The Role of Packaging in Consumer's Perception of Product Quality

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ABSTRACT
This study aims to investigate the role of packaging in Indian consumer’s perception of product quality at the point of purchase. The study contains four independent variable: Protection of product and shopper, Promotion of products, facilitation of storage, use, and convenience of product, facilitation of use and reducing environmental injury and therefore the variable quantity is Indian consumer’s perceptions of product quality at the purpose of purchase. The researcher tries to develop and test a model to attain the analysis objectives. Result data were collected from a convenience sample. Questionnaire consists of twenty six things measured on 5 purpose likert scale. The data are analyzed using several statistical techniques to test the mentioned hypotheses. Descriptive statistical measures are used to describe the study’s sample characteristics. Multiple regression analysis is used to find the effect of the independent variables on the dependent variable. It was found that all the independent variables had a significant result on Indian consumer’s perception of product quality at the purpose of purchase.

Key words
Consumer’s Perception packaging, Product Quality

INTRODUCTION
In the ever increasing competition of today’s world market the requirement for effective product promotion is crucial, and the product packaging has return to play a lot of vital role as a complete communication vehicle. Today, just about all goods that are factory-made or issue seen before creating purchase selections and it is widely recognized that over five hundredth of getting decisions square measure created at the shelf, or purpose of purchase (Ferrell, 1987; Frontiers, 1996). Innovative packaging will offer a company associate advantage over competitors. Packaging should be consistent with the product’s advertising, valuation and distribution. Corporations typically contemplate many completely different package styles for a new product. To pick out the most effective package, corporations typically check varied styles to search out the one that stands up best under traditional use, best for dealers to handle and receives the foremost favorable consumer’s response (Lu et al, 2007). The four most significant functions of packaging square measure to contain and shield product, promote product, and facilitate the storage, use, and convenience of product. A fourth operate of packaging that is turning into progressively important is to facilitate use and cut back environmental injury (Lamb et al, 2004). This analysis focuses on the functions (role) of packaging in Indian consumer’s perception of product quality at the purpose of purchase.

REVIEW OF LITERATURE

PACKAGING
Packaging currently is regarded as associate essential part of our trendy mode and the manner business is organized. Packaging is that the intromission of an entity, usually a product that may be offered available. It’s the method of preparing things of instrumentation for transportation and storage and that embraces preservation, identification and packaging of product. According to Panwar (2004) Packaging is the act of containing, protective and presenting the contents through the long chain of production, handling and transportation to their destinations in nearly as good a state, as they were, at the time of production. Packaging is a vital a part of the branding method because it plays a job in act the image and identity of a corporation. Attributable to increasing self-service and ever-changing consumers’ mode the interest in package as a tool of sales promotion and stimulator of impulsive shopping for behavior is growing progressively. Therefore packaging has associate vital role in marketing communications, particularly from the purpose of sales and may be treated as one of the most important factors influencing Consumer’s purchase call. Consequently the role of package in selling communications increases: it should attract consumer’s attention and transmit adequate worth of product to consumer within the short amount right within the place of

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sale. Thus there's a necessity to explore package and its elements in a lot of detail, in order to perceive that of these parts square measure the most vital for consumer’s purchase call. On the different hand Lamb et al., (2004), argue that there square measure four vital functions for packaging, and the current study focuses on these functions, to study the role of packaging in Indian consumer's perception of product quality at the purpose of purchase. These four dimensions embody all kolters' dimensions however in different names, these dimensions are: Protection of product and shopper, Promotion of product, Facilitation of storage, use, and convenience of product and Facilitation of use and reducing environmental injury.

PROTECTION OF PRODUCT AND SHOPPER
A package protects the contents as the product moves through its selling channel and whereas it is in use. A packaging conjointly prolongs the period of time of a product that is very important to producers, middlemen, and final patrons. Increasing attention centered recently on package safety, particularly for medicine, home cleaners, and different product that square measure doubtless dangerous, significantly to youngsters (Schoell, 1985). Product safety is associate underlying dimension of perceived product quality, is composed of such a large range of elements that it would verge on unclearness to consider it solely normally terms. Indeed, a product will be perceived as being would like satisfying, thus fulfilling a part of the notion of “product quality”, for example, a food product might be terribly delicious (generally accepted as constituting quality), however is also thought to contain artificial additives that square measure harmful to the buyer (Tse, 1999). Protection of the product ought to be effective in reducing injury that may influence its utility and increase costs.

Packages protects from breakage, evaporation, spillage, spoilage, light, heat, cold, and several different conditions Packaging usually plays a vital purposeful role, like protection, or storage of product. Shopper protection is becoming a growing role of packaging. Packaging that fails to completely shield the merchandise has the potential to lead to excess injury and waste, diminished period of time, and loss of flavor or effectualness. Issues related to meagre protection square measure probably to steer to client discontent (Bix et al, 2002). The protection accorded to the contents by the package should be out there at the subsequent stages throughout the lifetime of the merchandise At the top of the merchandise line within the plant. During storage and handling, throughout transportation, throughout storage at the distribution or retailer's warehouse and through the consumption method within the consumer’s home.

PROMOTION OF PRODUCT
The promotional role of a packaging ought to be thought-about. It will be used to attract customers’ attention and encourage them to examine the product. Packaging style is vital in food market product, wherever its most important operate is to facilitate differentiation the product and shopper pay less time coming up with the looking trip and reading than ever, visual picture square measure crucial to attracting them. Promoting the contents is a vital packaging objective, particularly in self-service selling. Package should serve as a silent employee and attract the shopper's attention. Packaging is turning into associate progressively side of selling strategy. Corporations square measure seeing packaging as a way to attract customers to new and existing brands. Packages use style, colors, shapes, pictures, and materials to try to influence consumer's perceptions and shopping for behavior (Lamb et al., 2004). Facilitation of storage, use, and convenience of product a serious good thing about packaging is that the info there on sent to the buyer, like directions on a way to use the product and therefore the composition of the merchandise, that is required to satisfy legal necessities of product revealing. Packaging convenience is outlined by however shoppers use the package. Merely place convenience in packaging starts with a package that's straight forward to open also as straight forward to shut (Hogan, 2007). Consumers' necessities for storage, use, and convenience cowl, shoppers square measure perpetually seeking things that square measure straightforward to handle, open, and reclose, though some shoppers wish packages that square measure tamper proof or childproof, conjointly wish reusable and disposable packages. Surveys conducted by sales & selling management magazine unclosed that shoppers dislike-and avoid buying-leaky ice cream boxes, too significant or fat vinegar bottles, immobile pry-up lids on glass bottles, key-opener sardine cans, and hard-to-pour cereal boxes. Attractiveness, convenience, and economy square measure some aspects of a product's utility to final patrons. Convenience packaging means that the package will serve different functions once the contents have been consumed. A serious goal of use packaging is to stimulate repurchases. Convenience is another operate of packaging that customers usually search for at the purpose of purchase, the scale or form of a package might relate to the product's storage, convenience of use, or replacement rate. Defining convenience in versatile packaging is important to fully investment all of its edges and guarantee in lasting consumer-brand relationships. Versatile packaging offers several benefits to shopper, product, and to corporations. Versatile packaging will be effective in serving to complete owners build an in depth relationship with shoppers. For shoppers, convenience is even a lot of vital - serving that draws associate initial sale and retains shopper complete loyalty (Hogan, 2007).

Packaging might enhance consumer's convenience in many ways:
- From convenience: by giving the merchandise in
varied forms convenient to be used by completely different users.
- Convenience of quantity: by giving the merchandise in varied pack sizes.
- Convenience of time: provided to the buyer through extended availableness of products.

**FACILITATION OF USE AND REDUCING ENVIRONMENTAL EFFECT**

The topic of shopper use of environmental product info (EPI) is taken into account in varied disciplines. Whereas much out there literature takes the kind of info system or product cluster as a beginning purpose, few studies combine the context and different relevant factors such as shopper attitudes and understanding, that all verify consumer's uptake of environmental product info. Nevertheless different studies describe consumer's characteristics, mainly in therefore referred to as consumer's segmentation models developed to investigate environmental loyalty and preference of consumers, and their use of Eysenck Personality Inventory (Szatek, 2003; Hansen et al., 2001). The proliferation of "green products" and "green advertising" suggests that at least some companies believes that shoppers square measure willing to pay a value premium for environmentally friendly product. There square measure conjointly examples of corporations whose sales born sharply as a result of being labelled environmentally unfriendly. Kadlec's study (1991), indicated that seventy eight of shoppers within the United States have showed their disposition to pay higher costs for access to environmentally-friendly product, and stressed the importance of that specialize in advertising for the promotion of those product. However this finding contradicts with Neff and Halliday's study (2000), United Nations agency found that customers within their don’t seem to be willing to pay a better price for access to inexperienced product (environmentally friendly). A ccording to Stevenson (2007), use is associate important thought for designers. Use means that convalescent materials for future use, corporations recycle for a variety of reasons: price saving, Environmental considerations and environmental laws.

**THE OBJECTIVES OF THE STUDY**

- The main purpose of this study is to judge the role of packaging in Indian consumer’s perception of product quality at the purpose of purchase
- To Investigating the influence of the subsequent factors (Protection of product and shopper, Promotion of product, Facilitation of storage, use, and convenience of product, Facilitation of use and cut back environmental damage) on Indian consumer's perception of product quality at the purpose of purchase.

**RESEARCH HYPOTHESES**

In order to attain the objectives designed for this study, the following research hypotheses are stated.

H01: There’s no statically effect of "the role of packaging in protective the product and consumer" on Indian consumer's perception of product quality at the purpose of purchase.

H02: There is no statically effect of "the role of packaging in promoting the products" on Indian consumer's perception of product quality at the purpose of purchase.

H03: There's no statically effect of "the role of packaging in facilitating the storage, use, and convenience of product" on Indian consumer's perception of product quality at the purpose of purchase.

H04: There is no statically effect of "the role of packaging in use and reducing environmental damage" on Indian consumer's perception of product quality at the purpose of purchase.

**RESEARCH METHODOLOGY**

A deductive approach was designed for the aim of this study, wherever data is collected through Interview, questionnaire and Discussion Methods. These data was used to check the analysis hypotheses and to answer the analysis queries and to spot the factors that have an important result on the consumer's perception of product quality at the purpose of purchase within the Indian context.

**FINDINGS**

Based on result the impact of the chosen factors (Protection of product and shopper, Promotion of product, Facilitation of storage, use, and convenience of product, Facilitation of use and reducing environmental damage) on Indian consumer's perception of product quality at the purpose of purchase will be ended and therefore the impact of those factors is mentioned accordingly: It was found that there is an important effects of "The role of packaging in protective the product and consumer" on Indian consumer's perception of product quality at the purpose of purchase. Studies show that protecting the product and shopper could be a key and vital role or operate for the packaging. Increasing attention is drawn to specialize in package safety particularly for medicine, home cleaners, and different product that square measure doubtless dangerous, significantly to youngsters. This finding is consisted with (Bix, 2002), United Nations agency found that Packaging that fails to fully shield the product, has the potential to lead to excess injury and
waste, diminished shelf life, and loss of flavor or effectualness. Issues associated with meagre protection square measure probably to lead to customer's dissatisfaction; this means there's an affiliation between the package's ability to guard the merchandise and consumer's satisfaction or his perception of product quality. And conjointly this finding is consisted with (Boyce et al, 2008), United Nations agency agency found that the main options square measure thought-about fascinating in take-out food (delivery food) packages these were: the ability to insulate food, to contain product while not spillage, and to stay individual foods separate inside identical package; this suggests that the flexibility of package to guard and contain the merchandise is one amongst the fascinating options by shopper in take-out food package that verify the consumer's disposition. This finding contradicts with (Tse, 1999). United Nations agency agency found that the perceived product safety was considerably affected by: value, complete name, store name, promotion channels, source believability, country of origin, nature of product testing authority and assurance. We will say that packaging is not mentioned united of the factors that have an effect on shopper perception for product safety; this means that there's no connection between product safety and consumer's perception.

There is a significant statical effect of "the role of packaging in promoting the products" on Indian consumer's perception of product quality at the purpose of purchase. This result is supported by (Pires, 2008), United Nations agency agency found the Colors and shapes combos that square measure consistent square measure expected to reinforce consumers’ product quality perception, and conjointly this finding is supported by (EL-Omari, 1998), United Nations agency agency found that there's a robust direct correlation between promotional role of packaging and consumers' attraction to sensible packaging.

There is a significant statical effect result of "the role of packaging in facilitating the storage, use, and convenience of products" on Indian consumer's perception of product quality at the purpose of purchase. This result is supported by (Ferrell, 1987), United Nations agency agency found that the convenience is another operate of packaging that customers usually search for at the point of purchase, the size or form of a package might relate to the product's storage, convenience of use, or replacement rate, and by (Silaioi and Speece, 2004), United Nations agency agency found that the Package size, form affects client judgments and choices toward product quality, and conjointly this finding is supported by (Lofgren, 2006), who found that fifty nine of the respondents aforementioned they might be a lot of probably to shop for a specific complete of a product United Nations agencies packaging is less probably to injury the setting, against 2 hundred United Nations agency a aforementioned they would not. Conjointly this result is supported by (Kadlecek, 1991), United Nations agency agency found that seventy eight of shoppers in the United States have showed their willingness to pay higher costs for access to environmentally-friendly product, and stressed the importance of focusing on advertising for the promotion of these product. However this finding contradicts with Neff and Halliday's study (2000), United Nations agency agency found that customers within thou. s. don't seem to be willing to pay a better value for access to inexperienced products (environmentally friendly), and conjointly contradicts the study of (D'Souza et al, 2006), that found that solely positive contribution to customers' perception was their past expertise with the merchandise and not by the perception of the following factors: inexperienced product, product labels, packaging, and products ingredients.

RECOMMENDATIONS

Based on the analysis findings, the subsequent recommendations will be given for this study:

- Food corporations ought to adopt the factors that have nice influence on consumer's perception of product quality as associate incentive to shoppers to opt for their product. This can lead to enhance the competitive advantage for the company and increase its market share.
- It is vital that food corporations and marketers learn a lot of concerning the inexperienced product in order to develop a package that has no bother on setting (friendly packages to environment). In order to build consumers' awareness toward setting and to make consumers' responsibility toward it.
- It is very important that food corporations and marketers learn a lot of concerning the attributes that customers seeks to urge in their product through regular polls of shoppers, consumers' compliments or suggestions.
- Great attention ought to be paid to promotional role of packaging to be a lot of engaging as a result of it plays vital role to attract a lot of shoppers, it's vital to place into thought mistreatment kind of media to reinforce this role, because shoppers have completely different viewpoints toward product. (By coming up with and implementing the promotional plans timely).
- Food corporations and marketers ought to maintain with the continuous improvement to ascertain a distinctive and competitive position. This might need a clear understanding of their consumers' recreational attitudes and preferences, through
product innovation, development and design.

- The package style has an awfully sturdy impact on consumers’ perception. Consistent with previous analysis, results had tested that completely different parts of package style contend terribly vital roles, such as image, size, color, and shape. Shoppers square measure willing to possess straightforward directions on the package, a straightforward handled/opened/closed package. All these parts contribute to draw in consumers’ attention and interest. The mixture of those parts provides the product a lot of attraction.

LIMITATIONS

Despite of those inspired result, this analysis still have global organization avertable limitation, the foremost obvious limitation of the present study is that it was conducted on completely different varieties of food products. Future research may embody different processed food products. Also, the analysis didn’t examine all demographic variables like geographic location, legal status. Future analysis may embody these demographic variables. Moreover, it did not examine all demographic variables like geographic location, married status. Future analysis may embody these demographic variables.

CONCLUSION

Packaging become a significant factor at the point of purchase or the consumer, the companies can use the innovative packaging material to attract more and more customer and to increase their profit.

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REFERENCE