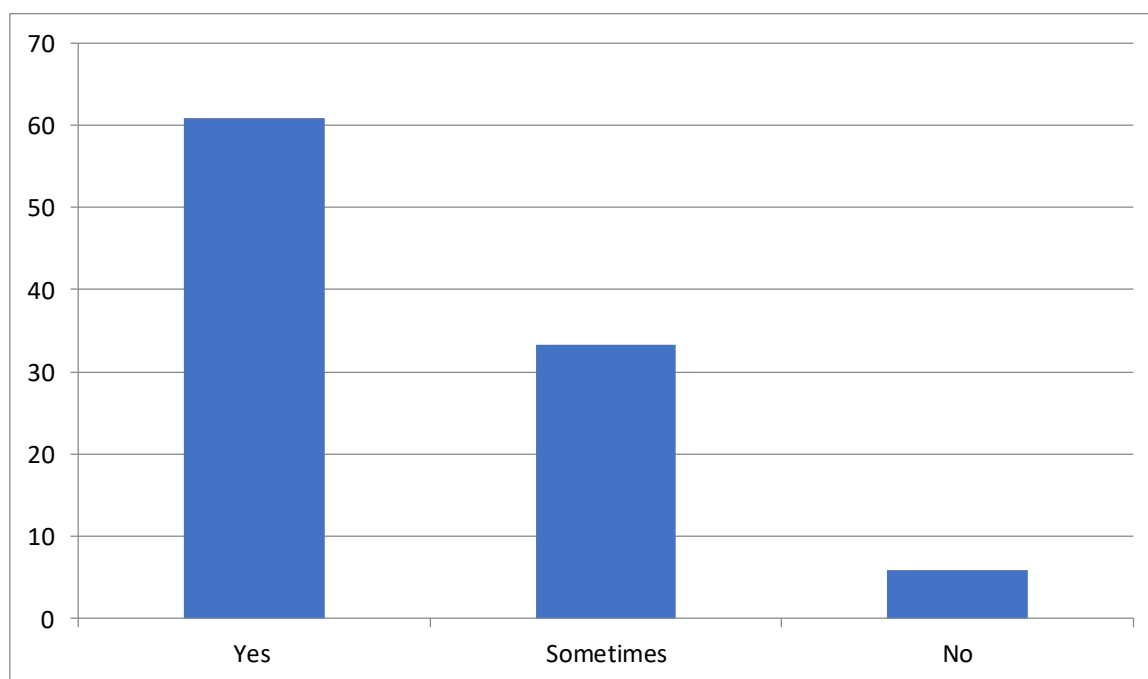


Fig 3.18 Relationship between quality and price

Basis	Percentage
Yes	70.6
No	29.4
Total	100

Fig 3.18 Relationship between quality and price

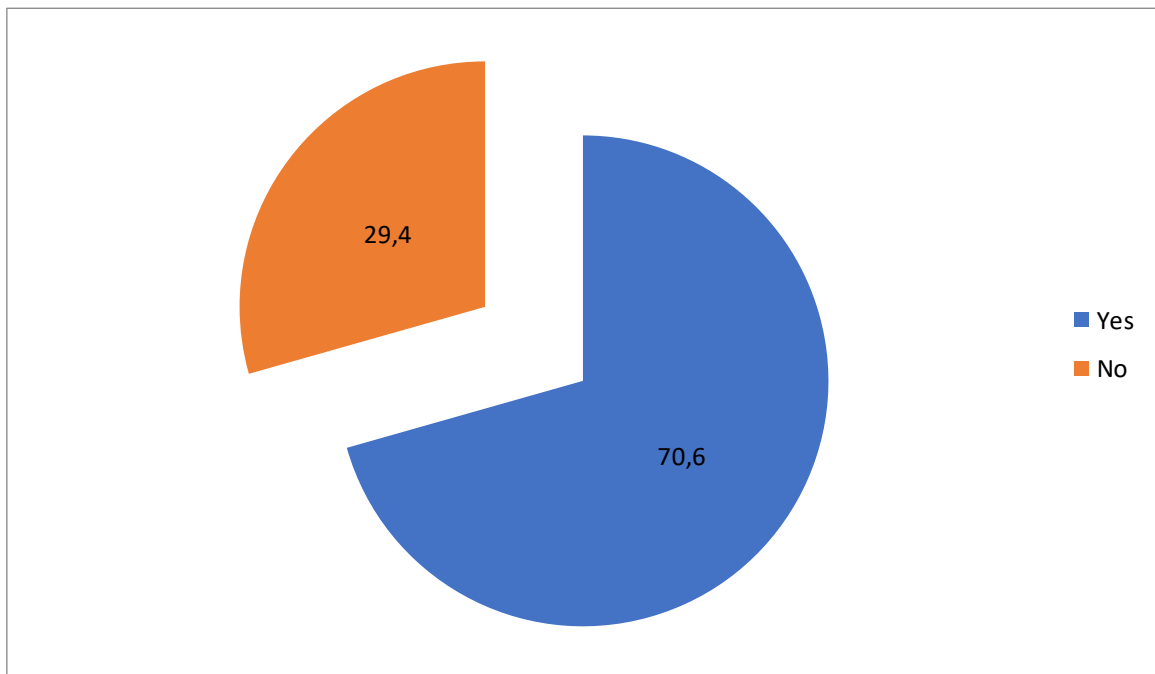


Table 3.19 Concentration on innovative products

Basis	Percentage
Yes	66
No	34
Total	100

Fig 3.19 Concentration on innovative products

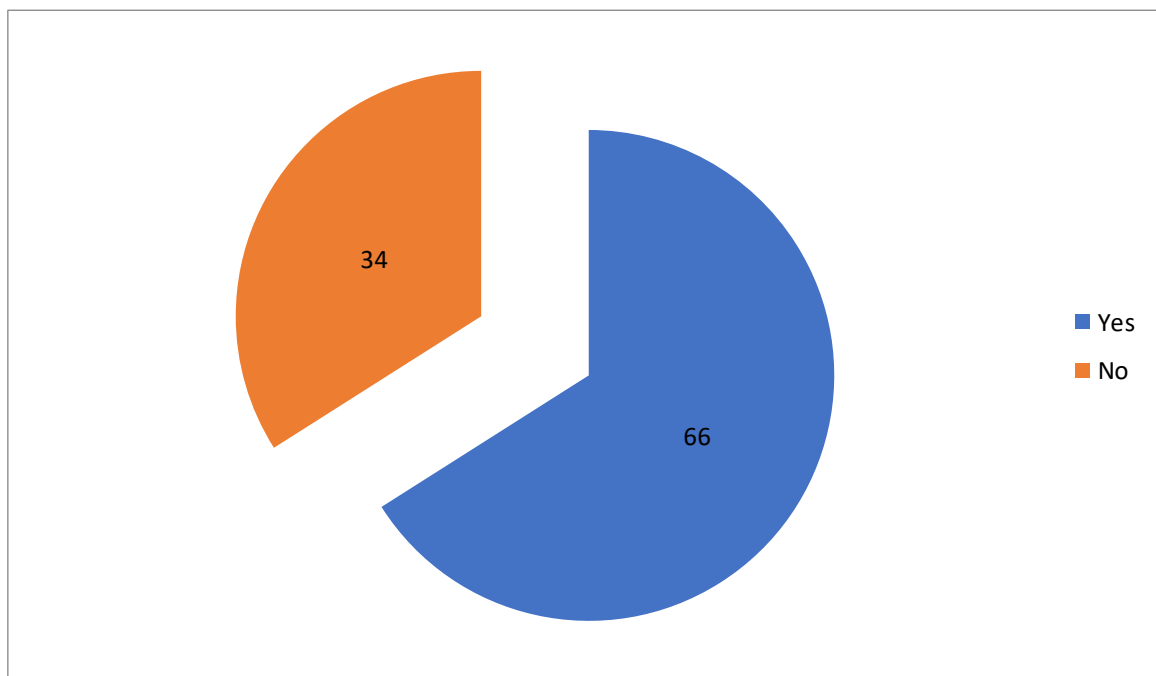
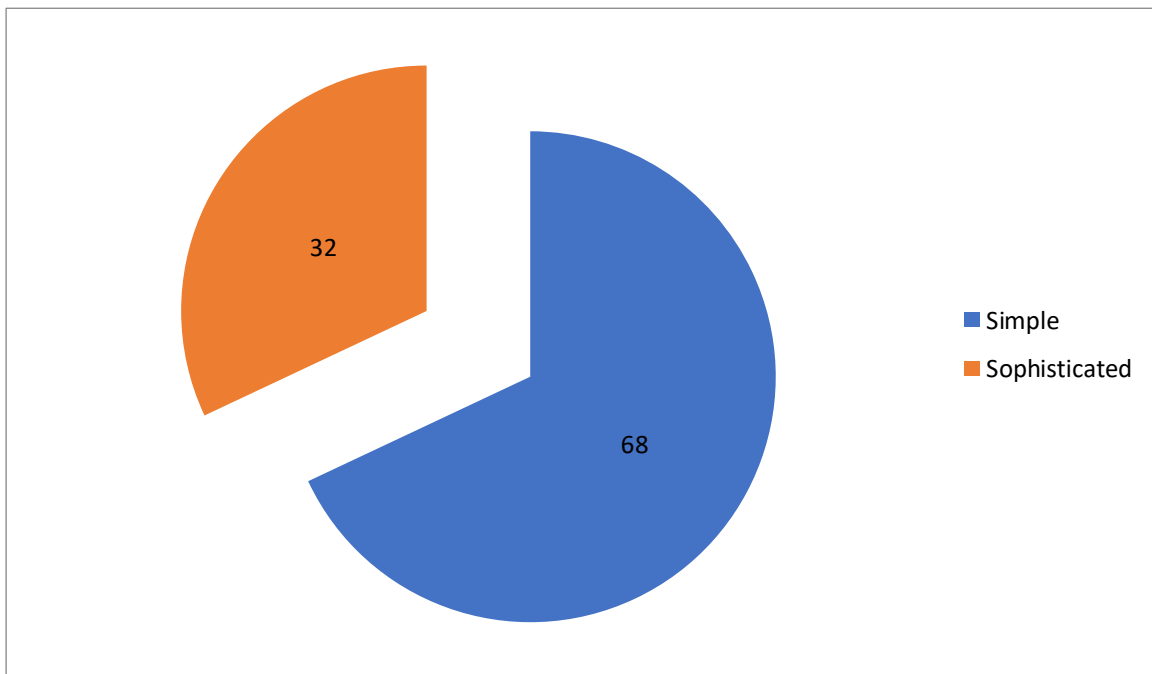


Table 3.20 Preference in design packaging

Basis	Percentage
Simple	68
Sophisticated	32
Total	100

Fig 3.20 Preference in design packaging



Chapter -4

**FINDINGS,SUGGESTIONS &
CONCLUSIONS**

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

Findings from the interpretation of result pertaining to impact of packaging on consumer buying behaviours with respect to confectionery products are enumerated here :

- It is found that most of the respondent are at the age between 20 to 30.
- It is analysed that students are mostly influenced by the impact of packaging on confectionery product
- It is identified that most of the respondent have an annual income in the range between 20000 to 30000
- Majority of the respondent is influenced by the packaging of a product
- It is observed that sometimes the consumer are willing to pay extra on attractive packages
- It is found that most of the respondent prefer eco-friendly packaging
- It is identified that majority of the respondent are influenced by packaging on their first purchase.
- It is inferred that packaging is the most influenced factor about a confectionery products.
- Majority of respondent consider the label before purchasing a confectionery product.
- It is identified that majority of the respondent thinks a better packaged product is more branded.
- It is found that most of the respondent prefer supermarket for purchasing confectionery products.
- It is analysed that most of the respondent often prefer plastic bags.
- Majority of the respondent prefer information about the product when they look forward to buy food products.
- It is evident that the respondent switch brand due to change in better packaging availability.
- It is found that the quality of the brand is mostly influenced by the respondent while purchasing followed by label, innovation, colour, others, and images.
- 80.4% of the respondent prefer to reuse the package if it is reusable.
- It is studied that 60% of the respondent prefer to buy a product after considering the nutritional details.
- It is evident that most of the respondents strongly agree that there is a relationship between quality of product and its price.

- It is understood that most of the respondent thinks a brand can be succeed if they concentrate on innovative packaging.
- 68% of the respondent prefer simple packaging over sophisticated packages.

SUGGESTION

Following suggestions are recommended to improve packaging on a product for influencing the consumer :

- As packaging act as a great promotional tool, companies may give more importance to packaging of a product, thus they can increase the competitive advantage and trial purchases.
- Organization may improve the quality of packaging material and they should be reusable.
- The packaging should be arranged in a way that it should be simple and should be able to improve the brand image among consumers.
- As the respondents mostly look forward to the label and information about the product on package, so the oraganisation should pay attention to the information used .The information given on the package should be accurate and provide all information about the product.
- Further studies can be undertaken to ascertain the consumer disposal methods of various types of packaging materials so as to arrive at useful and eco-friendly use of packaging.

CONCLUSION

Based on these findings the following conclusions are drawn

Packaging can increase some consumers who are attracted by the packaging or who gives importance to packaging of a product

- purchase of a product by influencing the consumers
- Packaging can attract the consumers and make the consumer to purchase a product for the first try.
- Elements of packaging does not have impact on consumer buying decision.

From this facts it cannot be stated that packaging has 100% influence on consumer buying behavior. But still there are Package could be treated as one of most valuable tool in today 's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behaviour. The impact of package and its elements on consumer's purchase decision can be revealed by analysing an importance of its separate elements for consumer's choice. For this purpose main package's elements could be identified: colour, size, shape, innovation, printed information, language used, material of packaging etc. are considered as important ones. Moreover, the impact of package elements on consumers purchase decisions should be evaluated depending on the consumer's involvement level, individual characteristics of consumers etc.

BIBLIOGRAPHY

○ Primary Data

Primary data was collected through questionnaire method which is distributed randomly in vagathanom.

○ Secondary Data

BOOKS AND JOURNALS

- Ahmed, A., Ahmed, N., & Salman, A. (2005). Critical issues in packaged food business. *British Food Journal*, 107(10), 760-780.
- Butkeviciene, V., Stravinskiene, J., & Rutelione, A. (2008). Impact of consumer package communication on consumer decision making process. *Inzinerine Ekonomika-Engineering Economics*, 1, 57-65.
- Behaeghel, J. (1991), *Brand Packaging: The Permanent Medium*, Architecture Design and Technology Press, London.

WEBSITES

- <http://www.researchonindia.com/confectionery-market-in-india2014.html>
- <http://www.indianmirror.com/indian-industries/chocolate.html>
- <http://en.wikipedia.org/wiki/Confectionery>
- http://www.business-standard.com/article/management/the-biscuitbattles-114120800961_1.html
- http://articles.economictimes.indiatimes.com/2013-0801/news/40963259_1_chocolate-consumption-chocolate-marketindian-consumer