

CONSUMER PREFERENCE ON FOOD PACKAGING

Dissertation submitted to
ST. TERESA' S COLLEGE, ERNAKULAM
(Autonomous)



Affiliated to
MAHATMA GANDHI UNIVERSITY

In partial fulfillment of requirement for the
AWARD OF THE DEGREE OF MASTER OF SCIENCE IN

HOME SCIENCE (BRANCH B)
RESOURCE MANAGEMENT & INTERIOR DESIGNING

By

MALAVIKA P.M.
Register No. AM22HRM007

**DEPARTMENT OF HOME SCIENCE AND CENTRE FOR
RESEARCH**

APRIL 2024

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‘Certified as bonafide research work’

**SIGNATURE OF HEAD OF
THE DEPARTMENT**

**SIGNATURE OF
THE GUIDE**

DECLARATION

I hereby declare that the thesis entitled '***CONSUMER PREFERENCE ON FOOD PACKAGING***' is a bonafide record of research work done by me during the course of study, under the supervision and guidance of Ms. Teresa Kuncheria, Associate Professor, Department of Home Science and Centre for Research, St. Teresa's College, Ernakulam.

MALAVIKA. P.M

Place: Ernakulam

Date: 28/04/2024



**DEPARTMENT OF HOME SCIENCE
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ST. TERESA'S COLLEGE, ERNAKULAM**

Ms. Teresa Kuncheria
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CERTIFICATE

This is to certify that the thesis entitled '**CONSUMER PREFERENCE ON FOOD PACKAGING**' is an authentic record of the original research work carried out by **Ms. MALAVIKA.P.M.** with **Reg. No. AM22HRM007** under my supervision and guidance during the academic year 2023-'24.

Ernakulam

MS. TERESA KUNCHERIA

28- 04 - 2024

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MALAVIKA. P.M

Chapter 1

INTRODUCTION

Consumer is a person who buys or purchases products for their needs and necessity. They can buy products based on their preference, it can be anything food, grocery, electronics or any products that is useful. Consumer preference is that what they have to buy or purchase that gives them satisfaction. Consumer preference changes from person to person. Consumer preference can be affected by many factors - economic, cultural or personal.

Food packaging is an outer covering that is given to the food products to protect them from any detoxication activity to the product. It helps to transport, protect and keep the food products safe. It plays a vital role in the food industry and also considered as a vibrant part of the food industry. Food packaging motivates and even stimulates confidence and desire to buy the products. Although packaging serves mainly for is protection and in easy handling of the product, it also serves in influencing or changing the decision in the buying behavior of the consumers.

Packaging is an important procedure in the food industry. The main focus is on the materials that are used for packaging. Plastic, steel, cotton etc. can be used. Now a days many of the food industry move to sustainability to reduce the environmental impact. But the packaging material should be chosen based on the food products. Food products can be packed in different types, it can be in cans, boxes, bags, wrappers, flexible packaging, cartons etc. It can be also choosen based on the nature of food products.

Consumer preference is mainly influenced by modern lifestyle and trends. Consumer preferences of food packaging also depends on these factors. Though the primary function of the food packaging is to preserve and protect food, now it is also used for creating a identity and trademark with the packaging design. From the packaging

design consumers can easily pick their favorite product or their brand easily. For that package, the design element helps to identify them. These elements are also varied according to the preferences/specificities.

Food packaging can be used for easy recognition and also for increasing the brand demand and consequently the profit of the marketer. Designing a package thoughtfully with the elements can increase their profit. In the case of food packages consumers strive for different variety of foods. The package itself can convey the food taste and visual appeal. As food is one of the essential things, food packages can also be considered as an important factor for the marketer.

Consumer preference, taste and interest are different for each person, but in the case of food the tastes can be similar for a group of likeminded people. So, the elements that can also create these interests are focused on and the food packages that are now available in many varieties of shape, colour, designs etc. They are making impact on the consumers and for this reason, new trends are seen in the market with regard to food packaging.

In the case of food packages, consumers primarily look for the safety and health, so the people now adays are very likely to buy transparent packages that are visible, and where the consumers themselves can visually feel the food texture. So, the influence of packages makes the products, the marketing arena and the marketer lively. Packages is one of the factors that makes the market look more interesting. It also influences the market by determining how the consumers view the product.

Food packaging plays a crucial interface between the consumer and products they purchase. The consumer interest and impression about the product are often based on the visual appeal. These elements or factors plays a crucial role in the decision making about the product.

One of the most important factors in food packaging is the designing elements such as shape, colour, size etc. and also other elements like material, image, product

information etc. The consumers buying behavior and perception of the product can also be made by these elements on packages.

Colour is one of the factors that influence the consumer purchase of the product. Colour also depicts the interest, attitude towards the product. Consumers are easily attracted by the colours in the packages. Colours play an important role in the food packaging since they can attract consumer's attention. Colour highly attracts children and youngsters. Colour influences consumer preference about the product's quality and flavor. Colour also deals with the moods - warm colours, cool colours, bright colours etc. convey different moods that trigger the emotions of consumers to buy that product.

Shape is another element that consumers also get attracted to. Shapes can be circle, rectangle, angular, etc. Shapes determine the consumer preference towards the packages. Shape and size of food packages also impacts the product's aesthetic appeal. The shape and size depend upon the product. The shape and size can determine the quantity and quality of the product by visual stimulation. The shapes can be customized according to the product.

Images on the packages are also key elements that depict the food or any product. Images helps the consumer to easily identify the product and also makes the consumer attracted to it. Images can also influence the preferences of the consumer. Images on the food packaging communicate about the food or product inside the package. The attractive images on the package catch the attention of the consumer. The images convey about the product visually and these can influence the consumer's purchase decision.

Product information is another main element that can be seen in the packages that give the idea about the product and inform the consumers to reach a buying decision. The best product information gives clear cut information about the product. Product information usually contains the ingredients, nutritional facts, warnings, expiry dates

and storage information. These information gives trust and confidence about the product and therefore attract the consumers to make a purchasing decision.

Materials also play an important role in the product packaging. Materials of the package gave the consumer a satisfaction and trust about the product. The food packaging that prevents the degeneration of the food product inside but now a days consumer preferences are changing with the packaging. People are concerned about the materials used. The opinion of the people changes based on their priorities. Some people care more about the environmentally friendly packages, while others care about the cost, outer visual appeal of the product alone. Transparent material on packages is also now in trend because of the fresh feel that can be given to the food products. So, the material can also influence the preferences of the consumers.

Colour, design, material etc. are main elements that can influence consumer. But the key factor is to keep the products safe. Current styles of packaging are moving towards ecofriendly and sustainable factors that change according the present-day changes in the concept of consumers – since they are also looking for environment friendly products. Convenience is the other factor that affect the packaging. Consumer prioritize packaging that are easy to open and use.

This study is aimed to understand the consumer's perception of packaging of productivity special focus on food items. The objectives are as follows

- To understand the consumer perspective towards food packaging.
- To find out the preference that consumers have towards colour/shape/size/ image on the packaging.
- To ascertain whether the packaging material influences their decision making.
- To ascertain whether product information influences the consumer preference.

REVIEW OF LITERATURE

Packaging can be defined as All the activities of designing and producing the container or wrapper of a product. The container is called package and the packaging plays an important role in consumer preference. A review of literature also known as literature review, a review of literature is a summary or overview of the published researches and journals based on specific topic. The literature collected for the study on “**Consumer preference on food packaging**” is reviewed under the following headings: -

2.1 Importance of food packaging

2.2 Colour of the package and consumer influence

2.3 Shape of the package and consumer influence

2.4 Size of the package and consumer influence

2.5 Packaging material and consumer influence

2.6 Packaging variations that influence consumer buying decision

2.1 Importance of food packaging

According to (Fredric wikstrom, et.al.,) Packaging can be described as a service and the packaging has numerous function that help consumer during their use. The value of the package is defined by the consumer, it depends on the use and purpose that include preserving the food and protect the food and for the storage purpose the packaging provide information about the product, food, safety measures, ingredients etc.

Packaging is an important part of the food industry that related with food quality and safety and it communicate to consumer from the marketing perspective. When the food production over and before reaching consumer, the important factor is food packaging. The traditional way of packaging mainly includes food packaging for storage, transportation and distribution and it also protect the product from damage and deterioration and store the food products and also provide nutritional information and it promote marketing (Mary R. Yan, et.al.,)

In the food processing industry food packaging plays an important role. Packaging that is beneficial after the food processing is complete it allows food to travel safely from one place to another and packaging technology that provide food protection including energy, material cost, environmental consciousness and disposal (Kenneth Marsh, et.al., 2007)

Package symbolizes the contents and they are the way to communicate the product satisfaction they are serves a powerful symbol of wastefulness. when the product is gone there are four primary functions of the package that are identified as containment, protection, convenience, communication and they are all interconnected (Gordon. Robertson, et.al.,2012)

Food Packaging is one of the most important processes in food industry which helps in maintaining the quality of food products during storage, transportation and distribution. It is primarily done in order to protect the food products from external influences like biological, chemical or mechanical damage; to contain the food, preserve it in its state as packed by preventing quality deterioration, and to attract consumers and provide product and nutritional information. (sarkar, et.al.,2020).

All the components of the food and drink industries which includes food production, packaging, and marketing are interrelated. The food packaging helps to keep the

food by avoiding deteriorating and harm to food items. Food packaging therefore serves as an important factor to preserving food quality, reducing food waste, minimizing the quantities of additives used in meals. It additionally serves to keep the product undamaged. (Bindu R. Goswami, February ,2019)

Food packaging that is the important factor in the new food industry and only a less number is sold unpacked and the packaging prevent the waste and it ensures the food remains its quality until its shelf life. It is the important factor that packaging plays and it is often regarded as best and worst for the waste resources and environmental maintainers. (G.L Robertson, 2014)

2.2 Colour of the package and consumer influence

Packaging colour that can influence the consumer perception of a product. The influence of colour in the packaging relies that consumers health perceptions and colours that are also associated with beliefs that influence the health and colour that also influence the mental health. Packaging colour are also used as a marketing tool and also the packaging colour is the one of the dominant design cues on product packaging (Katharina Steiner, et.al.,2023)

Colour is the important element in the design of product. It plays a major role in the seeking attention. A colour that can act as attribute and also it is used to convey information to the consumer about the product an also it acts as an abstract for brand attributes. packaging colour also affect the consumers the product experience indeed (Charles Spence, et.al.,2018)

Different types of colours that is related with different visual cues, feeling and emotions. The purchase intent of buying. Colours also influence in brand recognition and also the colour of the package mainly influence the children interest. The colour of the package that can create an image of the product inside the package (Deepa Damodaran, et.al., 2019)

Marketers they experiment with colours in the packaging for success of the product All the product that have colorful frontages. Colour psychology is mainly used in marketing and branding the product. Packaging colours helps the consumer to stimulate sentiments and emotions so companies also used this colour psychology to decide the logos and it is also considered as important in window display (Mrs. Nilofer Bashirahmed shaikh)

The consumer preference and consumer decision making interrelated colour preference influence the consumers subjective. the impact of the colour preferences consumers product purchasing decision. Colour also affect the product expectation and product evaluation or perceived quality (Danluo, Lawenyu, et.al., 2019)

2.3 Shape of the package and consumer influence

Packaging shape plays an important tool used to conduct the differentiation and promotion. The packaging of shape important for differentiation of products for competition. The factors like graphic design, material, colour, and shape are the important factors used to judge a packaging. The packaging shape is helps to identify and classify the products. (Milicia Keeman, et al., 2015)

Packaging shape that makes the product attractive and it also help the consumers to predict the volume of the product and its value. In the case of food products, the impact is up to the taste. This can be done through visual design of the packaging such as pictures, colours, and it can also through the packaging shape. The packaging shape also helps to promote the product by consumer preference (Suzana Poslon, et al., 2021)

perceived captivating shapes of package are additionally believed to contain more products than same sized containers with fewer captivating shapes. The volume perception becomes "mental polluted" as a result of the attention lapse. This

prejudice exists for different kinds of containers, contexts in which the items are put, and contents that are visually appealing varies. Both watching containers with undesirable content and developing acclimated to a distinctive container that grabs attention could mitigate the effect. (Valerie Folkes, et al., 2004)

The design of packaging is considered to be an essential component in marketing and distinguishing product. In considering this, it is confusing that of all the packaging characteristics, the effect of its shape on the consumer continues to be the one of them that is researched the least. The goal of the research is to understand whether packaging shape design affects the opinions of customers. The influence of packaging shape on the perception of packaging characteristics was clearly shown by the survey study among consumers of fast-moving consumer goods. The results may contribute to better packaging shapes for a greater marketplace impact. (Nemanj Kasikovic, et al., 2015)

2.4. Size of the package and consumer influence

Package size that influences the quality checker for packed foods, and it also helps to identify the price mechanism of the identified size quality relationship. The several studies show that the product that have smaller package can be rated more than the product that in the larger package (Deng Feng Yan, et al., Aug 2013)

The impact of the product packaging size that recognize value for money and the consumers purchase intentions. This literature has given evidences of that the packaging size can influence the consumer behaviour and it also helps in decision making, this research also explored the size of the package should be led to the new markets and attract more consumers. (Imene Trabelsi, et al., Aug 2019)

The present research focuses at how package size impacts packaged item quality evaluations and provides a price-based rationale for the size-quality relationship that was previously reported. A product in a smaller container is rated more highly than

the identical thing in a larger package, based on the findings of various research. And this effect comes from the smaller box having a higher unit price even though its overall price is lower. This research suggests that when creating assessments regarding the quality of a product, unit pricing data is more diagnostic than overall price information. (Deng Feng Yan, et al., Aug 2013)

Since different package sizes offer different levels of convenience, consumers in the consumer-packaged goods (CPGs) marketplace primarily depend on their purchase decisions on package size. Manufacturers may utilize packaging size as an advertising tool for increasing revenue in the face of rising production expenses owing to the heterogeneous interest in package size. Manufacturers may be able to reduce the level of price competition in the market for downstream goods by competing on sizes of packages. (Koichi Yonezawa, et al., Dec 2016)

2.5. Packaging material and consumer influence

Several businesses across this industry are using different strategies to boost their product's market share. Companies are innovating in an array of methods to make their products compete with their rivals in an effort to draw in customers. One example of this is the packaging. Approach to get the attention of clients. Despite the fact that customers concentrate their choices about what to buy on the packaging and how it gives them value or advantages (Clifford Zirra, et al., 2017)

Research showed that various elements of product packaging, mainly the information about the product, packaging materials, and package illustrations, can have a positive effect on the purchase decision adopted by a consumer. This indicates that the variance in consumers' decisions to purchase cosmetic brands from supermarkets was explained by the product packaging's dimensions. The study revealed that consumer preferences regarding buying beauty products at Asaba, Delta State Supermarkets have been positively impacted by product packaging. (Raphel Ndidi, et al., 2022)

Product packaging that is analyzed by the marketers their communication concentrates on the product strategy which involves the product packaging because its major influence on the consumers decision making process. Packaging also influences the consumers while buying products and the decisions this makes the packaging tends to be memorable. (Suman Prasad Saha, 2020)

The packaging that attracts the consumers attention to the brand of the packaging that enhances the product picture that influence the consumers preference about the product and service. The appearance of the product package that is believed to be that can make a strong impact on consumers purchase decision than the advertising. (Bidyut Kumar Ghosh)

Packaging is a promotion tool that is used by companies and it includes the elements like colour, material, designs and others. Packaging is one of the offers that is provided by the company to the consumers and it stimulates the buying decision or behaviour. Packaging that attracts consumers and it increases the sale. It also decreases the marketing and advertisement cost of the product. In this study they observed that the packaging is the important factor. It concluded that the packaging elements that helps to make consumers buying decision (M. Manikam, Feb 2019)

2.6 Packaging variations that influence consumer buying decisions

Product packaging the information on the product that is given in descriptive form that is considered as an influencing factor that impact on buying behaviour of the consumers. To explore the effects of the product packaging on the buying behaviour of the consumer of different ethnicities. It is useful that the customer satisfaction plays an important role in development and molding the behaviour of consumers (Huiliang Zhao, et al., Dec 2021)

The research findings about the product information and the purchasing behaviour of the consumer. Consumer shows an interest in choices in the product details such as elements, nutrient content, and usage orders and the consumer select the product based on the information. The study shows the importance and transparent about the consumer loyalty (Reetika Agarwal,2024)

The product was presented about the product information that included in the package labelling. Consumers presented their evaluation of the product is done by the sensory attributes. It was founded that product information that provided in the product that gives price, advantages of the farming product. The labelled product is judged and more favourable than unlabelled product (Adriaan P.W, et al., April 2009)

The research shows that the interaction between the sample product and information type on the package was shows that the acceptability and purchase intention is based on the information in the sample. The result of the interaction was important for the ratings of the sample with the information. (Beatriz Villegas, et al., Sept 2008)

METHODOLOGY

Research methodology deals with the objective of a research study and the method of defining the research problem, the type of data collected and the methods used for collecting and analysing the data (Potti,1995). Methodology is the systematic theoretical analysis of the method applied to a field of study. Methodology adopted for the present study entitled “**Consumer preference on food packaging**” comprised of following steps.

3.1 Selection of area

3.2 Selection of method

3.3 Selection of sample

3.4 Selection of tool

3.5 Collection of data

3.6 Analysis and interpretation

3.1 Selection of area

The area selected for the study is of Ernakulam district. This area was selected due to the convenience and easy access for the researcher and the availability of sample

3.2 Selection of method

Method used to collect the data is survey method. A survey method is a process of technique that is used to gather information in research by asking questions to predefined group of people. Typically, it facilitates the exchange of information between the research participants and the person or organization carrying out the research.

3.3 Selection of sample

Hundred people from the Ernakulam district selected by Purposive sampling technique. Young adult and adult consumers were selected for this research to know about their preference of food packaging. A total of 100 were chosen for the study.

3.4 Selection of tool

Selection of tool is an important part of the study. Online survey through the google platform was the tool selected for the survey. Questionnaire was prepared to ascertain the various aspects of consumer preference related to food packaging. Information was collected on the visual elements of packaging, various colours and sizes that appealed to the consumers, their interest on the specifications/ product information on packaging etc.

3.5 Collection of data

The questionnaire is used to collect the data. Questionnaire was prepared and send online through social media platforms. The respondents were requested to answer all the questions and finally submit the responses digitally through google forms

3.6 Analysis and Interpretation

After collecting the data, it was tabulated, analysed and discussed. Data was presented in a clear and concise form with the use of appropriate tables and figures for ease of interpretation.

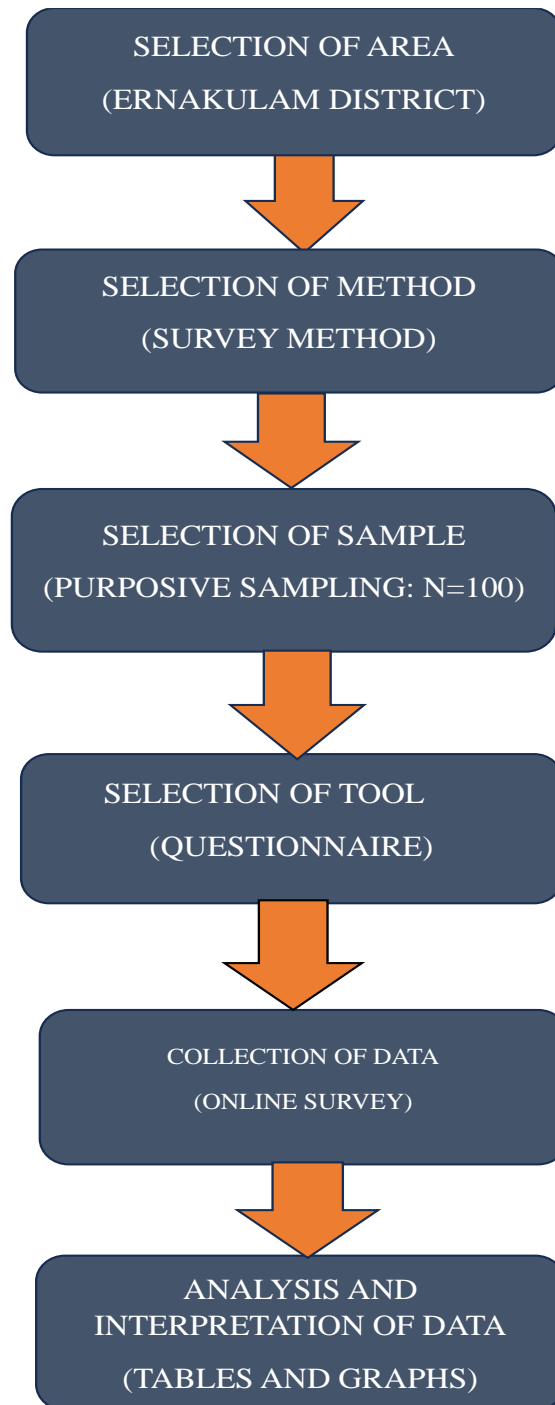


Figure 3.1

Research Design

RESULTS AND DISCUSSION

The results of the study on “**Consumer preference on food Packaging**” is discussed under the following headings.

4.1 Background information of the respondents

4.2 Influence of packaging attributes on consumer preference

4.3 Influence of packaging material on consumer preference

4.4 Impact of product information on consumer preference

4.5. overall preference of packaging

4.1 Background information of the respondents

Table 1

Background information of the respondents

Particulars	Responses in percentage N=100
Age in years	
18-20	10.5%
21-23	34.3%
24-26	55.5%
Gender	
Male	21.8%
Female	78.2%

Religion	
Hindu	71.6%
Christian	25.2%
Muslim	3.2%
Educational Qualification	
Primary level	-
Secondary level	21%
Graduate	50%
Post graduate	29%
Employed	
Yes	24.5%
No	52.4%
Type of Employee	
Govt	2.5%
Private	59.3%
Self Employed	32.2%
Household Income (Rs/-)	
Up to 15,000	18.2%
15,001- 30,00	25%
30,001-45,000	37.5%
45,000 and above	19.3%

Table 1 shows the background information of the respondents among 100 samples. The majority of the respondents belonged to the age group of 18-26 years. This indicates that many were young adults. Majority of them were graduates, (50%), Private employees, (59.3%) and had a house hold income of range Rs/- 30,001-45,000 (37.5%).

4.2 Influence of packaging attributes on consumer preference

4.2.1 Consumer preference on colour of packaging

From the survey it was clear that 54 % of respondents preferred colourful packages, 5 % of respondents strongly agreed and 27% of the respondents partially agreed to the statement that they enjoyed buying colourful packages.

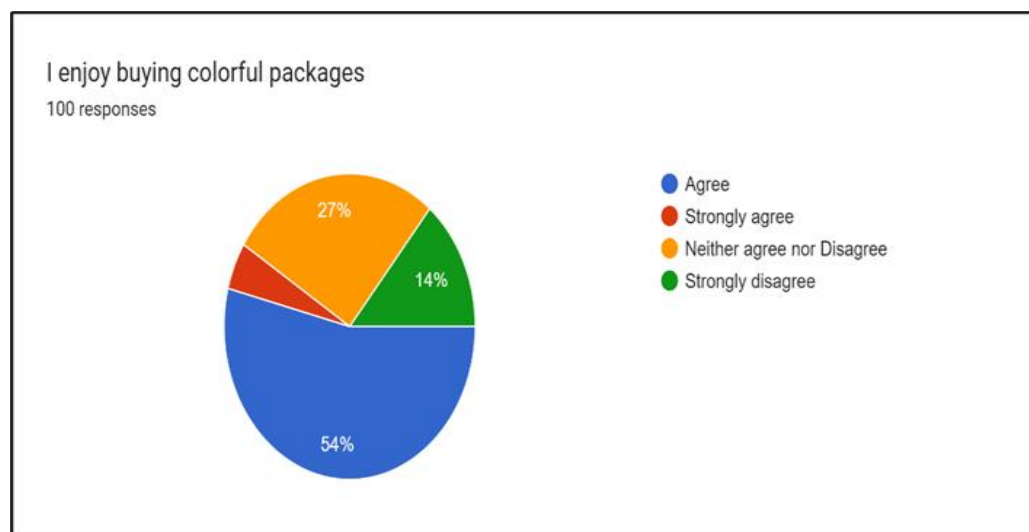


Figure 1

Consumer preference on colour of packages

4.2.2 Colour enables consumer identification of brands

Table 2

Colour enables consumer identification of brands

Particulars	Responses in percentage N=100
Agree	57%
Strongly Agree	3%
Neither Agree nor Disagree	22%
Disagree	18%

The data in the table 2 shows that 57% of the respondents agreed to they can pick out brands with the help of colour, 3 % of the respondents strongly agreed to the question and 22% of the respondents were neutral and 14% of the respondents disagreed to the statement. So, these results shows that more than half of the consumer can pick out the brands with the help of the colour.

4.2.3 Influence of packaging colour on judgement of taste / flavours

From the survey 45% of the respondents felt that packaging influences their judgement of taste and flavours, 7 % of the respondents strongly agreed to the statement while 20% were neutral and 28% of the respondents disagreed to the statement. So, the result shows that majority of the consumers judge taste and flavour by packaging colour.

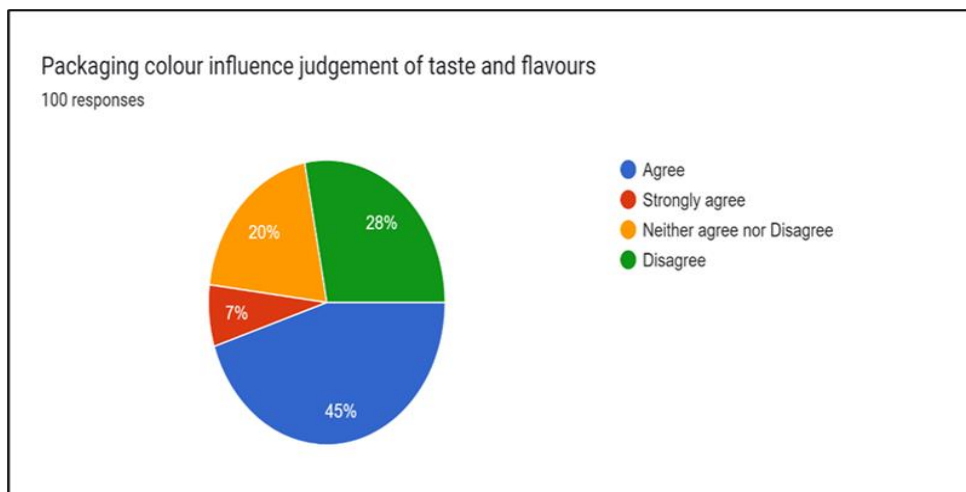


Figure 2

influence of packaging colour on judgement of taste / flavours

4.2.4 Colour helps in easy identification of products

Table 3

Colour helps in easy identification of products

Particulars	Response in percentage N=100
Agree	55%
Strongly Agree	10%
Neither Agree nor Disagree	20%
Disagree	15%

The data in the table 3 shows that 55% of the respondents felt that the colour helps in easy identification of products ,10% of the respondents strongly agreed to the statement, 20% of the were neutral and Influence of the packaging attributes on consumer preference 15% disagreed to the statement. So, the result shows that majority of the consumers pick product easily with the help of colour.

4.2.5 Impact of colourful images on packages

From the survey 60% of the respondents preferred colourful images on packages, 14% of the respondents strongly agreed to the statement, 18% were neutral and 8% of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer colourful images on packages.

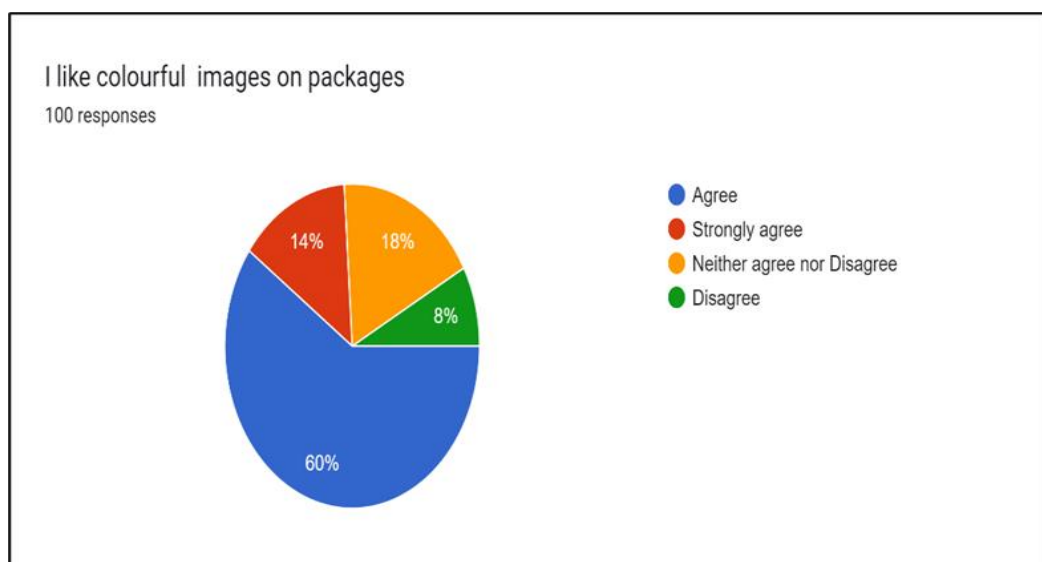


Figure 3

Impact of colourful images on packages

4.2.6 Preference for warm colour on packaging

Table 4

Preference for warm colour on packaging

Particulars	Responses in Percentage N= 100
Agree	43%
Strongly Agree	8%
Neither Agree nor Disagree	30%
Disagree	19%

The data in the table 4 shows that 43 % of the respondents agreed to they prefer warm colours on packages, 8% of the respondents strongly agreed to the statement ,30 % were neutral and 19 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer warm colours on packages.

4.2.7 Preference for bold colours on packaging

From the survey 51 % of the respondents agreed to they prefer bold colours than light colours on packages, 5% of the respondents strongly agreed to the statement, 25 % were neutral and 19 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer bold colours than light colours on packages.

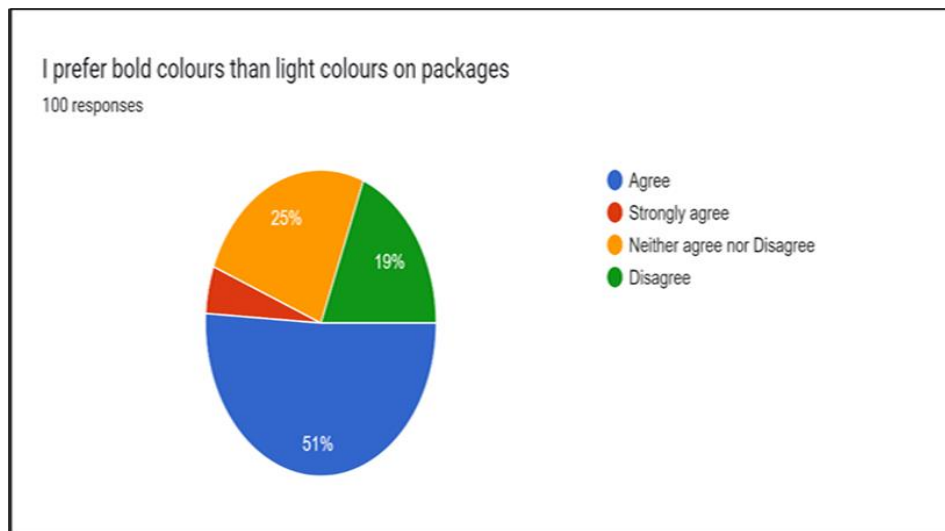


Figure 4

Preference for bold colours on packaging

4.2.8 Preference for neutral colours on premium brands

Table 5

Preference for neutral colours on premium brands

Particulars	Response in percentage N=100
Agree	58%
Strongly Agree	14%
Neither Agree nor Disagree	21%
Disagree	7%

The data in the table 5 shows that 58 % of the respondents agreed to they prefer neutral colour that reflects the premium brand, 14% of the respondents strongly agreed to the statement, 21 % were neutral and 7% of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer neutral colour that reflects the premium brand.

4.2.9 Consumer preferences based on shape of packaging

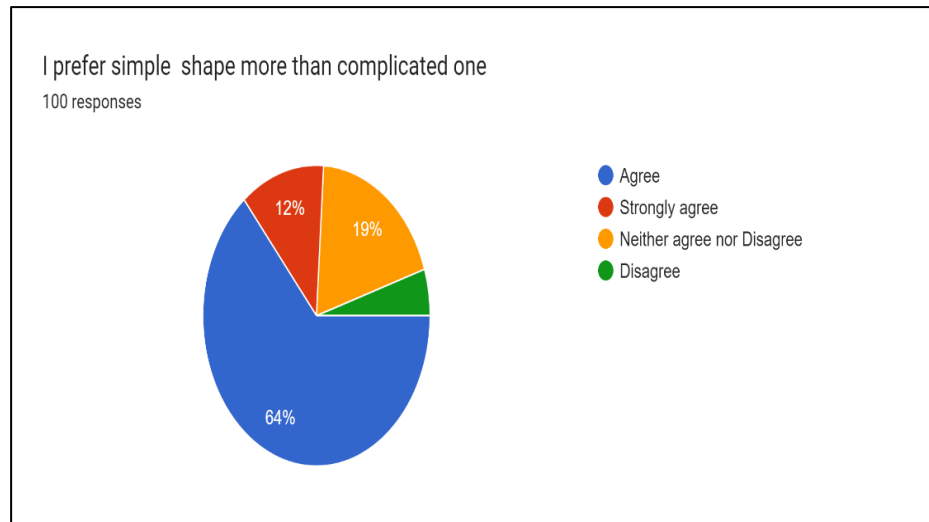


Figure 5

Consumer preferences based on shape of packaging

From the survey 64 % of the respondents agreed to they prefer simple shape more than complicated one, 12 % of the respondents strongly agreed to the statement 19 % were neutral and 5 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer simple shape more than complicated one.

4.2.10 Preference for innovative design

Table 6

Preference for innovative design

Particulars	Response in percentage N=100
Agree	62%
Strongly Agree	21%
Neither Agree nor Disagree	15%
Disagree	2%

The data in the table 6 shows that 62 % of the respondents agreed that they like innovative design and shape, 21% of the respondents strongly agreed to the statement, 15 % were neutral and 2% of the respondents disagree to the statement. So, the result shows that majority of the consumers like innovative design and shape

4,2.11 Preference of simple shapes on packaging

From the survey 62 % of the respondents agreed that simple shapes are easier for me to hold than complicated ones, 13 % of the respondents strongly agreed to the statement 20 % were neutral and 5 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers prefer simple shapes to hold than complicated ones.

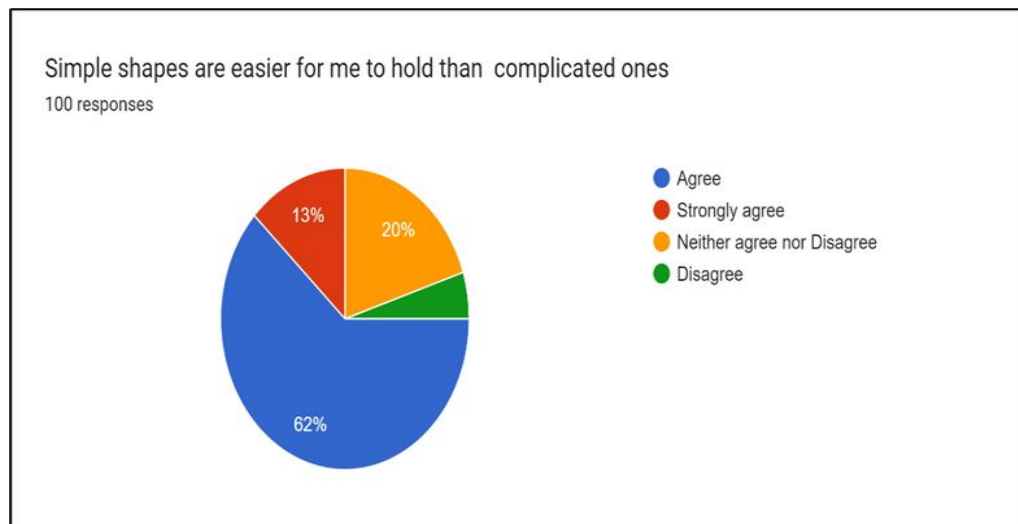


Figure 6

Preference of simple shapes on packaging

4.2.12 Preference for larger packages

Table 7

Preference for larger packages

Particulars	Response in percentage N= 100
Agree	55%
Strongly Agree	12%
Neither Agree nor Disagree	24%
Disagree	9%

The data in the table 7 shows that 55% of the respondents agreed that larger packages provide me with price advantage, 12 % of the respondents strongly agreed to the statement 24 % were neutral and 9% of the respondents disagreed to the statement. So, the result shows that majority of the consumers believe that larger packages provide me with price advantage.

4.2.13 Consumer preference based on size of packaging

From the survey 58 % of the respondents agreed that the package size is crucial in determining my purchase decision, 17 % of the respondents strongly agreed to the statement ,19 % neutral and 6 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers purchase decision based on package size. It also showed that people prefer to choose small food packages to ensure they are consumed before expiry date. 61 % of the respondents agreed to that ,17% were strongly agreed ,18 % neutral and 4 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers choose small packages to consume before the expiry date.

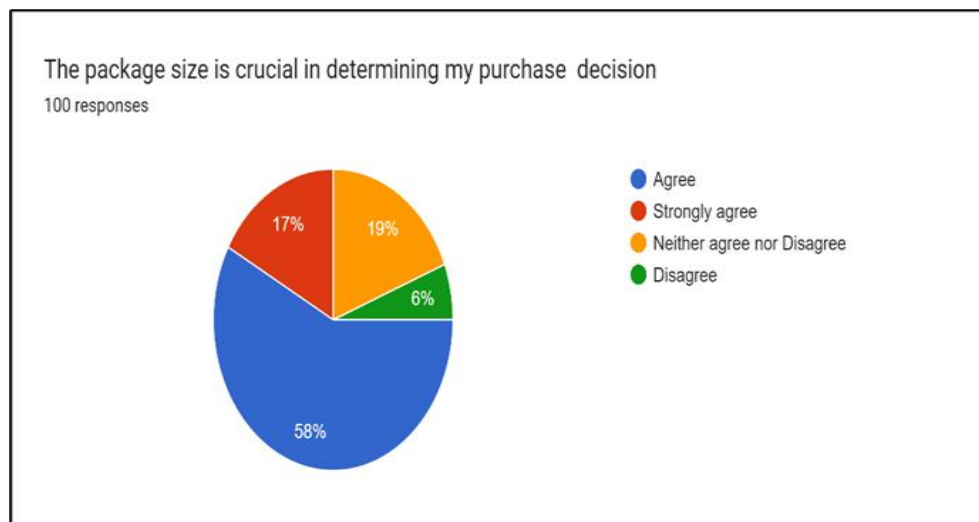


Figure 7

Consumer preference based on size of packaging

4.2.14 Preference for bigger size of the packaging

Table 8

Preference for bigger size of the packaging

Particulars	Response in percentage N=100
Agree	42%
Strongly Agree	4%
Neither Agree nor Disagree	34%
Disagree	20%

The data in the table 8 shows that 42 % of the respondents agreed that they like buying bigger sizes because they're more noticeable and appealing, 20 % of the respondents strongly agreed to the statement ,34 % were neutral and 20 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers like bigger size packages than smaller because it is noticeable and appealing.

4.2.15 Consumer preference based on image of packaging

Table 9

Consumer preference based on image of packaging

Image depicts quality of foods	Response in percentage N=100
Agree	40%
Strongly Agree	6%
Neither Agree nor Disagree	21%
Disagree	33%

The data in the table 9 shows that 40 % of the respondents agreed that images on the package depict the quality of food inside, 6% of the respondents strongly agreed to the statement, 21 % were neutral and 33 % of the respondents disagree to the statement. So, the result shows that majority of the consumers like images on the package depict the quality of inside

4.2.16 Influence of package images on brand comparison

From the survey 53% of the respondents agree to the statement that package images assist me in brand comparison. 7 % Percent of the respondents strongly agree to the statement and 21 % of the respondent neither agree nor disagree and 19 % of the respondents disagree to the statement. So, the result shows that majority of the

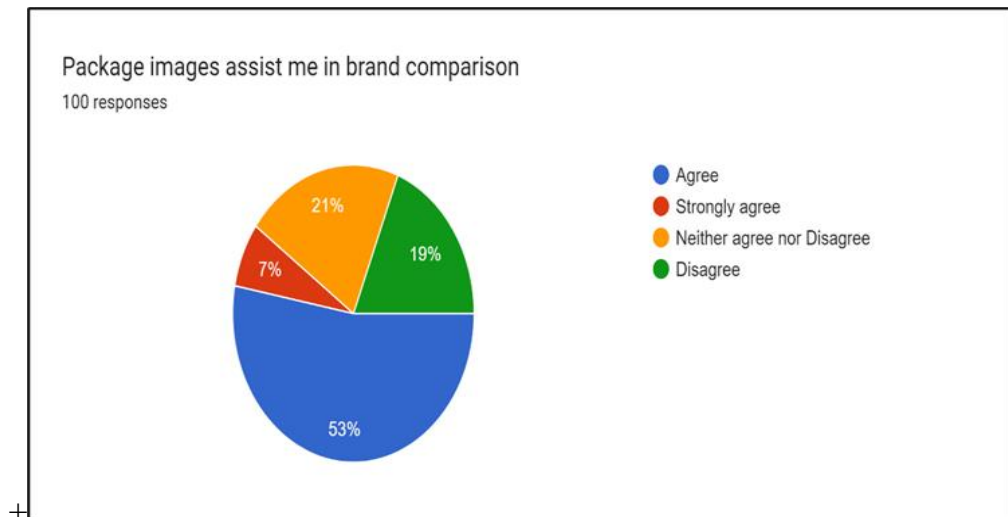


Figure 8

Influence of package images on brand comparison

4.2.15 Images on the packaging show food as attractive

Table 10

Images on the packaging show food as attractive

Particulars	Response in percentage N=100
Agree	57%
Strongly Agree	10%
Neither Agree nor Disagree	21%
Disagree	12%

The data in the table 10 shows that 57% of the respondents agreed that an image on the package which showcase the food are attractive, 10 % of the respondents strongly agreed to the statement, 21% % were neutral and 12% % of the respondents disagreed to the statement. So, the result shows that majority of the consumers believe that an image on the package which showcases the food are attractive.

4.3 Influence of packaging material on consumer preference

4.3.1. consumer preference of packaging material

From the survey 59% of the respondents agreed that they buy packages made from good quality material that are safe for food, 22 % of the respondents strongly agreed to the statement ,16 % % were neutral and 3 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers buy packages made from good quality material.

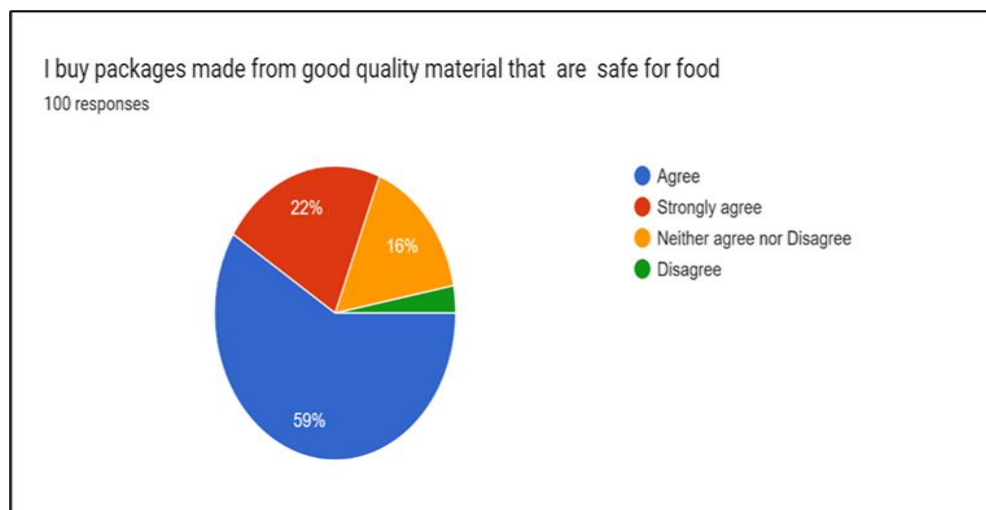


Figure 9

consumer preference of packaging material

4.3.2 Ease of use influences packaging

Table 11

Ease of use influences packaging

Ease of packaging	Response in percentage N=100
Agree	48%
Strongly Agree	15%
Neither Agree nor Disagree	25%
Disagree	12%

The data in the table 11 shows that 48% of the respondents agreed that they purchase packages that are simple to open and close, 15 % of the respondents strongly agreed to the statement, 25 % were neutral and 12 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers purchase packages that are simple to open and close.

4.3.3 Influence of packaging material on buying decision

From the survey 54 % of the respondents agreed that packaging material impacts my buying choice, 16 % of the respondents strongly agreed to the statement, 27 % were neutral and 3 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers buy food products based on the packaging material.

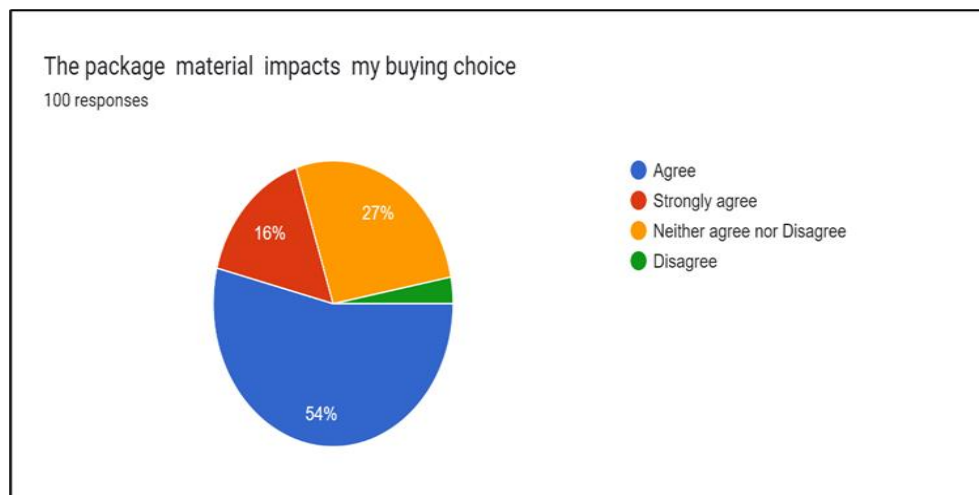


Figure 10

Influence of packaging material on buying decision.

4.3.4 Influence of packaging on food quality assurance

Table 12

Influence of packaging on food quality assurance

Particulars	Response in percentage N=100
Agree	55%
Strongly Agree	21%
Neither Agree nor Disagree	18%
Disagree	6%

The data in the table 12 shows that 55 % of the respondents agreed that a good package makes me trust the food quality, 21 % of the respondents strongly agreed to the statement, 18 % were neutral and 6 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers trust food quality based on good packages

4.3.5 Influence of packaging on freshness of food

From the survey 59 % of the respondents agreed that they like packages that keep the food fresh, 23 % of the respondents strongly agreed to the statement, 17 % were neutral and 1 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers like packages that keep the food fresh.

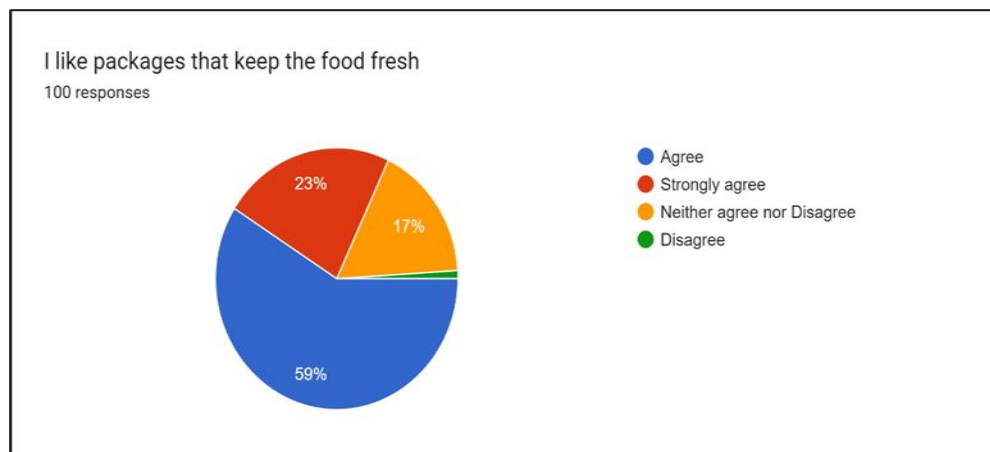


Figure 11

Influence of packaging on freshness of food

4.3.6 Influence of durable packaging in purchase decision

Table 13

Influence of durable packaging in purchase decision

Particulars	Response in percentage N=100
Agree	59%
Strongly Agree	16%
Neither Agree nor Disagree	22%
Disagree	3%

The data in the table 13 shows that 59 % of the respondents agreed that they opt for purchasing packages that are durable and well made, 16 % of the respondents strongly agreed to the statement, 22 % were neutral and 3% of the respondents disagreed to the statement. So, the result shows that majority of the consumers opt for purchasing packages that are durable and well made.

4.4. Impact of product information on consumer preference

4.4.1 Consumer preference based on product information

From the survey 49 % of the respondents agreed that information provided on the package is crucial for me.,34 % of the respondents strongly agreed to the statement, 12 % were neutral and 5 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers state that information provided on the package is crucial.

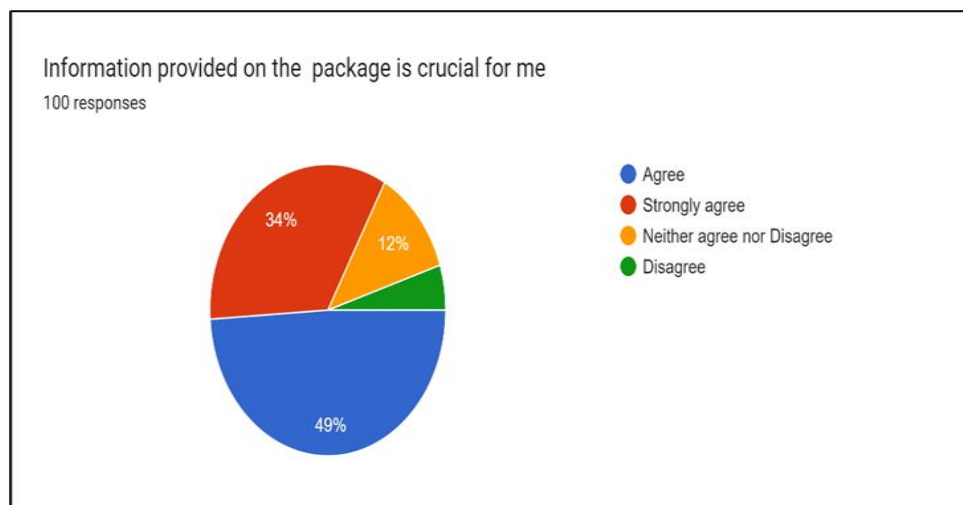


Figure 12

Consumer preference based on product information

I purchase products based on the product information on the package

From the survey 58% of the respondents agree to the statement, I purchase products based on the product information on the package .28% % Percent of the respondents strongly agree to the statement and 11 % of the respondent neither agree nor disagree and 3 % of the respondents disagree to the statement. So, the result shows that majority of the consumers purchase products based on the product information.

4.4.2 Influence of pricing details on purchase decision

From the survey 58% of the respondents agreed that the pricing details on the package matter to me ,26 % of the respondents strongly agreed to the statement ,14 % were neutral and 2 %of the respondents disagreed to the statement. So, the result shows that majority of the consumers prove that pricing details on the packaging is matter.

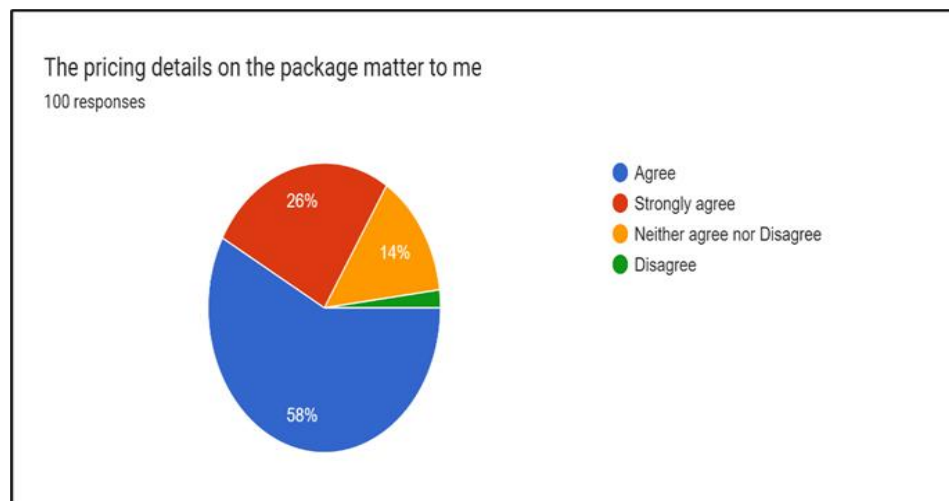


Figure 13

Influence of pricing details on purchase decision

4.4.3 Influence of brand details on perception of food quality

From the survey 52 % of the respondents agreed that the manufacturer or marketer details influence my perception of the food quality ,24 % of the respondents strongly agreed to the statement, 20 % were neutral and 5 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers the manufacturer or marketer details influence my perception of the food quality.

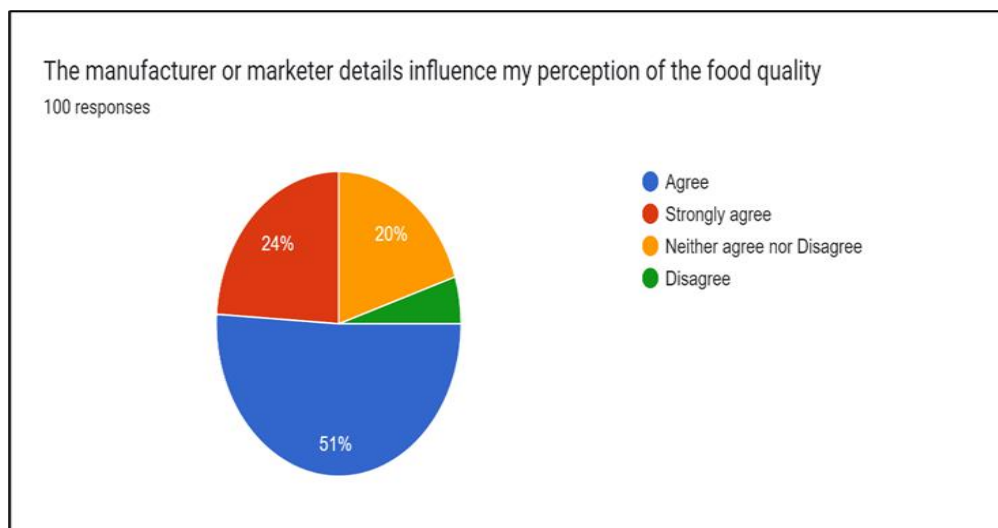


Figure 14

Influence of brand details on perception of food quality

4.4.4 Package information helps me compare food quality

The data in the table shows that 48 % of the respondents agreed that Package information helps me compare food quality ,32 % of the respondents strongly agreed to the statement ,17% were neutral and 3 %of the respondents disagreed to the statement. So, the result shows that majority of the consumers Package information helps them to compare food quality.

4.4.5 Influence of nutrition facts on the package and buying decision

From the survey 53 % of the respondents agreed that nutrition facts on the package are key for me to judge product quality, 29 % of the respondents strongly agreed to the statement, 17% were neutral and 1 % of the respondents disagreed to the statement. So, the result shows that majority of the consumers judge product quality based on the nutritional facts.

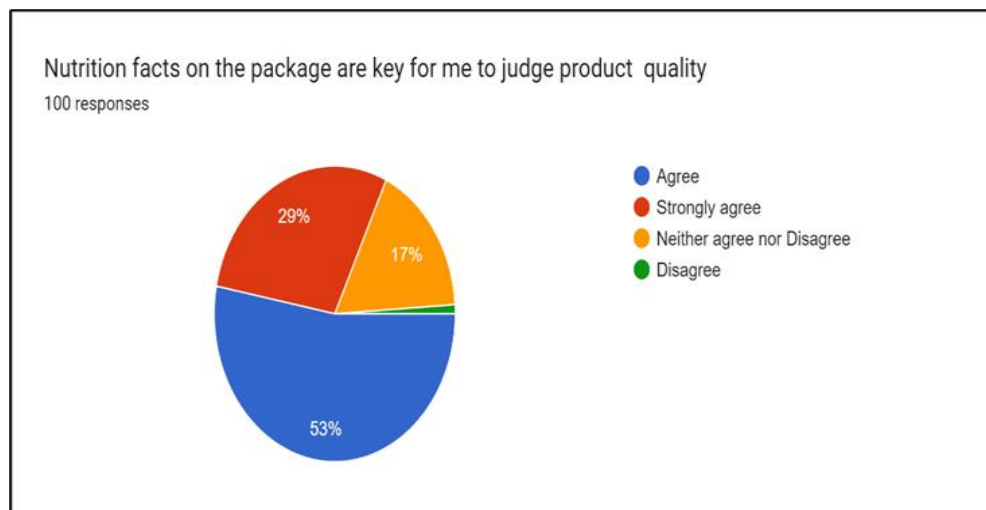


Figure 15

Influence of nutrition facts on the package and buying decision

4.5. overall preference of packaging

Table 14

4.5.1 Assessment done by these statements according to order of preference

particulars	Response in percentage N=100
Product information on the package is important in decision making	50%
Material used for the package	20.9%
Colour of the package	14.9%
Shape and size of the package	7.5%
Images on the package influence me in decisions	6.7%

The data in the table shows that the consumer preference according to the statement. 50% of respondents preferred product information of the package, 20.9% of the respondent's preferred material used for the package, 14.9% of the respondents preferred colour of the package, 7.5% respondents preferred

shape and size of the package and 6.7% of the respondents' preferred images on the package. So, we conclude with the result that consumers preference is higher for the product information because consumer prefer to buy packages that contain product information that leads to healthy shopping and the product information is the important factor that influences the consumer

SUMMARY AND CONCLUSION

Consumer preference changes from person to person. Aim of the study to understand of the perspective of the consumer towards food packaging and to find out the preference that consumers have towards colour/shape/size/image/ on the packaging and to ascertain whether the packaging material influences their decision making The result of the present study entitled “Consumer preference on food packaging” is summarized as follows.

- ☐ The study is conducted to understand the consumer preference of the consumer on packaging.
- ☐ Respondents were in the age group of 18- 27 years
- ☐ It was seen 37.5% of the respondents have income range between Rs. 30,000 to 45000
- ☐ More than half the respondents (54% of the respondents preferred colourful packages. The colour enables consumer identification of brands (57%)
- ☐ More than half the respondents (.55%) agreed that colour helps in easy identification of products,
- ☐ Nearly half the respondent agrees (43%). More than half the respondent preferred bold colours.58% of the respondent agreed to the statement, 14% of the respondents strongly agreed to the statement ,21% of the were neutral and 7% of the respondents disagreed the statement.

□ More than half of the respondents.64% were influenced by shapes the packaging this 52% preferred innovative design and simple shapes.

□48% were influenced by ease of use and 54% agreed that packaging material impacted their buying choice also (55%) felt that good package brought trusted the food quality ,59% of the respondents felt that packaging influence the freshness of food and hence influenced their purchase decision.

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On the whole which regard to overall preference for packaging 50% of the respondents felt that product information on the packaging was important in decision making, 20.9% by the material used for packaging,14,9% on the colour of the packaging,7,5% on the shape and size of the packaging and 6.7 on the images of the packaging

CONCLUSION

The study reveals that consumer preference of food package that vary according to the attributes and many of the consumers who buy food packages is based on the product information in the package that makes them to buy food packages. The packaging attributes like colour, shape, size and image also influence the preference of the package. Colour is also the attribute that attract the young adult consumer most and the study also reveals that packaging materials also influence the consumer preference and buying choices

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APPENDIX 1

CONSUMER PREFERNCES ON FOOD PACKAGING

Questionnaire for collecting the Informations regarding consumer preference on food packaging.

1. Name

2 Age

3. Gender

- ☐ Male
- ☐ Female

3. Phone

Religion

- ☐ Hindu
- ☐ Christian
- ☐
- ☐ Muslim

6. Educational Qualification

- ☐ Primary Level
- ☐ Secondary Level
- ☐ Graduate
- ☐ Post Graduate
- ☐

7. Are you employed

- ☐ Yes
- ☐ No

8 Type of employee

- ☐ Govt
- ☐ Private
- ☐ Self employed
- ☐

9. Household Income

- ☐ Upto 15,000
- ☐ 15,001 - 30,000
- ☐ 30,001 - 45,000
- ☐ 45,001 and Above

10 How often do you buy packaged food products for your household
Daily

- ☐ Several times a week
- ☐ Once a week
- ☐ Several times a month

II) Perception of food package based on colour

1. I enjoy buying colourful packages

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Disagree

2. I can pick out brands with the help of colour

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Disagree

3. Packaging colour influence judgement of taste and flavours

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

4. Colour help me pick out product easily

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

5. I like to pick colourful packages

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

6. I prefer food packages with colours that reflect my mood

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

III) Perception of food package based on shape

1. I prefer simple shape more than complicated one

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

2. I like innovative design and shape

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

3. Simple shapes are easier for me to hold than complicated ones

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

IV) Perception of food package based in size

1. The package size is crucial in determining my purchase decision

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

2. I like buying bigger sizes because they're more noticeable and appealing

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

3.I choose small food packages to ensure they are consumed before the expiry date

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

4.Larger packages provide me with price advantages

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

v)Perception of food packages based on images

1.The images on the package depict the food

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

2.Package images assist me in brand comparison

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

3.An image on the package showcases the food

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Strongly Agree

VI) Perception of food package based on material

1. I buy packages made from good quality material.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
2. I purchase packages that are simple to open and close
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
3. I opt for purchasing packages that are durable and well-made
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
4. The package material impacts my buying choice
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
5. A good package makes me trust the food's quality
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
6. I like packages that keep the food fresh
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree

VII) Perception of food package based on product information

1. Information provided on the package is crucial for me
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree

2. The information on the package assures me that the product contains precisely what I desire
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
3. I purchase products based on the product information on the package
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
4. Package information help me know how to use the product best
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
5. The package informs me about artificial additives and preservatives used in foods
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
6. The expiration date on packages can be hard to find at times
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree

- ☐ Strongly Agree
- 7. The pricing details on the package matter to me
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
- 8. The manufacturer or marketer details influence my perception of the food's quality
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
- 9. Package information helps me compare food quality.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree
- 10. Nutrition facts on the package are key for me to judge product quality.
 - ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neither Agree nor Disagree
 - ☐ Strongly Agree

In general, please choose the statement base on preference

- ☐ Product information on the package is important in decision making
- ☐ Material used for the package
- ☐ Colour of the package
- ☐ Shape and size of the package
- ☐ Images on the package influence me in decisions

