

**A STUDY ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO
BRANDING AND PACKAGING IN FMCG SECTOR IN ERNAKULAM**

Project Report

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*In partial fulfilment of requirements for award of the degree of
Bachelor of Commerce*



ST.TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level

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March 2023

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CERTIFICATE

This is to certify that the project report titled “**A STUDY ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO BRANDING AND PACKAGING IN FMCG SECTOR IN ERNAKULAM**” submitted by **Nova Christopher and Timina Baburaj** towards partial fulfilment of the requirements for the award of the degree of **Bachelor of Commerce** is a record of bonafide work carried out by them during the academic year 2022-2023.

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DECLARATION

We, **NOVA CHRISTOPHER** and **TIMINA BABURAJ** do hereby declare that this dissertation entitled, “**A STUDY ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO BRANDING AND PACKAGING IN FMCG SECTOR IN ERNAKULAM**” has been prepared by us under the guidance of **MS. ANN THOMAS KIRIYANTHAN**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

“The customer’s perception is your reality.”- Kate Zabriskie

As we all know, it is not only the quality of the product that matters, how presentable it is - is also important. Branding and packaging is unavoidable in this context. When we visit a shop, immense number of products appear in front of our eyes. But you choose very few from them. What makes you select that product? Mostly, it is the package, or you may be familiar with that brand earlier. ‘Branding’ gives the consumer the knowledge about the benefits of that particular product or service. In modern times the number of products has exponentially increased. Consequentially it is a very difficult task for both the consumer and the producer to opt the product. As lifestyle, personality and status is at times been evaluated based on the products one uses, the whole scenario changes. Brand’s name, terms, signs, symbols, and designs happen to be significant.

Brand Equity also comes into play, where the consumer trusts the quality of the product by its brand name. Brand awareness creates a genuine connection between the consumer and the product. It is branding which generates this trust over a due course of time. Hence branding is how the uniqueness of the product is highlighted, which in turn initiates the urge in the consumer ‘give it a try’. And this trial extends to everlasting relationship with the company.

Packaging is the process of preserving the product intact. Identification, Usage and Protection are the perspectives of a user, while Distribution, Storage and Promotion are of prominence to the producer. Planning a package, the focus is on visually appealing to the consumer, prove attractive among tons of products, extends maximum information, convenient use, and functions as a silent salesman or a silent advertisement thus acts as a communicator. Types of packaging are categorized as Primary packaging, Secondary packaging and Tertiary packaging, where laminated pouches, plastic containers and tin cans are primary, plastic rings and cardboard boxes for holding the product are secondary and wooden pallet are tertiary packaging. All these assure hygiene, avoids adulteration and hampering. The difference between packaging and packing is that packing is the subset of packaging, because packaging is meant for designing and packing is meant for protection.

In today’s rats’ race world which outstands – service or goods, depend a lot on Branding and Packaging. The mode of projection helps it thrive. This study intends to analyse perception about the branding and packaging in FMCG (Fast moving consumer goods) sector in the consumer perspective.

1.2 STATEMENT OF THE PROBLEM

Branding and packaging are the important factors influencing consumer buying behaviour. Consumer makes repeated purchases on Fast Moving Consumer Goods. Hence the impact of branding and packaging on consumer's purchase decision is studied focusing on FMCG sector. Branding helps to attain customers and face competition in the market effectively. Brand is a term, sign, name or some combinations of them used to identify and distinguish the products of a seller from the products of other sellers. Packaging attracts customers. Packaging provides information and persuades consumers to buy the product. Competition is high in the market. A product may have to face competition and survive in the market, depending upon consumer's purchase decision.

Branding and Marketing of FMCGs are targeted at a wider audience and is subjected to a high level of competition. To stay competitive, it is of great importance for FMCG manufacturers to effectively build up their brand name better than others and make sure that customers are aware of their product. FMCG manufacturers have to be mindful of the latest techniques and strategies involved in building brands and in adding value to the brand. Therefore, a study of consumer buying behaviour regarding the aspects of branding and packaging in the FMCG is needed.

1.3 OBJECTIVES

1. To study consumer buying behaviour towards branded fast moving consumer goods.
2. To analyze the brand switching behaviour of consumers in the FMCG sector.
3. To examine the influence of packaging on consumer's purchase decisions.
4. To identify factors which the consumers consider while purchasing branded fast moving consumer goods.
5. To find out the consumer preference for eco-friendly packaging in branded fast moving consumer goods.

1.4 SIGNIFICANCE OF THE STUDY

FMCG Industry i.e., Fast Moving Consumer Goods are those which are sold quickly at low cost. It is the broadest category of consumer products such as toothbrush, soap, shampoo, shaving products etc. which are frequently purchased by the consumer. The shelf life of FMCGs is usually short. Fast moving consumer goods sector has been expanding at a healthy rate over the years as a result of rising disposable income, a rising youth population, and rising brand awareness among consumers. FMCG are sold in large quantities, so they are considered a reliable source of revenue. FMCG stocks generally

promise low growth but are safe bets with predictable margins, stable returns, and regular dividends. FMCG sector is selected for the study.

Nowadays products are judged based on their appearance, hence the packaging plays an important role in the product. This type of industries focuses on variety of packaging methods. It is considered as one of the most important factors to attract the consumers. Branding allows as to build relationships with your audience, which can eventually turn them into loyal customers. Consumers want comfort, happiness, and satisfaction in their lives, and they get it in part through the products they buy. Consumers from an opinion that the brand is trustworthy, which gives them peace of mind when buying. From the customer's point of view, it is the first impression that persuades or dissuades him/her from buying the product.

Packaging plays an important role in product differentiation, segregating products based on their uses, improving product quality, assisting in marketing, and increasing distribution efficiency. Furthermore, effective packaging can increase product recognition and brand equity, which helps increase sales. The importance of innovative packaging cannot be emphasized enough. If a product looks attractive, it increases the chances of being purchased, and the same goes for food items. Thus, innovative packaging solutions help in increasing the chances of customers choosing your product over those of competitors. Innovative packaging solutions can be used to create new designs and shapes which can attract customers' attention.

The study includes the analysis of consumer perception about branded FMCG goods, to analyze the brand switching of consumers, to study of the influence of packaging on consumers purchase decisions, to study consumer attitude towards packaging and lastly to analyze the consumer preference for eco-friendly packaging.

1.5 SCOPE OF THE STUDY

The proposed study mainly targets consumer buying behaviour towards branded products in FMCG sector. The study analyses and evaluates the influence of branding and packaging on purchase decision. The sector selected for the study is FMCG. The study is carried in Ernakulam district. The study analyses the consumers preference for branded goods and studies the influence of packaging on consumer's purchase decision. The study also examines the Brand switching of consumers, i.e., the shift of consumers from one brand to another. Consumer's preference for Eco -friendly packaging is also included in the study.

1.6 RESEARCH AND METHODOLOGY

1.6.1 RESEARCH DESIGN

The study is descriptive in nature with data collected from a sample of 105 consumers of FMCG products in Ernakulam district. The research studies the influence of branding and packaging in FMCG from the perspective of selected sample. It analyses consumers responses regarding the area of study. Questionnaire method was used to collect data along with discovering responses to the research questions. The study used questionnaire to gather information from the respondents to evaluate the consumer buying behaviour.

1.6.2 COLLECTION OF DATA

The study uses Primary data. The research depends on original information. Primary data refers to data collected from primary sources. The information is collected directly by the researcher. The data was collected from respondents in the selected sample through questionnaire.

1.6.3 SAMPLING DESIGN

The sampling technique adopted for the study is non- probability sampling, specifically Convenience sampling. Convenience sample includes people who are easily accessible. The sample selected based on convenience were people from near locations, willing to participate in the survey and available during the time of data collection.

1.6.4 POPULATION

The population of the study is restricted to consumers of FMCG in Ernakulam district.

1.6.5 SAMPLE SIZE

A sum of 105 people was selected for the survey. The methodology of the study is presented in the below table.

Sources of data	Primary data
Sample size	105 Respondents
Universe	Consumers of FMCG in Ernakulam district
Sampling Technique	Convenience sampling
Source of Primary data	Structured questionnaire
Tools of Analysis	Tabular and Graphical representation
Data collection procedure	Questionnaire was used to collect primary data

1.7 LIMITATION

- The size of sample selected is small
- The study only analyses the influence of branding and packaging on consumer buying behaviour separately. Data collection from respondents includes limited representation of male in the study.
- There is lack of respondents in the age group of 36-50 and Above 50.
- Responses are based on consumer's opinion and memory.
- The results of the study may not be relevant in other districts as the research is limited to Ernakulam district.

1.8 KEY WORDS

1. **Branding:** Branding is the promotion of a product or company by creating an impression on customers. Brand is a term, sign, name, symbol for identification the products of a seller and to distinguish the products. Brand has a unique symbol and guarantees the quality of the product.

2. **Packaging:** Packaging is the process of protecting and enclosing the product. Packaging prevents the destruction of goods. Packaging helps to attract customers and labelling is done on packages. Packaging helps in easy handling of the product.

3. **FMCG (Fast moving consumer goods):** Fast moving consumer goods are also called 'Consumer Packaged Goods'. These goods are repeatedly purchased by consumers. These goods are used at large in the day -to- day life.

4. **Consumer Buying Behaviour:** Consumer buying behavior is the movements of customers before buying a product. Consumers are influenced by many factors before making a purchase.

1.9 CHAPTERIZATION

Chapter 1- INTRODUCTION

The chapter gives a brief introduction about the topic of the study, objectives of the study, problem statement, significance, scope, research methodology adopted and limitations of the study.

Chapter 2 - LITERATURE REVIEW

The chapter deals with review of available literature in the selected topic area, that is Branding and Packaging. The various studies conducted by other researchers are studied in this chapter.

Chapter 3 -THEORETICAL FRAMEWORK

The chapter includes understanding of theories and concepts that are significant to the topic of the research. The theoretical framework connects to the existing knowledge and introduces and describes the theory.

Chapter 4 – DATA ANALYSIS AND INTERPRETATION

In this chapter data collected from primary sources, are analysed and interpreted using tables and graphs. Tabular and graphical representation are used for analysis.

Chapter 5 – SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

The chapter comprises summary of findings and recommendations of the study. It also includes the conclusion of the research.

CHAPTER 2
REVIEW OF LITERATURE

INTRODUCTION

This chapter deals with the review of relevant literatures on the research topic as well as explained terminologies with regards to the importance of branding and packing on marketing productivity. The review of related literature is broken down into conceptual review, theoretical review and empirical review.

Packaging can be thought as a system of building blocks. The smallest size units are the retail or consumer packages of cartons one seen on the shelves of stores. The building block hierarchy is important to remember because each of the different building blocks is inside another and their total effect must be to protect the product. He further states that packaging is the container or wrapping for a product item. Packaging has come to stay as a potent marketing tool. Well-designed packages can create convenience and promotional values. Many marketers have called packaging a fifth P along with price, product, place and promotion. However, most marketers treat packaging as an element of the production mix strategy.

The theory of attractive quality was propounded by Herzberg's Motivator-Hygiene Theory which discuss the distinction between satisfaction and dissatisfaction. The Theory of Attractive Quality is useful to better understand different aspects of how customers evaluate a product or offering. Over the past, this theory has gained increasing exposure and acceptance and it has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitiveness, and product compliance.

The intentions of consumer for procuring anything depend upon the intensity of his/her desires to satisfy his/her needs. Consumers have expectations that anything he is buying will satisfy his needs. The basic purpose is to fulfil consumer's needs instead of product name. Consequently, consumer makes buying decision now encounter different objects rather making prior decisions. Consumer's purchase decision depends on the way he/she is communicated for anything at store.

Consumers, in the present day when deciding to purchase any product, consider the brand name of the product, and the type of package that encloses the product. This is because both concepts add value to the product and the satisfaction derived from consumers when using the product. As result of these facts manufacturing firms, pay more attention to the key area of branding and packaging of their momentous product.

2.1 REVIEW OF BRANDING

1. **Fatima Sarwar and Muzamil Aftab (2014)** deals with the effects of branding on consumer behaviour. Brand knowledge is a very important factor. The more the consumer is aware of the brand, and he has all the knowledge about price, quality etc., the more he will be attracted to that brand. The level of loyalty increases with age. The family is the most influential reference group. The more social consumers are influenced by their friends like Facebook. The more status-conscious consumers are more status-conscious than the non-status-conscious. The next part deals with methodology and analysis. According to the research, all factors are statistically significant, but only gender is the only variable that is not statistically significant, and its value is different from 0. The reliability table calculates that the research validity and reliability is 89.6% which is great. In the end, it is concluded that branding influences consumer behaviour in relation to the different dependent and independent variables.
2. **Henrieta Hrablik Chovanová and Aleksander Ivanovich Korshunov (2015)** reviews the results of primary research aimed at examining the influence of brand on influencing consumers to purchase a product. The aim of the paper is to highlight the fact that the brand has an impact on the customer's decision-making process. Original primary data within the primary research were collected using a quantitative questionnaire method. A select group of 1,250 respondents were included in the quantitative research. Partial results of the complex research work carried out between 2009 and 2014 are subject to the content of the work. The primary research was continuously conducted during the six-month period in 2014 in Slovakia. An established questionnaire was piloted and revised before use. The chi-square test was used as a statistical method. Based on the above research object, two hypotheses were formulated, focusing on the relationship between respondents' age and branded product purchases, and between respondents' age and brand preference. It was hence concluded that the branded product purchases and brand origin preference depended on consumer age.
3. **Aishvarya Bansal and Santosh Sabharwal (2017)** discuss the behaviour of young consumers towards branded apparel in Delhi and NCR and to understand the concept of branded apparel, to observe brand awareness for different apparel brands, to analyse factors responsible for brand awareness and to discover important factors that persuade a consumer to choose a brand among available brands; Examine factors that create brand association and analyse how brand loyalty is beneficial to marketers. The study is descriptive in nature and is based on primary data for outcome analysis. A structured questionnaire was formulated using Likert scale, multiple grids, multiple

choice questions and administered to 400 young consumers (age 15-34 years), including both males and females, ranging from professionals, business people, students or job seekers, using practical sampling from various Delhi and NCR locations. The results were analysed based on the demographic profile (working status, age, gender, education and income) that was the subject of this work. This vital information can help the companies better understand the customer needs and deliver the products to them. Nowadays the purchase has become a pleasant experience and no longer just for satisfaction. After the introduction of several new brands, the branded segment has grown by 25% annually. This represents a shift from the unbranded to the branded segment, mainly due to factors such as rising income levels of Indians, changing demographics, improvements in living standards and rising brand values.

4. **Bhadrapa Haralayya (2021)** gives an outline of the impact of the brand on consumer buying behaviour of Ford cars. Today the auto industry is one of the most competitive industries in the world. The consumer also makes a distinction when purchasing. Examining was done on how consumers distinguish between different models and brands of FORD and other competitors. The main motive is to know how the brand affects the purchasing behaviour of consumers. The study was conducted to determine the degree of effect of branding on consumer purchasing behaviour and to study the interactive influence of those factors that determine brand image and loyalty, to know the brand image and loyalty of Ford cars and to propose actions to develop the brand in Bidar district of Karnataka state. Data is collected through a questionnaire from a sample of 50 Ford car users. They were chosen as a convenience sampling method.

5. **Dr. P. Yasodha and Ms. C. Sarnitha (2021)** addresses the results of primary research aimed at examining the effect of branding on consumer purchasing behaviour. The aim of the study is to highlight the fact that the brand has an impact on the customer's decision-making process. Original primary data within the primary research were collected using a quantitative questionnaire method. 100 respondents were involved in the quantitative study. The study used two statistical methods of analysis. They are the simple percent method and the chi-square test. Based on the above research area, three hypotheses were formulated, focusing on the relationship between the gender of the respondents and the influence of the brand in the purchase decision, between the influence of the factor on the purchase of branded products and the concern about the use of brands, and between Focus on brand preference and brand loyalty. I have found that the brand has an influence on the purchase decision.

6. **Muhammad Irfan Tariq (2013)** deals with a cross-sectional field study involving 362 individuals was conducted to examine the factors influencing purchase intentions of FMCG consumers in Pakistan. Variables, namely brand image, product quality, product knowledge, product involvement, product attributes, and brand loyalty were examined as determinants of consumer purchase intentions and found to have a positive association with purchase intent.
7. **Syed Saad Hussain Shah, Jabran Aziz, Ahsan raza Jaffari and Sidra Waris (2012)** examines from a core brand image perspective and in the context of brand renewal, it is obviously about brand strength, which is a crucial part of the brand renewal process. Older studies conclude that brand strength is perceived both objectively and subjectively. Shwu-Ing and Chen-Lien (2009) said that market share, channel stronghold, distribution, and advertising and advertising costs are objective. He further explained that consumers' overall perception of the brand that comes out on top usually leads to more awareness and market share, such that these brands are perceived by consumers as superior. Shwu-Ing and Chen-Lien (2009) presented larger-scale research suggesting that the main components of core brand image are brand awareness and brand preference. The two components of the core brand image; Brand awareness and brand preference affect core brand image and are positively associated with core brand attitude (Shwu-Ing and Chen-Lien, 2009). In addition, both relevance and awareness are crucial for effective branding (Sevier, 2001). Bogart and Lehman (1973) explained that brand awareness arose out of the big, consists of different parts, and was dependent on extension to different areas of the messages being promoted. Moore and Steve (2000) described that the expansion of fashion brands into the global market has been successful in the area of brand image and awareness.
8. **Dr. Shahid Akhter (2019)** analyses the effect of brand on consumer buying behaviour and to have an in- depth knowledge about branding and consumer behaviour. The research methodology adopted is Consumer Survey on the effect of brands on consumer's buying behaviour through questionnaire. Brands create buyer aspirations, brands alter buyer intentions, brand association, brand image, brand loyalty are studied in the research paper. Price and brand were the major aspects that customers gave more importance. When the consumer is more aware of the brand, he is more attracted towards the brand as he has knowledge about the brand's price, quality etc. Brand loyalty increases with the age. The degree of brand consciousness decreases in higher age group. According to the study, all the variables are statistically significant except gender. The research found the relationship between the branding and consumer buying behaviour. It is concluded that branding influences the consumer behavior in relation to different dependent and independent

factors. Brand loyalty, brand association and brand image have relevant impact on consumer behaviour.

9. **Rose James (2022)** examines the impact of branding on consumer behaviour means the factors of consumer behaviour which helps consumer to choose a brand as per choice and need. The objective of the research is to determine the effect of branding on consumer buying behaviour, to realize the concept of branding and consumer behaviour and to examine the branding strategies used by companies. The research methodology adopted was survey, through questionnaire. The study was conducted on the basis of different categories of respondents such as age groups, education groups, status groups and income groups. The analysis of data was done using coefficients and anova table. As per the research, branding is independent variable which includes the aspects such as personal, gender, age, brand knowledge etc. Consumer buying behaviour is dependent variable which includes aspects like brand loyalty, social status, social factors etc. According to the study, coefficient values of all the dependent variables are statistically significant, except gender. Gender does not affect the consumer behaviour compared to other variables. Research concludes that branding is significant in effecting consumer behaviour.

2.2 REVIEW OF PACKAGING

10. **Clifford Zirra Tizhe Oayaa and Oputa Newman (2017)** focuses on the strategy adopted by many countries to gain more market share for their products. In order to attract more customers to buy their products, companies have introduced various innovations to make their product compete with that of the competition. The form of packaging is a way of attracting consumers' attention. Even though packaging and how consumers assess utility/value based on packaging to make purchasing decisions has been extensively studied, the results have not established a sufficient link between packaging and consumer purchasing decisions, particularly in Nigeria. The study therefore examines the influence of packaging on consumer purchasing behaviour in the state of Nasarawa using the Ordinary Least Squares (OLS) method. The results of the study showed that there is a direct significant connection between product differentiation and consumer evaluation. Thus, product differentiation has a significant impact on consumer evaluation of the product. It also showed that there is a direct significant link between labelling and consumer awareness. He therefore believes that labelling has a significant impact on consumer awareness of the product; However, it was also found that labelling has a significant impact on consumer awareness of the product. Therefore, based on the foregoing, the study recommends that organizations must focus their efforts on improving the packaging.

11. **Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013)** analyses how packaging influences consumer purchasing behaviour. The primary intent for conducting this study is to identify the elements behind the success of packaging. The goal of this research implementation is to find out how much the independent variables influence the dependent variables. The consumer's purchasing decision is strongly based on the packaging and its characteristics. We predict that packaging colour, packaging material, background image, packaging design, printed information, innovations, font style. Due to people's rapidly changing lifestyle, packaging is interesting because the packaging assures people that the product is original, and the manufacturer has used the packaging as a purpose for easy delivery, for security purposes, and as a tool for sales promotion. Packaging is an important element in terms of sales promotion and addresses one of the most important factors in influencing customers' purchasing decisions.
12. **Zdenka Kádeková, Ingrida Košičiarová, Vladimír Vavrečka and Milan Džupina (2020)** finds out what influence the packaging has on the consumer's purchasing decision in the yoghurt segment. Reference was made to Slovak consumers under the age of 25. In order to achieve the goal, the methods survey, structured questionnaire (549 randomly selected respondents) and blind test (20 respondents) were used. For more in-depth analysis, four hypotheses were formulated and tested using statistical methods of Pearson's Chi-Square Test, Friedman's Test, Mantel-Haenszel Chi-Square Test, Phi Coefficient, Cramer's V Coefficient, and Correspondence Analysis. The results showed that almost 58% of respondents bought store brands sporadically, over 20% of respondents bought several times a week, and over 18% of respondents bought once a week. In terms of perceived quality, it can be said that the quality of private label products is perceived as good and reasonable, they give the impression of reasonable quality at a reasonable price, the deciding factor in their purchase is a combination of reasonable price and quality, and the reasons not to buy are high price, low quality and lack of information about the manufacturer.
13. **Mr. Bhavesh J. Parmar (2012)** examines the relationship between independent variables and dependent variables. The research is in the district of Patan in Gujarat (India). The packaging is the most important factor. The purchasing behaviour of consumers depends on the packaging and its features. Packaging elements such as packaging colour. Background image, packaging material, font, packaging design, printed information and innovation are considered predictors. With increasing self-service and changing consumer lifestyles, there is growing interest in packaging as a sales promotion tool and stimulator of impulsive buying behaviour. Therefore,

packaging plays an important role in marketing communication, especially at the point of sale, and could be considered as one of the most important factors influencing consumers' purchasing decision.

14. **Parmar Vishnu and Amin Muhammad Ahmed (2014)** determine the role of packaging on consumer purchasing behaviour. The aim of this research is to examine the essential factors that drive the success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data was collected through questionnaires and SPSS software was used for analysis. In this study, samples were collected from 150 respondents and the reliability of the model was tested. According to the result of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements such as colour, packaging material, packaging design and innovation are more important factors when consumers make a purchasing decision. Finally, it was also found that packaging is one of the most important and strongest factors influencing consumer purchasing decisions.

15. **Dr. R.K. Gopal and Miriam George (2014)** analyses on the importance of packaging, the important parameters required in packaging of products, how packaging features in the global market. The research paper is related with the functional and creative aspects involved in the packaging of products and how it affects the demand of FMCG goods. The quality of packaging, the size of the package, the visual impact of packaging, the texture of the packaging material, all these have a direct impact on the demand for the product. How the product is visually appealing to consumers is important as the quality of the product. The study is based on direct observation and analysis of FMCG. The research examines the important packaging elements such as color, design, brand image and logo and material. The creative element in packaging attracts the customers. Observations on segmented packaging and brand packaging is included in the research paper. The informational content in packaging spreads message to consumers and creates awareness. The paper helps in analyzing and evaluating the importance of innovative packaging and how it influences the customers.

16. **Mitul Deliya (2012)** analyses the importance of packaging design for FMCG products in the competitive market. The study used a focus group methodology to understand consumer behavior. The challenge is to examine and understand consumer behavior towards the packaging of FMCG

products and integrating packaging into an effective purchasing decision model. Packaging performs a significant role in predicting customer outcomes. The product's package can contain useful and relevant information for the consumer. Packages also provides label information like instructions, contents, usage, list of ingredients, warnings for use and brand identification. The research is based on questionnaire. The statistical test used is Z -test for data analysis. Pie diagrams are used for presentation of data analysis. The research studies consumer priority towards packaging, packaging in preserved products and packaging influence to switch the brand. The research helps to understand the consumer mindset towards the packaging of the product and the ways in which packaging can always acquire and retain the customers.

17. **Sania Farooq (2015)** examines the influence of product packaging on consumer purchasing intentions. Today, consumer choice is very important for marketers. Studies suggest that packaging draws consumers' attention to a particular brand, boosting its image and stimulating consumer perceptions about the product. There are so many things that can influence consumers' purchasing decisions. One of them is the packaging and its components. Consumers' increasing interest in lifestyle changes and self-service as a stimulus to support sales and further increase the effective purchasing behaviour of the packaging. That's why we conducted a study to learn our respondents' views on how packaging affects their purchasing decisions. A survey was conducted to collect primary data. The data were analysed with SPSS. The results suggest that all four elements of packaging (design, graphics, colour, and material) have a significant positive association with purchase intent.

18. **Suman Prosad Saha (2020)** deals with the packaging of product that attracts the consumer. Many companies have used packaging as a promotional tool in their marketing campaigns. Hence, this research aims to study the key factors of packaging affecting consumers in Bangladesh Fast Moving Consumer Goods industry. Data were collected via a structured questionnaire from 338 respondents and analysed using the Statistical Package for the Social Sciences to assess the strength of the hypothetical relationship, if any, between constructs involving packaging colour, packaging materials, packaging design attractiveness, labelling, and innovative include packaging as independent variables or predictors and consumer purchase decision as dependent variable. The results provide enough evidence to support the hypothesized relationship and useful information for managers in formulating strategies to influence consumer behaviour related to purchasing decisions.

19. **Jeffrey R Pohtam, Pradeep Kr. Deka, and Chandan Dutta (2016)** determines the effect of packaging on consumer buying behavior. The study is to analyse the essential factors, which are driving the success of a brand. Primary data has been collected for the research through questionnaire and simple random sampling technique was adopted. Target population includes buyers, users and deciders of FMCG and various products. Data was analysed and represented using pie diagrams. According to the finding of the research, packaging is the most important factor. The packaging elements like, the design of the wrapper, colour, innovation and packaging material are more important determinants on consumer's buying decision. Consumers want packaging to be easy to handle, differentiable from competitive products, and attractive. Labelling expresses the reliability of the product. Packaging has significant role in serving customers by providing delivering function and information. The study found that different packaging cues affect how a product is perceived.

2.3 REVIEW OF BRANDING AND PACKAGING

20. **Preeti Khadwal (2019)** gives importance to consumer who is the king of the market. No business can survive without consumers and the aim of all business activities is customer satisfaction. In the research paper consumer buying behavior is analyzed with the consumer playing the different roles of buyer, user and payer. The research paper studies the effect of branding and packaging on consumer behavior. The study is based on secondary data sources. Branding attracts customers as branded products increases their status and believes that the product is qualitative. Packaging helps to attract customers more. The study also examines how to survive in the market for long run, creating goodwill and maximizing the company's share, adjusting the product according to the changing needs of consumers and neutralizing the competitive strategy. Branding and packaging attract customer attention and memory for a longer period. Consumers become brand loyal to specific brands. Unique and attractive packaging creates emotional appeal and desire in consumer's mind. The study helps to understand that there is a positive correlation between branding and packaging.

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 INTRODUCTION

This chapter presents the theoretical framework used within this research, for the purpose of exploring the management of packaging and branding in a competitive FMCG market. Successful branding and packaging itself is the result of the involvement and the work put forth by marketers, designers, and customers.

To get a clear indication of the current consumer expectations in the present FMCG industry, a continuous analysis must be done among various sections or groups. The importance of packaging and branding in terms of the organization's environmental responsibilities and commitment to sustainable marketing has also been documented. In near future, it becomes possible to develop a clearer understanding of the powerful nature of packaging and branding as a marketing tool, and recognize that they are the critical part of the product offering, which should be much more highly regarded within all areas of marketing.

3.2 CONSUMER BUYING BEHAVIOUR

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

Consumer behaviour incorporates ideas from several sciences including psychology, biology, chemistry, and economics. Studying consumer behaviour is important because it helps marketers understand what influences consumers' buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behaviour also helps marketers decide how to present their products in a way that generates a maximum impact on consumer. In most cases, brands influence consumer behaviour only with the things they can control; think about how IKEA seems to compel you to spend more than what you intended to every time you walk into the store.

3.3 FACTORS THAT AFFECT CONSUMER BEHAVIOUR IN THE FMCG SECTOR

1. CONSUMERS' TASTE AND PREFERENCES

The tastes and preferences of the consumers play a significant role in determining the demand for a good. A good whose demand is high and for which consumers have stronger tastes and preferences.

2. HYBRID EXPERIENCE

Consumers now view digital tools as an essential component of the buying experience after witnessing a world that has been prioritizing the virtual in the past two years. They anticipate that brands will encourage hybrid shopping journeys, which combine physical and digital channels, and that stores will be digitally equipped.

3. CONSUMER ATTITUDE

Each of us holds certain attitudes that either consciously or unconsciously influence our shopping decisions. Our beliefs and attitudes largely affect how we act towards a product. Therefore, knowing a customer's attitude and beliefs helps marketers create effective marketing efforts.

4. SUSTAINABLE CHOICES

According to a survey, brands that represent themselves as sustainable have average revenue growth of five times higher.

3.4 FAST MOVING CONSUMER GOODS (FMCG)

Fast-moving consumer goods are goods that sell quickly at comparatively low cost. These products are also called Consumer packaged goods. FMCGs have a short shelf life due to high consumer demand. These products are perishable. They are purchased frequently by customers and are consumed rapidly. FMCGs are low priced products and are sold in huge quantities. These goods have a high turnover at the store. Fast-moving consumer goods are nondurable products. These goods have high-volume sales and low profit margins. Consumer goods are goods bought for consumption by the average consumer. Fast-moving consumer products are the largest portion of consumer goods. They fall into the nondurable category, because they are consumed instantly and have a short shelf life.

Almost everyone in the world uses fast-moving consumer goods every day. FMCGs are the small-scale consumer purchases made at the grocery store, produce stand, warehouse outlet and supermarket. They account for more than half of all consumer spending, but they incline to be low-involvement purchases. Since these goods have a high turnover rate, the market is very large and competitive. The FMCG sector has been growing at a rapid rate due to rising middle-class population, changing lifestyles, increasing urbanization and increasing disposable income among consumers. FMCG companies need to direct their efforts on marketing fast-moving consumer goods to attract and tempt customers to purchase their products. They are sold in large quantities, so they are considered as a consistent source of income. FMCGs are divided into different categories such as:

- Beverages
- Processed foods
- Baked goods
- Prepared meals
- Fresh foods, dry goods and frozen foods
- Household products
- Medicines
- Office supplies
- Cosmetics and toiletries
- Personal care

3.5 FMCG COMPANIES IN INDIA

Indian FMCG sector is the largest industry in the world. It is estimated that FMCG employs more than 10 million people in India and accounts for around 15% of the GDP. It is also one of the attractive sectors for investors. The sector is highly competitive but offers attractive investment opportunities due to its low valuations and high growth potential. Some of the major players in this sector include Hindustan Unilever Ltd, Nestle, Dabur, etc. FMCG sector viewed healthy FDI inflow of US\$ 20.11 billion from April 2000-March 2022. By 2025, Indian packaged food market is likely to double to US\$ 70 billion. Indian FMCG market is probable to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025. Rising digital connectivity in rural areas and cities is driving the demand for FMCG. The E-commerce sector is anticipated to contribute 11% to the overall FMCG sales by 2030.

1. Hindustan Unilever Ltd
2. Bajaj Consumer Care Ltd
3. ITC
4. Nestle India
5. Britannia Industries
6. Godrej Consumer Products Ltd
7. Colgate Palmolive
8. Dabur India
9. Gillette India
10. Jyothy laboratories
11. Parle Biscuits Pvt. Ltd
12. Marico Ltd
13. Emami Ltd
14. Patanjali Ayurved Ltd
15. Jubilant Foodworks

3.6 BRANDING - DEFINITION

Branding is the process of creating a distinct identity for a business in the mind of your target audience and consumers. Brand identity is also determined by the quality of your products, customer service and even how you price your products or services. Branding typically includes a phrase, design or idea that makes it easily identifiable to the public. A good brand doesn't need to cost us millions of dollars, but it does require a lot of creativity and research. To stand out from the crowd, not only do you need to have good products and services, but also a good creativity. There are many benefits required in branding i.e., customer loyalty, consistency, customer recognition, credibility, attracts talents etc. Branding in marketing refers to the process of building a positive perception of your company, products and services, using marketing communications such as email, print, advertising and more. The promotion of a particular product or company by means of advertising and distinctive design. The process of branding should be considered in global terms. Examples of branding include the use of logos, taglines, or mascots. There are five different types of branding strategies i.e., individual branding, attitude branding, brand extension branding and private label branding.

Branding is a complex process that requires careful planning and calculated approach. Ideally, we should have the branding strategy worked out before we launch the online store to avoid working backwards to try to align the store with customer expectations. A strong brand is easy to relate to and

draws on values that resonate well with the target audience. For an eCommerce shop, a strong brand can also be a safety net protecting a business from having to compete on price.

Branding is crucial to the success of any tangible product. In consumer markets, branding can influence whether consumers will buy the product. Branding can also help in the development of a new product by facilitating the extension of a product line or mix, through building on the consumer's perceptions of the values and character represented by the brand name.

3.7 IMPORTANCE OF BRANDING

1. Creates consumer preference for the product or service behind the brand:

Customers believe that the products from brands that are intensively marketed would always perform better. And the same is reflected from the results. The more you give importance to Branding, it helps in the longer run.

2. Generates Increased Revenues and Market Share:

When a firm does extensive marketing or branding, its revenues and market share increase. It can use its power to enter new geographical markets, do co-branding and gain new distribution opportunities.

3. Increases Employee productivity:

Once you have the best people for the job, your company's productivity level will increase as well. When the brand is well known, people will want to work for the firm.

4. Helps the company attract new distribution for its products:

Everyone wants to work with a brand where the client demands and return on investment are high. This means that the employee turn-over rate would drop dramatically because employees believe in what their company is doing and are proud of it.

5. Makes a remarkable and unique brand image:

Investors always go after brands that are strong enough to inspire their target audience and genuine enough to gain their trust. When we invest in company's brand efforts, the opportunity for growth is limitless.

3.8 BRAND LOYALTY

Brand loyalty is customer behaviour pattern where he/she starts trusting and becomes committed to one brand and conducts repeated purchases from the same brand over time irrespective of the marketing pressure generated by the competing brands. Brand loyalty, in marketing, consists of consumer's commitment to repurchase or continue to use the brand. Consumers can demonstrate brand loyalty by repeatedly buying a product, service, or by other positive behaviours such as by engaging in word -of- mouth advocacy. This concept of a brand displays imagery and symbolism for a product or range of products.

Brand loyalty helps in building a strong customer base which in turn serves as a tool to surpass competitors and attain a competitive edge that is required to succeed in the marketplace. Companies having strong brand loyalty customers experience repeated purchases of its products and services although there is a change in price or convenience. Loyal customers of a particular brand are less likely to get influenced by the marketing efforts of competitors thereby, increasing the probability that these customers will continue using the products and services of a particular company. Companies who have built a strong brand loyalty could enjoy increasing customer base.

For example, some people will always buy coke at the grocery store, while other people will always purchase Pepsi.

3.9 BRAND EQUITY

Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability. When a company has positive brand equity, customers willingly pay a high price for its products, even though they could get the same thing from a competitor for less. The firm's brand equity enables it to make a bigger profit on each sale.

Brand equity has a few basic components: consumer perception, negative or positive effects, and the resulting value. Foremost, consumer perception, which includes both knowledge and experience with a brand and its products, builds brand equity. The perception that a consumer segment holds about a brand directly results in either positive or negative effects. If the brand equity is positive, the organization, its products, and its financials can benefit. If the brand equity is negative, the opposite is true. If the effect is positive, tangible value is realized as increases in revenue or profits. Intangible value is realized in marketing as awareness or goodwill. If the effects are negative, the tangible or intangible value is also negative.

3.10 BRAND AWARENESS

Brand awareness is the extent to which a brand is recognized by the target group and is associated with a product or product category. Brand awareness is the extent to which a brand is recognized by the target group and is associated with a product or product category. Nevertheless, brand awareness holds a lot of importance for companies, especially new ones. A high level of brand awareness is the competitive edge that keeps a business top of mind for consumers. Brands with high levels of consumer recognition can even become synonymous with their product.

Brands with high levels of consumer recognition can become synonymous with their product. It will set the tone for a person's entire experience with your brand. As the brand awareness strategy matures, we will find that the most effective awareness drivers don't come from the official brand channels but from the fans. Latest research shows that the most effective purchase drivers on social media are recommendations from friends, comments and product reviews and familiarity with a brand.

3.11 BRAND ASSOCIATION

Brand association is the co-relation of a brand with a certain concept that a consumer recalls when he comes across that brand. The consumer recalls a brand by using the unique set of attributes, experiences, images, etc. that make the brand stand out. It can be directly related, indirectly related, or totally unrelated to brand's offerings. But it is something that makes the customer remember and recognize the brand. The primary motive behind the brand association is to have a brand which the consumers can link with positive attributes. The primary motive behind the brand association is to have a brand which the consumers can link with positive attributes. The brand association helps in building value and earning recognition. It's a way for brands to make consumers aware of its quality. Helps customers recall a brand for the unique qualities it offers.

Importance of brand association:

- Differentiates the brand from its competitors.
- Ensures customers of the quality it offers.
- Create a positive image of the brand/product.
- Be of great help while trying to launch a new product under the same brand.

Positive brand association connects people to the brand in the right way. If customers relate the brand to enjoyable or high-quality experiences, they're going to prefer that particular over competitors with which they don't have as strong a brand association or even have a negative one. Non-existent or negative brand association can harm the brand's reputation, cause brand dilution and result in lower sales or stagnant growth.

Some common barriers to positive brand association include:

- Lack of access to current, on-brand assets,
- Lack of understanding of the brand voice, and
- Lack of communication of brand strategy and vision.

3.12 BRAND SWITCHING – DEFINITION

Brand switching is the opposite of brand loyalty. It means that clients stop buying from a company and choose another brand with similar products.

Brand switching is always painful for companies since they know they have a 60-70% probability of selling a product to their client, while closing a deal with a prospective customer makes only 5-20%. We can infer that retaining customers and working on increasing customer loyalty decreases your chances of facing the problem of clients who switch brands. Brand switching trends can negatively affect your revenue and profit streams. It's critical to understand why consumers choose to switch brands so that you can promote customer loyalty for your brand and prevent losses in sales and market share. A simple brand switching example is this: A customer who has purchased the same brand of laundry detergent for 10 years decides to start buying a different brand.

3.13 TYPES OF BRAND SWITCHING

1. CUSTOMER EXPERIENCE

A customer prefers a brand until they have a bad experience with it. For example, a customer who prefers a hotel chain until experiencing poor customer service.

2. PERCEPTIONS

A customer who previously identify with a brand based on factors such as brand image, brand culture, company values or product style changes their mind based on new information.

3. PRICING

Customers who replace a brand they prefer with a cheaper brand because its products are similar enough. This can work the other way as customers may switch brands when they can afford more expensive products.

4. REPUTATION

The social status of a brand declines due to factors such as the poor behavior of its leadership, declining customer service or sustainability practices.

5. CURIOSITY

A customer becomes bored with a brand or its products and feels like exploring new options.

3.14 REASONS FOR BRAND SWITCHING

1. POOR CUSTOMER SERVICE

For expensive products, the value of customer service is key to brand loyalty. This includes after-sales service. If a brand has been providing consistently good customer service for a long time, it can retain customers easily, but if the quality of customer service fails to meet the expectations of the customer, they can switch to a different brand.

2. LACK OF ADAPTABILITY

The adaptability of a brand comes from understanding the customers and paying attention to their requirements. When customers who have been loyal to a brand for years due to the product value, price or aftersales service notice that there is little or no adaptability from the brand owners, they may consider brand switching. Imagine a scenario where a loyal customer of a watch brand walks into a shop to purchase a new watch.

3. COMPETITOR'S INNOVATION

This reason for brand switching often occurs in technology products like smartphones. Technology improves at a rapid rate and all tech-oriented brands constantly strive to innovate and incorporate new technologies in their products. This results in a highly competitive market that attracts customers to different brands.

4. THE CONVENIENCE OF COMPETITOR'S PRODUCT

The convenience of purchasing and using a product can make customers switch brands even when they do not want to. Consider a customer who has been using a particular brand's microwave oven for many years. Suddenly, the oven stops working and they immediately decide to purchase a new one. They would prefer the same brand, but they discover that it is only available online and may take three to four days to arrive.

5. PRICE-VALUE GAP

One reason customers become loyal to a particular brand is that they find the value of the brand's products matches their expectations. For some product categories, especially those that are higher in price, the customer may eventually choose to look at other brands for a lower-priced option. Consider a consumer who has been using a certain brand of washing machine for 10 years.

3.15 PACKAGING

Packaging is the act of enclosing or protecting the product using a container to aid its storage, distribution, identification, usage and promotion. Packaging constitutes all the activities of producing and designing the container for a product. Packaging refers to developing and designing the container or wrapping material around a product that helps to identify and differentiate the product in the market.

Packaging facilitates to store, use, promote, transport and distribute the product properly. Packaging is considered as an essential marketing subset. It forms the core sales tool. Packaging can be an external container made of varied materials or a part of the product itself. It is an essential element both for the seller and the customer. Packing is a subset of packaging. Packing just includes wrapping the product, while packaging also comprises of the branding aspect.

Packaging helps to increase sales as it adds to the aesthetic value of the product. It retains the product hygiene by preventing hampering and adulteration and protects the product from damage and spoil. Packaging also refers to the process of producing, designing and evaluating, packages. Packaging contains, informs, protects, transports, preserves and sells. In many countries it is fully integrated into business, government, personal, institutional, and industrial use. Package development and design are considered as a key part of the product development process. The preparation of a package can be a separate procedure but must be connected closely with the product to be packaged. Package design begins with the identification of all the requirements such as marketing, structural design, shelf life, logistics, quality assurance, legal, regulatory, graphic design, environmental etc. Packaging procedures need to assure the wellbeing of consumes. Package development includes considerations of environmental responsibility, sustainability and recycling regulations.

Packaging is a core part of the marketing plan, for any business that sells or manufacturers products. A product's package can be the selling point for many consumers, while reflecting the product's brand image and by delivering a sense of quality. Packaging is directly related to the quality of the product. It also influences whether a product is noticed. Aesthetic aspects like typography, colour, brightness and other graphics attracts a potential buyer. Effective packaging attracts new consumers and keeps present users away from competitors. Attractively packed products are looked closer and the competition is already narrowed down. Product packaging is the best marketing tool to influence and directly communicate to customers.

3.16 TYPES OF PACKAGING

1. PRIMARY PACKAGING:

Primary packaging, is in direct contact with the product and is intended for the customer to identify, to aid product consumption and to gain product knowledge. Primary packaging is also known as Consumer Packaging. It is the base packaging that highlights both appearance and utility. It is the primary layer containing the finished product. It also acts as a promotional tool

by fascinating more customers at the point of sale as it makes the product more attractive. Some of the examples of primary packaging are:

- Tin cans
- Laminated pouches
- Composite cans
- Laminated tubes for cosmetics
- Plastic containers

2. SECONDARY PACKAGING:

Secondary packaging forms the second packaging layer. The consumers usually do not see the secondary packaging. Its main use is to hold and group together individual units of the product. It brings together smaller product units into a single pack and aids in inventory management before the product is showcased to the customer. Examples of secondary packaging are:

- Cardboard boxes
- Cardboard cartons
- Plastic rings

3. TERTIARY PACKAGING:

Tertiary packaging is also referred to as Transit or Bulk packaging. It is used to group a large quantity of a particular product to transport it. The main aim of this packaging is to transport large quantities or heavy load of a product securely and easily, while facilitating easy handling and storage. Examples of tertiary packaging are:

- Shrink wrap
- Wooden pallets

3.17 ROLE OF PACKAGING

1. COMMUNICATING WITH CUSTOMERS

Packaging helps to sell the product as it provides space for providing information about the product, such as usage, nutritional information, or directions. Some packaging contains marketing message on the front to attract and persuades customers. The packaging can make an impression of how the product benefits the customer.

2. BRAND RECOGNITION

Packaging helps consumers to identify the companies or products they are loyal to. When consumers purchase the product, packaging helps in quick identification of the product. While launching a product in a new market, packaging helps to gather the attention of prospect buyers.

3. FUNCTIONALITY OF PRODUCT PACKAGING

One of the roles of packaging is to protect the product during shipment from the manufacturer to the store. Packaging is also a form of protection for the product. Packaging plays a significant role in sale of products in a new market or to new buyers.

4. PRODUCT BRANDING OPPORTUNITIES

Product packaging performs a vital role in the branding of the product. Branding requires a consistent package colour, logo, slogan and other types of visuals that differentiate a product from its competitors. Branding is an essential part of marketing for many products and companies.

5. INFORMATION

Packaging provides information on the characteristics of the product. Uses, size and more printed on the packaging of a product can help customers decide if the product suits their needs.

3.18 PACKAGING INFORMATION REQUIREMENTS

- Name and address of the manufacturer
- Generic or common name of the product
- Maximum Retail Price (MRP)
- Net quantity
- Distinctive lot, batch or code number
- Month and year of manufacture and packaging
- Date of expiry of the commodity
- Name of components used in the product
- Instructions to use the product
- Vegetarian and Non-vegetarian symbol for food articles
- Nutritional information
- Country of origin for imported food products
- Information relating to added colours and preservatives

3.19 LABELLING

Labelling is any written, graphic, electronic or communications on the packaging or on a separate associated label. Labelling is the display of information about a product on its packaging, container, or the product itself. Labelling facilitates description, brand identification and promotion of the product. It is significant in the identification of a product with the description and brand name. Labelling helps to make the product unique among the target customers and market the product directly to the consumers. As well as it may include ingredients, measures, production and expiration dates, health and safety instructions, contact information to communicate with the customer and brand ownership. Labelling is an important guidance to maintain customer service as a key function of marketing.

The label is “a piece of paper or other material that gives you information about the object it is attached to”. Labels are designed to provide useful information about the product and to draw the attention of consumers. They have to be clear, visible, easy to understand and clear. Labels are divided into brand labels, informative labels, descriptive labels and grade labels. There is some information represented through proper standard symbols. These symbols are recognized everywhere in the world. They are often necessary to convey a big amount of information in a limited space. It is an important marketing tool that help customers in their decision-making process. Labelling is a part of packaging and label

is typically designed in a simple and formal manner. Labelling must also fulfill certain legal requirements of the jurisdictions in which the product is being sold.

3.20 ECO FRIENDLY PACKAGING

Eco-friendly packaging is any packaging material that is environment friendly and does not harm the environment in any way. In light of the aggravating plastic pollution, retailers are switching to eco-friendly packaging solutions. Eco-friendly packaging is any packaging that is easy to recycle and safe for individuals and the environment. Environment friendly packaging is made out of recycled materials. It uses manufacturing practices and materials with minimal impact on natural resources and energy consumption. For a packaging material to be eco-friendly, it should be either biodegradable and compostable, or that can be easily recycled and reused. Eco- friendly packaging is also known as Sustainable or Green packaging.

Eco-friendly packaging aims to cut back packaging-related expenses, lessen the amount of product packaging, eliminate the use of toxic materials in the production of packaging etc. Sustainable packaging design is also good for a brand. Studies revealed that green packaging can help brand owners increase their net sales. Some of the eco packaging ways include eco-pouch packaging, eco-box packaging, eco-friendly labels, canvas tote bags, eco-shipping boxes etc. The recyclable packaging materials are: paper, glass, bagasse paper, cardboard, corn starch etc. Consumer tendencies are one of the reasons for many brands using environmentally friendly packaging. Eco-conscious packaging can give a product an edge over competition.

3.21 BENEFITS OF ECO-FRIENDLY PACKAGING

1. BIODEGRADABLE

Eco friendly packaging is made from natural materials, it is biodegradable. Plastic is not biodegradable as it takes thousands of years to break down and releases harmful chemicals. Environment friendly packaging is compostable.

2. EASILY DISPOSABLE

Most businesses in the UK and Europe have dedicated disposal or recycling services or locations. It is easy to recycle eco- friendly packaging provided disposables are separated.

3. REDUCES CARBON FOOTPRINTS

When packaging is made from recycled products, the carbon footprint will be greatly reduced. If the packaging is made from natural materials such as FSC-approved paper, bamboo, cardboard, then the growth of such products draws carbon out of the environment.

4. NO HARMFUL TOXINS

Non-sustainable resources such as crude oil, which is used to make plastic, is extremely harmful to the environment in terms of, distribution, extraction, refinement, disposal and use. Eco-friendly packaging is free from harmful toxins.

5. EASILY REUSED OR RECYCLED

Sustainable packaging has the ability to be recycled or reused. Promoting the reuse of packaging means that reduces the need for new raw materials. If the packaging is of good quality, it can be reused for further storage, packaging, crafts and arts.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

The chapter deals with the analysis and interpretation of the data collected from respondents. A survey was conducted among the FMCG consumers. Tables and graphical representation were used for the analysis and interpretation of the data. Data was expressed in the form of percentages. Pie charts, bar graphs etc are used to present the data.

DEMOGRAPHIC VARIABLES

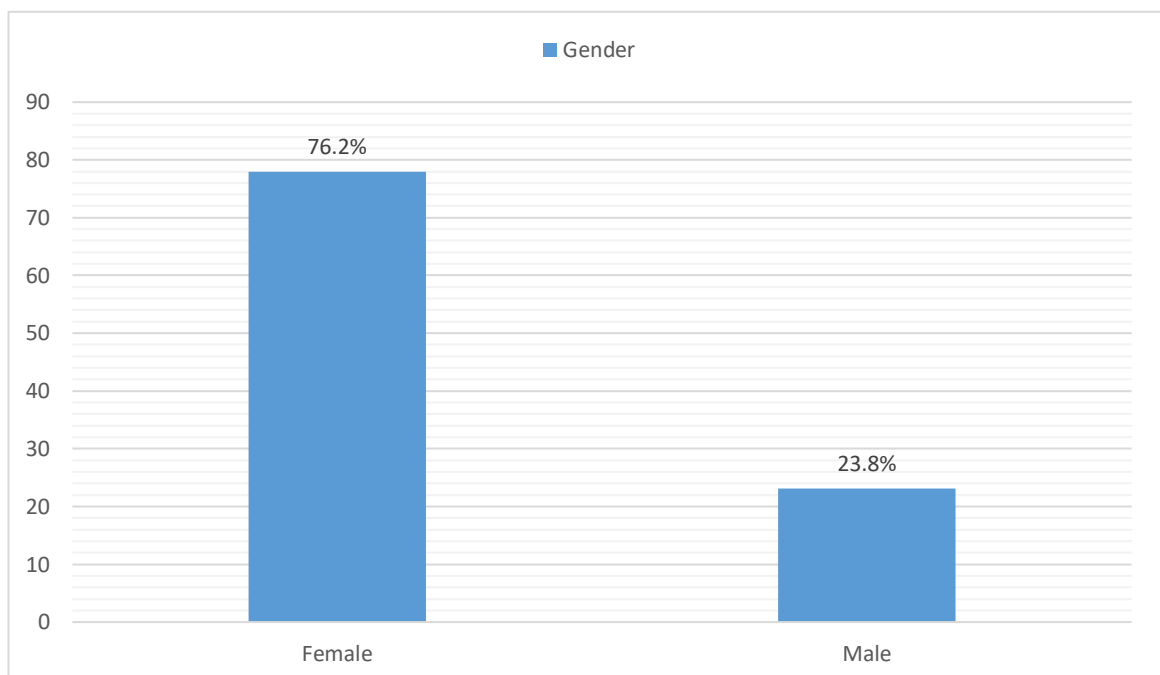
Demographic variables of the respondents studied and analyzed include gender, age, educational qualification, occupation, and monthly income of the sample of consumers in Ernakulam district. The following tables and graphs represent the demographic data.

Table 4.1-Demographic data: Gender of respondents

Gender	Number of Responses	Percentage (%)
Female	80	76.2
Male	25	23.8
Total	105	100

Source: Primary data

Figure 4.1-Demographic data: Gender of respondents



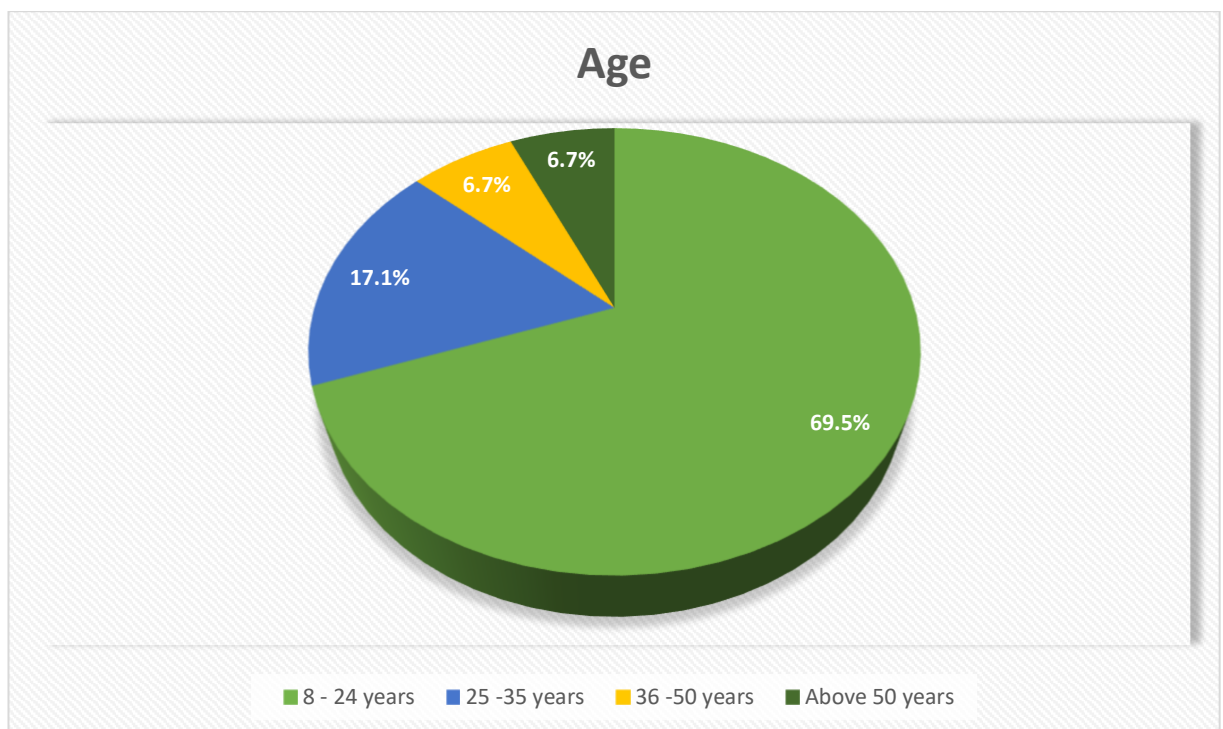
Inference: The above table and graphical representation shows the gender of respondents. It is found that among the respondents 76.2% are Female and 23.8% are Male. From the analysis of gender, it is recognized that the majority of the respondents are Female.

Table 4.2-Demographic data: Age of respondents

Age	Number of Responses	Percentage (%)
8 – 24	73	69.5
25 – 35	18	17.1
36 – 50	7	6.7
Above 50	7	6.7
Total	105	100

Source: Primary data

Figure 4.2-Demographic data: Age of respondents



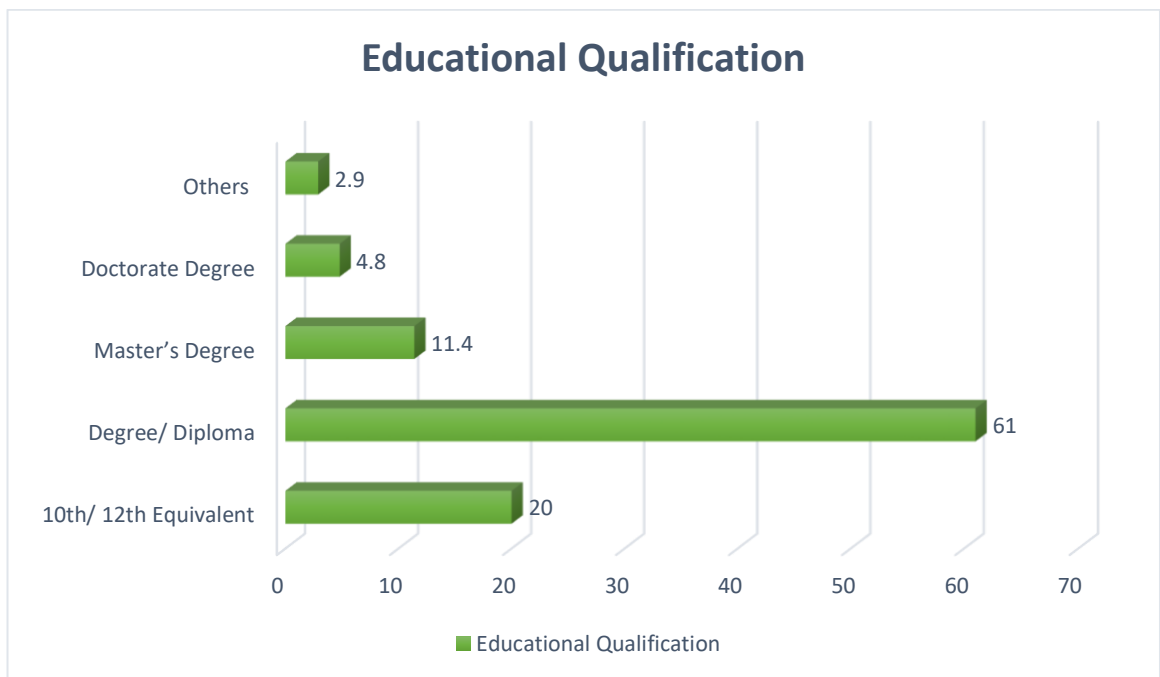
Inference: The above table and graphical representation, depicts the classification based on the age of respondents. It indicates that majority of the respondents (69.5%) belong to the age group of 8-24, 17.1% of the respondents belong to the age group of 25-35, 6.7% of the respondents belong to the age group of 36-50 and Above 50.

Table 4.3-Demographic data: Educational Qualification of respondents

Educational Qualification	Number of Responses	Percentage (%)
10 th / 12 th Equivalent	21	20
Degree/ Diploma	64	61
Master's Degree	12	11.4
Doctorate Degree	5	4.8
Others	3	2.9
Total	105	100

Source: Primary data

Figure 4.3-Demographic data: Educational Qualification of respondents



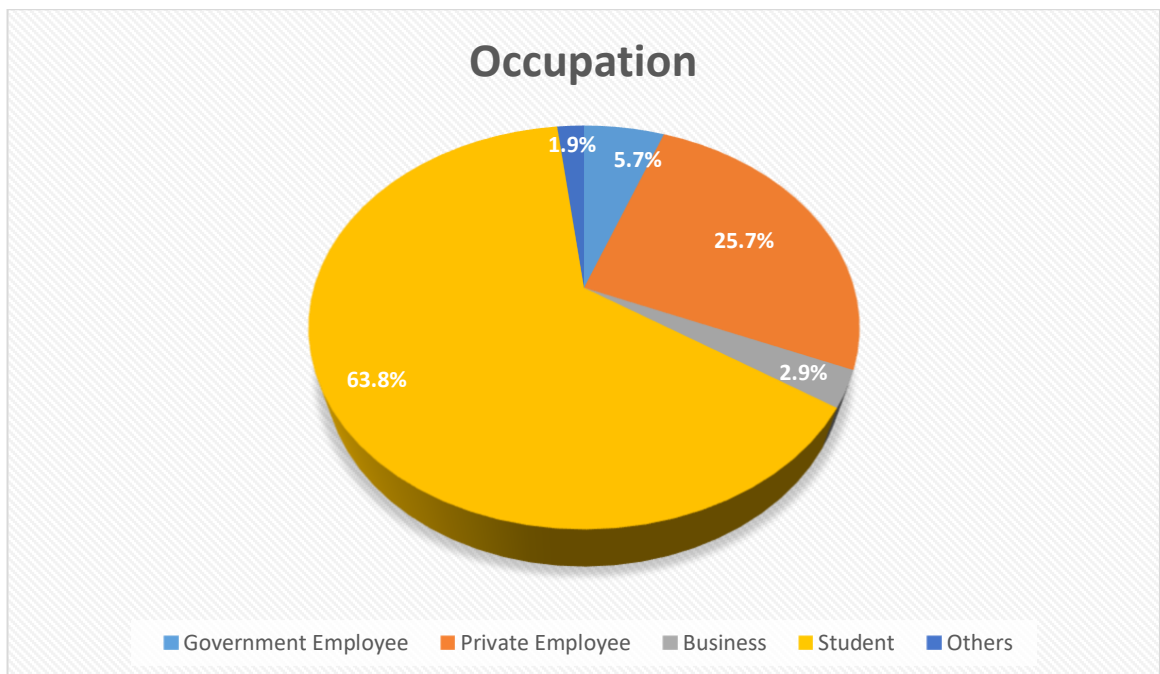
Inference: The above data represents the educational qualification of respondents. From the above data, it is found that majority of the respondents (61%) are pursuing or have qualified Degree/Diploma. 20% of the respondents have qualified 10th /12th Equivalent, 11.4% of the respondents have qualified Master's degree, 4.8% have qualified Doctorate Degree and the rest 2.9% include Others.

Table 4.4-Demographic Data: Occupation of respondents

Occupation	Number of Responses	Percentage (%)
Government Employee	6	5.7
Private Employee	27	25.7
Business	3	2.9
Student	67	63.8
Others	2	1.9
Total	105	100

Source: Primary data

Figure 4.4-Demographic Data: Occupation of respondents



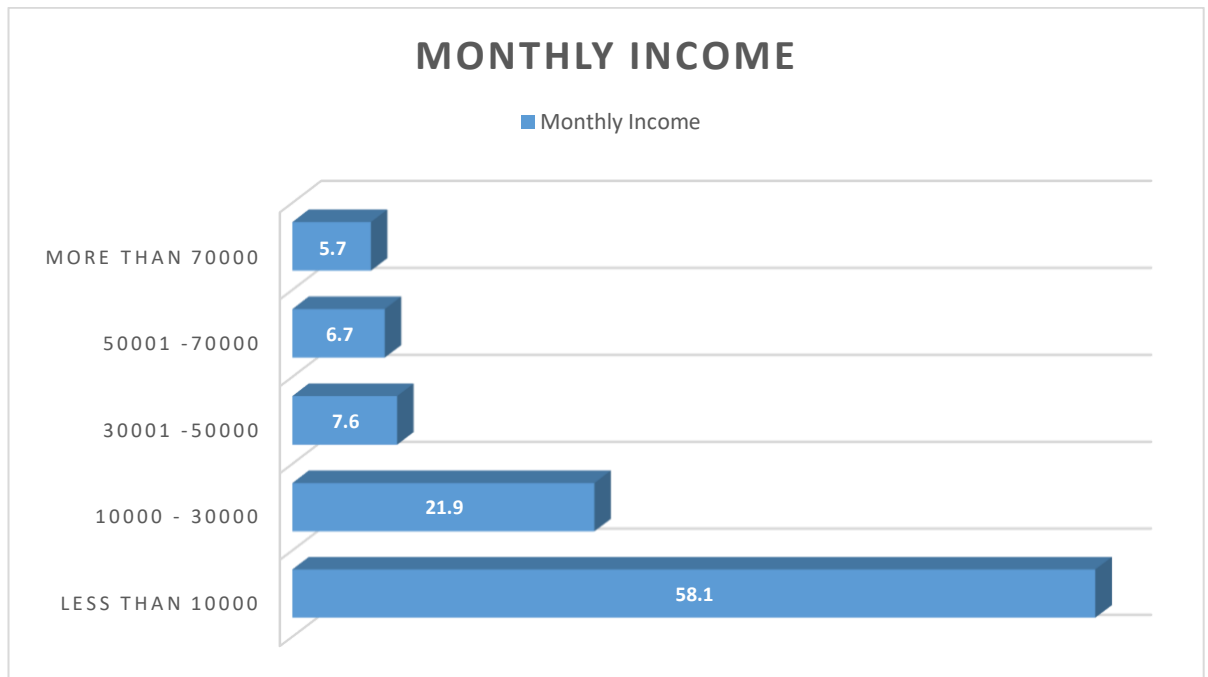
Inference: The above table and graphical representation shows the occupation status of respondents. It is clear that majority of the respondents (63.8%) include Students. 25.7% of the respondents are Private Employees, 5.7% are Government Employees, 2.9% are in Business and 1.9% are Others.

Table 4.5-Demographic data: Monthly Income of respondents

Monthly Income	Number of Responses	Percentage (%)
Less than 10000	61	58.1
10000 – 30000	23	21.9
30001 -50000	8	7.6
50001 -70000	7	6.7
More than 70000	6	5.7
Total	105	100

Source: Primary data

Figure 4.5-Demographic data: Monthly Income of respondents



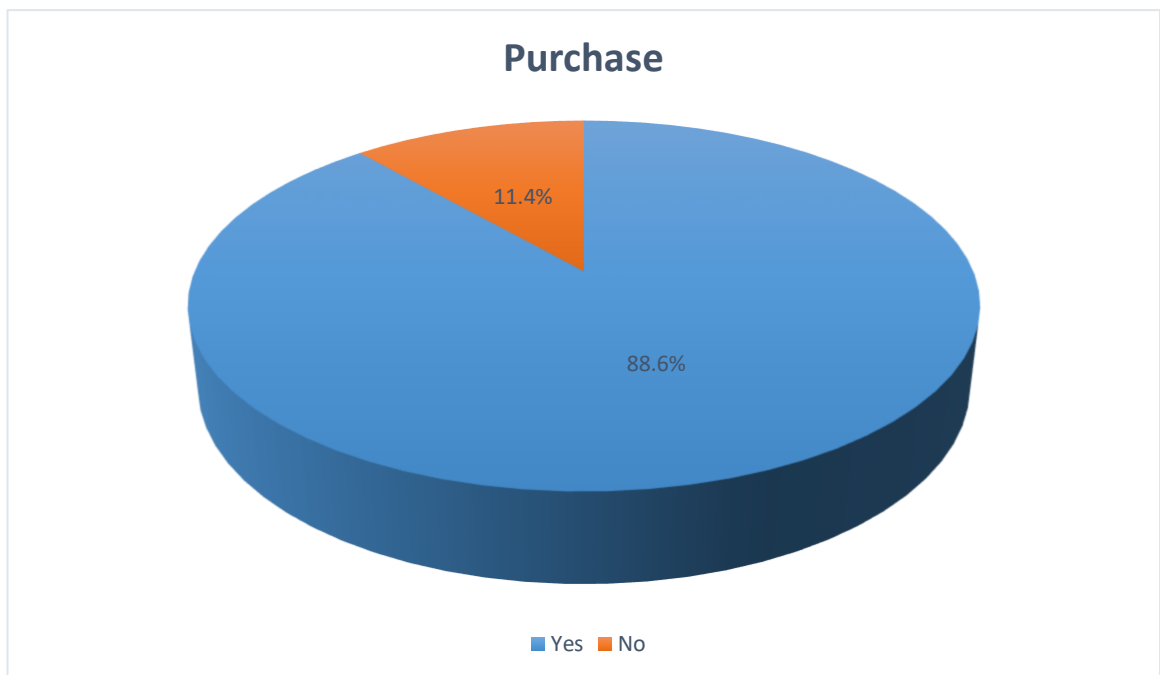
Inference: The above graphical representation shows the data regarding the monthly income of respondents. It indicates that 58.1% of the respondents have monthly income less than 10000. 21.9 % have monthly income between 10000-30000, 7.6% have monthly income between 30001-50000, 6.7% earn monthly income between 50001-70000 and 5.7% have monthly income more than 70000.

Table 4.6-Purchase of Branded FMCG products

Opinion	Number of Responses	Percentage (%)
Yes	93	88.6
No	12	11.4
Total	105	100

Source: Primary data

Figure 4.6-Purchase of Branded FMCG products



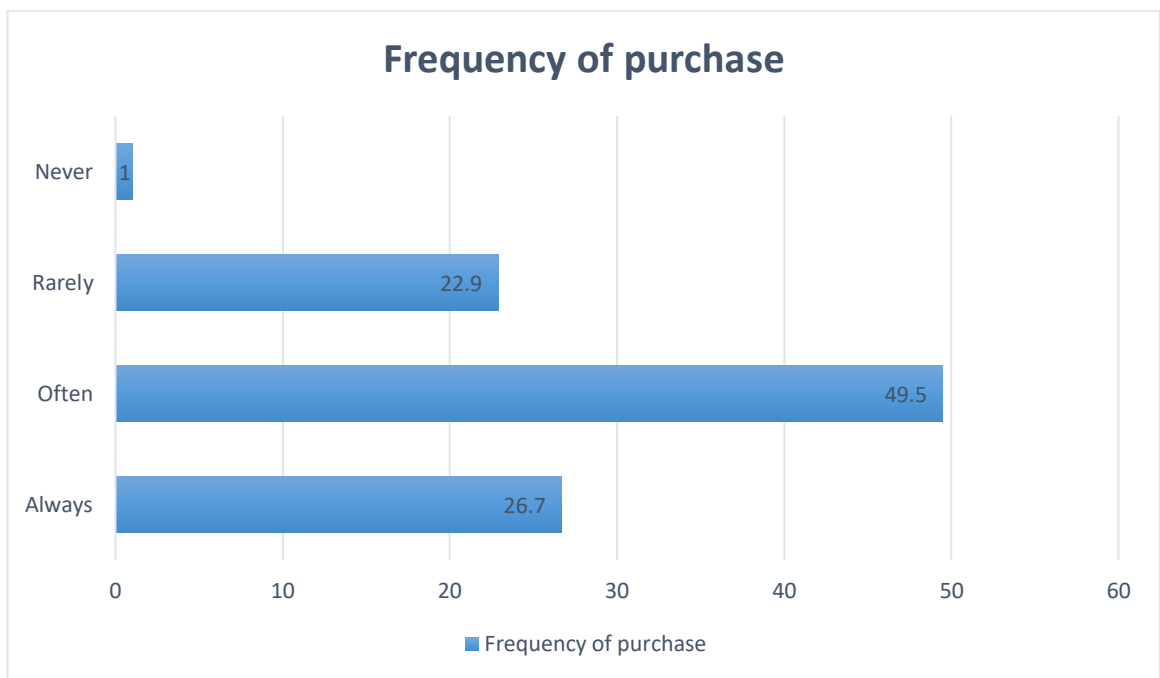
Inference: From the above table and graphical representation, 88.6% of the consumers prefer to buy branded FMCG products, while the rest 11.4% do not prefer to purchase branded products in FMCG. From this analysis, it is clear that majority of the consumers in Ernakulam district are influenced by brands and purchases branded FMCG products.

Table 4.7-Frequency of purchase of Branded FMCG products

Frequency	Number of Responses	Percentage (%)
Always	28	26.7
Often	52	49.5
Rarely	24	22.9
Never	1	1
Total	105	100

Source: Primary data

Figure 4.7-Frequency of purchase of Branded FMCG products



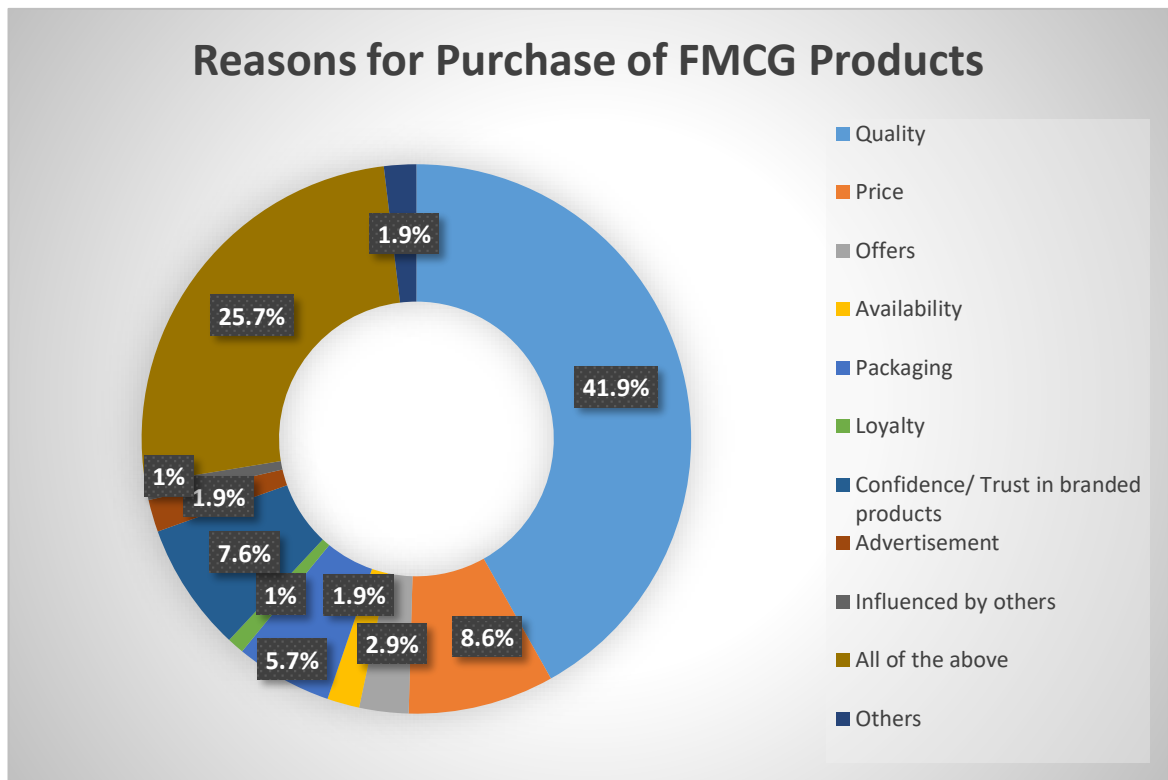
Inference: The data shows the frequency of purchase of branded FMCG products by a sample of consumers in Ernakulam district. It indicates that majority of the respondents (49.5%) Often buy branded products in FMCG. 26.7% Always purchases branded FMCG products, 22.9% Rarely buys branded FMCG products and rest 1% Never purchases branded products in FMCG.

Table 4.8-The most influencing factor for purchasing Branded FMCG products

Reasons	Number of Responses	Percentage (%)
Quality	44	41.9
Price	9	8.6
Offers	3	2.9
Availability	2	1.9
Packaging	6	5.7
Loyalty	1	1
Confidence/ Trust in branded products	8	7.6
Advertisement	2	1.9
Influenced by others	1	1
All of the above	27	25.7
Others	2	1.9
Total	105	100

Source: Primary data

Figure 4.8-The most influencing factor for purchasing Branded FMCG products



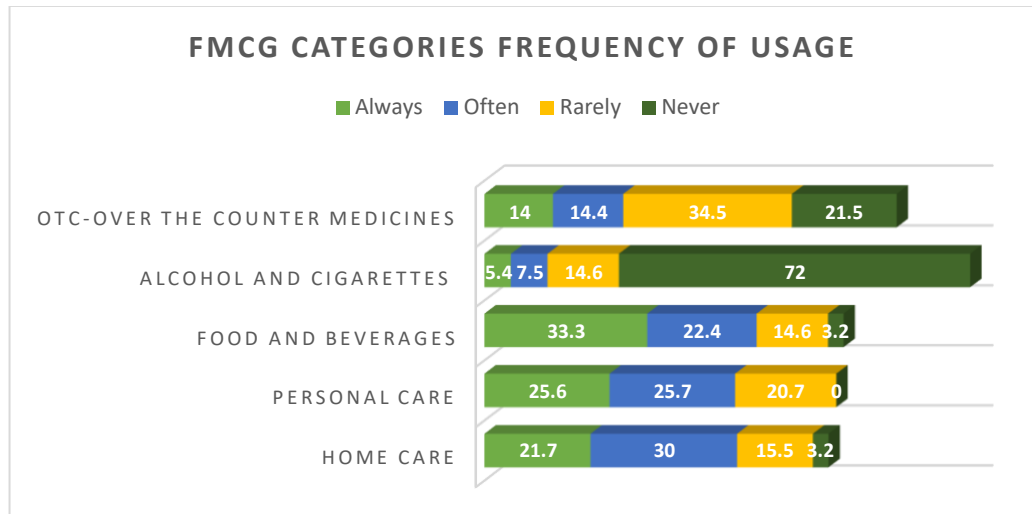
Inference: The above data depicts the reasons for purchasing branded FMCG products. It gives us information regarding the factors that influence consumers in choosing branded products in FMCG. The peak reason is the Quality of branded FMCG products (41.9 %). 25.7% of the respondents are influenced by All the above factors. 8.6% of the respondents are influenced by Price of branded products in FMCG. The next reason is the Confidence/Trust in branded products (7.6%). The next reason that attracts consumers is the Packaging of branded FMCG products (5.7%). 2.9% of the respondents treats Offers as reason for buying branded products. For 1.9% of the respondents Availability, Advertisement and Others are the reasons for purchasing branded products in FMCG. The slightest reasons are Loyalty and Influenced by others (1%). There is shortage of brand loyalty and respondents are least influenced by others for buying. There should be focus on quality of branded FMCG products as consumers mostly considers it as a reason for purchasing.

Table 4.9-FMCG categories frequency of usage

FMCG Categories	Number of Responses				Percentages (%)			
	Always	Often	Rarely	Never	Always	Often	Rarely	Never
Home care	28	56	18	3	21.7	30	15.5	3.2
Personal care	33	48	24	-	25.6	25.7	20.7	-
Food and Beverages	43	42	17	3	33.3	22.4	14.6	3.2
Alcohol and Cigarettes	7	14	17	67	5.4	7.5	14.6	72
OTC-Over the Counter Medicines	18	27	40	20	14	14.4	34.5	21.5
Total	129	187	116	93	100	100	100	100

Source: Primary data

Figure 4.9-FMCG categories frequency of usage



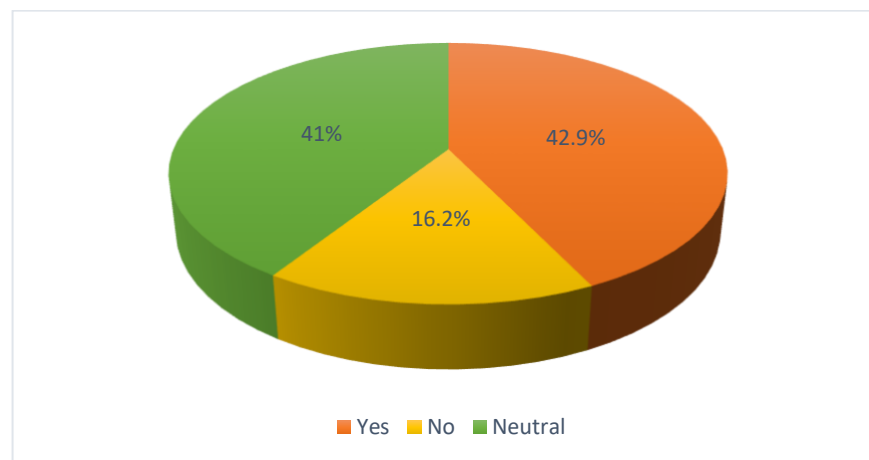
Inference: The above data depicts the frequency of usage of FMCG categories. It provides information regarding the branded FMCG products consumers frequently buy. The frequency of purchase of branded FMCG products is analyzed among the various categories of FMCG. The various categories of FMCG includes Home care, Personal care, Food and Beverages, Alcohol and Cigarettes and OTC-Over the Counter Medicines. From the above graphical representation, it is evident that 30% of the respondents Often buy branded products in Home care products. 25.7% of the respondents Often purchase branded products in Personal care category. In the case of Food and Beverages, 33.3% of consumers Always consider buying branded products. Majority of the consumers (72%) Never purchase branded products in the category of Alcohol and Cigarettes. This indicates that 72% could also include the consumers who do not use alcohol and cigarettes. 34.5% of the consumers Rarely buys branded products in the area of OTC Medicines.

Table 4.10-Brand switching in FMCG over the past 6 months

Opinion	Number of Responses	Percentage (%)
Yes	45	42.9
No	17	16.2
Neutral	43	41
Total	105	100

Source: Primary data

Figure 4.10-Brand switching in FMCG over the past 6 months



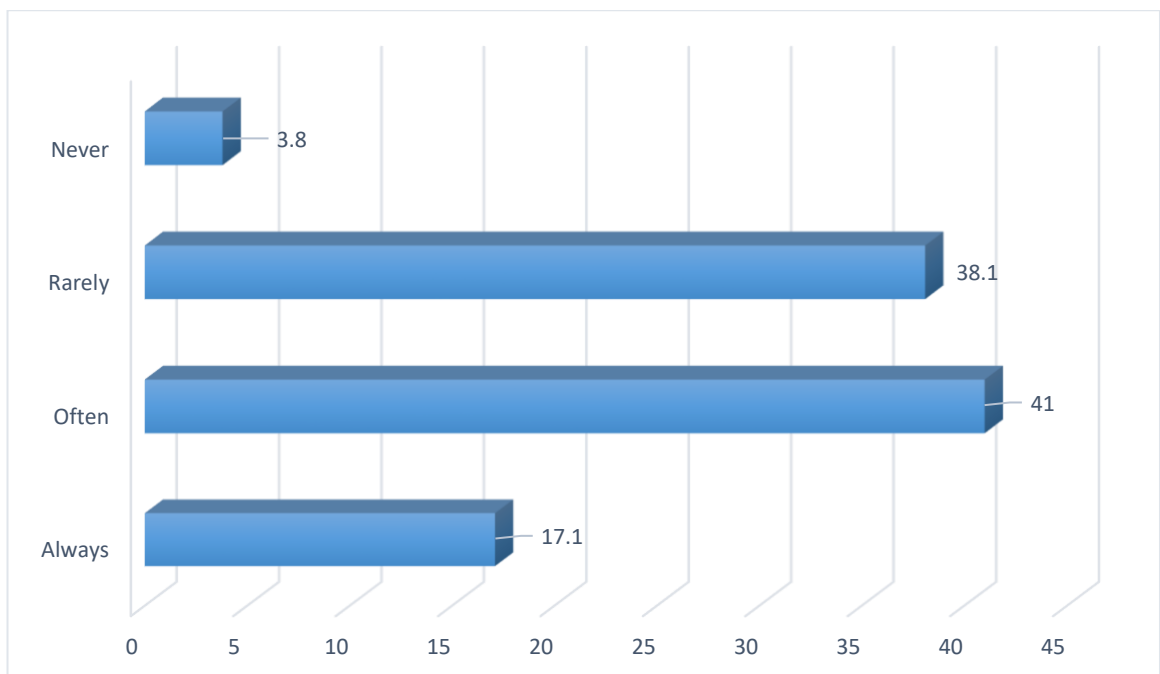
Inference: The above diagram shows the data regarding the Brand switching in FMCG over the past 6 months. 42.9% of the respondents switch brands in FMCG over the past 6 months. 41% of the respondents have a neutral status regarding brand switching. 16.2% of the respondents have not switched brands in FMCG over the past 6 months. Majority of the respondents have switched brands in FMCG. Consumers who have switched FMCG brands are not loyal to the brands.

Table 4.11-Frequency of Switching FMCG brands

Frequency	Number of Responses	Percentage (%)
Always	18	17.1
Often	43	41
Rarely	40	38.1
Never	4	3.8
Total	105	100

Source: Primary data

Figure 4.11-Frequency of Switching FMCG brands



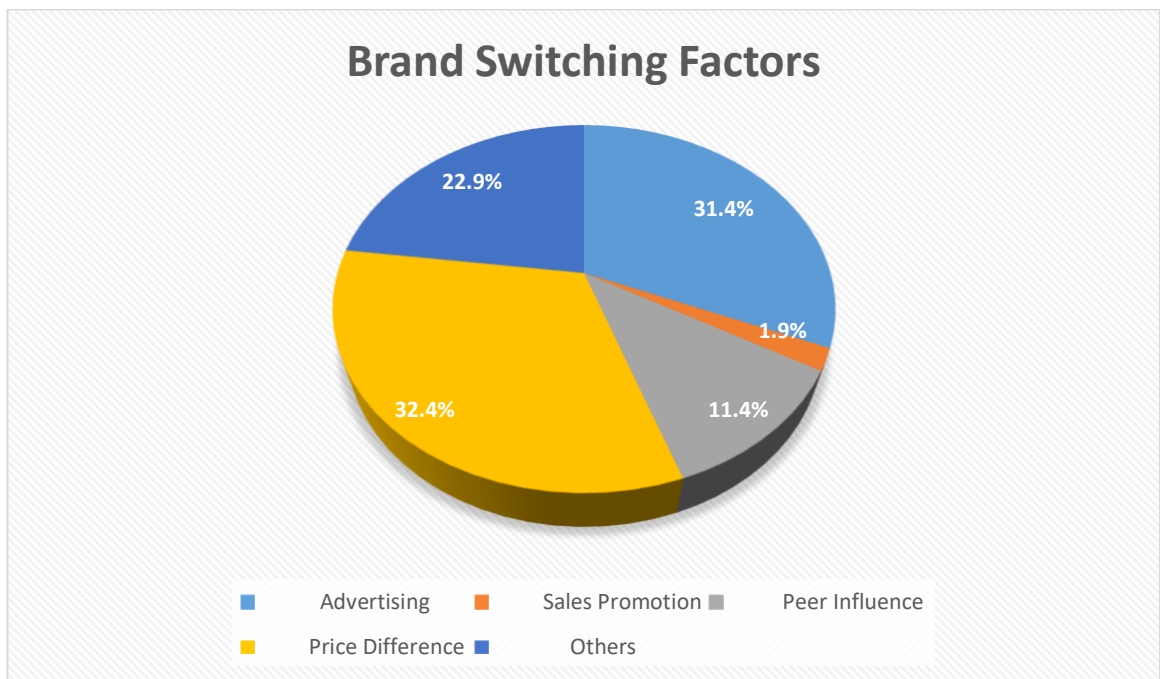
Inference: The above data shows the frequency of switching FMCG brands. Majority of the respondents (41%) Often switch brands in FMCG. 38.1% of the respondents Rarely switch FMCG brands, 17.1% of the respondents Always switch FMCG brands and 3.8% Never switch brands in FMCG and stayed loyal to their preferred brand.

Table 4.12- The most influencing factor in Brand Switching

Brand Switching Factors	Number of Responses	Percentage (%)
Advertising	33	31.4
Sales Promotion	2	1.9
Peer Influence	12	11.4
Price Difference	34	32.4
Others	24	22.9
Total	105	100

Source: Primary data

Fig 4.12- The most influencing factor in Brand Switching



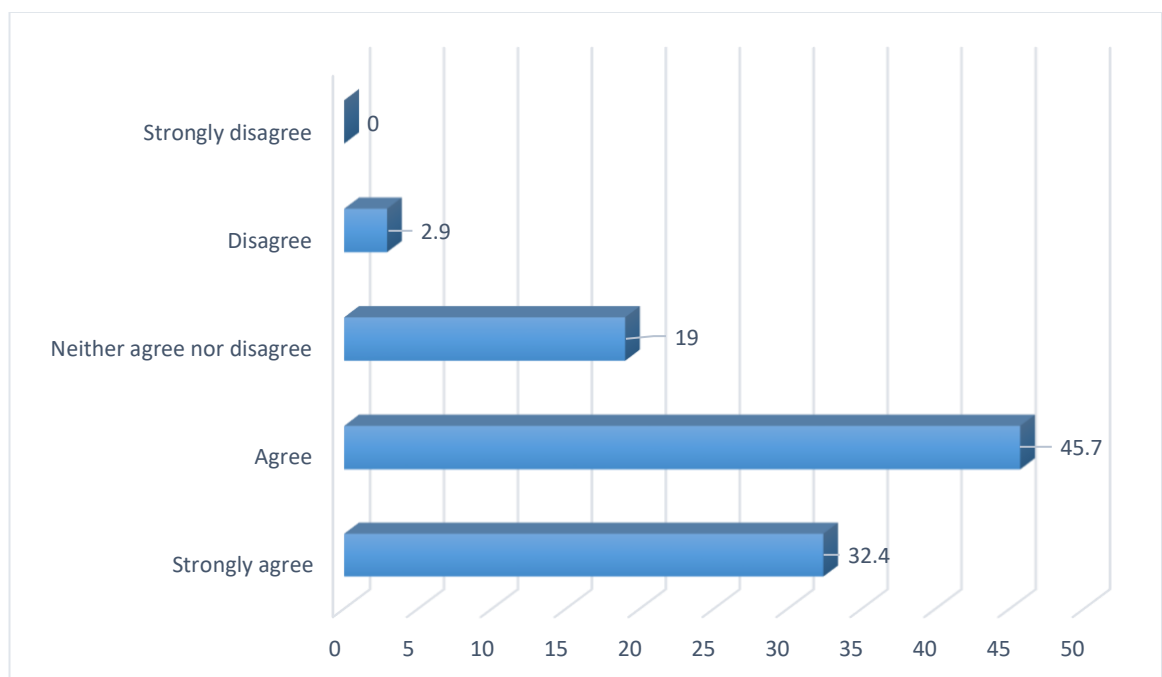
Inference: The above data represents the Percentage of the factors influencing Brand Switching. From the above data, it is found that majority of the respondents are considering Advertising (31.4%) and Price difference (32.4%) as the major factors influencing brand switching and a small percentage believes that Sales promotion (1.9%) and Peer Influence (11.4%) as the factors influencing Brand switching, 22.9% responses were other i.e., the factors other than those mentioned.

Table 4.13-Influence of Packaging of FMCG products in purchase decision

Level of Satisfaction	Number of Responses	Percentage (%)
Strongly agree	34	32.4
Agree	48	45.7
Neither agree nor disagree	20	19
Disagree	3	2.9
Strongly disagree	0	0
Total	105	100

Source: Primary data

Figure 4.13-Influence of Packaging of FMCG products in purchase decision



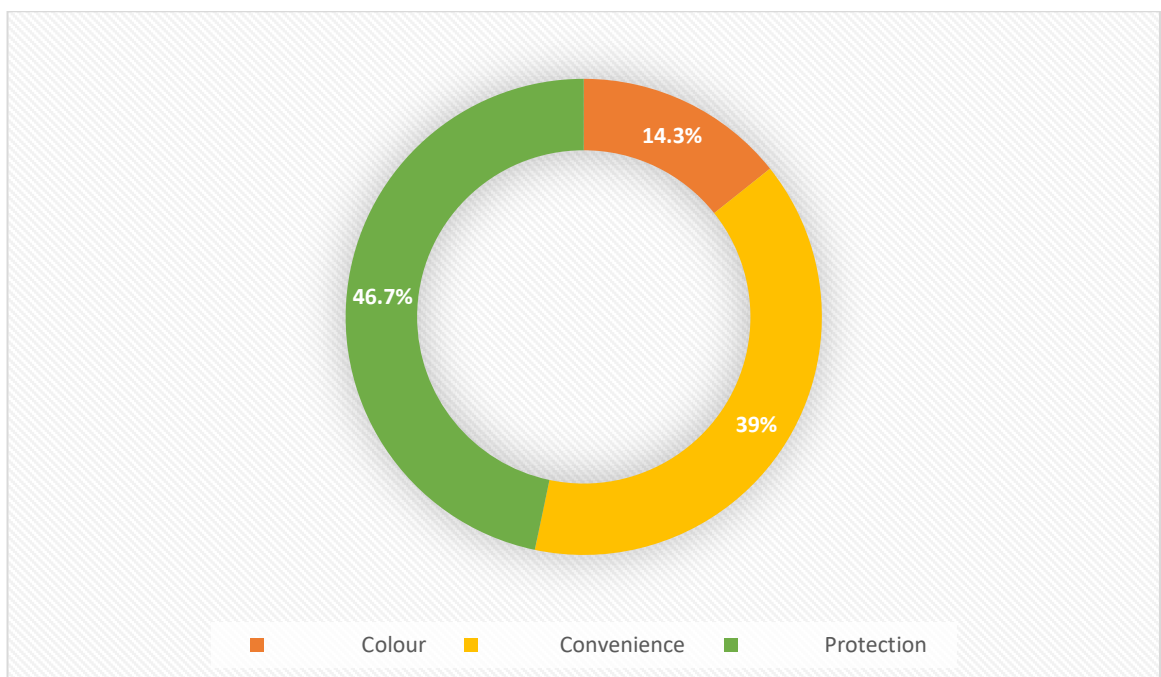
Inference: The above data represents the level of satisfaction in the packaging of FMCG products. From the above data, it is found that majority of the respondents agree (45.7%,32.4) to the statement and a small category of people disagree (2.9%), no one is totally disagreeing but a small percentage of respondents neither agree nor disagree (19%).

Table 4.14-Influencing factors in FMCG packaging

Factors	Number of Responses	Percentage (%)
Colour	15	14.3
Convenience	41	39
Protection	49	46.7
Total	105	100

Source: Primary data

Figure 4.14-Influencing factors in FMCG packaging



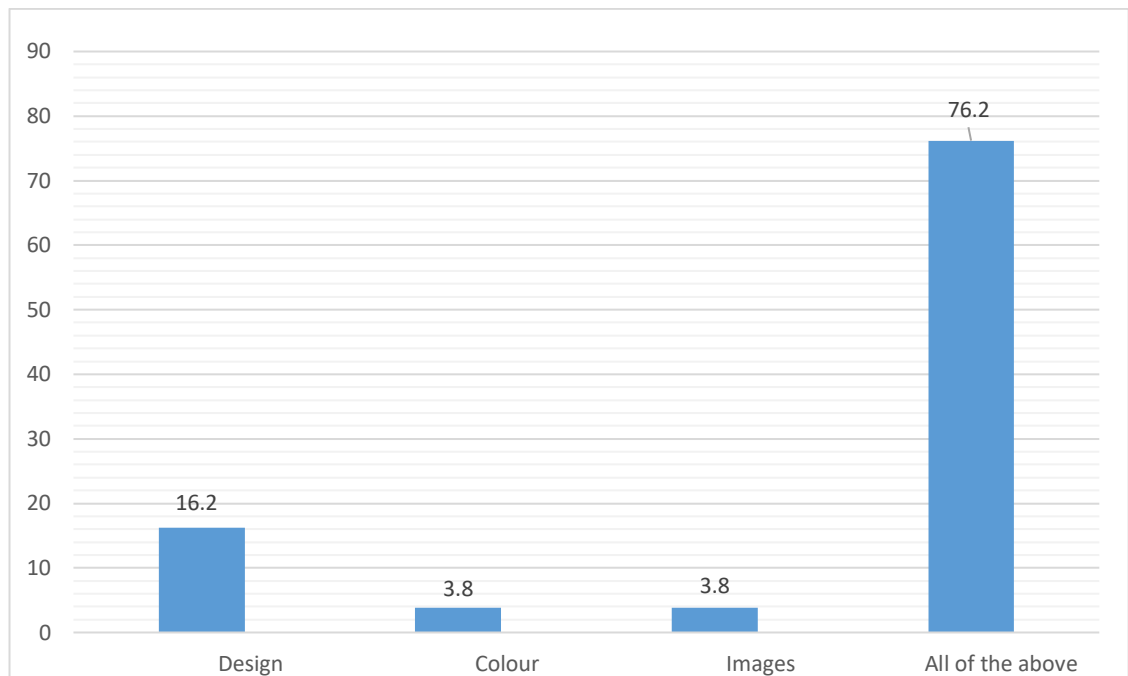
Inference: The above data represents the most influencing factors in FMCG Packaging. 46.7% respondents consider protection as the most important factor, and almost a same percentage of respondents consider convenience as the important factor and only 14.3% consider colour as the factor influencing the package, hence can be concluded that Protection and Convenience as the most primary factors influencing the Packaging of FMCG Products.

Table 4.15-Visualization of FMCG packaging

Factors	Number of Responses	Percentage (%)
Design	17	16.2
Colour	4	3.8
Images	4	3.8
All of the above	80	76.2
Total	105	100

Source: Primary data

Figure 4.15-Visualization of FMCG packaging



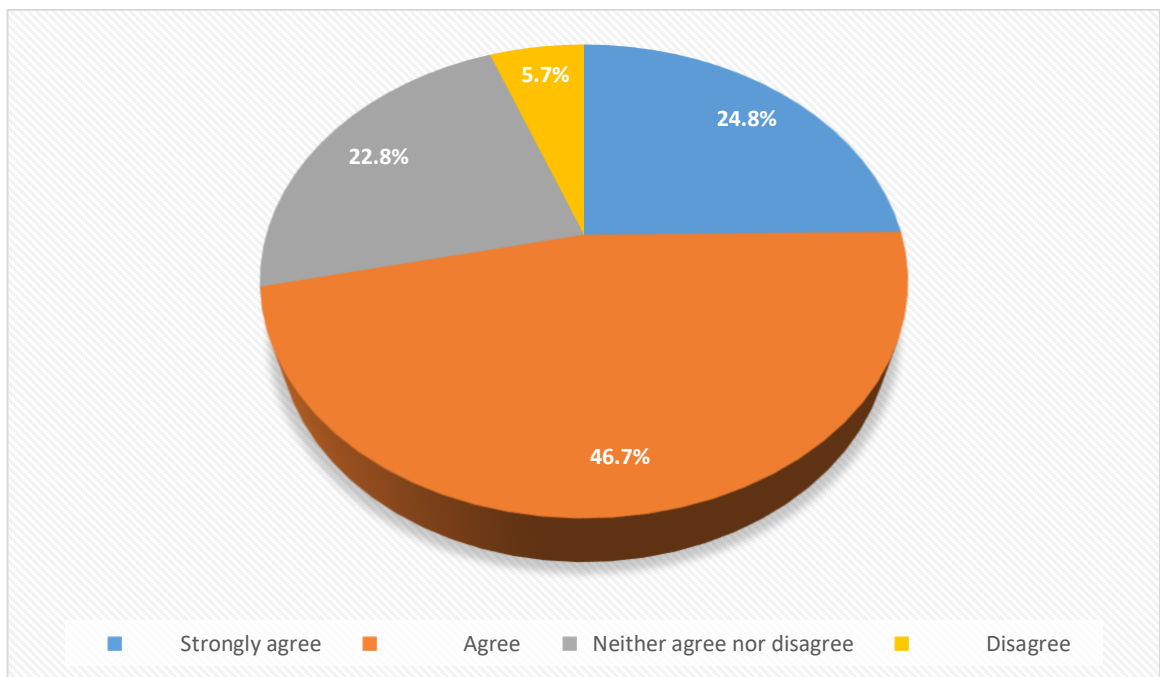
Inference: The above data represents the factors influencing the FMCG Packaging, 46.7% respondents consider protection as the most important factor, and almost a same percentage of respondents consider convenience as the important factor and only 14.3% consider colour as the factor influencing the package, hence can be concluded that Protection and Convenience as the most primary factors influencing the Packaging of FMCG Products.

Table 4.16-Comparing products based on Packaging

Level of satisfaction	Number of Responses	Percentage (%)
Strongly agree	26	24.8
Agree	49	46.7
Neither agree nor disagree	24	22.8
Disagree	6	5.7
Strongly disagree	0	0
Total	105	100

Source: Primary data

Figure 4.16-Comparing products based on Packaging



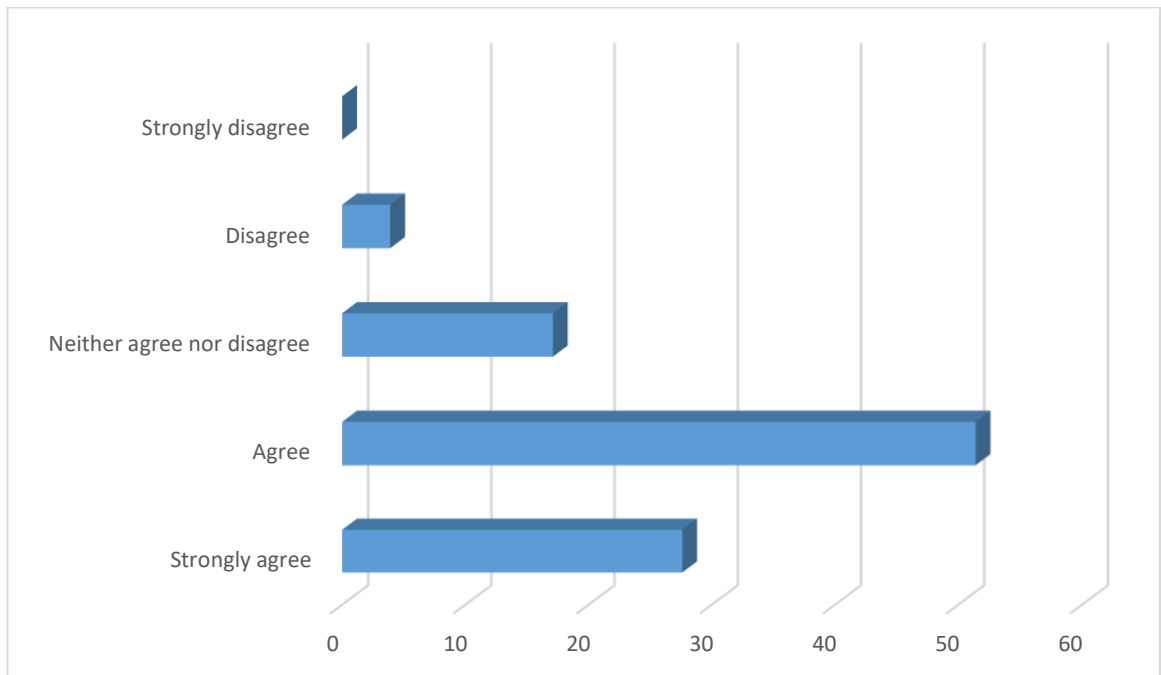
Inference: The above data represents product comparison based on packaging of FMCG products from the above data, it is found that 24.8% of respondents strongly agree, 46.7% of respondents agree to the statement and a small category of people disagree (5.7%), no one is totally disagreeing but a small percentage of respondents neither agree nor disagree (22.8%).

Table 4.17-FMCG packaging providing information about the product

Level of satisfaction	Number of Responses	Percentage (%)
Strongly agree	29	27.6
Agree	54	51.4
Neither agree nor disagree	18	17.1
Disagree	4	3.9
Strongly disagree	0	0
Total	105	100

Source: Primary data

Figure 4.17-FMCG packaging providing information about the product



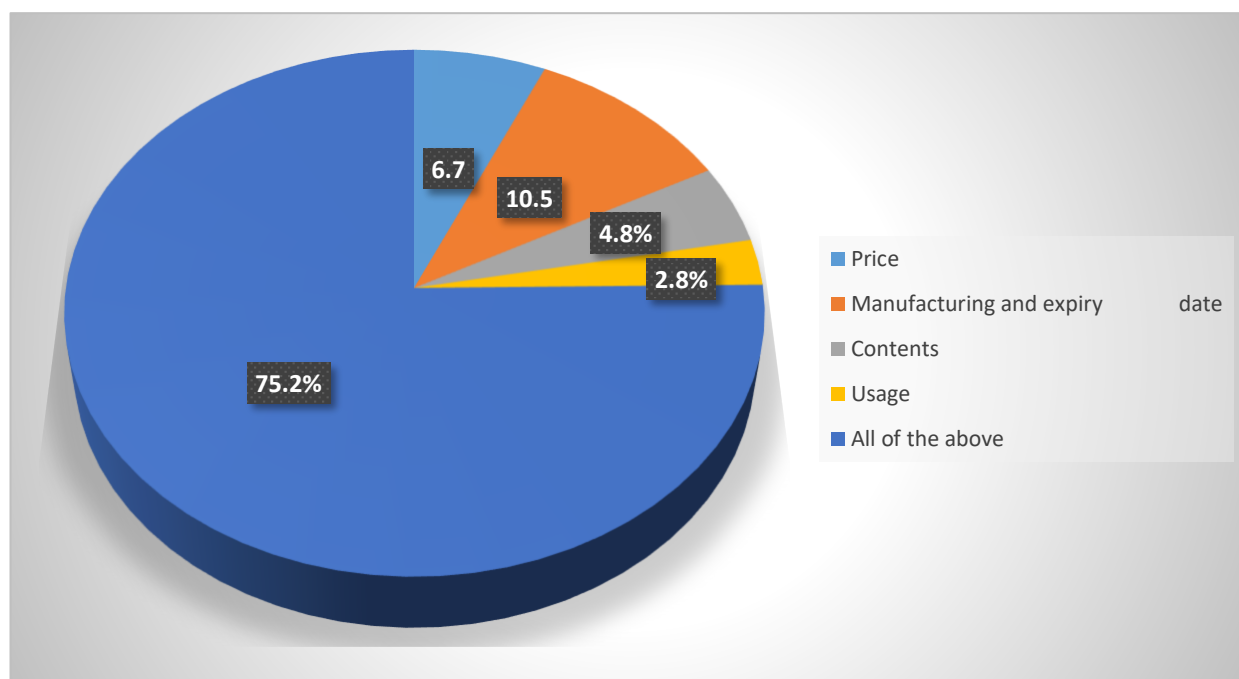
Inference: The above data represents whether respondents believe that FMCG Packaging is providing necessary information of FMCG products from the above data, it is found that 27.6% of respondents strongly agree, 51.4% of respondents agree to the statement and a small category of people disagree (3.9%), no one is totally disagreeing but a small percentage of respondents neither agree nor disagree (17.1%).

Table 4.18-Information to be included in the FMCG product packaging

Information	Number of Responses	Percentage (%)
Price	7	6.7
Manufacturing and expiry date	11	10.5
Contents	5	4.8
Usage	3	2.8
All of the above	79	75.2
Total	105	100

Source: Primary data

Figure 4.18-Information to be included in the FMCG product packaging



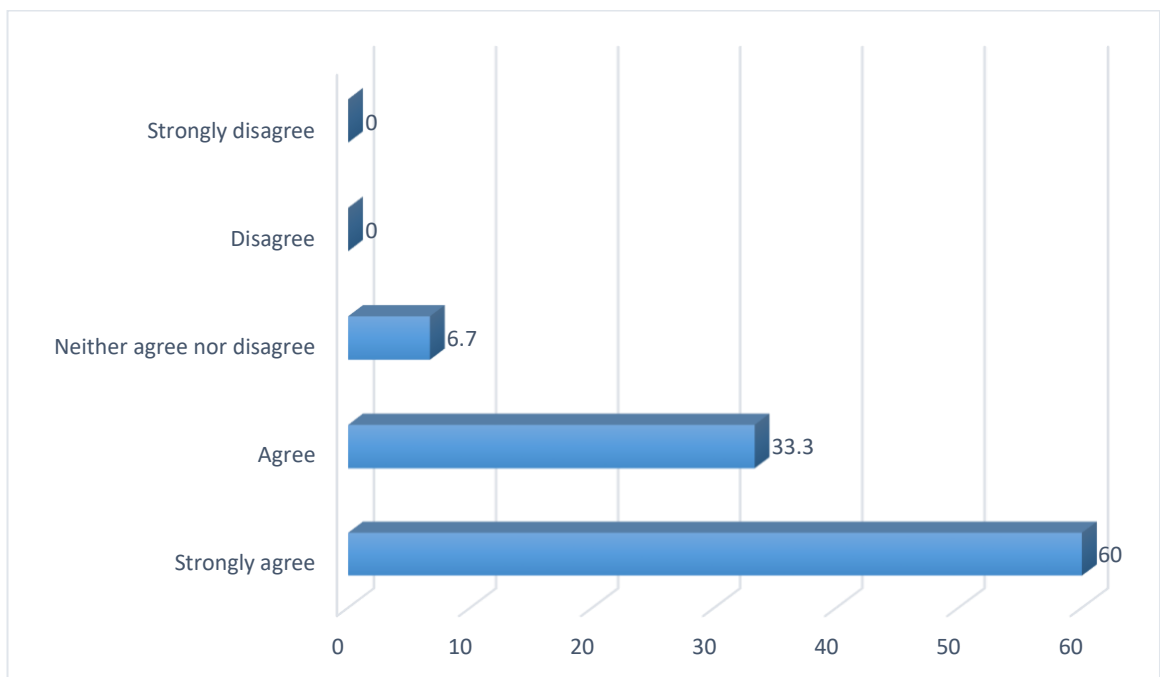
Inference: The above data represents the appropriate information to be included in the packaging of the FMCG products. A major percentage (75.2%) of respondents believe that all the factors mentioned need to be included in the packaging, 10.5% believes that manufacturing and expiry date are the factors to be included and a small percentage believes that Price (6.7%), Contents (4.8%) and usage (2.8) as the factors to be included in the packaging of FMCG products.

Table 4.19-Preference for Eco-friendly packaging

Level of Satisfaction	Number of Responses	Percentage (%)
Strongly agree	63	60
Agree	35	33.3
Neither agree nor disagree	7	6.7
Disagree	0	0
Strongly disagree	0	0
Total	105	100

Source: Primary data

Figure 4.19-Preference for Eco-friendly packaging



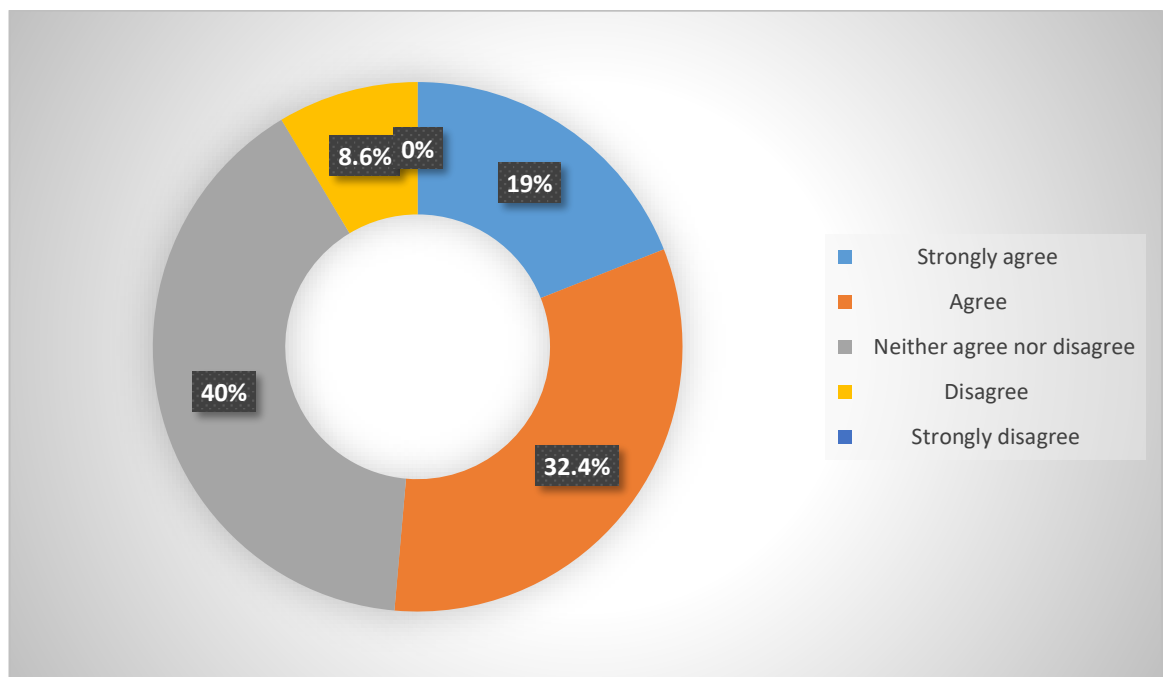
Inference: The graph represents the preference of people for eco-friendly packaging of FMCG products. From the above data, it is found that majority of the respondents strongly agree (60%) and 33.3 % agree to the statement and a small category of people neither agree nor disagree (6.7%) and 0% disagree to the statement.

Table 4.20-Eco-Friendly Packaging found in FMCG Products

Level of Satisfaction	Number of Responses	Percentage (%)
Strongly agree	20	19
Agree	34	32.4
Neither agree nor disagree	42	40
Disagree	9	8.6
Strongly disagree	0	0
Total	105	100

Source: Primary data

Figure 4.20-Eco-Friendly Packaging found in FMCG Products



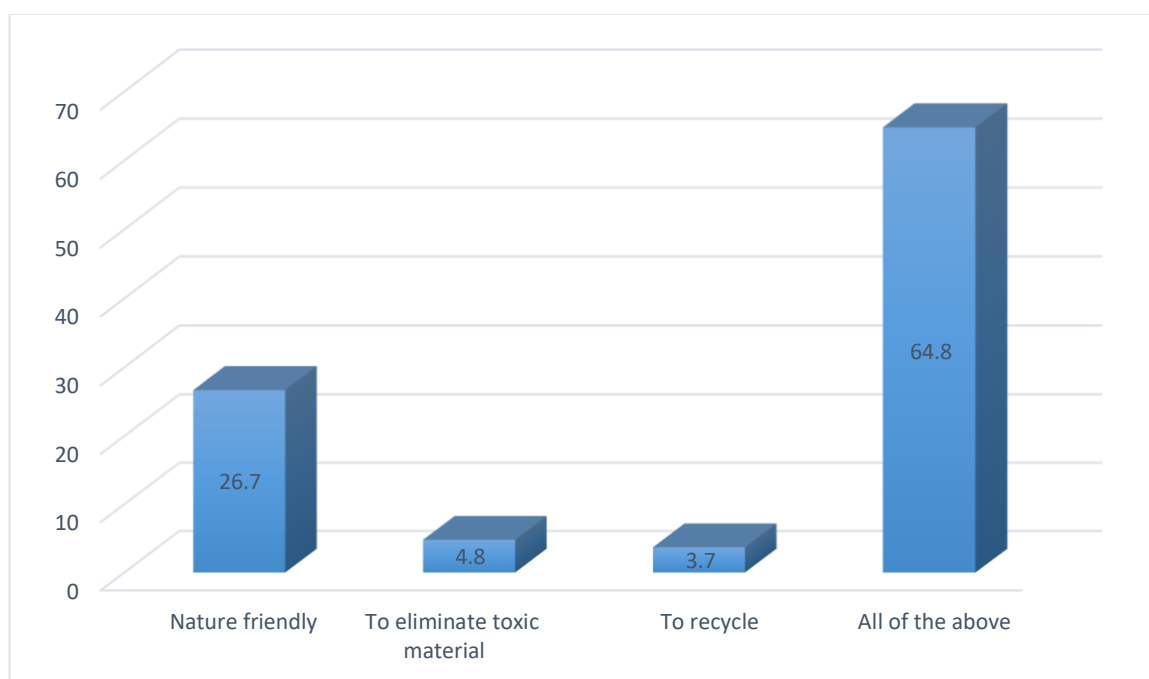
Inference: The graph represents whether eco-friendly packaging is found in the FMCG products, 40% of respondents neither agree nor disagree to the statement, almost a similar percentage agree to the statement. 19% strongly agree to the statement and a small percentage (8.6%) disagree.

Table 4.21-Reasons for preferring Eco-friendly packaging

Factors	Number of Responses	Percentage (%)
Nature friendly	28	26.7
To eliminate toxic material	5	4.8
To recycle	4	3.7
All of the above	68	64.8
Total	105	100

Source: Primary data

Figure 4.21-Reasons for preferring Eco-friendly packaging



Inference: The graph depicts the reasons for preferring eco-friendly packaging, majority (64.8%) consider all the factors mentioned as the reason for choosing eco-friendly packaging, while 26.7% consider nature friendly behaviour as the major reason and a small percentage considers recycle (3.7%) and elimination of toxic waste (4.8%) as the reason for promoting eco-friendly packaging.

CHAPTER 5
SUMMARY, FINDINGS,
RECOMMENDATIONS AND
CONCLUSION

5.1 SUMMARY

The study aims to determine the influence of branding and packaging on consumer buying behaviour in the FMCG sector. The research includes ascertaining the effect of demographic variables on branding and packaging aspects. It helps in evaluation of consumer buying behaviour and how it is influenced by branding and packaging. The review of available literature in the selected topic area was done. The studies of other researchers regarding the topic were reviewed. The theoretical knowledge regarding branding, packaging, FMCG and consumer buying behaviour were discussed in detail. The theories relevant to the research topic were thoroughly examined.

The questionnaire method was adopted for the collection of primary data from a sample of 105 consumers in Ernakulam district. The secondary information was gathered from research papers, articles and websites. In the research it was found that quality was the major reason for purchasing branded products in FMCG and price difference and advertising were the factors for brand switching. The factors like colour, design, images and protection of packaging influence customers and they have preference for eco- friendly packaging. The findings of the research obtained from analysis of data collected and some suggestions are exhibited in this chapter. The chapter gives a brief overview regarding the complete research and outcomes of the study.

5.2 FINDINGS

During the research the following observations were made:

- From the analysis of gender, it is recognized that most of the respondents are female.
- Majority of the respondents come under the younger generation age group of 8-24.
- Most of the respondents hold a degree/diploma according to the survey.
- It is clear from the survey that majority of respondents who participated in the survey are students.
- A good percentage of respondents have their monthly income less than 10000, since it is evident from the survey that most of the respondents are students.

- Most of the respondents prefer buying FMCG products, for which they are completely influenced by the branding and packaging of the same. The main reason for the majority to buy FMCG product is its quality, a decent number of respondents consider all the mentioned reasons in survey that includes packaging, offers, availability, price etc.
- It is clear from the survey that the most frequently used category of FMCG product is Food and Beverages. Other categories of FMCG products like OTC, home care, personal care etc. are also used.
- The frequency of switching FMCG brands are often according to the response from the respondents, which in turn means that branding should be more taken care of for the consumers to stay loyal to the preferred brand. Survey report shows that majority of the respondents have switched brands over past 6 months.
- Price Difference is considered as the major factor influencing the brand switching according to the survey.
- A major percentage of respondents affirm their satisfaction in the packaging of FMCG products, they do consider packaging as a first look factor which makes them choose the product.
- Convenience and Protection are the primary factors whereas design, colour and images are the secondary factors in packaging that a user investigate while purchasing the product according to the survey report.
- Packaging plays a major role in consumers thrive for FMCG products, they look into the packaging as a comparison factor while choosing a product, and the same is evident from the survey report.
- A majority of the respondents agree that FMCG product packaging is providing the required information to their consumers. According to the survey the respondents consider price, manufacturing and expiry date, contents, and usage as the mandatory information to be included in the FMCG packaging.
- Most of the respondents prefer eco-friendly packaging since they affirm that there are a good percent of FMCG products already having the same. The factors put forward by the

respondents to opt for eco-friendly packaging include elimination of toxic materials, nature friendly, recyclable etc.

- We learned from the questionnaire that the customer's purchasing decision are not just by social, personal, and psychological elements but mostly influenced by the branding and packaging of the products.

5.3 RECOMMENDATIONS

- Branding and Packaging are significant factors to be considered for thriving in the competitive market. New products emerge in the market daily. Therefore, to withstand competition FMCG products should look into attractive packaging and should be able to create a brand name in the minds of consumers.
- Branding and packaging plays great role in sales of FMCG products. Giving due importance in this area can improve the turnover of FMCG companies.
- FMCG products should switch to eco- friendly packaging. Packaging can be made eco-friendly as their consumption is mass and thus creates huge wastage daily. Consumers prefer eco- friendly packaging as it can be recycled, without compromising on quality and convenience of packaging.
- Information and creativity need to be at its best in packaging as it attracts consumers.
- Branding and packaging serves in product marketing. These are the initial steps of alluring the customers at the time of purchase of FMCG products.
- The likelihood of being accepted and attempted by the customer is increased by the products aesthetic value. Packaging serves as a platform for brand development and aesthetic enhancements.
- Branding and packaging strategies of FMCG companies should undergo continuous improvements.

- Branding should assure quality of the products. When quality products are offered customers are satisfied and customer retention is possible.
- Package should reinforce brand's identity and communicates the brand's story.
- Packaging should provide maximum information about the products.
- FMCG companies should take initiative to build brand loyalty among consumers. Brand loyalty prevents customers from switching brands and can retain existing buyers.
- Brands should provide innovative products to customers. Consumers are always attracted by innovative products.

5.4 CONCLUSION

Packaging and branding could be treated as one of the most valuable tools in today's marketing, From the survey reports its evident that a major portion of consumers purchase a product based on its brand value and packaging. They are considering packaging as a comparison factor while purchasing the product. The impact of the packaging and its elements on consumer's purchase decision can be revealed by analysing an importance of its separate elements such as design, convenience, colour, protection etc. where primary elements that include convenience and protection are mostly preferred. As per the findings, the frequency of switching FMCG brands are often according to the response from the respondents, which in turn means that branding should be more taken care of for the consumers to stay loyal to the preferred brand. Marketers should focus on the branding and packaging more , to help them keep the current customers and convince other customers to buy their products in this age of cutthroat competition in the fast-moving consumer goods sector.

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APPENDIX

QUESTIONNAIRE

We the students of St. Teresa's College, Ernakulam is conducting a survey which is intended to find out the Consumer buying behavior on Branding and packaging of the FMCG (Fast Moving Consumer Goods) sector as a part of our UG project. The study is conducted by Nova Christopher and Timina Baburaj from the department of Commerce (Regular), St. Teresa's College Ernakulam. The information provided will be used solely for the purpose of the study.

1. Gender

- a) Female
- b) Male
- c) Other

2. Age:

- a) 8-24 years
- b) 25-35 years
- c) 36-50 years
- d) Above 50 years

3. Educational qualification

- a) 10/12 equivalent
- b) Degree/ Diploma
- c) Master's Degree
- d) Doctorate Degree
- e) Others

4. Occupation:

- a) Government employee
- b) Private employee
- c) Business
- d) Student
- e) Others

5. Monthly Income

- a) Less than 10000
- b) 10000- 30000
- c) 30001- 50000
- d) 50001- 70000
- e) More than 70000

6. Do you usually buy branded FMCG products?

- a) Yes
- b) No

7. How often you buy branded products in FMCG?
- Always
 - Often
 - Rarely
 - Never
8. What is the most influencing factor for purchasing branded FMCG products?
- Quality
 - Price
 - Offers
 - Availability
 - Packaging
 - Loyalty
 - Confidence/ Trust in branded products
 - Advertisement
 - Influenced by others
 - All of the Above
 - Others
9. Which of the branded FMCG products do you often purchase? How often do you purchase branded products in the following categories of FMCG?

FMCG CATEGORIES FREQUENCY OF USAGE

FMCG CATEGORIES	FREQUENCY OF USAGE			
Home Care	Always	Often	Rarely	Never
Personal Care	Always	Often	Rarely	Never
Food & Beverages	Always	Often	Rarely	Never
Alcohol & Cigarettes	Always	Often	Rarely	Never
OTC-Over the Counter Medicines	Always	Often	Rarely	Never

10. Did you switch brands in FMCG over the past 6 months?
 - a) Yes
 - b) No
 - c) Neutral

11. How often you switch FMCG brands?
 - a) Always
 - b) Often
 - c) Rarely
 - d) Never

12. What is the most influencing factor for switching brands in FMCG?
 - a) Advertising
 - b) Sales Promotion
 - c) Peer Influence
 - d) Price difference
 - e) Others

13. Packaging of FMCG products influence my purchase decision.
 - a) Strongly agree
 - b) Agree
 - c) Neither agree nor disagree
 - d) Disagree
 - e) Strongly disagree

14. What influence you most in FMCG packaging?
 - a) Colour
 - b) Convenience
 - c) Protection

15. What attracts you visually in FMCG packaging?
 - a) Design
 - b) Colour
 - c) Images
 - d) All of the above

16. I compare different products based on packaging while buying a product.
 - a) Strongly agree
 - b) Agree
 - c) Neither agree nor disagree
 - d) Disagree
 - e) Strongly disagree

17. Mostly, FMCG packaging provides all information about the product.
 - a) Strongly agree
 - b) Agree

- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

18. According to you, what are the important information to be included in the product packaging?

- a) Price
- b) Manufacturing and expiry date
- c) Contents
- d) Usage
- e) All of the above

19. I prefer eco-friendly packaging.

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

20. I often see eco-friendly packaging in FMCG products

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

21. Why do you prefer eco-friendly packaging?

- a) Nature friendly
- b) To eliminate toxic material
- c) To recycle
- d) All of the above

22. What are your views about branding and packaging of FMCG Products?
