

IMPACT OF PACKAGING ON CONSUMERS OF RURAL AND URBAN AREA IN INDIA

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ABSTRACT

In today's era and complex business competition it is the need of business to comprehend with the behavior of various consumers. For understanding the behavior of rural and urban customers the literature is reviewed and it was found that there are major differences in the buying patterns of rural and urban customers depending on product packaging by any company. The study has helped the marketers to know the requirements of various customers in different areas of India so that they can make the appropriate strategies accordingly for their products their company sells. The reason of this study is to test the essential factors which help for the success of a brand. According to the research of this study it was observed that the most important and extremely powerful factor of any product success is packaging. The study has concluded that some of the packaging elements like its packing color, its packing material, and the unique designs on wrapper are considered more important factors when consumers make their purchasing decisions. For the study qualitative and quantitative data was used and data has been collected by questionnaire method and this study has collected sample of 100 respondents. It was observed that packaging impact the consumers of rural and well as urban areas of India.

Keywords : Packaging, Products, Consumers, Decision, Rural Area, Urban Area, India.

Introduction

The study of this paper refers to the importance of product packaging in minds of consumers and how it also affects the buying decisions and perceptions of consumers, instead of allowing the buyer to position a product independently the marketers in industry try to influence and shape the minds of buyers through packaging concepts and perceptions. In marketing terms packaging is said to be the first and last impression on a consumer about a particular product before a consumer makes a full and final decision to purchasing it. There is a worth to ensure that packaging works as tough as possible to ensure more secure sales in terms of brand value or functionality of product's or pure innovation of an product. Hence it is said that packaging adds values to a product in many ways. Packaging may provide many business benefits such as brand positioning,

representation of company work ethics, new channel opportunities for product distribution. Consumer behavior is a behavior that a consumer expresses while searching for purchasing a product and expects that product will satisfy its needs. To attract n number of consumers towards a branded product, it is the job of marketers to reach out to both urban and as well as rural consumers. Packaging has become a sales promotion tool for an organization in any industry throughout the world. The consumer purchasing behavior is considered by packaging color, packaging material, packaging design of wrappers and various characteristics of packaging.

Color of Packaging : Color plays a vital role in decision-making procedure for potential buyers.

Material for Packaging : Some special material used for packing or padding a product to protect it. A packaging material can change consumers purchasing decisions.

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Packaging material has a very strong impact on consumers buying behavior.

Design of Packing Wrappers : The design plays an important role for attracting buyers.

Innovation in Packaging : Innovation in product packaging actually adds values to the product if it meets certain needs of consumer's like child-proofing, tamper-proofing, and easy to handle, easy to store, easy to open and recyclability.

Objectives

- To identify the impact of packaging on the purchasing decisions of consumers in rural and urban areas.
- To know the effects of packing elements on the purchasing decisions of consumers.
- To identify the elements which are highlighted while designing a concept for packing of a product for both rural and urban areas.

Literature Review

Arens(2007) said that packaging is a container of a product that encompasses the physical appearance of the container which include the following things such as color, design, shape and size,label and material used for packing.**Ulrich R Orth et al.** (2010) has said in his study that package designs are integral part for projecting brand image, which at times is designed to convey images of very high end quality, while at different timesignaling at affordable prices.**Sinclair** (2007) in his research study of packing the punch has conveyed that customer's decision making processes are not always rational in the sense of objective, it do not follow any pre-determined rational, statistical economic patterns of packing.According to **Schlossberg** (2008) in his research study of Effective packaging talks to consumers he has suggested that the most effective means of drawing attention to any product

is by focusing on product's brand by the use of appropriate characteristics such as color, shape or size, language or languages used and display pictures while increasing package product availability.According to **Rudh** (2007) says that advertising exposure which can be briefly packaging continues to develop brand values during the excessive usage of products and this can drive brand loyalty and equity .Heexplainedthat in a normal supermarket, a normalbuyer passes about nearly 300 brands or more per minute. This is less than one-tenth of second for a single product to drawthe attention of the customer and spark the purchase decision in his/her mind.

Research Methodology

The data was collected through primary and secondary data sources. While conducting this study primary data was gathered through survey questionnaires were prepared for data collection. There were 10 questions that the participants or respondents had to answer and the questions were based on product packaging patterns. The respondents were given sufficient time frame to understand and ask clarification about the study and questionnaire if they had any before completion of the questionnaire.The targeted respondents were buyers, deciders of fast moving consumer goods and various products of other usable products industry. While conducting the study the response rate was 100%.

Data Analysis

- Q1. Occupation of the Respondent: Students, Working Professionals, Small Businessman and Housewives.
- Q2. Age group of respondents: The groups were 15 to 20 years, 21 to 25 years, 26 to 32 years. The major respondents were from age group of 26-32 year that was 81% and remaining was from other two age groups.
- Q3. Gender of respondents: There were55% females and 45% of male respondents.

Q4. Does packaging of a product influence an individual purchasing decision?

Table A

Opinion	Respondents	Percentage
Yes	60	60
No	6	6
May be	4	4
Depends	30	30
Total	100	100

Table B

Sample Standard Deviation, s	26.153393661244
Variance (Sample Standard), s^2	684
Population Standard Deviation, σ	22.649503305812
Variance (Population Standard), σ^2	513
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean ($SE_{\bar{x}}$)	13.076696830622

Primary Resource

Packaging of product influences the purchasing decision, 60% of the respondents have said yes. Packaging is the most important tool for marketers to promote their products to consumers now days. 30%

respondents have said it depends on which products they purchase. It may be packaging does not matter for cheaper products for them and packaging matters for them when they are purchasing costlier products.

Q5. Does color of packaging influence an individual purchasing decision?

Table C

Opinion	Respondents	Percentage
Yes	50	50
No	15	15
May be	9	9
Depends	26	26
Total	100	100

Table D

Sample Standard Deviation, s	18.092355660149
Variance (Sample Standard), s^2	327.333333333333
Population Standard Deviation, σ	15.668439615992
Variance (Population Standard), σ^2	245.5
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean ($SE_{\bar{x}}$) :	9.0461778300746

Primary Resource

Color of packaging influences the purchasing decision, 50% of the respondents have said yes. 26%

respondents say may be color of packaging draws attention sometimes but 15% respondents it does not matter to them they purchase the product for their need and not for packing color and various things.

Q6. As a customer do you think packets are main source of information for a respective product?

Table E

Opinion	Respondents	Percentage
Yes	85	85
No	1	1
May be	3	3
Depends	11	11
Total	100	100

Table F

Sample Standard Deviation, s	40.232656718972
Variance (Sample Standard), s^2	1618.6666666667
Population Standard Deviation, σ	34.842502780369
Variance (Population Standard), σ^2	1214
Total Numbers, N	4
Sum:	100
Mean (Average):	25
Standard Error of the Mean (Sex) :	20.116328359486

Primary Resource

85% respondents said yes that packet reveals much information about the product and consumers are interested in the information displayed on the packet of a

product. 11% respondents said it depends on which product they buy and remaining least bothered to read about the product details.

Q7. Does packaging helps to identify a product of a particular brand

Table G

Opinion	Respondents	Percentage
Strongly Agree	26	26
Agree	62	62
Neutral	7	7
Disagree	5	5
Strongly Disagree	0	0
Total	100	100

Table H

Sample Standard Deviation, s	25.465663156494
Variance (Sample Standard), s^2	648.5
Population Standard Deviation, σ	22.777181564013
Variance (Population Standard), σ^2	518.8
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	11.388590782006

Primary Resource

The above table says 62% respondents agree that packaging helps to identify a product of a particular brand

and 26% strongly agree with it. Packaging is uniqueness of a particular product and it differentiates a respective product with different products on the display shelf.

Q8. Does packaging helps in easy carrying, handling and storage of a products

Table I

Opinion	Respondents	Percentage
Strongly Agree	25	25
Agree	70	70
Neutral	2	2
Disagree	3	3
Strongly Disagree	0	0
Total	100	100

Table J

Sample Standard Deviation, s	29.740544715926
Variance (Sample Standard), s^2	884.5
Population Standard Deviation, σ	26.600751869073
Variance (Population Standard), σ^2	707.6
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	13.300375934537

Primary Resource

70% respondents agree with that packaging helps in easy carrying, handling and storage of a products and 25% respondents strongly agree with it. Hence with this

statement we can say that packaging is not only meant for attracting or drawing the attention of consumers to purchase the product but packaging is mainly meant to protect the product.

Q9. Packaging should be simple and very easy to open.

Table K

Opinion	Respondents	Percentage
Strongly Agree	20	20
Agree	70	70
Neutral	8	8
Disagree	2	2
Strongly Disagree	0	0
Total	100	100

Table L

Sample Standard Deviation, s	29.017236257094
Variance (Sample Standard), s^2	842
Population Standard Deviation, σ	25.953805116013
Variance (Population Standard), σ^2	673.2
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	12.976902558007

Primary Resource

70% of respondents agree with it and 20 % strongly agree with that packaging should be simple and very easy

to open because consumers do not like complex packaging and easy packaging saves time and effort of consumers.

Q10. Do you prefer environment friendly packaging material for packing products?

Table M

Opinion	Respondents	Percentage
Strongly Agree	20	20
Agree	68	68
Neutral	10	10
Disagree	2	2
Strongly Disagree	0	0
Total	100	100

Table N

Sample Standard Deviation, s	27.964262908219
Variance (Sample Standard), s^2	782
Population Standard Deviation, σ	25.011997121382
Variance (Population Standard), σ^2	625.6
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (Sex) :	12.505998560691

Primary Resource

68 % of respondents agree with it and 20 % strongly prefer environment friendly packaging material for packing products because they know the adverse effects of some harmful packing material and want to stay green and safe the planet. The rest may not be liking the idea to stay green.

Findings

From the literature and sample survey it was found that there are several differences in urban and rural consumers purchasing behaviors. It is compulsory for the marketers to understand both the markets and consumers needs of rural and urban areas as they have excessive difference in viewpoints of purchasing. The rural and urban customers are on same level in considering the packaging patterns as value addition for the product. Urban buyers are always high-level status drawing customers and rural buyers are always concerned about products fitting in their budget. Some factors of purchasing behavior like environment, individual's occupation, monthly income, place of purchaser, decision making by male family head's only has affected the rural consumer behavior from decades but in case of urban consumers there is purchasing done in friends groups, family members altogether, according to individuals personality, brand showoff and this all information affects the buying behavior of urban consumers.

It is essential for companies to pay appropriate attention towards the quality of packaging for their products. Culture differences do have impact on companies regarding the design of product packaging and in this study research the choices of choosing

products basis on the color of packets is observed that there is difference between purchasing behavior of rural and urban consumers.

Conclusion

Result of this research study regarding impact of packaging on consumers of rural and urban area in India is concluded as follows:

- Packaging is one of the most powerful tool of marketing .Packaging affect the consumers purchasing decisions.
- Perfect mixture of packaging elements such as color/color combination of packaging which changes the mood of customer, then easy to handle /open/disposal of packaging of a product; all these elements attract the attention of buyer.
- The wrapper design and picture on the product packet and logo of the brand is very important in urban areas as consumer buy products according to their status and brand popularity in the market and the sometimes also on bases of costlier products of popular brands. Where as in rural areas there is lot of brand loyalty compared to urban areas consumers and rural area consumers are small on pocket hence buy products value for money instead of showoff.
- This study has observed that marketing professional in the industry should not consider packaging as the whole and sole factor for the key of success for any products they launch in market they should also consider different vital factors of marketing when they launch new innovative products or revamp old products to benefit both urban and rural consumers.

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