

Poobala Rayen Laura Diana and Aman Gupta (2023). A study evaluating the role of packaging design in consumer perception and purchasing behaviour of instant food, *International Journal of Multidisciplinary Research & Reviews*, Vol 02, No. 03, pp. 9-15.

A STUDY EVALUATING THE ROLE OF PACKAGING DESIGN IN CONSUMER PERCEPTION AND PURCHASING BEHAVIOUR OF INSTANT FOOD

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Keywords

Consumer Perception,
Purchasing Behaviour,
One sample t-test.

Abstract

The socioeconomic environments in which individuals live have a significant impact on consumer behaviour. A wide variety of requirements, opinions, attitudes, and tastes are produced by diverse environments and populations, and these differences impact the decisions people make while making purchases. A key factor in determining market success and brand loyalty is consumer perception and purchase behaviour. The aim of conducting this research is to examine the role of packaging design in consumer perception and purchasing behaviour of instant food. one sample t-test was used to analyse the data collected. The results of the analysis indicated the significant role of packaging design in consumer perception and purchasing behaviour of instant food. packaging design in consumer perception and purchasing behaviour of instant food are First impression, Visual appealing, Information source (essential information like ingredients) , Brand recognition, Freshness assurance, Differentiation (Unique packaging design), Consistency (Maintaining uniformity across product lines), Eco-friendliness, Seasonal adaption, Consumer attraction, Safety assurance (Ensuring packaging materials are safe for the consumer) and Durability.



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1. Introduction

In the current business environment, businesses are putting more and more emphasis on streamlining their product offerings. One trend worth mentioning is the updating of outdated items while maintaining their essential features. This evolution serves as a standard for improving the well-being of society and is a reaction to the increasingly complicated demands of consumers. This paradigm revolves around the necessity for businesses to put customer happiness first and build long-lasting relationships with customers. Delivering value through superior products that meet the needs and preferences of customers is the main goal. Product quality is still the most important factor, but packaging design is crucial for drawing in customers. Kotler and Armstrong (2012) assert that packaging has two purposes: it protects the integrity of the product and builds consumer confidence. Customers have many options in today's intensely competitive industry, which forces companies to continuously improve product quality to stay at the top of the market. In addition, the faster tempo of contemporary living has increased consumer demand for convenience, leading to a preference for easily consumable and conveniently accessible products. (Suyitno & Fajriyah 2022).

According to Mueller Loose and Szolnoki (2012), packaging design is essential for effectively communicating the qualities of a product to consumers, who base their purchasing decisions and perceptions on these factors. Although favourable opinions are crucial, the attitude-behavior gap frequently makes it difficult for consumers to make sustainable purchasing decisions when they are impacted by elements like cost, accessibility, and perceived quality (Stern, 2000). The acts that are directly associated with the purchase, use, and disposal of goods or services, as well as the pre- and post-purchase processes, are all included in the category of consumer behaviour. Consumer behaviour is heavily influenced by factors that are ingrained in the societal contexts that people live in. Diverse settings and populations produce a range of judgements, requirements, views, attitudes, and tastes, which influence decision-making when making a purchase. These variables include psychological, social, cultural, and personal components. Purchase intention is an attitude-driven personal preference. When someone has buy intentions towards an item, they are motivated to take actions that will lead them to obtain or come closer to the object. (Harwani & Sakinah 2020). The focus of this study is to examine how instant food product packaging affects consumers' perceptions and purchasing decisions.

2. Review of Literature:

1. Kritika, Shah. (2023). The study aimed to investigate the diverse roles played by product packaging, which include but are not limited to containment, protection, convenience, communication, and its impact on customer purchase behaviour, especially in a competitive market. The study's conclusions emphasised how important packaging is to marketing campaigns. In addition to protecting products and combining unit loads for shipment, packaging also gives customers important information. Additionally, packaging is a powerful instrument for influencing the opinions and decisions of customers. Notably, the study found that appealing colours, logos, symbols, and captions, among other aspects of packaging design, can have a big impact on consumer behaviour and purchase decisions, especially when it comes to children's preferences.
2. Suyitno, S., & Fajriyah, M. B. (2022). This study aimed to characterise the extent to which customer interest in purchasing Indomie brand instant noodles in Sedayulawas Lamongan is influenced by packaging and product quality. The study's findings showed that the product quality (X2) and packaging variable (X1) have a 37.3% influence on consumer buying interest (Y), with the remaining 62.7% being influenced by variables not included in the study. This means that the coefficient of determination (R²) is 0.373 (37.3%).

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3. Ketelsen, M., et al. (2020). The study's objectives were to investigate how consumers reacted to ecologically friendly food packaging, as well as to pinpoint obstacles to buying and possible fixes. The results showed that there are three primary obstacles to eco-friendly packaging recognition: the lack of information about new materials, the need for advice, and the preference for other product features such as quality and price over eco-friendliness. Nonetheless, a favorable attitude towards eco-friendly packaging was observed, with some customers indicating a greater readiness to purchase and pay for such goods. The evaluation also identified areas in which further research is needed, especially to better understand real-world purchasing behaviour and develop practical solutions for current obstacles.
4. Harwani, Y., & Sakinah, A. A. (2020). This study was aimed at investigating the impact of word-of-mouth, packaging design, and brand recognition on consumer purchase intention. Using convenience sampling and questionnaire data collecting, the study focused on Mie Ufo customers in LSI Daan Mogot, Jakarta, with a sample size of 120. Using Smart PLS 3.0 software, the strategy used Partial Least Squares analysis. Results showed that while container design had a considerable influence, brand awareness did not significantly affect purchase intention. Word-of-mouth, however, did not appear to have a big impact on purchase intention.
5. Ahsan Ansari, M. U., & Siddiqui, D. A. (2019). This study focused on graphics, colour, size, shape, product information, and package material to ascertain the effects of packaging qualities on customers' purchasing behaviour in Pakistan. Significant correlations were found between the buying behaviour of consumers and the images, colours, size, shape, and product information of the packaging. The research findings indicate that the characteristics of packaging are significant in conveying the quality of the product and so affecting consumer behaviour. It was suggested that food producers use customer input to improve consumer reaction and develop packaging designs appropriately. By directly including customers in the final packaging design process and considering their opinions, this might be accomplished.
6. Mayakkannan, R. (2018). The study focused on the perception, awareness, satisfaction, and online purchasing preferences of the citizens of Chennai district to investigate consumer purchase behaviour towards instant food products. India has seen a rise in the popularity of instant food products as a result of shifting eating patterns brought about by Western culture. Because of how convenient these items were, working people and single people loved them. The study's findings indicated that consumers frequently made their selections when purchasing quick foods, including a recommendation for the necessity of sales promotion initiatives to raise awareness through media and literature among a range of demographic categories.

3. Objective of the Study:

1. To examine the role of packaging design in consumer perception and purchasing behaviour of instant food.
2. To give suggestive measure to Instant food package providers towards increasing their customer base

4. Hypothesis:

H₀: The role of packaging design in consumer perception and purchasing behaviour of instant food is insignificant. (Mean score ≤ 3)

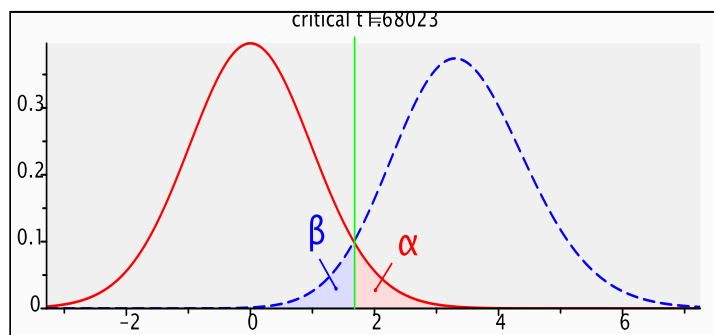


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H_1 : The role of packaging design in consumer perception and purchasing behaviour of instant food is significant. (Mean score > 3)

5. Research Methodology:

Research design:	Descriptive
Data Collection:	Both primary and secondary data
Sampling technique:	non-probability purposive sampling
Sample size:	85 Instant Food Customers
Sample Size Justification:	According to Faul et al.'s a minimum sample size of 45 for conducting a one-tailed one-sample t-test.
Statistical technique:	Parametric one-sample test
Statistical Tool:	R Studio software



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Test family		Statistical test	
t tests		Means: Difference from constant (one sample case)	
Type of power analysis			
A priori: Compute required sample size – given α , power, and effect size			
Input Parameters			
Determine =>	Tail(s)	One	
	Effect size d	0.5	
	α err prob	0.05	
	Power (1 – β err prob)	0.95	
Output Parameters			
Noncentrality parameter δ		3.3541020	
Critical t		1.6802300	
Df		44	
Total sample size		45	
Actual power		0.9512400	

Data Analysis and Interpretation:

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Table No: 1 One sample t-test			
Items	t - statistics	P - value	Ha: mean score of roles of packaging design in consumer perception and purchasing behaviour of instant food > 3
First impression	14.98	0.000	Significant
Visual appealing	12.90	0.000	Significant
Information source (essential information like ingredients)	13.22	0.000	Significant
Brand recognition	15.12	0.000	Significant
Freshness assurance	12.00	0.000	Significant
Differentiation (Unique packaging design)	13.89	0.000	Significant
Consistency (Maintains uniformity across product lines)	13.56	0.000	Significant
Eco-friendliness	15.78	0.000	Significant
Seasonal adaption	14.34	0.000	Significant
Consumer attraction	12.90	0.000	Significant
Safety assurance (Ensures packaging materials are safe for consumer)	12.45	0.000	Significant
Durability	15.34	0.000	Significant

To examine the perception of consumers and their buying decision Parametric one-sample t-test (one-tailed) was applied. It is seen that $p\text{-value} < 0.05$ and $t\text{ statistics} > 1.96$ for roles of packaging design in consumer perception and purchasing behaviour of instant food are First impression, Visual appealing, Information source (essential information like ingredients), Brand recognition, Freshness assurance, Differentiation (Unique packaging design), Consistency (Maintains uniformity across product lines) , Eco-friendliness, Seasonal adaption, Consumer attraction, Safety assurance (Ensures packaging materials are safe for consumer) and Durability

6. Conclusion

The study's findings emphasise how important package design is in influencing customer perceptions and buying choices in the instant food industry. Utilizing an extensive examination of diverse facets of packaging, such as aesthetic appeal, information provision, brand identification, and environmental

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friendliness, it is apparent that packaging functions as a potent mechanism for moulding consumer inclinations and propelling purchase decisions. The above-mentioned characteristics, including initial impression, differentiation, consistency, and safety assurance, underscore the complex function that packaging performs in augmenting product appeal, fostering brand allegiance, and guaranteeing customer contentment. These findings highlight how important it is for fast food chains to prioritise strategic packaging design to maintain their competitive edge and meet changing consumer tastes and market expectations.

7. Recommendations:

1. To make a good first impression and grab customers' attention, spend money on visually appealing and educational package designs.
2. Use eye-catching colours, eye-catching graphics, and contemporary design features to improve visual appeal.
3. To help consumers make decisions, make sure the package includes all the information they need, including the components, nutritional value, and advantages of the product.
4. Make sure the product is fresh by using packaging materials that prolong its shelf life and maintain its quality.
5. Use inventive packaging designs to set items out from the competition and draw in customers.
6. Use environmentally friendly packaging alternatives to draw in environmentally conscious customers and reduce the effects on the environment.

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