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THE IMPACT OF RESEALABLE PACKAGES ON THE CONSUMPTION BEHAVIOUR OF CONSUMERS

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ABSTRACT
The study aims at assessing the impact of resealable packages on the consumption behaviour of consumers. It is an attempt to give an awareness about the fact that packaging innovation aligns with the growing demand for sustainable and convenient solutions, a positive impact on both consumers sand environment. The data were elicited from the respondents using structured questionnaire. The ANOVA test was used to test the hypothesis formulated for the study. It is found that there is no significant difference of demographic features such as age, gender and income on the purchase decision of resealable products. The findings of the study suggest that the use of resealable packages plays a crucial role in shaping consumers behaviour and can have a positive effect on both individuals and environment.
KEYWORDS: *Consumer Behaviour, Resealable Package*

INTRODUCTION

One of the most effective tools available to businesses to set their products apart from those of their competitors is packaging. Without a doubt, modern packaging impacts and creates demands for packaged commodities that are available for consumption. It has evolved into source of sophisticated convenience. The process of creating a container or wrapping material for product is known as packaging. Packaging that can be reclosed or sealed by the customer. It is resealed in order to maintain freshness and prevent spoilage. The invention of resealable packaging, which improves use and sustainability, is one of the most creative advances in packaging.

The traditional packaging usually required consumers to consume the entire product in one go or find alternative storage solutions which leads to waste. However, with the advent of resealable packaging consumers now have the convenience of opening a package, consuming a portion and securely resealing it for later use. Resealable packaging refers to designs that allow consumers to easily open, access, and then securely reclose the package after use, preserving the product's freshness and integrity. Introducing resealable packaging has significantly impacted the consumption behaviour of consumers. The versatility of resealable packaging extends across various industries, from food and beverage to pharmaceuticals and personal care products. Zip-lock bags, resealable pouches, and flip-top lids are just a few examples.

The perceived value of resealable packages often translates into a willingness to pay a premium, reflecting their influence on purchasing decisions. The environmental benefits of resealable packages cannot be overlooked, as they help in reducing packaging waste and promoting sustainability. It encouraged manufactures to embrace resealable packaging to cater to consumer preference. Consumers are stressed on the choice of food rather than their consumption degree in order to adopt healthy diet and packaged foods have increased market share in developing countries. Packaging innovation aligns with the growing demand for sustainable and convenient solutions, a positive impact on both consumers sand environment. Ultimately resealable packaging represents not only a practical solution to storage and preservation but also a reflection of our commitment to creating more sustainable and consumer-centric packaging solutions.

STATEMENT OF THE PROBLEM

The study aims to investigate the impact of resealable packaging on the consumption behaviour in understanding how this packaging innovation influences consumer choices, habits, and attitudes towards product consumption. Resealable packaging refers to the ability to open and close a package multiple times allowing to preserve freshness and quality. With the advent of resealable packaging across various industries, including food, cosmetics, and household products,

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there arises a need to investigate its effects on consumer behaviour. Key questions may revolve around whether resealable packages promote portion control, reduce food waste, or influence purchasing decisions based on perceived convenience. Need to investigate how the introduction of resealable packaging affects the way consumers use and consume products.

OBJECTIVES OF THE STUDY

The study is conducted with the following objectives:

- To study the effect of resealable attribute of packaging on consumers purchasing decision and the freshness of the product.
- To assess the role of resealable packaging in promoting sustainable consumption pattern such as reducing waste and promoting re-usability.
- To identify the factors that motivate consumers to choose product with resealable packaging than other.

HYPOTHESIS

The study is based on the following hypothesis:

H_0: There is no significant difference of demographic features such as age, gender and income on the purchase decision of resealable products.

METHODOLOGY

a) Sampling

The study is both descriptive and analytical in nature. The impact of resealable packages on the consumption behaviour of consumers was assessed by eliciting data using structured questionnaires. Convenience sampling process were used for selecting the samples for the study. A sample of 100 respondents in Ernakulam district were taken.

b) Data Collection

Both primary and secondary data were used for the study. Primary data were collected from the respondents by using structured questionnaires. Secondary data were collected from the websites, newspapers, journals and magazines etc. The opinion of respondents was marked on five-point Likert-type scale.

c) Tools Used

The data collected were analysed using SPSS. The ANOVA test is used to test the hypothesis.

RESULTS AND DISCUSSION

The fair response of 100 consumers from Ernakulam district are collected for the study. Data was found to be reliable with a Cronbach's Alpha above 0.7 of each construct. But data was found to be normally distributed ($p > 0.05$ in KS Test) and hence, parametric procedures were used to draw inferences. The data were analysed using IBM SPSS 22.

FIGURE 1
ANOVA

	Sum of squares	df	Mean Squares	F	Sig.
Between Groups	2.558	10	.256	1.173	.320
Within Groups	19.402	89	.218		
Total	21.960	99			

Source: Computed from Survey Data # ANOVA Test

The results obtained from the analysis of the data collected were shown below:

H_{01}: There is no significance difference of demographic feature such as age on the purchase decision of resealable products.

An attempt made to study the difference of demographic feature such as age on the purchase decision of resealable products, ANOVA Test was utilized. As the p value is greater than .05 significance level, null hypothesis is accepted and null hypothesis is accepted. Hence it can infer that, there is no significant difference of demographic feature such as age on the purchase decision of resealable products.

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FIGURE 2
ANOVA

	Sum of Squares	df	Mean squares	F	Sig.
Between Groups	.774	10	.077	.341	.765
Within Groups	20.226	89	.227		
Total	21.000	99			

Source: Computed from Survey Data # ANOVA Test

H_{02}: There is no significance difference of demographic feature such as gender on the purchase decision of resealable products.

An attempt made to study the difference of demographic feature such as gender on the purchase decision of resealable products, ANOVA Test was utilized. As the p value is greater than .05 significance level, alternative hypothesis is rejected and null hypothesis is accepted. Hence it can infer that, there is no significant difference of demographic feature such as gender on the purchase decision of resealable products.

FIGURE 3
ANOVA

	Sum of Squares	df	Mean squares	F	Sig.
Between Groups	6.981	10	.698	.777	.651
Within Groups	79.979	89	.899		
Total	86.960	99			

Source: Computed from Survey Data # ANOVA Test

H_{03}: There is no significance difference on the demographic feature such as income on the purchase decision of resealable products.

An attempt made to study the difference on the demographic feature such as income on the purchase decision of resealable products, ANOVA Test was utilized. As the p value is greater than .05 significance level, null hypothesis is accepted. Hence it can infer that, there is no significant difference on the demographic feature such as income on the purchase decision of resealable products.

CONCLUSION

The process of creating a container or wrapping material for product is known as packaging. Packaging that can be reclosed or sealed by the customer. It is resealed in order to maintain freshness and prevent spoilage. The invention of resealable packaging, which improves use and sustainability, is one of the most creative advances in packaging.

Resealable packages consumption behaviour of consumers. We have resealable packages not only contribute to reducing food waste but also lead to increased convenience and satisfaction among consumers. The convenience and practicality of being able to easily reseal a package after opening it can lead to increased consumption as consumers feel more easiness to finish the product rather than let it go to waste. Resealable packages can contribute to portion control, allowing consumers to better manage their intake, which can appeal to health - conscious individuals.

The accessibility and ease of use of resealable packages encourage consumers to purchase more products and consume them over a longer period of time, ultimately leading to positive impact on overall consumption pattern. Additionally, resealable packages can also contribute to a sense of freshness and preservation of quality, which can further encourage consumers to consume in a timely manner. The perceived value of resealable packages often translates into a willingness to pay a premium, reflecting their influence on purchasing decisions. The environmental benefits of resealable packages cannot be overlooked, as they help in reducing packaging waste and promoting sustainability. Overall, our findings suggest that the use of resealable packages plays a crucial role in shaping consumers behaviour and can have a positive effect on both individuals and environment.

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