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ROLE OF PACKAGING AND LABELLING ON CONSUMER BUYING BEHAVIOR OF FOOD PRODUCTS IN POLLACHI

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ABSTRACT
The evolving role of packaging and labelling has significantly influenced consumer buying behavior, particularly in the food product sector. This study investigates the impact of packaging and labelling on consumer purchasing decisions in Pollachi, focusing on how design, information provided, and visual appeal shape consumer preferences. By examining consumer responses and conducting surveys, the research identifies key factors such as product attractiveness, brand perception, and trust built through clear labelling. The findings emphasize the importance of packaging in communicating product quality, safety, and differentiation in a competitive market. Additionally, the study addresses the challenges faced by food marketers in balancing aesthetic appeal with informative content. Understanding these factors is crucial for manufacturers and marketers to enhance consumer satisfaction, foster brand loyalty, and increase sales. The research also provides insights into strategies for optimizing packaging and labelling, highlighting the need for continuous innovation to meet consumer expectations and preferences in a dynamic market environment.
KEYWORDS: *Packaging, Labelling, Consumer Buying Behavior, Food Products, Purchase Decision, Pollachi Market, Consumer Perception, Marketing Strategy, Product Differentiation.*

I. INTRODUCTION

Packaging is the basic necessity of every product. Without packaging the product cannot be stored or moved from one location to another. Packaging provides an identity to the product. Therefore, packaging is the process of providing a protective and informative covering to the product in such a way that it protects the product during material handling, storage and movement and also provide useful information to all the concerned parties about the content of the package. Thus, in other words, 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.

II. REVIEW OF LITERATURE

1. Veeramangala S and Dr.B.Anitha (2023), The purpose of this study is to ascertain the effect of packaging on the purchase behaviour of customers. The results indicate that packaging designs have a significant impact on product consumption. Additionally, the study's findings suggest that packaging in a particular colour and design plays a critical influence in consumer decision-making.
2. Sanchit Gupta, Harsh Mehta and Niketa Chakrabarti (2024), The study shows that innovative packaging has the most influential effect on consumer buying behaviour compared to the other packaging elements. This study provides valuable insights for brands to enhance their packaging strategies who are in this industry and helps them to understand how to make their products stand out on the shelves.
3. Paurav Shukla, Jaywant Singh, Weisha Wang (2021), The findings show that packaging design can evoke customer curiosity in certain conditions. Further, the results suggest that the effect of packaging design creativity differs significantly in the retail context, in contrast to earlier studies that have mostly focused on the context of advertising. The findings provide new insights and implications for retailers, brand managers, and packaging designers to understand how creativity impacts customer decision making.
4. Dipankar Dutta and Nisharth Sharma (2023), The purpose of this paper is to critically review the previous studies on product packaging and examine how packaging elements play a major role in shaping consumer preferences and also identify the research gaps, provide directions for future research, and set a research

agenda. In order to understand the theories, the study emphasizes findings from earlier research. This article used studies from the period of 2000-2023 from Peerreviewed journals. The study suggests that the area of packaging has a wide scope for future research. There are many areas like theoretical extension, and consumer perception about packaging are vast areas where seeks for discovering more studies.

5. Haiying Wang1 , Muhamad Abdul Aziz Ab Gani , and Chang Liu(2023), This study examines the interrelationship between different packaging design characteristics and their influence on consumers' purchase decisions. The results showed that colour, shape, image, line, and typography were the five most essential design characteristics influencing consumer purchase behaviour, and that image is the most significant impact factor on consumer purchase decisions Therefore, enhancing these packaging design characteristics can improve the interaction between snack food packaging and consumers and increase food sales.
6. Janki Chitroda, Prinsa Patel (2020), The purpose of this research is to examine the factors, which are impact on consumer buying behaviour. The main theoretical framework of this study focusses on the finding of relationship between consumer's decision about buying the product and different factors of packaging such as packaging colour, background image, wrapper design, packaging material.
7. Prianjana Roy,Md Nazmus Sadekin,Md Mazadul Hoque and Mohammad Shahjahan Siddiqui(2021),The aim of our study is to show the impact of packaging and on customer's buying decision. The outcome of my study revels, there is a very significant relationship between on consumer's buying decision. Now a day's consumers are very conscious and it is very critical to influence their buying decision. Packaging has that ability to affect the buying decision. Packaging also has a very significant impact on consumer's buying decision.
8. Noor Hyder, Abeera Amir (2023), This study draws upon meticulously gathered data from 200 respondents through a thoughtfully designed survey to dissect the influential factors shaping consumer buying behavior. Employing the principal factor analysis technique, we unveil four primary factors underpinning consumers' buying behavior: eco-labeling, willingness to pay, environmental concern, and attitude. These findings underscore a growing scholarly and research interest in these dimensions, evident in the increasing volume of academic publications in recent years.

III. RESEARCH OBJECTIVES

- To study the effect of packaging on consumer buying decision
- To find the impact of labelling on the purchase of food products
- To study the opinion of parameters of the contents on the food labels

VI. SCOPE OF THE RESEARCH

Consumer buying behavior highly depends on packaging and labeling when purchasing food products.

- Many researchers have significantly predicted a positive trend between appealing packaging and consumer purchase decisions.
- India is one of the fastest emerging food markets in the global scenario.
- The rise of self-service models and changing consumer lifestyles have increased the importance of packaging and labeling.
- Attractive packaging helps grab the attention of consumers and influences their buying decisions.
- Packaging plays a crucial role since many purchase decisions are made directly at the point of sale.
- Packaging has become an essential part of the selling process in the food industry.
- In this context, the present study focuses on the role of packaging and labeling in influencing consumers' buying behavior.

V. HYPOTHESIS OF THE STUDY

1) There exists no association between age of the respondents and influence of attractive packing on buying decision.
2) There exists no association between gender of the respondents and color of the package as an influencer in purchase decision.
3) There exist no association between educational qualification of the respondents and the nutritional information on the food label influence purchase decision.

VI. RESEARCH METHODOLOGY

Types of Data Collection:

Data are the bricks with which the researcher has to make a house. While the quality of research findings depends on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of

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methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective.

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Sample Unit

The target population in this study was the consumers who belong to Pollachi Area. Non-probability, convenience sampling method is used in the study.

Sample Size: 110 Customers in Pollachi

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

VIII. DATA ANALYSIS AND INTERPRETATION

1. Age of the Respondents and Influence of Attractive Packing on Buying Decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.676	9	.232
Likelihood Ratio	10.787	9	.291
Linear-by-Linear Association	.002	1	.963
N of Valid Cases	110		

H_0: There exists no association between age of the respondents and influence of attractive packing on buying decision. Calculated $\chi 2$ Value: 11.676, Degree of freedom: 9, Signification level: .232

2. Gender of the Respondents and Packing Colour as Purchase Influencer

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.030	3	.071
Likelihood Ratio	7.107	3	.069
Linear-by-Linear Association	1.481	1	.224
N of Valid Cases	110		

H_0: There exists no association between gender of the respondents and colour of the package as an influencer in purchase decision. Calculated $\chi 2$ Value: 7.030, Degree of freedom: 3, Signification level: .071

3. Educational Qualification and the Nutritional Information on Food Label

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.199	15	.807
Likelihood Ratio	11.336	15	.728
Linear-by-Linear Association	.239	1	.625
N of Valid Cases	110		

H_0: There exist no association between educational qualification of the respondents and the nutritional information on the food label influence purchase decision. Calculated $\chi 2$ Value: 10.199, Degree of freedom: 15, Signification level: .807

IX. FINDINGS

- As the calculated $\chi 2$ value (11.676) is not significant (.232) at five percent level, there exist no association between age of the respondents and influence of attractive packing on buying decision. Hence the null hypothesis is accepted.
- As the calculated $\chi 2$ value (7.030) is not significant (.071) at five percent level, there exist no association between gender of the respondents and colour of the package as an influencer in purchase decision. Hence the null hypothesis is accepted.
- As the calculated $\chi 2$ value (10.199) is not significant (.807) at five percent level, there exist no association between educational qualification of the respondents and the nutritional information on the food label influence purchase decision. Hence the null hypothesis is accepted.

X. SUGGESTIONS AND RECOMMENDATIONS

- There are consumers who said that the instruction of use printed on the label influence their purchase. Often, we find the instructions of use given in a very small font size. This has to undergo a change and ensure that the font size of the instruction of use should be increased so as to enable the consumers to buy the product without hesitation.
- The study shows that the consumers have a preference towards brand name and name of the manufacturer. This preference makes them purchase a packaged food item when it meets their criteria of healthy food or may contain some healthy ingredients.
- The packaging protection has to be given due weightage because the packages must be designed in such a way that it should protect from external factors like ultra violet radiations or sunlight so that the product preservation can be maintained.
- The branding strategy influences consumers' food choice resulting in enhanced customer value, satisfaction and loyalty in the long run. Hence the food marketers to work out a suitable branding strategy to create brand value for their products by improving brand positioning.
- It is suggested that, general awareness and education programme regarding food labels need to be planned by the manufacturers with the support of the government to increase awareness among the general public.
- The respondents refer to labels occasionally during initial purchase and this makes them easily to switch from one product to the other since they might not be aware that an old product might have received value addition. Hence, educating consumers about the importance of food label and packaging becomes imperative.

XI. CONCLUSION

Understanding consumer needs is the starting point of marketing and it ends with satisfying their needs. This study is important in because it helped to find out the packaging attributes and labelling information focused by consumers. Moreover, the finding of the study will be definitely useful to food companies which help to concentrate on attributes of packaging and labelling considered by consumers and make attempts to promote sales after introducing appropriate changes.

Consumption of packaged food items has grown fast in recent times. Packaging and labelling enable consumers to make informed decisions when purchasing and consuming food products. Apart from this, the issue of consumer knowledge about usage of packaging and labelling information has attracted attention among consumers.

Study on consumer buying decision is very crucial in framing policies related to production, pricing, promotion and distribution. It helps in formulating right marketing strategy, information to be printed on label, packaging attributes to kindle interest of consumers which help them to develop new products with modifications.

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