

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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## CONSUMER PREFERENCE TOWARDS THE PACKAGING ELEMENTS OF FMCG PRODUCTS IN TIRUVARUR TOWN

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### ABSTRACT

*In the present fast moving world consumer prefer only packed goods which are sold through super markets. Packaging plays a role of silent salesman. Its various elements influence the purchase decision of consumer. Hence an attempt has been made to study about how the elements of packaging influence the individual characteristic of consumer preference towards the FMCG products in Tiruvarur town. In order to analyze the view of the respondents based on the level of education and age, a chi-square test was used. The result shows that there is significant difference between age of the respondents and elements of the product packaging of FMCG products and also there is no significant difference between the educational qualification and printed matters in the product packaging.*

### KEYWORDS

Packaging, Elements, Consumer behavior.

### INTRODUCTION

Packaging is the only thing that communicates a message about the product to buyer in the store. It is used to protect the product from damages during shipping and transferring product from one place to another place. Both good package design and consumer preference are regarded as an essential part of successful business practice. Many potential customers first notice a new product after it has arrived on the shelves of the store. It is vital that the packaging provide consumers with the information they need and motivate them to make purchase. Due to increasing self-service and changing consumer's life style the interest in package as a tool of sales promotion and stimulation of impulsive consumer preference is growing increasingly. It is important to identify what factors can be more effectively increasing the preference of the consumer. Various elements like colour, font size wrapper design and shape influence the preference of the consumer towards the packed products. Hence an attempt has been made to study about the consumer preference towards the packaging elements of FMCG products in Tiruvarur town. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and its objectives is to find out the packaging elements and the influence of individual characteristics that affect the consumer preference of packed FMCG products.

### AN OVERVIEW OF PACKAGING

Packaging is the process of designing or producing the container itself. It is the technology of enclosing or protecting products for distribution, storage, sale, and use.

Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. The ancient peoples used natural material (available at the time ) like baskets of reeds, ceramic amphorae, wooden boxes, pottery vases, wine skins, wooden barrels, woven bags for packages. Now a days we are using materials like glass, plastic, cans & cartons etc,. The usage of different types of packaging is changing as new materials become available and new processing techniques are developed. The growth of aackaging and its usage has been particularly rapid in the second half of the twentieth century in industrialized and developed countries and more recently, in many developing countries. Packaging is now generally regarded as an essential component of our modern life style. It protects the goods we buy from wastage and damage. Packaging protects the interests of consumers. The information contained on the package tells the consumer what the product is and how to use it. Such information includes brand names and descriptions, manufacturer's name and address, quantity, use-by dates, directions for use, storage and disposal, and cautionary or emergency information. Without packaging, materials handling would be messy, inefficient and costly, and modern consumer marketing would be difficult. Hence an attempt has been made to study about the packaging elements.

### OBJECTIVES

- To find out the packaging elements that affecting the consumer preference of packed FMCG products.
- To analyze the influence of individual characteristics of consumer while making purchase decision of packed FMCG products.

### METHODOLOGY

This study was mainly based on primary data collected from the selected sample through a structure questionnaire. The sample size was 120 respondents and the respondents were identified from Tivurarur Town by convenience sampling method.

### STATISTICAL TOOLS

The Statistical methods are:

#### 1. Percentage Analysis

The number of respondents for each factor is converted into percentage basis.

#### 2. Chi-square Analysis

Chi- square is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. Chi- square describes the magnitude of the discrepancy between theory and observation.

**Formula**

$$\chi^2 = (O-E)^2 / E$$

O=Observed frequency

E=Expected frequency

**PERIOD OF STUDY**

The data was collected in the month of April to June 2014.

**RESEARCH HYPOTHESIS**

- ❖ There is no significant difference between age of the respondents and elements of the product packaging of FMCG products.
- ❖ There is no significant difference between the educational qualification and printed matters in the product packaging.

**LIMITATIONS**

- ❖ Due to time and money constraints the study is restricted to Tiruvarur town.
- ❖ In this study the convenient sampling method is used.
- ❖ This study is restricted to 120 respondents only.

**TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Characteristics		No. of respondents	Percentage (%)
<b>Gender</b>	Male	24	20
	Female	96	80
	Total	120	100
<b>Age</b>	Below 20 yrs	10	8.33
	20-30 yrs	20	16.67
	30-40 yrs	46	38.33
	40-50 yrs	16	13.33
	50 yrs& above	28	23.33
	Total	120	100
<b>Monthly Household Income</b>	Below Rs.20000	14	11.67
	Rs. 20000-30000	22	18.33
	Rs. 30000-40000	68	56.67
	Above Rs. 40000	16	13.33
	Total	120	100
<b>Occupation</b>	Housewife	44	36.67
	Government employee	8	6.67
	Private employee	28	23.33
	Business people	12	10
	others	28	23.33
	Total	120	100

Source: Primary Data

Majority of the respondent were female as purchasing was made by female in the study area. It is interesting to note that majority of the respondents are in the age group of 30-40 years. 36.67% of the sample consisted of housewife, 23.33% comprised of private employee and others, 10% of respondents were business people and the rest 6.67% were government employee. More than 50% of the respondents belongs to the monthly household income of Rs. 30000-40000 respectively.

**TABLE 2: CHI-SQUARE TEST: SIGNIFICANT DIFFERENCE BETWEEN AGE OF THE RESPONDENTS AND ELEMENTS OF THE PRODUCT PACKAGING OF FMCG PRODUCTS**

Age	ELEMENTS OF THE PRODUCT				Total
	Color	Font Size	Wrapper design	Shape	
Up to 20 years	4 (0.66)	0 (2.16)	2 (0.43)	4 (2)	10
21 – 30 years	8 (1.33)	2 (1.26)	4 (0.86)	6 (1)	20
31 – 40 years	10 (0.42)	14 (1.63)	14 (0.02)	8 (0.16)	46
41 – 50 years	4 (0.02)	2 (0.62)	6 (0.17)	4 (0.2)	16
Above 50 years	6 (0.29)	8 (0.62)	12 (7.31)	2 (2.31)	28
<b>Total</b>	<b>32</b>	<b>26</b>	<b>38</b>	<b>24</b>	<b>120</b>

Source: Primary Data

Level of Significance 5% = 0.05  
 Degrees of Freedom = (r-1) (c-1)  
 = (5-1) (4-1) = 12  
 Table value (TV) = 21.026  
 Calculated value (CV) = 23.47  
 $\chi^2 = \sum (O_i - E_i)^2 / E_i$   
 C.V > T.V 23.47 > 21.026

**Null Hypothesis**

There is no significant difference between age of the respondents and elements of the product packaging of FMCG products

**Inference**

As the calculated value is greater than tabulated value the null hypothesis is rejected. Hence it concludes that there is significant difference between age of the respondents and elements of the product packaging of FMCG products.



TABLE 3: CHI-SQUARE TEST: SIGNIFICANT DIFFERENCE BETWEEN THE EDUCATIONAL QUALIFICATION AND PRINTED MATTERS IN THE PRODUCT PACKAGING

Educational Qualification	PRINTED MATTERS IN THE PRODUCT PACKAGING					Total
	Date of manufacturing	Price	Quantity	Quality	Others	
SSLC	4 (0.33)	4 (0.33)	6 (0.64)	4 (0)	2 (0.53)	20
HSC	6 (0.025)	2 (0.71)	4 (0.04)	2 (1.63)	10 (9)	24
UG	10 (0.13)	8 (0.46)	8 (0.46)	10 (0.30)	6 (0.14)	42
PG	12 (0.95)	4 (0.24)	8 (1.65)	8 (0.21)	2 (2.37)	34
<b>Total</b>	<b>32</b>	<b>18</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>120</b>

Level of Significance 5% = 0.05  
 Degrees of Freedom = (c-1) (r-1)  
 = (5-1) (4-1) = 12

Table value (TV) = 21.026,  
 Calculated value (CV) = 20.145

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

$$C.V < T.V \quad 20.145 < 21.026$$

#### Null Hypothesis

There is no significant difference between the educational qualification and printed matters in the product packaging.

As the calculated value is lesser than the tabulated value the null hypothesis is accepted. Hence it concludes that there is no significant difference between the educational qualification and printed matters in the product packaging.

#### FINDINGS

- Majority of the respondents are in the age group of 31-40 years.
- Most of the respondents are attracted by wrapper design and colour.
- There is no significant difference between the educational qualification and printed matters in the product packaging.
- There is significant difference between the age of the respondents and elements of the product packaging of FMCG products.

#### CONCLUSION

Package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumers purchase decision. Company should continuously research for a quality improvement of packaging. Packaging influence the consumer to buy a particular FMCG brand.

This paper help us to understand the mindset of the consumer regarding the packaging of FMCG product and the ways a company has to follow to always retain and acquired the new consumers.

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