

A COMPARATIVE STUDY ON THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR: DOVE AND PLUM SHOWER GEL

Project Report

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Under the guidance of

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In partial fulfillment 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 (Fourth Cycle)

Affiliated to

MAHATMA GANDHI UNIVERSITY

Kottayam- 686560

March 2024



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CERTIFICATE

This is to certify that the project report titled '**A COMPARATIVE STUDY ON THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR: DOVE AND PLUM SHOWER GEL**' submitted by **NAYANIKA JOSE, NEHA ROSE VITHAYATHIL and NEHA SARAH ABRAHAM** towards partial fulfillment 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 2023-2024.

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Place: Ernakulam

Date: 25/04/24

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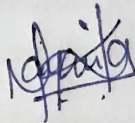
DECLARATION

We, NAYANIKA JOSE, NEHA ROSE VITHAYATHIL AND NEHA SARAH ABRAHAM, hereby declare that this dissertation entitled, 'A COMPARATIVE STUDY ON THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR; DOVE AND PLUM SHOWER GEL' has been prepared by us under the guidance of Ms. Asiya Abdul Hakeem, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

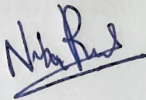
We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree Diploma, Title or Recognition before.

Place: Ernakulam

Date: 25/04/24



NAYANIKA JOSE



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We would like to acknowledge all those who helped us in completing our project titled '**A COMPARATIVE STUDY ON THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR; DOVE AND PLUM SHOWER GEL**'.

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NAYANIKA JOSE
NEHA ROSE VITHAYATHIL
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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

Product packaging refers to the design and construction of the container or wrapping that encloses a product for protection, storage, distribution, and display purposes. It serves as a physical barrier between the product and external elements, safeguarding it from damage, contamination, and tampering.

Beyond its practical functions, product packaging plays a crucial role in marketing and branding by conveying information about the product, enhancing its visual appeal, and influencing consumer perceptions and buying decisions. Effective packaging is designed with consideration for factors such as aesthetics, functionality, sustainability, and regulatory requirements, aiming to create a positive user experience and differentiate the product from competitors on the market.

In today's competitive market, product packaging plays a pivotal role in shaping consumer perceptions and influencing purchasing decisions. This study delves into the fascinating realm of consumer behaviour, focusing on the impact of product packaging on two prominent brands in the shower gel industry: Dove and Plum. As final-year BCom students, the exploration of this topic allows for a comprehensive examination of marketing strategies and consumer psychology.

Dove and Plum, two brands both renowned for their quality shower gels, present intriguing case studies with their divergent packaging approaches. Dove, often associated with simplicity and purity, contrasts with Plum, which embraces vibrant and eco-conscious designs. This study seeks to unravel the intricate interplay between visual elements, messaging, and overall packaging aesthetics of Dove and Plum.

1.2 SIGNIFICANCE OF THE STUDY

Packaging serves as the consumer's first interaction with a product, and understanding how it influences the buying behaviour of consumers is an integral part of marketing. This study by comparing two popular brands, Dove and Plum, provides a practical understanding of how the appearance and design of product packaging impact what consumers choose to buy. It also offers valuable insights for marketers aiming to optimize packaging strategies, enhance brand image, and stay competitive. Through this research, companies can gain deeper understanding into consumer behaviours and adapt packaging designs to meet

evolving market trends, ultimately fostering stronger connections with their target audience and driving business success.

1.3 PROBLEM STATEMENT

In today's competitive market, understanding the impact of product packaging on consumer buying behaviour is crucial for businesses aiming to gain a competitive edge. This study aims to conduct a comparative analysis of the influence of product packaging on consumer buying behaviour between two popular SHOWER GEL brands, Dove and Plum. By examining factors such as visual appeal, branding elements, perceived quality, and eco-friendliness of packaging, this research seeks to uncover insights into how these aspects influence consumer preferences and purchasing decisions in the personal care product sector.

1.4 OBJECTIVES OF THE STUDY

The study specifically aims to compare the impact of packaging on consumer choices between Dove and Plum shower gels.

- Assess the influence of packaging design elements (colour, graphics, fonts, etc.) on consumer preference between Dove and Plum shower gels.
- Evaluate the impact of packaging information (claims, ingredients, certifications, etc.) on consumer purchase decisions for both brands.
- Analyse the role of packaging sustainability in influencing consumer choices between the two brands.
- Explore the influence of packaging on brand loyalty and repeat purchase behaviour for both brands.

1.5 SCOPE OF THE STUDY

The scope of this study encompasses a comparative analysis between Dove and Plum SHOWER GEL packaging, evaluating design, colour, size, material, branding elements, and eco-friendliness. It also delves into consumer buying behaviour, exploring preferences, attitudes, and purchasing decisions influenced by packaging, considering factors such as visual appeal, branding, perceived quality, and sustainability. The study aims to provide

insights into how these factors interact within the personal care product sector's market context, acknowledging limitations such as sample size and timeframe, to offer valuable implications for marketers, researchers, and industry practitioners.

1.6 RESEARCH METHODOLOGY

1.6.1 Research Design

Research design is the plan of action, and the structure of the overall procedure by which we intend to gain more knowledge of a specific problem or a specific aspect of the subject. It is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The researcher has made use of the SURVEY RESEARCH for this study. It is a method by which information is collected from a sample of individuals through their responses to question

1.6.2 Nature of Data

- Primary Data: Questionnaire

1.6.3 Method of Data Collection

The researcher used a Structured Questionnaire for data collection. The questions were related to the influence of product packaging in consumer buying behaviour

1.6.4 Period of Study

The study was conducted for a period of 10 days from 20th February 2024

1.6.5 Tools for Analysis

- Percentage analysis tool

1.7 LIMITATIONS OF THE STUDY

1. The sample size was limited to 110 respondents.

2. The differences in digital literacy levels between the age groups results in inaccurate data.
3. The answers will depend on the attitude and sharing mentality of the respondents.
4. Findings are only based on the data collected through survey.

1.8 KEYWORDS

1. Packaging: It refers to the design and production of containers or materials used to enclose and protect products for storage, distribution, and display purposes.
2. Consumer buying behaviour: It refers to the process and decision-making patterns individuals exhibit when purchasing goods or services to satisfy their needs or desires.

1.9 CHAPTERISATION

The entire chapter is divided into 5 heads

Chapter 1 - INTRODUCTION

This chapter comprises a brief introduction of topic, significance, objectives of the study, methodology, scope of the study, limitations and keywords

Chapter 2 - REVIEW OF LITERATURE

This chapter comprises the literature review.

Chapter 3 - THEORATICAL FRAMEWORK

This chapter contains a brief about the brands Dove and Plum. It also includes brief description about packaging, its functions and levels.

Chapter 4 -DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of data, its diagrammatic presentation and its interpretations.

Chapter 5 –SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

This chapter includes a summary of the study, findings from analysis, recommendations and conclusions of the study.

CHAPTER-2

REVIEW OF LITERATURE

LITERATURE REVIEW

A literature review is a critical analysis of existing scholarly research and literature relevant to a particular topic or research question. It is essential in a project as it provides a comprehensive understanding of the current state of knowledge, identifies gaps in existing research, and informs the theoretical framework and methodology of the study. Some of the previously done reviews are as follows:

Adebisi, S.O. and Akinruwa, T.E. (2019) has done research on “Effectiveness of product packaging on customer patronage of Bournvita in Ekiti state” the objective of study was if presentation of a product has relationship with patronage, then, the question is to what extent does size, colour, shape, packaging material, quality of product content, that are attributes of packaging, could influence customer to patronise a particular product? The result of the study was to Production of various sizes of product should be encouraged to allow customers have the opportunity to make a choice based on their income.

Jusuf Zekiri and Vjollca Visoka Hasani (2015) has done research on “The role and impact of the packaging effect on consumer buying behaviour” the objective of study was to find out the impact of packaging on the buying behaviour decision. To check the effect of packaging elements on the buying behaviour. To measure the relative impact of each packaging element on the consumer. The result of the study was that packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging colour helps consumers differentiate their favourite brands, and for companies it helps to catch consumer’s attention and interest.

B. A. Chukwu and T. O. Enudu (2018) has done research on ‘The impact of product packaging on consumers purchasing behaviour in benin metropolis, Edo state, Nigeria’ The objective of study was to assess the relationship between attractive packaging and consumer buying behaviour. The result of the study was it is concluded that the predictor variables, attractive packaging, value and quality of packaging and impulse purchasing has positive relationship with consumer buying behaviour. Shabby packaging does not have positive relationship with consumer buying behaviour

Hardman Budiardjo (2016) has done research on “The Impact of Packaging Design to Purchase Behaviour through Brand Trust” the objective of study was this study was conducted to identify the importance of packaging design in influencing the purchasing behaviour at the same time identifying the mediating role of trust in the brand packaging design relationship with purchasing behaviour.

Sabeehullah Shah, Adnan Ahmad and Nawaz Ahmad (2013) has done research on “Role of Packaging in Consumer Buying Behaviour A study of University Students of Peshawar Region KPK Pakistan.” the objective of study was that how much packaging impact on the consumer buying decision. Which factors is most convenient to influence consumer buying decision. Our main objective is to find important element of packaging which directly affect the consumer buying behaviour.

Ahmad Syahmi Ahmad Fadzil, Nur Ain Syazmeen Ahmad Zaki, Syed Jamal Abdul Nasir and Muhammad Hilmi Sukery(2015) has done a research on “Product Packaging and Consumers’ Buying Decision: A Case Study in Company A” the objective of study was to determine the packaging factors that influence consumers buying decision towards Company A’s products. To determine the most dominant factor that influence consumers’ buying decision towards Company A’s products. It was found that there exists a growing conscious from the consumers’ end. The demand to have a better packaging is growing and packaging function has progressively shown its critical role in attracting consumers’ to buy the product.

As per "The effect of product packaging tone on customers" purchasing behaviour under time tension" by **Raheen et al.** the colour plan utilized in product packaging assumes a huge part and adds to the customers buying behaviour [22]. It pointed toward testing whether product packaging colour affected client buying inclinations or not. Through this examination, demonstrated that colour use in packaging and customer purchasing inclinations are decidedly and fundamentally connected to each other. The outcomes encouraged that colour plans expanded positive relations with customer view and product buy.

Hannele et al. led an examination on "The impacts of packaging on customer decision [21]" which featured individual components of packaging and what they mean for customer behaviour. Taking the finding of just tone as a component, results appeared that packaging colour assists customers with separating one brand structure to another while

additionally building up a "most loved brand" according to the customer. Colour, joined with other packaging components meet up to make eye-catching and imaginative advertising offers.

An investigation directed by **Abdalkrim et al.** on how "Brain science of colour impacts customers' behaviour—a symptomatic report [23]" expresses that essentially all customer products today execute colour plans while planning product packaging. Choosing the correct tones that suit your image character can significantly affect the deals of a product. The point of the investigation was to inspect what the brain research of tones means for purchasing behaviour of customers in choosing a product as for packaging and marking.

In an investigation led by **Polyakova Ksenia** on "Packaging plan as an advertising instrument and want to buy" [24], the product packaging of milk was utilized a specialist to decide the customer view on plan components in product packaging and what it meant for their purchasing behaviour. The packaging configuration was utilized a device to quantify the amount of the brand's character came out through the packaging and how such communication was deciphered by the customers.

In an investigation directed by **Hussain et al.** "The impact of packaging typeface on product view and assessment" [25], it was discovered that customers more attracted to products that utilized a "characteristic" textual style which was firm with the brands character instead of one which was attractive however no connection to the brand had by any stretch of the imagination.

Exploration directed by **Kumar** who contemplated "The impacts of packaging on customer view" expresses that universally 80% of customers accept that the excellent significance of product packaging is to secure the actual product, not considering advertising strategies, which subliminally assume a critical part in the acquisition of an product [17]. Through his investigation, he analyzed product packaging and the impact it had on customer view and how it added to the accomplishment of a product.

CHAPTER-3

THEORETICAL FRAMEWORK

3.1 Company Profile

3.1.1 DOVE

Dove is a personal care brand owned by Unilever, a British consumer goods company. The products are sold in more than 150 countries and are offered for both women, men, babies and kids. Dove's logo is a silhouette profile of the brand's namesake bird. Vincent Lamberti was granted the original patents related to the manufacturing of Dove in the 1950s, while he worked for Lever Brothers.

Products include antiperspirants/deodorants, bodywash, beauty bars, lotions/moisturizers, hair care, or facial care products. Dove is primarily made from synthetic surfactants, vegetable oils (such as palm kernel) and salts of animal fats (tallow). In some countries, Dove is derived from tallow, and for this reason it is not considered vegan, unlike vegetable oil-based soaps. In August 2023, a survey and research done by Kantar's Brand Inclusion Index conducted in UK showed that Dove was considered one of the Most Inclusive Brands for consumers among other skincare brands.

Dove's product line includes a variety of personal care items tailored to different needs:

- 1)Beauty Bars
- 2)Body Washes
- 3)Hair Care
- 4)Deodorants
- 5)Men's Care
- 6)Baby Care
- 7)Face Care

Each product within Dove's portfolio is developed with the brand's ethos of promoting real beauty, inclusivity, and self-care.

3.1.2 PLUM

Plum is a skincare and cosmetics brand known for its commitment to natural ingredients, cruelty-free practices, and environmental sustainability. It was founded in India and has since established itself as a prominent player in the Indian beauty market. While its products are available internationally through online channels, Plum remains rooted in its Indian heritage and values, including its commitment to natural ingredients, ethical practices, and environmental sustainability. Plum was founded by Shankar Prasad in 2013 in India. Prasad, with a background in consumer goods and a passion for sustainability, aimed to create a skincare and cosmetics brand that prioritized natural ingredients, ethical practices, and environmental consciousness. Since its inception, Plum has grown to become a well-known and respected brand in the Indian beauty industry, gaining popularity for its commitment to clean beauty and social responsibility. Plum offers a diverse range of skincare and cosmetics products, all formulated with natural ingredients and a focus on sustainability. Some of their popular products include Green Tea Renewed Clarity Night Gel, Bright Years Cell Renewal Serum, E-Luminance Deep Moisturizing Creme, Chamomile & White Tea Skin Revival Face Wash, Kohl Kajal Black Eyeliner, Plump Up Hydrating Lip Balm etc.

Plum's product line encompasses a wide range of skincare and cosmetics, including

- 1) Cleansers
- 2) Moisturizers
- 3) Serums and Treatments
- 4) Toners and Mists
- 5) Sun Care
- 6) Face Masks
- 7) Eye Care
- 8) Lip Care
- 9) Hair Care
- 10) Body Care
- 11) Makeup

3.2 PACKAGING

3.2.1 MEANING

Packaging refers to the materials used to enclose, protect, and present products. It serves several purposes, including preserving the product during storage and transportation, providing information to consumers, and enhancing the product's visual appeal. Packaging can take various forms, such as boxes, bottles, jars, cans, and pouches, and may include labels, seals, and other elements for branding and communication. Effective packaging is essential for both practical and marketing reasons, ensuring that products remain safe and attractive to consumers.

3.2.2 DEFINITIONS

Here are few definitions of "packaging" provided by various individuals or groups:

1. **American Marketing Association (AMA):** Packaging is defined by the AMA as "the activities of designing and producing the container or wrapper for a product."
2. **The World Packaging Organisation (WPO):** WPO defines packaging as "the art, science, and technology of enclosing or protecting products for distribution, storage, sale, and use."
3. **The Institute of Packaging Professionals (IoPP):** IoPP describes packaging as "the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use."

3.2.3 FUNCTIONS

Packaging is often referred as a silent salesman because of the functions it does. Major functions of packaging are discussed below:

Protection: Packaging serves to protect products from damage, contamination, and spoilage during storage, transportation, and handling. It safeguards items from external factors such as moisture, light, heat, and physical impact.

Preservation: Packaging helps extend the shelf life of perishable goods by creating a barrier against oxygen, moisture, and other environmental elements that can cause deterioration. This preservation function helps maintain product quality and freshness over time.

Containment: Packaging holds products together and prevents them from spilling, leaking, or breaking. It ensures that items remain intact and secure throughout the distribution chain and during use by consumers.

Identification: Packaging provides essential information about the product, including its name, brand, ingredients, usage instructions, expiration date, and safety warnings. Clear labelling helps consumers make informed purchasing decisions and use products safely and effectively.

Convenience: Packaging design influences how easily products can be stored, transported, opened, and used. Convenient packaging features such as handles, resealable closures, and portioned servings enhance user experience and convenience.

Marketing: Packaging serves as a powerful marketing tool, helping to attract attention, differentiate products from competitors, and communicate brand identity and values. Eye-catching designs, colours, logos, and imagery can influence consumer perceptions and purchasing behaviour.

Sustainability: Packaging plays a crucial role in minimizing environmental impact by using eco-friendly materials, reducing waste, and promoting recycling and reuse. Sustainable packaging practices aim to balance the functional requirements of packaging with environmental responsibility.

3.2.4 LEVELS

Packaging can be categorized into three main levels:

Primary Packaging: Primary packaging refers to the immediate container or wrapping that directly holds the product. It is in direct contact with the product and is typically designed to protect, preserve, and present the product to consumers. Examples of primary packaging include bottles, jars, cans, pouches, blister packs, and tubes.

Secondary Packaging: Secondary packaging is the outer packaging that surrounds the primary packaging and provides additional protection, branding, and information. It serves

to group primary packages together for transportation, storage, and display purposes. Secondary packaging may include boxes, cartons, trays, shrink wrap, and labels.

Tertiary Packaging: Tertiary packaging is the outermost layer of packaging used for bulk transportation and handling of products during distribution. It is designed to protect multiple units of primary or secondary packaging during transit and storage, often on pallets or in shipping containers. Tertiary packaging includes items such as pallets, stretch wrap, corrugated boxes, and shipping containers.

Each level of packaging plays a crucial role in ensuring the integrity, safety, and presentation of products throughout the supply chain, from manufacturing to distribution to retail to consumer use.

CHAPTER-4
DATA ANALYSIS AND
INTERPRETATION

4.1 Age Distribution of Survey Sample

Figure 4.1: Age Group

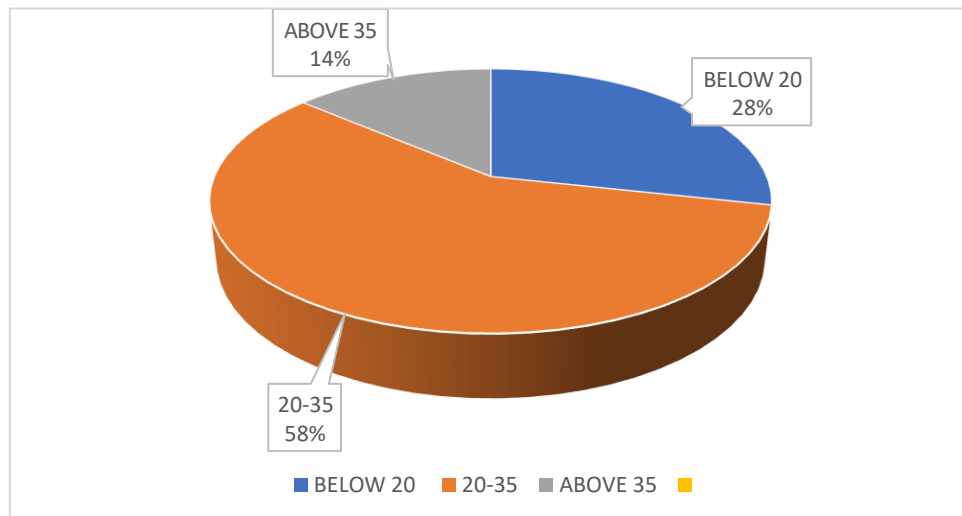


Table 4.1: Age Distribution of Sample Survey

AGE GROUP	RESPONSES	PERCENTAGE RESPONSE
Below 20	31	28.4%
20-35	63	57.8%
Above 35	15	13.8%

INTERPRETATION

According to figure and table 4.1, a total of 109 respondents filled up the questionnaire in which 63 respondents belongs in the age group 20-35 years, 31 respondents are younger than 20 and the rest 15 respondents are older than 35.

4.2 Gender Distribution of Survey Sample

Figure 4.2 Gender

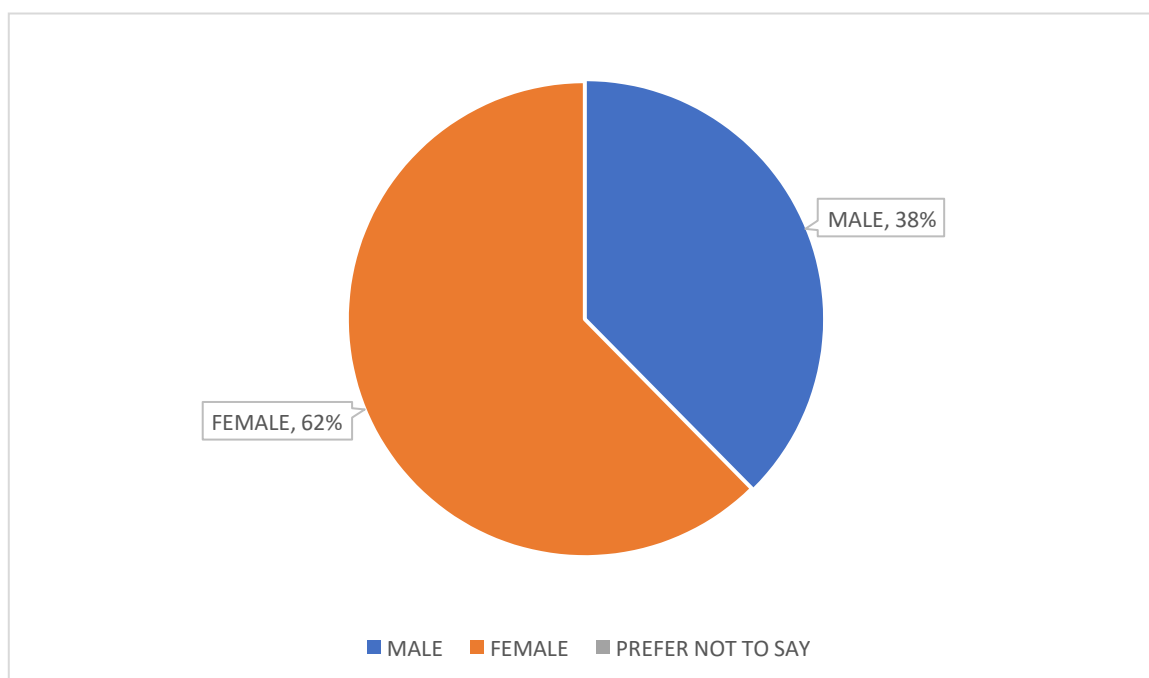


Table 4.2: Gender Distribution of Sample Survey

GENDER	COUNT	PERCENTAGE
Male	41	37.6
Female	68	62.4
Prefer not to say	Nil	Nil

INTERPRETATION

It is very evident from figure and table 4.2 that out of the 109 respondents, 41 were male and 68 were female constituting 37.6% and 62.4% respectively.

4.3 Occupation Distribution of Survey Sample

Figure 4.3 Occupation of respondents

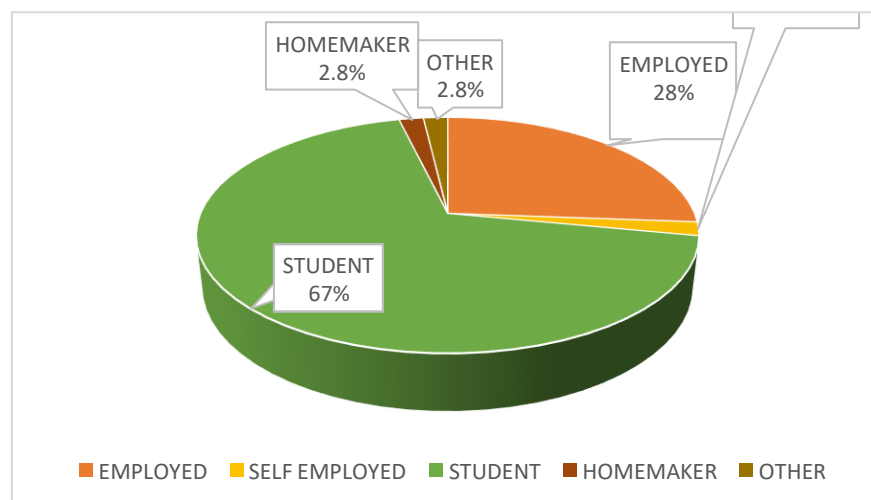


Table 4.3 Occupation Distribution of Survey Sample

OCCUPATION	COUNT	PERCENTAGE RESPONSE
Student	73	67%
Employed	28	28%
Self employed	2	1.8%
Homemaker	3	2.8%
Other	3	2.8%

INTERPRETATION

From figure and table 4.3, it is understood that most of our respondents are students which constitutes 67% of the total respondents. 29.8% respondents are employed and 2.8% respondents are homemakers.

4.4 Response on Usage of Bodywash

Figure 4.3 Usage of Body Wash

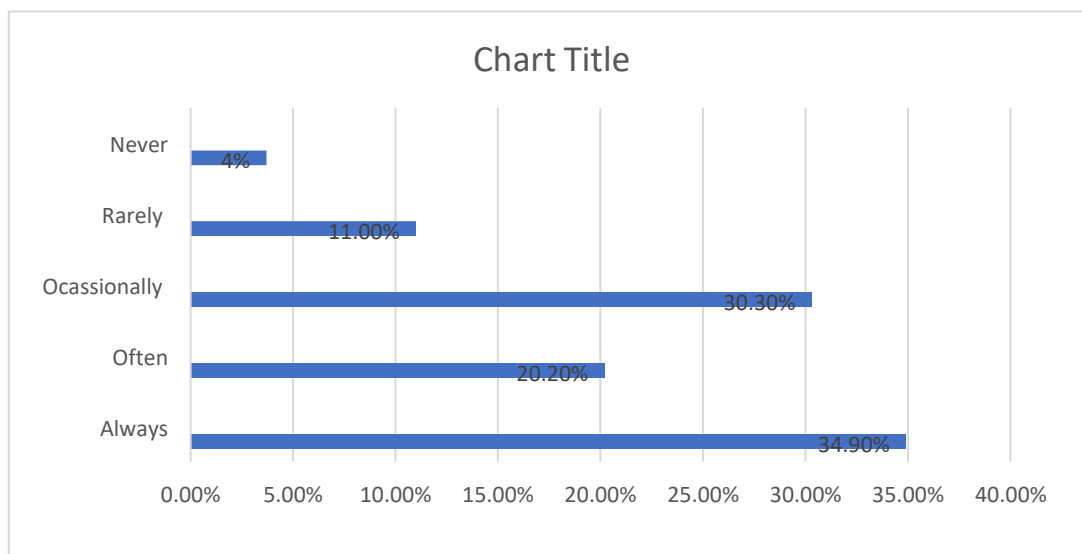


Table 4.4 Usage of Body Wash

USAGE	COUNT	PERCENTAGE
Always	38	34.90
Often	22	20.20
Occasionally	33	30.30
Rarely	12	3.70
Never	4	11

INTERPRETATION

Out of the total respondents, 11% never uses body wash and 34.9% of them always uses body wash. 20.2% of them uses body wash very often, 30.3% occasionally and 3.7% respondents use it very rarely.

4.5 Familiarised Brand: Dove vs Plum

Figure 4.5 Familiar Brand: Dove vs Plum

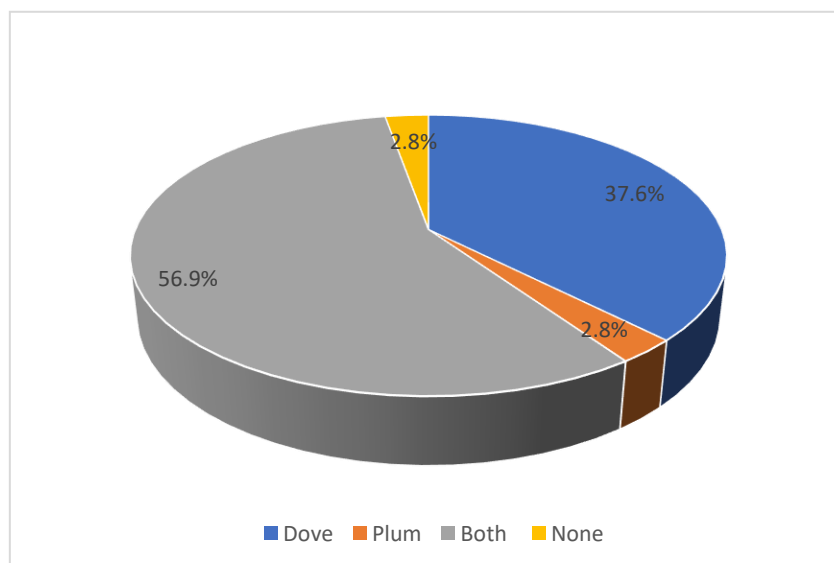


Table 4.5 Familiar Brand: Dove vs Plum

Brand	Count	Percentage %
Dove	62	56.9
Plum	3	2.8
Both Dove & Plum	41	37.6
None	3	2.8

INTERPRETATION

According to figure and table 4.5, Majority (56.9%) of the respondents are only familiar with the brand Dove. 37.6% of respondents are familiar with both the brands and 2.8% are not familiar with any of the brand.

4.6 Brand Preference: Dove vs Plum

Figure 4.6 Brand Preference: Dove vs Plum

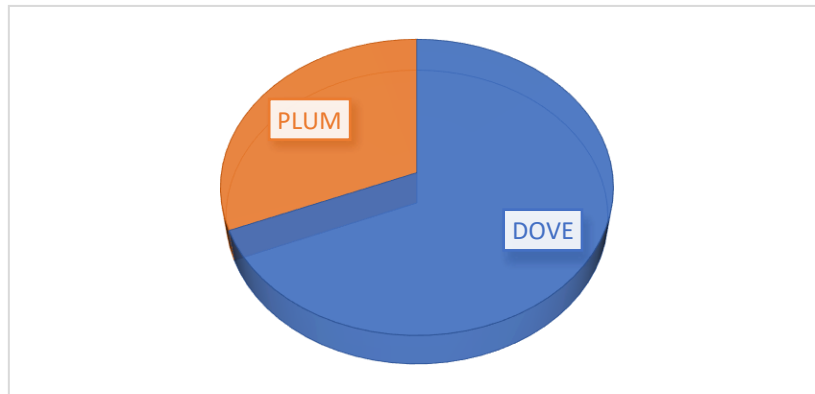


Table 4.6 Brand Preference: Dove vs Plum

Brand	Count	Percentage
Dove	75	68.8
Plum	34	31.2

INTERPRETATION

According to figure and table 4.6, 68.2% of the respondents prefer Dove over Plum. Only 31.2% of the respondents were in favour for Plum.

4.7 Shower Gel Selection Criteria

Figure 4.7 Criteria for selecting Shower Gel

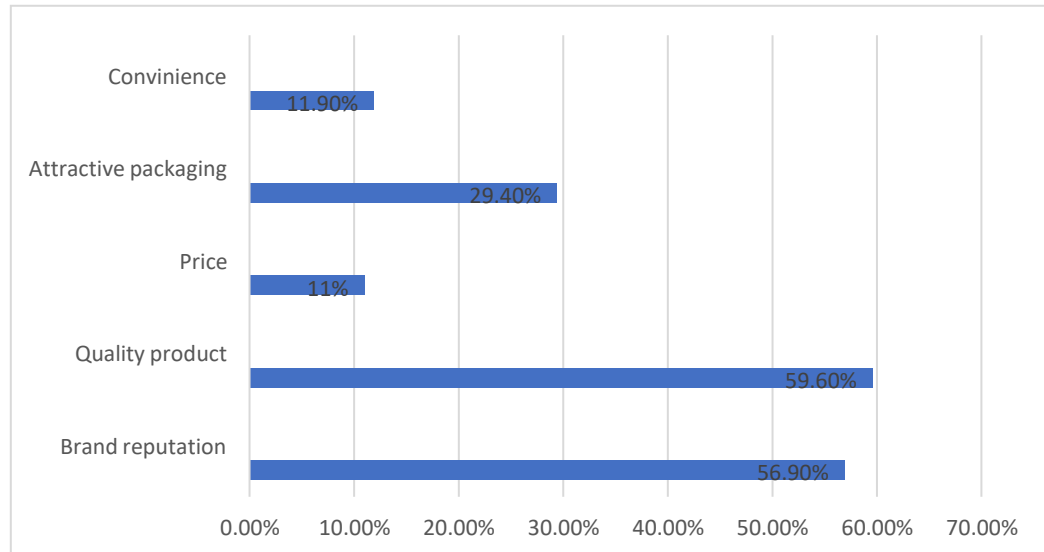


Table 4.7 Criteria for selecting Shower Gel

SELECTION CRITERIA	COUNT	PERCENTAGE
Brand Reputation	62	11.9%
Quality product	65	59.6%
Price	12	11%
Attractive Packaging	32	29.4%
Convenience	13	11.9%

INTERPRETATION

According to figure and table 4.7, 59.6% of respondents buys a shower gel by looking at the product quality. Only 29.4% of respondents consider attractive packaging when buying a product.

4.8 Colour Psychology of Dove Shower Gel among Respondents

Figure 4.8 Colour Psychology of Dove Shower Gel among Respondents

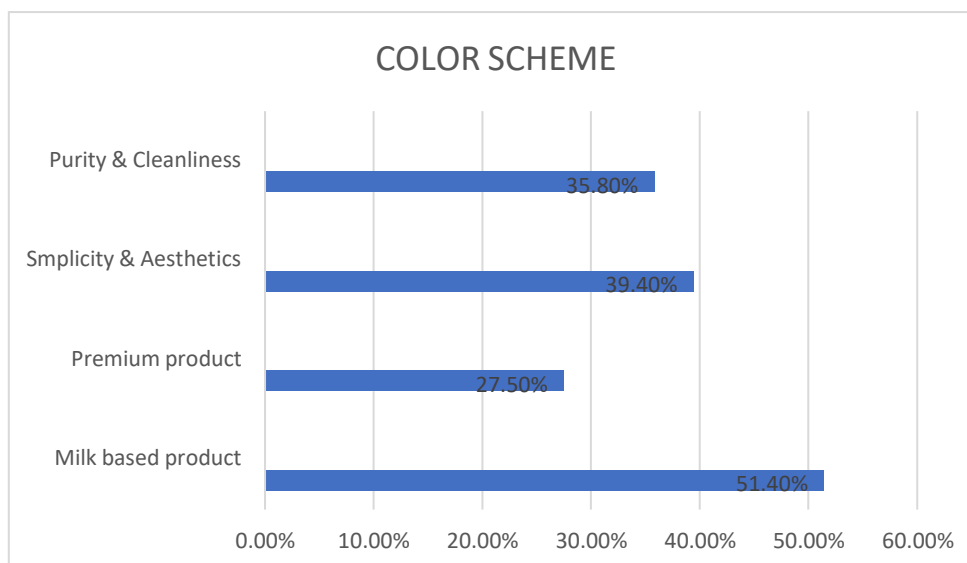


Table 4.8 Colour Psychology of Dove Shower Gel among Respondents

COLOUR SCHEME	COUNT	PERCENTAGE
Purity & Cleanliness	56	35.80%
Simplicity & Aesthetics	30	39.40%
Premium Product	43	27.50%
Milk based product	39	51.40%

INTERPRETATION

In the figure and table 4.8, 51.40% of respondents relate the colour scheme of dove shower gel as a milk-based product. Nearly 39.40% relates the product as simplicity and aesthetics. 35.80% relate the product as purity and cleanliness and 27.50% relates the product as a premium product.

4.9 Colour Psychology of Plum Shower Gel among Respondents

Figure 4.9 Colour Psychology of Plum Shower Gel among Respondents

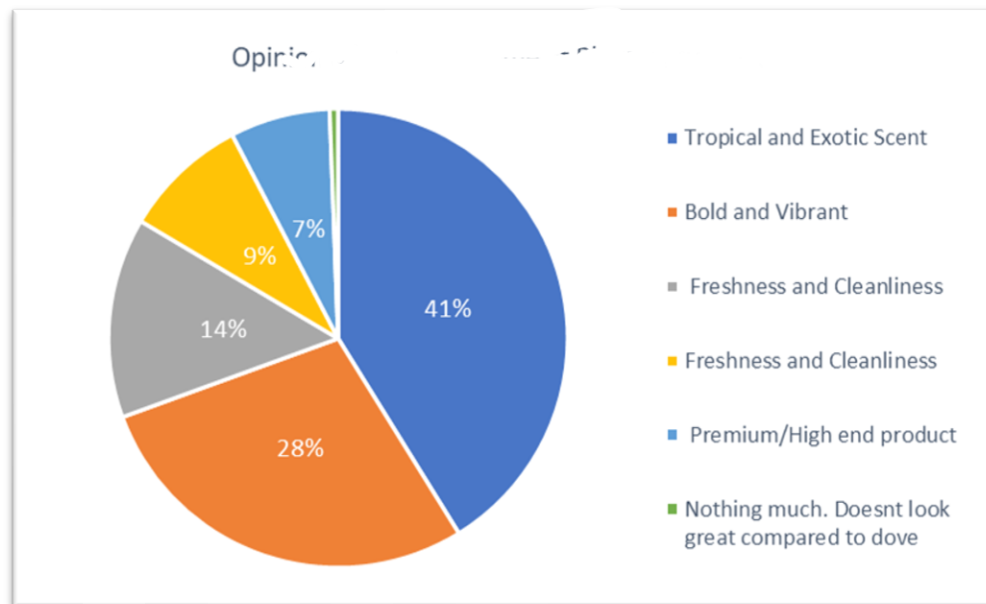


Table 4.9 Colour Psychology of Plum Shower Gel among Respondents

OPINION OF COLOUR SCHEME OF PLUM SHOWER GEL	PERCENTAGE
Tropical and Exotic Scent	64.2%
Bold and Vibrant	44%
Freshness and Cleanliness	37.6%
Premium/High end product	11.9%
Nothing much. Doesn't look great compared to dove	1%

INTERPRETATION

In the figure and table 4.9, 64.2% of the respondents relate the colour scheme of plum shower gel for its tropical and exotic scents. 48% of respondents consider it as bold and vibrant. 37.6% relates it as freshness and cleanliness and 11.9% of the respondents are reminded of the product as a premium or high-end product.

4.10 Influencing factors of packaging to buy a product

Figure 4.10 Influencing factors of packaging to buy a product

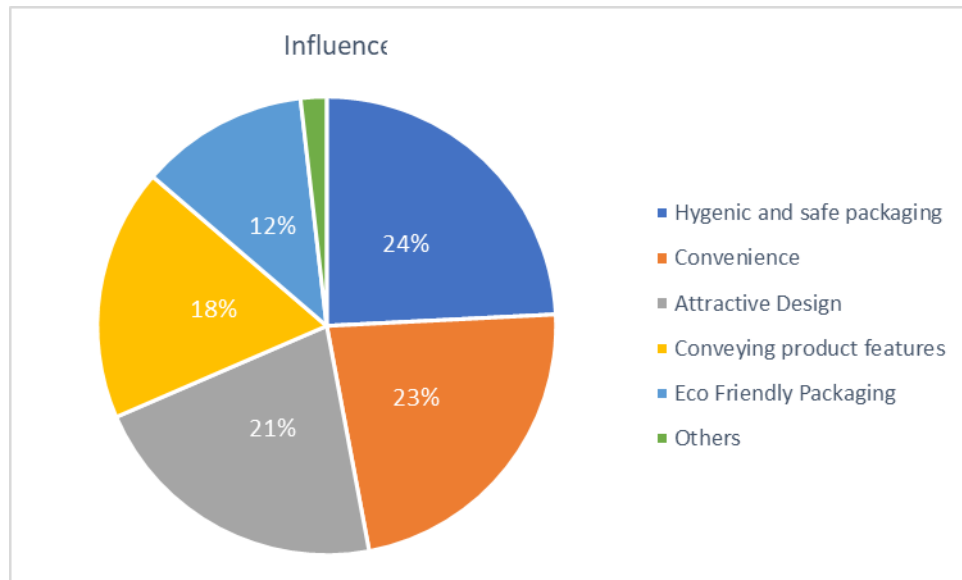


Table 4.10 Influencing factors of packaging to buy a product

INFLUENCING FACTORS	COUNT	PERCENTAGE
Hygienic and safe packaging	53	24%
Convenience	50	23%
Attractive Design	47	21%
Conveying product features	39	18%
Eco Friendly Packaging	26	12%
Others	4	2%

INTERPRETATION

The table and figure show that respondents have different opinions when it comes to influencing factors. 24% of the respondents prefer to purchase hygienic and safe packaging products. Convenience is also another factor that is being considered (23%) by respondents.

4.11 Impact of packaging to customer

Figure 4.11 Emotional Impact of packaging

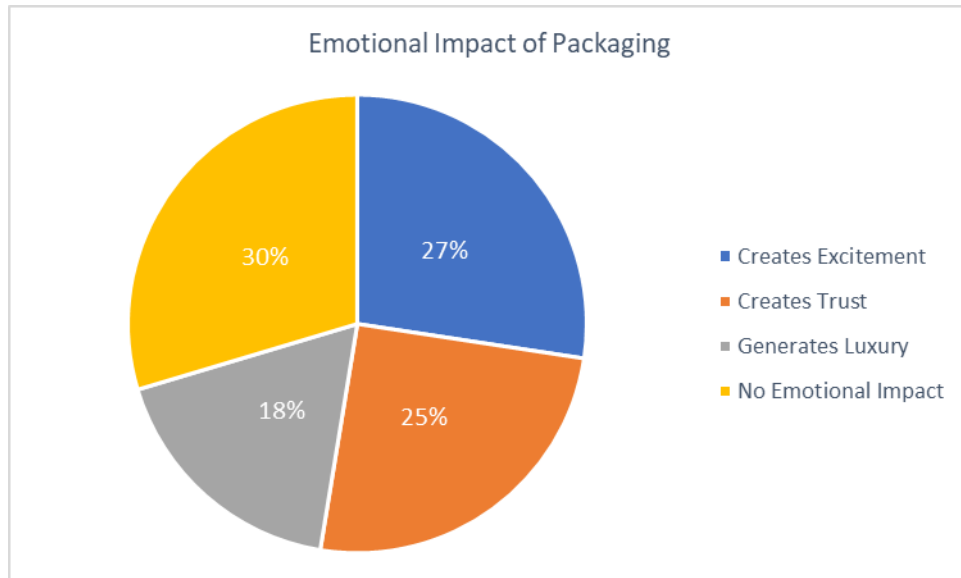


Table 4.11 Emotional Impact of packaging

EMOTIONAL IMPACT OF PACKAGING	COUNT	PERCENTAGE
Creates Excitement	37	27%
Creates Trust	34	25%
Generates Luxury	24	18%
No Emotional Impact	40	30%

INTERPRETATION

According to figure and table 4.11, we can see that 30% of the respondents has no emotional impact whereas 27% of respondents has been seen excited about the product packaging. Packaging creates trust in 25% of respondents and generates luxury among the remaining 18% respondents.

4.12 How important is packaging of shower gel for you?

Figure 4.12 Impact of packaging

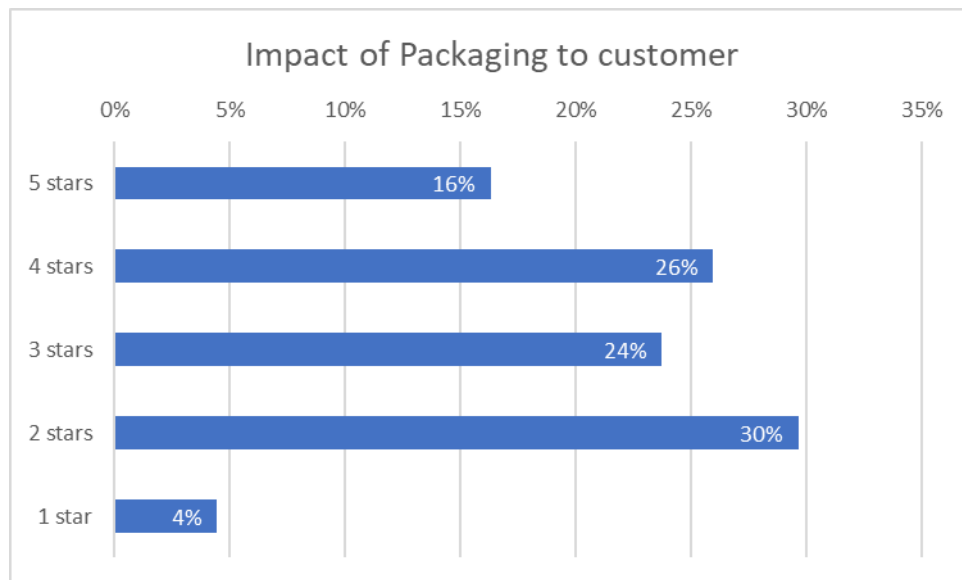


Figure 4.12 Impact of packaging

IMPACT OF PACKAGING TO CUSTOMER	COUNT	PERCENTAGE
5 stars	22	16%
4 stars	35	26%
3 stars	32	24%
2 stars	40	30%
1 star	6	4%

INTERPRETATION

The above diagram shows the respondents' acknowledgment of the importance of packaging of shower gel. Out of the total respondents 16% rated the packaging as very important (5 stars), 26% rated the packaging as important (4 stars), 24% rated the packaging as somewhat important (3 stars), 30% rated the packaging as unimportant (2 stars), 4% rated the packaging as not important at all (1 star), the last 2 group does not give much heed on packaging. However, the majority of the respondents pay attention to packaging.

4.13 Impact of clarity of information on packaging to customer

Figure 4.13 Impact of clarity of information

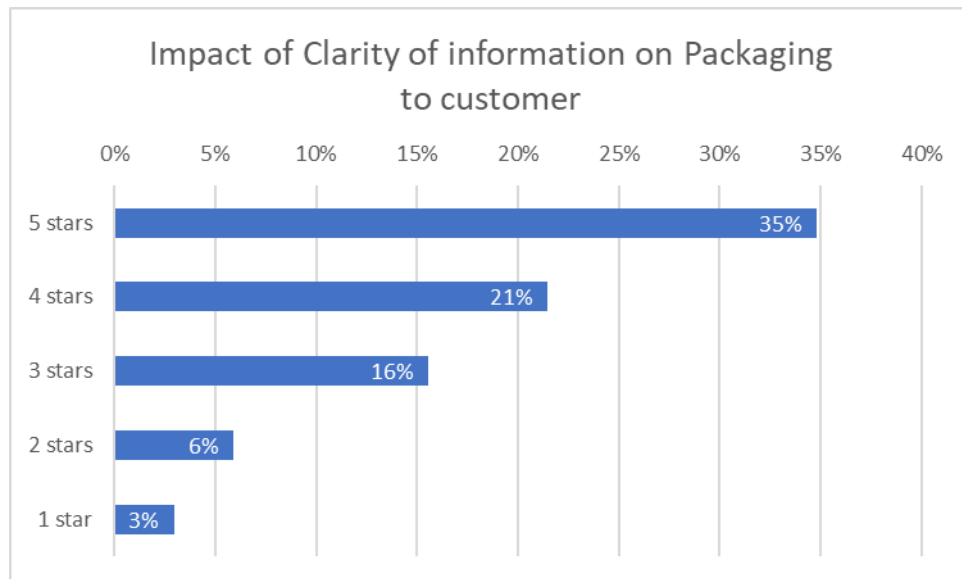


Figure 4.13 Impact of clarity of information

IMPACT OF CLARITY OF INFORMATION ON PACKAGING TO CUSTOMER	COUNT	PERCENTAGE
5 stars	47	35%
4 stars	29	21%
3 stars	21	16%
2 stars	8	6%
1 star	4	3%

INTERPRETATION

The above table gives inference on the clarity of information, out of the total respondents. 35% gave 5 stars considering it as very important, 21% of the respondents gave 4 stars considering it as important 16% of the respondents consider it as somewhat important while 6% of the respondents consider it as unimportant and the rest 3% consider it as not important. But majority of the consumers emphasize on the clarity of information on packaging.

4.14 Influence of packaging on product quality perception

Figure 4.14 Product Quality Perception

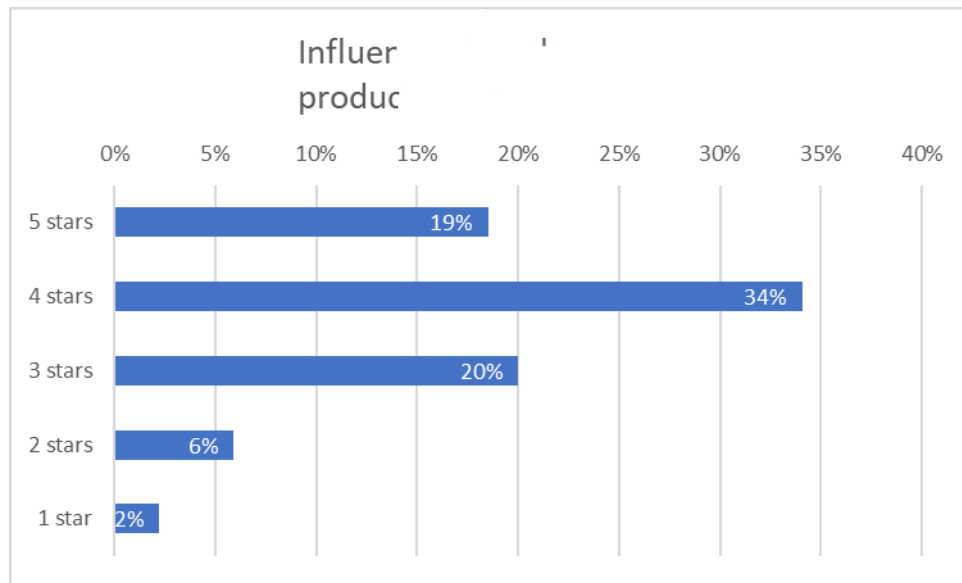


Table 4.14 Product Quality Perception

INFLUENCE OF PACKAGING	COUNT	PERCENTAGE
5 stars	25	19%
4 stars	46	34%
3 stars	27	20%
2 stars	8	6%
1 star	3	2%

INTERPRETATION

The table shows that the majority of participants (53%) i.e. half of the respondents rated as 4 or 5 stars. there is a positive correlation between the perceived quality of a product and the quality of its packaging in the minds of the consumers. 20% of the respondents somewhat believe that exceptional packaging can influence your perception of the product's quality While the rest participants (8%) rated it as 1 or 2 stars I.e. exceptional packaging cannot influence your perception of the product's quality.

4.15 Bottle type preference

Figure 4.15 Bottle type preference

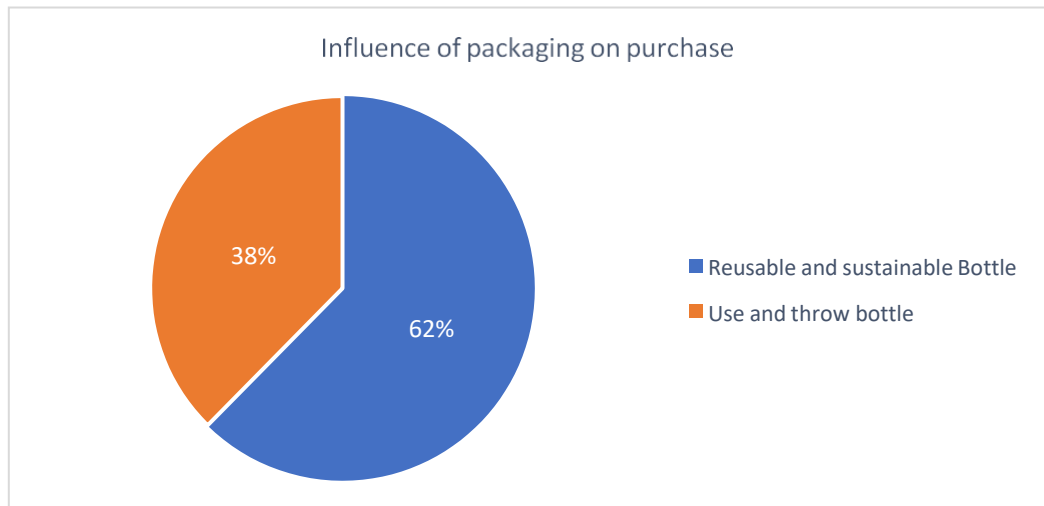


Table 4.15 Bottle type preference

BOTTLE TYPE PREFERENCE	COUNT	PERCENTAGE
Reusable and sustainable Bottle	68	62%
Use and throw bottle	41	38%

INTERPRETATION

According to the given table we can conclude that the majority of the respondents 62% support reusable and sustainable packaging while only 38% still prefer only use and throw bottles.

4.16 Willingness to pay for Eco-friendly packaging

Figure 4.16 Willingness to pay extra for eco-friendly packaging

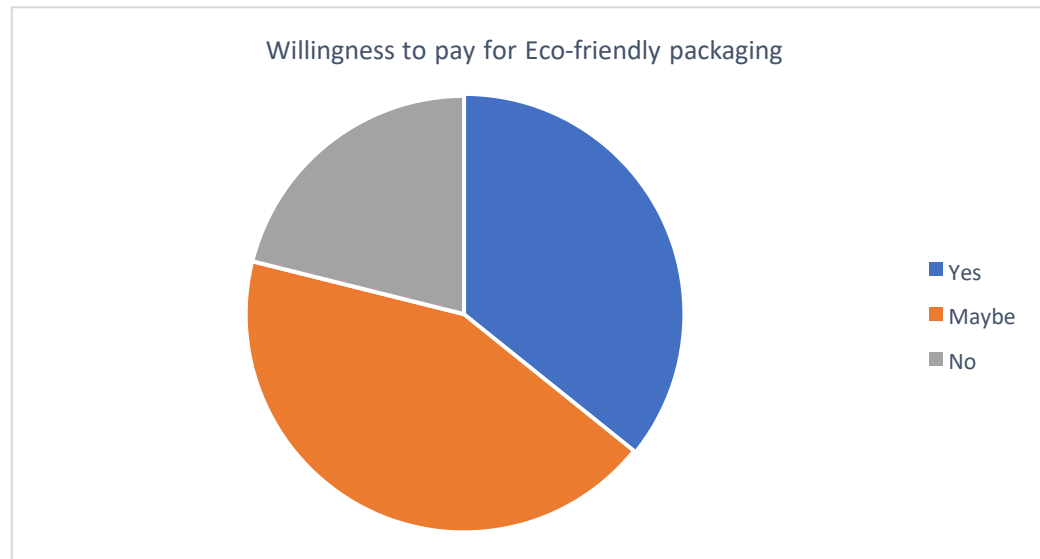


Figure 4.16 Willingness to pay extra for eco-friendly packaging

WILLINGNESS TO PAY FOR ECO-FRIENDLY PACKAGING	COUNT	PERCENTAGE
Yes	39	36%
Maybe	47	43%
No	23	21%

INTERPRETATION

From the above pie chart, we can conclude that 36% of the respondents are willing to pay extra for eco-friendly or sustainable packaging while 43% of the respondents choose Maybe which is a category willing to pay extra under certain situation, maybe they'd consider eco-friendly packaging, but only if the price increase is minimal or under certain conditions. While the remaining 21% of respondents are not willing to pay extra for eco-friendly packaging

4.17 Features influencing customer purchase behaviour

Figure 4.17 Features influencing customer purchase behaviour

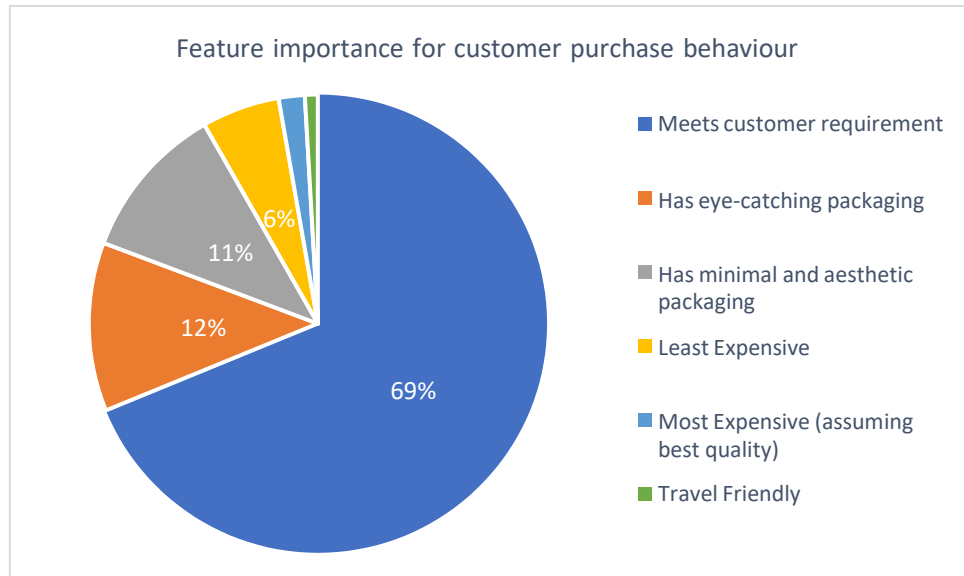


Table 4.17 Features influencing customer purchase behaviour

INFLUENCING FEATURES	COUNT	PERCENTAGE
Meets customer requirement	75	69%
Has eye-catching packaging	13	12%
Has minimal and aesthetic packaging	12	11%
Least Expensive	6	6%
Most Expensive (assuming best quality)	2	2%
Travel Friendly	1	1%

INTERPRETATION

From the above pie chart, we can conclude that the most important factors influencing customer purchase decisions are, whether the product meets customer requirements (69%), followed by eye-catching packaging (12%), and minimal and aesthetic packaging (11%). Followed by Least Expensive (6%) - A small percentage of consumers prioritize

affordability over other factors. Most Expensive (assuming best quality) (2%) Travel Friendly (1%)

From a consumer standpoint, the data suggests that functionality is the most important factor influencing a purchase decision. This could be because consumers prioritize getting value for their money. However, a small percentage of consumers are still swayed by attractive packaging, and aesthetic design which can play a role in marketing a product.

4.18 Purchase decision based on product appearance and packaging

Figure 4.18 Purchase Decision

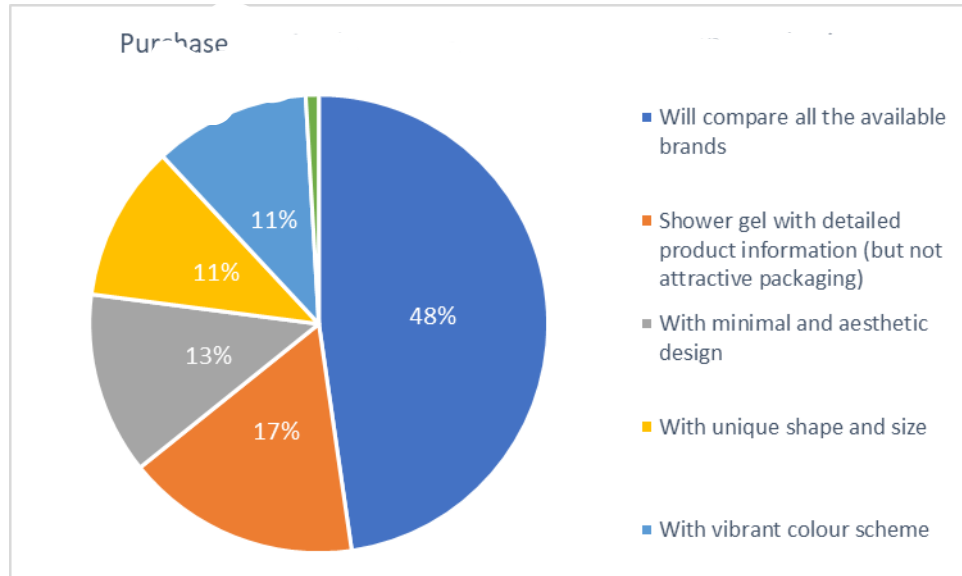


Table 4.18 Purchase Decision

PURCHASE DECISION BASED ON PRODUCT APPEARANCE AND PACKAGING	COUNT	PERCENTAGE
Will compare all the available brands	52	48%
Shower gel with detailed product information (but not attractive packaging)	18	17%
With minimal and aesthetic design	14	13%
With unique shape and size	12	11%
With vibrant colour scheme	12	11%
Others	1	1%

INTERPRETATION

Nearly half of the consumers surveyed said that a product with a simple and attractive design is most likely to influence their purchase decision. Only a small percentage of those surveyed said they would compare all available brands before making a purchase decision. (17%) of the respondents chose Shower gel with detailed product information (but not attractive packaging).

Around 11% of the consumers said a unique shape or size of the packaging would influence their decision. An equal percentage of consumers (11%) said a product with a vibrant color scheme would influence their purchase decision.

4.19 Willingness to try a new product based on packaging

Figure 4.19 Willingness to try a new product

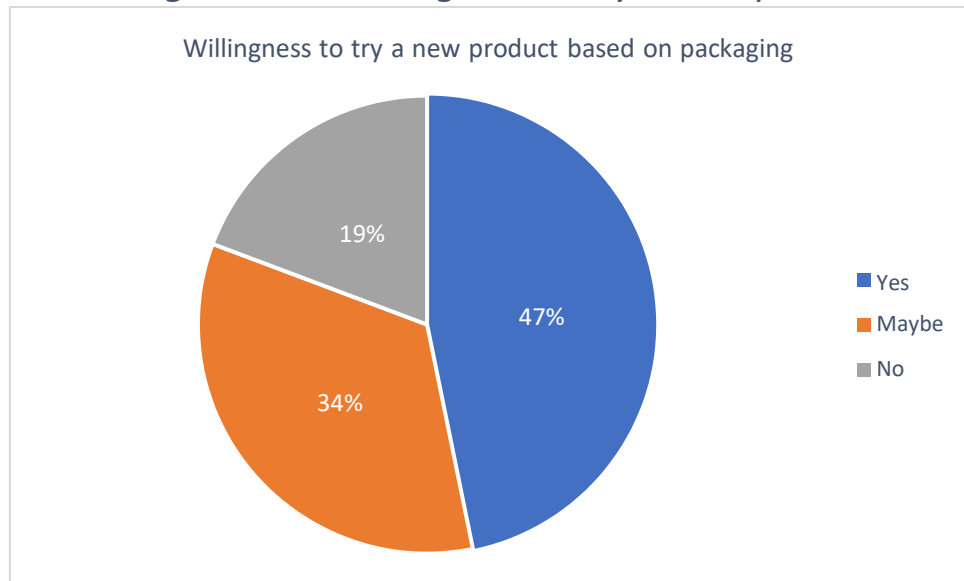


Figure 4.19 Willingness to try a new product

WILLINGNESS TO TRY A NEW PRODUCT BASED ON PACKAGING	COUNT	PERCENTAGE
Yes	51	47%
Maybe	37	34%
No	21	19%

INTERPRETATION

The pie chart shows that packaging can influence a purchase decision for a new shower gel for almost half (47%) of the surveyed consumers. Around 34% of the respondents said packaging might influence their decision, but it is not the most important factor. 19% of the surveyed consumers said packaging would not influence their decision to try a new shower gel. Almost half of the consumers are swayed by attractive packaging and design.

CHAPTER-5
SUMMARY, FINDINGS,
RECOMMENDATIONS AND
CONCLUSION

5.1 SUMMARY

The project was on the topic ‘A COMPARATIVE STUDY ON THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR: DOVE AND PLUM SHOWER GEL’

This study was conducted to understand how packaging influences the consumer buying behaviour by comparing the shower gel from two different brands Dove and Plum. It helped us to understand how the appearance and design of product packaging encouraged the consumers to buy a product.

A survey was conducted among the consumers through a questionnaire to collect primary data for the study. It revealed the perceptions and factors that influenced the customers to take up a decision in making purchase.

5.2 FINDINGS

- More than half of the consumers tends to buy a shower gel that satisfies their needs, rather an eye-catching packaging. But there is a minority group who are influenced to buy the product based on its packaging.
- Considering the different aspects of packaging, consumers are more attracted to a hygienic and safe packaging & a convenient packaging. Respondents also opt for products with attractive design.
- Among the consumers who are influenced by attractive design, there is a division of people who prefer minimal and aesthetic design & an equal group who prefers vibrant and funky design.
- When respondents are asked about the colour scheme of the brand Dove, they are reminded of a milk based based product, purity, cleanliness, simplicity and aesthetics.
- Larger part of the respondents relates the colour scheme of plum to tropical and exotic theme. The brand also evokes a sense of boldness and vibrancy.
- The best part of respondents needs clarity of information about the product from packaging. Thus, conveyance of information about the product is also an important factor which influences the purchase decision of a consumer.

- A good number (57%) of respondents are familiar with both the brands Dove and Plum. Among the remaining respondents, more people are familiar with the brand Dove rather than Plum. So, customers tend to buy products from Dove more.
- Most of the respondents stated that packaging design can affect their emotions. A sort of excitement and trust is created among 2/3rd of the respondents. There is also a small group who are not at all affected emotionally.
- More than half (62.4%) of the respondents prefer reusable and sustainable bottles rather than using 'use and throw' bottles. But when it comes to paying extra for sustainable bottles, respondents aren't very sure. Only 1/3rd of the respondents is willing to pay extra. 43.1% of the respondents are of a mixed opinion regarding paying extra. The remaining minority won't pay extra.
- Brand Loyalty does not act as a factor preventing customers from trying new brands because of the increasing competition of products in the market. Customers tend to buy products to meet their needs and satisfaction.

5.3 RECCOMENDATION

Building on the research findings, here are key recommendations for brands to leverage packaging for influencing consumer behaviour:

- **Invest in eye-catching design:** Develop packaging with a unique and visually appealing design that pops on store shelves. Consider your target audience and tailor the design elements (colour, fonts, graphics) to resonate with them. Identify the taste and preference of the target audience and work accordingly.
- **Highlight quality through packaging:** Use high-quality materials and printing techniques to create a perception of a premium product. This can justify a higher price point and build trust in the brand.
- **Prioritize functionality:** Ensure the packaging is convenient and easy to use, travel friendly. Consider features like reseal ability, easy opening mechanisms, or portion control to enhance the user experience.
- **Embrace sustainable practices:** Use eco-friendly packaging materials like recycled cardboard or biodegradable plastics. This appeals to environmentally conscious consumers and aligns with a responsible brand image.

- **Conduct A/B testing:** Test different packaging designs and features with target consumers to gather data on what resonates best. This data-driven approach helps refine your packaging strategy for optimal impact.

By implementing these recommendations, brands can create packaging that effectively attracts consumers, builds brand loyalty, and ultimately drives sales.

5.4 CONCLUSION

From this study, we found that packaging plays an important role in the consumer buying behaviour. The different elements of packaging act as a factor in influencing customers to buy a product. If the brand packaging stands out and resonates with their target audience, it ultimately drives sales.

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APPENDIX

QUESTIONNAIRE

**A QUESTIONNAIRE THE INFLUENCE OF PRODUCT
PACKAGING ON CONSUMER BUYING BEHAVIOUR:
DOVE AND PLUM SHOWER GEL**

1. Age group

- I. Below 20
- II. 20-35
- III. Above 35

2. Gender

- I. Male
- II. Female
- III. Prefer not to say

3. Occupation

- I. Student
- II. Employed
- III. Self employed
- IV. Homemaker
- V. Other

4. How often do you use shower gel ?

- I. Always
- II. Often
- III. Occasionally
- IV. Rarely
- V. Never

5. Are you familiar with the brands Dove and Plum?

- I. Only Dove
- II. Only Plum
- III. Both Dove and Plum
- IV. None

6. Which brand of shower gel do you prefer?

- I. Dove
- II. Plum

7. Why did you choose the above brand?

- I. Brand reputation
- II. Quality of product
- III. Price
- IV. Attractive packaging
- V. Convenience

8. In your opinion what does the color scheme of Dove Shower Gel convey?

- I. Milk based product
- II. Premium/High end product
- III. Simplicity and Aesthetics
- IV. Purity and Cleanliness
- V. Other:

9. In your opinion what does the color scheme of Plum Shower Gel convey?

- I. Tropical and Exotic Scent
- II. Premium/High end product
- III. Bold and Vibrant
- IV. Freshness and Cleanliness
- V. Other:

10. What aspect of packaging influence you to buy a product?

- I. Attractive design
- II. Convenience (easy to use, travel friendly)
- III. Eco friendly packaging
- IV. Conveying product features
- V. Hygienic and safe packing
- VI. Other:

11. How does a packaging design affect your emotions when considering a new product?

- I. Creates excitement
- II. Creates Trust
- III. Generates Luxury
- IV. No emotional impact

12. How important is packaging of shower gel for you?

Least important

- I. 1
- II. 2
- III. 3
- IV. 4
- V. 5

Very important

13. How important is the clarity of information on packaging in influencing your purchase decision?

Least important

- I. 1
- II. 2
- III. 3

IV. 4

V. 5

Very important

14. To what extent does the packaging influence your perception of the product's quality?

least quality

I. 1

II. 2

III. 3

IV. 4

V. 5

best quality

15. What do you prefer for shower gel?

I. Reusable and Sustainable bottles

II. Use and Throw bottles

16. Are you willing to pay extra for a shower gel with eco-friendly packaging?

I. Yes

II. No

III. Maybe

17. Situation: You are at a store looking for a shower gel.

Question: Which shower gel are you more likely to choose, and why?

I. The shower gel with most eye-catching packaging

II. The shower gel that meets your requirement

III. The shower gel with a minimal and aesthetic packaging

IV. The shower gel that is most expensive, assuming it has best quality

V. The shower gel that is least expensive

VI. Other:

18. Situation: You are in a grocery store and you are not aware about the shower gel brands available in the market. How will you choose the product based on the product appearance and packaging?

- I. Shower gel with minimal and aesthetic design
- II. Shower gel with vibrant color scheme
- III. Shower gel with unique Shape and Size (Travel size)
- IV. Shower gel with detailed product information but not attractive packaging
- V. Will compare all the available brands
- VI. Other: Maybe

19. Situation: You were using shower gel of brand A for the past 6 months. You came across a new shower gel from brand B and were attracted by its packaging. Are you willing to try brand B, even though you are loyal to brand A?

- I. Yes
- II. No
- III. Maybe