

IMPACT OF PRODUCT PACKAGING ON THE PURCHASING BEHAVIOR OF CUSTOMERS IN APPAREL INDUSTRY OF INDIA

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ABSTRACT

Apparel industry of India is always in its good times from all decades. Apparel industry in India is trying all the new innovations of packaging techniques for its new and old products as its customers are major younger people from age group of 20 to 40 years. The study of this paper has observed the affects of product packaging on the purchasing behavior of customers in the apparel industry of India. The reason for conducting this study is for identifying all packaging element that add every inch of value to apparel products and influence customer purchasing behavior. The study helps marketers in apparel industry to bring creative ideas and innovations into the packaging of apparel products; hence it also provides the policy makers of apparel industry to implement effective decision-making in considering the changes and developing strategies of packaging in general. The research was conducted using qualitative and quantitative data research methods and data was collected on basis of questionnaire method and this study has collected sample from 100 respondents. The study observed that purchasing behavior of customers has been affected in apparel industry of India accordingly towards apparel product packaging.

Keywords : Packaging, Product, Quality, Customers, Purchasing Behavior, Apparel, Industry, India.

Introduction

Apparel industry is considered as the massive economic sectors in the world. Apparel industry is considered as the most powerful sources of incomes for many countries of the world's economy. Apparel industry plays a very important role for developing a country economy in terms of generating employment for millions of people and great revenue generation for the country. The apparel industry has undergone drastic changes because of global sourcing and day by day increasing level of price competition among the companies in its industry.

Now days the online shopping craze, branded garments and marketing has formed new dimensions for everyone. The consumerism is on a higher rate very time now as the consumers are expecting satisfaction buying experience. In India the apparel manufacturers are spending more than \$130 billion on product packaging

respectively. For apparel industry manufacturers and retailers consider packaging of the products the most significant factor as the product itself. Consumer satisfaction is the most important factor to build any brand and for creating a feeling good feel and ensuring consumer retention for themselves, presentation of the apparel products is most important for the apparel industry.

Apparel product packaging is the procedure of filling the apparel product then compressing the product and then wrapping the apparel product with the intention of protecting it and properly handling the packed product. This is the final step of production of apparels in apparel companies that produce finished apparel products for their customers. Apparel packaging is very essential factor because it draws the attention of customers to buy the product. Hence product packaging affects the purchasing behavior of customers in apparel industry.

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Objectives

- To identify the impact of apparel products packaging on the purchasing behavior of customers in India.
- To identify the culture of packaging apparels on the bases of color, design of wrapper and fragrances.
- To study the different types of packaging used to pack apparel or garments in apparel industry.

Literature Review

Gandhi.A, Sharma.S. [2013] say that merchandising is the most important factors in apparels business. The study has observed that merchandiser responsible for the development of product according to the customer's parameters and satisfaction needs. The study has defined the merchandiser has individual who makes sure that the right products at the right prices reaches in right quantity and quality and at the right time to its appropriate destinations. The authors have stated the important parameters of merchandisers' performance in apparel companies. **Arun Kumar Agariya, AnkurJohari, Hitesh K Sharma, Udit N S Chandraul, Deepali Singh,** say that packaging of the product helps in brand communication process and determines the attributes of product packaging for communicating the

brands value to its valuable consumers. The authors build a framework for product packaging, the objective are divided into four sub-objectives such as dependence on packaging design for the consumer attraction, communication medium to consumer, convenience for handling and using the product and product sales and green aspects. **Silayoi.P. ,Speece.M** [2007] say that product packaging is a vehicle for buyer communication and branding procedure. The authors have achieved communication goals, knowledge about purchaser's psychology and the study has also stated the importance of manufacturers understanding towards consumer responses of their product packages. The research study has observed the issues faced in packaging of food products for purchasers in Thailand.

Research Methodology

Both qualitative and quantitative methods have been used for the study. Primary data was collected through sample survey questionnaires were prepared for data collection. There were 13 questions that the respondents had to answer. The targeted respondents were buyers of different age groups and genders and customers who purchase apparels often accordingly seasons or fashion trends. While conducting the study the response rate was 100%.

Data Analysis

Q1. Apparel product packaging design plays an vital role in buying behavior of purchasers

Table 1A

Opinion	Respondents	Percentage
Strongly Agree	23	23
Agree	68	68
Neutral	5	5
Disagree	2	2
Strongly Disagree	2	2
Total	100	100

Table 1B

Sample Standard Deviation, s	28.22233158334
Variance (Sample Standard), s ²	796.5
Population Standard Deviation, σ	25.242820761555
Variance (Population Standard), σ ²	637.2
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	12.621410380778

Primary Resource

68% agree and 23% strongly agree that apparel product packing is very important role in buying behavior

of customers and remaining are neutral and some disagree with it.

Q2. Do you consider overall product packaging design when you are looking for a garment?

Table 2A

Opinion	Respondents	Percentage
I like it very much	14	14
I somewhat like it	79	79
I feel neutral about it	6	6
I dislike it somewhat	1	1
I dislike it very much	0	0
Total	100	100

Table 2B

Sample Standard Deviation, s	33.443983016381
Variance (Sample Standard), s^2	1118.5
Population Standard Deviation, σ	29.913207785191
Variance (Population Standard), σ^2	894.8
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	14.956603892595

Primary Resource

The above tables show that 79% consider the overall

packaging design before purchasing the apparel product.

Q3. Apparel packaging of the products should be eye catching.

Table 3A

Opinion	Respondents	Percentage
Strongly Agree	70	70
Agree	23	23
Neutral	4	4
Disagree	3	3
Strongly Disagree	0	0
Total	100	100

Table 3B

Sample Standard Deviation, s	29.38537050983
Variance (Sample Standard), s^2	863.5
Population Standard Deviation, σ	26.283074401599
Variance (Population Standard), σ^2	690.8
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	13.1415372008

Primary Resource

70% strongly agree and 23% agree that apparel

packaging of the products should be eye catching and the remaining say that it depends on what they buy.

Q4. Do you think packaging designs needs to be unique?

Table 4A

Opinion	Respondents	Percentage
Strongly Agree	25	25
Agree	68	68
Neutral	5	5
Disagree	1	1
Strongly Disagree	1	1
Total	100	100

Table 4B

Sample Standard Deviation, s	28.618176042508
Variance (Sample Standard), s^2	819
Population Standard Deviation, σ	25.596874809242
Variance (Population Standard), σ^2	655.2
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	12.798437404621

Primary Resource

68% agree and 25% strongly agree that packaging design

should be very unique and the remaining say that it depends on what they purchase.

Q5. Does packaging label provide enough information about the apparel product?

Table 5A

Opinion	Respondents	Percentage
Strongly Agree	15	15
Agree	75	75
Neutral	8	8
Disagree	1	1
Strongly Disagree	1	1
Total	100	100

Table 5B

Sample Standard Deviation, s	31.288975694324
Variance (Sample Standard), s^2	979
Population Standard Deviation, σ	27.985710639539
Variance (Population Standard), σ^2	783.2
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	13.992855319769

Primary Resource

75% agree and 15% strongly agree that packaging label provide enough information about the apparel

product and remaining 8% say it depends on their mood and 2% disagree.

Q6. Should apparel Product packaging pattern should help in the storage, use, and convenience of product.

Table 6A

Opinion	Respondents	Percentage
Exceptionally relevant	13	13
Fairly relevant	78	78
To some extent relevant	7	7
Doesn't seem to be relevant	1	1
Exceptionally irrelevant	1	1
Total	100	100

Table 6B

Sample Standard Deviation, s	32.802438933713
Variance (Sample Standard), s^2	1076
Population Standard Deviation, σ	29.339393313428
Variance (Population Standard), σ^2	860.8
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	14.669696656714

Primary Resource

78% fairly relevant and 13% exceptionally relevant that apparel product packaging pattern should

help in the storage, usage, and convenience of product and remaining say it depends on what garment they are buying.

Q7. Packaging can influence the buyers buying decision by keeping the product secure.

Table 7A

Opinion	Respondents	Percentage
Exceptionally influential	12	12
Fairly influential	76	76
To some extent influential	5	5
Doesn't seem to be influential	3	3
Exceptionally influential	4	4
Total	100	100

Table 7B

Sample Standard Deviation, s	31.503968004047
Variance (Sample Standard), s^2	992.5
Population Standard Deviation, σ	28.178005607211
Variance (Population Standard), σ^2	794
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	14.089002803605

Primary Resource influential the buyers buying decision by keeping the product secure.
 76% fairly influential and 12% exceptionally

Q8. Does product packaging helps in brand positioninga apparel company.

Table 8A

Opinion	Respondents	Percentage
Strongly Agree	24	24
Agree	71	71
Neutral	3	3
Disagree	1	1
Strongly Disagree	1	1
Total	100	100

Table 8B

Sample Standard Deviation, s	30.116440692751
Variance (Sample Standard), s^2	907
Population Standard Deviation, σ	26.936963451733
Variance (Population Standard), σ^2	725.6
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	13.468481725867

Primary Resource packaging helps in brand positioninga apparel company.
 71% agree and 24% strongly agree that product

Q9. Do quality of the packaging does make an impact on purchasers buying behavior.

Table 9A

Opinion	Respondents	Percentage
Strongly Agree	13	13
Agree	78	78
Neutral	5	5
Disagree	4	4
Strongly Disagree	0	0
Total	100	100

Table 9B

Sample Standard Deviation, s	32.764309850812
Variance (Sample Standard), s^2	1073.5
Population Standard Deviation, σ	29.305289624912
Variance (Population Standard), σ^2	858.8
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	14.652644812456

Primary Resource the packaging always impact on purchasers buying behavior.
78% agree and 13% strongly agree that quality of

Q10. Packaging of product should have ability to pass on the apparel brands message.

Table 10A

Opinion	Respondents	Percentage
Strongly Agree	13	13
Agree	81	81
Neutral	2	2
Disagree	2	2
Strongly Disagree	2	2
Total	100	100

Table 10B

Sample Standard Deviation, s	34.431090601374
Variance (Sample Standard), s^2	1185.5
Population Standard Deviation, σ	30.79610364965
Variance (Population Standard), σ^2	948.4
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	15.398051824825

Primary Resource

81% agree and 13% strongly agree that packaging of product should have ability to pass on the apparel brands message.

Key Findings

- From the previous studies and sample survey it was found that product packaging does affect on the purchasing behavior of customers in apparel industry of India.
- It is observed that the packaging pattern is a key addition for the apparel products.
- It is observed that the label on the product packet

has become a necessity for consumer to check before the purchase of the product.

- The study has found out that the color, fragrance and the quality of the apparel packaging can set the mood of the customers for purchasing the apparel of that particular brand.

Building of Brands using packaging design of products

Brands are also building with the help of product packing innovation designs and techniques. Some famous brands attract customers or change the mental ability of purchasing their apparels using the hanger

packaging style and after the customer has purchased their garment they also give them additional packing in the box of their brand name and a shopping bag of the brand name.

Impact of packaging color and size on purchasing behavior of Customers

The color of packaging attracts customers to purchase the products. Colors used for packaging should be light and attractive as light colors are soft on eyes and not harsh like dark colors used in packaging. Colors are said to change the customer senses for purchasing a product and it also sets the mood of customers to buy the product if even they are not interested in it. The designers set the color of a product packing according to the brand ratio in the market and as well as the logo of brand and the ethics the apparel company follows in the apparel industry.

Impact of apparel packaging fragrance on purchasing behavior of Customers

The fragrance of packed garments plays a vital role for purchasing it. The packaging fragrance attracts customers towards it; mostly females purchase apparels which have a soothing fragrance in them. The fragrance element changes the mood of an individual and sets the mood and purchasing senses to that customer. The packaging designers set a unique fragrance for the apparel or garment according for it making in mind the brand market status and the brand ethics the apparel company follows in the apparel industry respectively.

Conclusion

The study has stated the different types of cartons used in packing apparels and the different types of packing methods that attract consumers and changes the purchasing behavior of the customers in India. The study has also proved through the survey of 100 respondents the packaging color, material and fragrance used in packing the apparels due change the purchasing mood of customers in supermarkets and malls or shop of brand

retailers in market place. Further studies or research can be carried on bases of new packaging technologies and methods to boost the sales of products on the bases of new marketing tool known as packing of products in apparel industry.

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