

Impact of Packaging Strategies on Consumer Purchase Behaviour: A Study on FMCG Products

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Abstract— The main purpose of this research paper is to explore the consumer perception, and impact of packaging strategies with respect of buying behaviour of consumers. Packaging is playing a vital role to communicate the final consumers with proper information. Packaging not only protects items, it carries the proper matter about the company product. So companies in order to create the right packaging for their products, they must understand the consumer buying process and understand the impact of packaging strategies on consumer buying behaviour. The prevailing research paper examine focuses on consumer perception about packaging techniques and the impact of packaging strategies on buy notion of customers with regard FMCG merchandise, in which in the scope of study changed into limited to Hyderabad town. A shape questionnaire was used to degree the effect of packaging strategies and each age of the man or woman changed into cantered in this research study for to get the purchase behaviour of customer in the direction of FMCG with decided on products, with pattern size 825 respondents and examined through descriptive information, chances, ANOVA, correlation by means of the usage of SPSS 20.0 version. The end result of the look at showed that According through respected hypothesis, HO1 reveals there is a statistical significance of consumer perception with regards to FMCG packaging strategies, consumer perception variable like "product convenient to use" is not statistically significant, and followed with H02, there is a significance impact of FMCG packaging strategies on the consumer buying behaviour, but variable like small sachet packaging and colour packaging are not significant with consumer buying behaviour.

Keywords: Consumer, Packaging, Perception, Buying Behaviour, Packaging Strategies

I. INTRODUCTION

Product is a mix of unmistakable and elusive merchandise and ventures offers to a client available to be purchased. It is any thought, technique, data, administration or article made because of a procedure and serves a need or fulfils a need. Customers are partial to new items and administrations which will fulfil their necessities and satisfy their requests as indicated by this mentality of purchaser's they draw in towards any item or administrations. We can without much of a stretch distinguish the customer's purchasing conduct towards any item or administrations by observing: How the purchaser pulls in towards any item? Is the given item or administration fulfil the purchaser's interest and by what means will the shopper's respond towards any item/administrations? What is the impression of the customer's about the item or administrations offers by an organization? What amount the item or administrations is unmistakable among the consumer's? The amount they offer

inclination to the item or administrations offer by any organization. There are numerous things which will build the item deals. Item is made up from the blend of various components: Quality, Protect capacity, satisfying the necessities of shopper's and furthermore the bundling's which will upgrade the item's presence and manufactured a solid picture in the customer's brain. Bundling assumes an imperative job in pulling in buyers towards any item. Bundling is likewise utilized as the limited time apparatus for the organizations and it incorporates: Color, material, plans and different attributes. Bundling is the general bundle offer by the organization to its purchasers and invigorates the motivation purchasing conduct. Bundling pulls in shoppers and builds its deal. It additionally decreases the showcasing and promotion cost of the Item. In the previous decades organizations are not centered on their item bundling. Customers did not draw in towards the item and didn't buy which cause will need deal .But now organizations are all the more concentrating on the item bundling as there is an extreme challenge among all the FMGC items. Past looks into demonstrate that there is a contradiction between bundling quality and buyers purchasing conduct. Buyer is enamoured with new thing which pull in them and the thing shoppers hit at first sight is its appealing pressing. Numerous investigates centre around the components of bundling, shading, material and other bundling materials which have the effect on the buying goals of the purchasers. Highlights and parts of bundling are likewise engaged in this examination to create speculation and to recognize the genuine reality and observation behind the purchasing aims of buyers towards FMCG items.

II. LITERATURE REVIEW

Packaging itself plays an important component in advertising blend as it differentiates employer's product from its competitors and is also the way to talk with its purchasers. in step with (Ahmed, Billo & Lakhan, 2012) Packaging is the closing affect for consumers and they make shopping choices on the basis of product packaging which constructed a notion inside the customers mind, consequently it's far very important that packaging is working hard to secure the sale, this can be inside the shape of emblem photo, emblem values, product excellent and improvements. Packaging performs multi-tasks and capabilities which describes the product & its features and additionally speak with the customers and additionally shield the product.(Silayoi &Speece, 2007). For example packaging of the product tells approximately special elements, usage of the product and additionally it tells about a few precautions if the product has any side consequences. The packaging sometimes consists of special functions like attractive colorings, images, symbols as a way to beautify the elegance of any product. The position of packaging as a

medium for conversation and branding is growing in aggressive markets for FMCG merchandise. Packaging is the jar or a box or a protection for a product. Packaging includes the names and the emblem names, logo emblems, pictures of the product, different styles of labels consisting of components, production and expiry date, warnings, fee, using approach of the product, employer call, enterprise place and so forth. And the main function of the packaging is to without difficulty and competently distributes the products (Neeta & Sudha, 2014). The examination led by Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), fuse the effect of brand picture, brand connection and ecological impacts on buyers buy choice and the investigation uncovers that brand picture have no positive connection with the customer buy choice and brand connection and condition impacts have moderate positive connection yet no positive connection with the purchaser buy choice.

Bundling is one of the premier segment of advancing, structuring and assumes a n essential job in showcasing .A legitimate and successful bundling will ingests a great deal of purchasers and will build people groups goals on purchasing items (Shruti,2014).If the item have a decent quality and novel bundling it stays in the brain of the customer's for a significant lot of time and by this the buyers needs to purchase that item at the season of shopping, so it itself did the advancement of that item by its bundling. Bundling ought to likewise be intended to advance item deals. As the bundling will impact shoppers and subsequently change their purchasing conduct towards that brand which will help organization to create income. (Deliya & Parmar, 2012). At the point when individuals draw in towards any item so usually they will purchase that item which will expand its deals and friends' income and this all can done just by pulling in buyers towards any item at first sight and more often than not the early introduction is the last impression that will prompt increment the current deal execution. The bundling is that vital key factor which we can use to draw in our buyers at first sight. Bundling seems, by all accounts, to be one of the imperative factors in buy choices that are made at the purpose of offer where it turns into a basic piece of the selling procedure (Silayoi & Speece, 2004). As per (Saeed, Lodhi, Rauf, Rana, Mahmood& Ahmed, 2013) customers buy greater amount of item in the wake of seeing its name so obviously naming impact the buyers purchasing conduct yet there are numerous different elements that impact which impact the shoppers purchasing conduct. Shading assumes a critical job in the showcasing of an item. It is the most dominant visual part of any item. It keeps up a shopper's advantage and is related to that item ever after in the buyer's brain. The shading itself exemplified numerous thoughts and is regularly adequate in itself to impart the back rub of the picture it speaks to. A few specialists clarifies about bundling of shading is the most critical factor that pull in the buyers and change their goals towards any brand and afterward their purchasing conduct will consequently transformed from no buys to begin buys.

Behzad (2014) depict in his examination that hues and illustrations assume vital key jobs in advancing item deals. Shading is a fantastic wellspring of data to speak with the purchasers either adversely or decidedly and it is assessed that 62-90% of individual's appraisal and assessment depends

on hues alone. (Singh, 2006). Hues affect purchaser's considerations, sentiments and practices; so advertiser should concentrate on the since a long time ago utilized of hues as a visual gadget to help discernment and musings and handle buyer's consideration towards the item. (Labrecque, Patrick & Milne, 2013). As it is said that green shading pulls in the general population as it is a piece of nature so it draws in individuals towards itself. Like this, an organization ought to be progressively engaged while picking Bundling shading which will impact on item for a long haul and will likewise have effect on the purchasing conduct of the customers. The bundling material and wrappers are likewise vital factors in item bundling; as the vast majority of the customer's didn't purchase the items because of unpleasant bundling material and wrappers. The investigation uncovers that purchaser's trust in an item or brand decays relentlessly when its bundling is harmed up to 55% of customers left the brand, and 36% move towards another brand. The material and wrappers are additionally influence the deals as though the item is of good quality yet it has no powerful and great material of bundling the buyers will see and move towards another item which has of value material and fascinating wrapper plans. There is no critical contrast between item included customers and uninvolved ones as far as bundle plan inclinations for the constitution desires that it generates. (Thomas, 2011) Another examination of (Baik, 2011) clarified that at whatever point an organization structure an abnormal state item having better components and then look a heavenly effect of naming on shoppers purchasing conduct so they will focus on the privileged. Since privileged individuals are those focused on market who are increasingly cognizant about their mental self portrait in the general public and therefore they need to be additional normal cautious while picking any brand or item. Generally they show themselves as a tasteful gathering of the general public so if the bundling of any item will be planned by attitude and requests of the general population so it changes the conduct or buying and increment the income.

Makers need to fabricate the relevant changes in item to fulfil the customers need and separate them with their rivals. Advancement in an item estimates some critical variables for rising intensity and viability. (Noorani & Setty, 2007). Since everybody need something new after a specific timeframe and for this an organization dependably keep changes its procedures and item plans , highlights , hues and at some point they add more flavours to that product offering to connect with the buyers towards that specific brand. Another exploration led by (Rundh,2005) he further clarifies the multifaceted measurements and attempt to supply or give savvy tips to building up a range between advancing instrument and advancing supply. An investigation led by (Borin et al. ,2011) played out an examination in which he take out the after-effect of changed dimensions of natural data on key customer metrics& likewise assessed earth considerate items versus those people groups who have contrary ecological effects. These customer impression of item quality, esteem were reportable by them and furthermore they get expectations didn't differ significantly between item what's more, constructive messages from nature and individuals with no message. They discover that item with negative ecological messages were all through lower than items with positive natural messages.

III. OBJECTIVES OF THE RESEARCH

Following are the primary objective of the study

- To assess the consumer perception towards packaging strategies of FMCG items.
- To observe the effectiveness of product packaging strategies in terms of creating consumer purchase behaviour towards FMCG items.

IV. HYPOTHESIS OF THE RESEARCH

Following are the hypothesis of the study

- HO₁: There is no significant influence of Consumer perception towards packaging strategies of FMCG items.
- HO₂: There is no significant difference in Consumer perception with Product Packaging Strategies towards purchasing of FMCG Products.

V. SCOPE OF THE STUDY

From the scene various investigations of the literature review and framed conceptualization created by the scholars. They are focusing mainly on the bundling terms and their performance. Just a few studies were done on bundling in the Indian context with the FMCG sector. Only some of the studies said about the spirited strategies on the role of the bundling in the changed competitive situation of the market in the Indian markets. The present study is mainly focusing on the impact of product packaging, strategies of packaging which have been implemented by the FMCG sector. And what are the strategies applied by the Marketer to influence of the consumer purchase behaviour with the product packaging.

VI. SIGNIFICANCE OF THE CONCEPT

With the end goal of the present examination, bundling is conceptualized as "Bundling includes advancing, securing and upgrading the item". Bundling advances the items by pulling into consideration. The principal limited time assignment of the bundle is to pull in consideration. Since discernment is particular, the bundle ought to be intended to draw in consideration in an outwardly jumbled condition. It ought to likewise educate the purchaser about the item. Bundles add to moment acknowledgment of organization or brand and induce the purchaser to get it. The bundle imparts more to the buyer than the real item, at the purpose of procurement where the customer chooses. The bundle must pass on the privilege of enthusiastic characteristics about the item that it fills the customer's need. Packaging having a greater role to influence the consumers by the greater image, it contains the ideal information, characteristics, and advantages of the product. Product packaging is one of the strategies of every organization, it is the internal strategy that increasing sales flow by attracting more customers.

VII. METHODOLOGY

- Research Design: Descriptive research
- Sources of data: The study is concerned with the consumer perception and product packaging strategies, based on that source of the data collected from Primary source of data is collected from the respondents through

structured questionnaire and interviews. It was in order to collect data on the product packaging strategies which affect on consumer purchase perception. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.

- Sample Size: 825 Respondents From Hyderabad City Base on the Cochran's formula (infinity population), the sample size selected is 825. The sample size selected from the sample area i.e Hyderabad city, Telangana state. For mountain accuracy, reliability and validity of the data very small and large size samples are avoided. Because of the very small size sample having an inappropriate representation of the total sample area and large size sample have very difficult to handling all the process and managing data in a proper way.
- Data collections methods: Data has been collected using structure questionnaire through customer survey method and personal interview of consumers with help of Convenience sampling method, Statistical tools like ANOVAs, Correlation and Multiple Regression using SPSS 20.0 has been used.

VIII. CONCEPTUAL FRAME WORK



Fig. 1:

- General profile of Respondents: The frequency distribution of demographic variables is presented in the following table.

Particulars	Classification	No of Responses	Percentage
Age	Below 20 Years	180	21.8
	21-30 Years	234	28.4
	31-40 Years	228	27.6
	41-50 Years	137	16.6
	51 and Above	46	5.6
Gender	Male	582	70.5
	Female	243	29.5
Education	SSC	77	9.3
	Intermediate	100	12.1
	Degree	234	28.4
	PGdegree	273	33.1
	PG and above	141	17.1
Occupation	Govt Employee	252	30.5
	Private Employee	299	36.2
	Business	98	11.9
	Home Maker	84	10.2
	Student	92	11.2

Monthly income (in rupees)	Below 20,000	86	10.4
	20,001-30,000	125	15.2
	30,001 - 40,000	318	38.5
	40,001-50,000	203	24.6
	50,001 and above	93	11.3
Total		<i>n</i> = 825	100%

Table 1: Consumer Profile

- Age: More than 28.4% candidates belongs to the age group of 21-30 years and above, and 27.6%, 21.8%, 16.6% and 5.6% by the age of 31-40 years, below 20 years, 41-50 years and 51 and above years respectively.
- Gender: From the above desk it is evident that 70.5% of the whole respondents belong to male accompanied by 29.5% through female respective.
- Education: It is found from above table, that extra than 33.1% of the respondents belongs to pg, and followed with 28.4%, 17.1%, 12.1%, and 9.3% belongs to degree, pg and above, intermediate and SSC respectively.
- Occupation: It is evident from above table, that more than 36.2% of the respondents working as private employee, and it is observed that 30.5%, 11.9%, 11.2%

and 10.2% working as govt employee, Business, Student and Homemaker respectively.

- Income in rupees: 38.5% of family have an income between 30,001-40,000 followed by 24.6%, 15.2%, 11.3% and 10.4% with the income of 40,001-50,000, 20,001-30,000, and 50,001 and above and below 20,000 have family income level of respondents.

IX. CONSEQUENCES AND DISCUSSIONS

Questionnaire	Items	Alpha
Consumer perception	7 Items	0.792
Packaging strategies	6 Items	0.815

Table 2: Scale construction

This confirms the validity and reliability of present studies paper. Major variables: Consumer perception and product packaging techniques on client notion are considered. Alpha values were calculated one after the other for each the variables to test for the reliability and validity of the destiny take a look at. The Cronbach's alpha values for Media exposure and product packaging strategies are observed to be 0.792 and 0.815.

A. *H₀₁*: There is no significant influence of Consumer perception with Product Packaging Strategies towards purchasing of FMCG Products.

		Sum of Squares	df	Mean Square	F	Sig.
It keeps the products hygienic and fresh (CP1)	Between Groups	64.220	21	3.058	3.432	.000
	Within Groups	715.775	803	.891		
	Total	769.995	824			
It makes the product convenient to use (CP2)	Between Groups	29.879	21	1.423	1.799	.015
	Within Groups	635.183	803	.791		
	Total	665.062	824			
It makes product available in different sizes according to requirement (CP3)	Between Groups	82.479	21	3.928	4.545	.000
	Within Groups	693.929	803	.864		
	Total	776.407	824			
It communicates the necessary information (CP4)	Between Groups	66.079	21	3.147	3.279	.000
	Within Groups	770.569	803	.960		
	Total	836.647	824			
It acts as an attention seeker by attracting consumers? (CP5)	Between Groups	45.491	21	2.166	3.480	.000
	Within Groups	499.843	803	.622		
	Total	545.333	824			
Well- designed package creates promotional Value (CP6)	Between Groups	63.153	21	3.007	6.021	.000
	Within Groups	401.095	803	.499		
	Total	464.247	824			

Table 3: ANOVAs

The above box results reveal that any significance difference towards consumers opinion on the Product Packaging Strategies, with respect of the consumer perception are dimensions bundling keeps the product with fresh and hygienic (CP1), Packaging makes the item very suitable use (CP2), manufactures makes the product in various size with help of packaging (CP3), It has the role of good communication (CP4), it creates attention to the consumers (CP5), Well- designed package creates promotional Value (CP6). It is observed that from the above table, Strategies of product packaging dimension is bundling keeps the product with fresh and hygienic (CP1) and Product Packaging Strategies, 64.220 is the variance of between the group of samples and 715.775 is the group variance of within the sample. The disk also shows that the value of the F-distribution 3.432, the level of significance value is 0.000 which is lower than 0.05, so it's indicating that the null hypothesis can be rejected. So CP1 is significantly differenced in the Product Packaging Strategies. And followed with variable of consumer perception like

Packaging makes the item very suitable use (CP2), manufactures makes the product in various size with help of packaging (CP3), It has the role of good communication (CP4), it create attention to the consumers (CP5), Well- designed package creates promotional Value (CP6) and their variation in the between the groups are 29.879, 82.479, 66.079, 45.491 and 63.153 and their variance in the Within the group are 635.183, 693.929, 770.569, 499.843, and 401.095. F-Statistic values are 1.799, 4.545, 3.279, 3.480 and 6.021. Followed with a significant level are 0.00, 0.00, 0.000 and 0.000, the following values are lower than 0.05. So final results reveal that the null hypothesis can be rejected and the alternative hypothesis accepted. So all variables of consumer perception like CP2, CP3, CP4, CP4, CP5, and CP6 variables are significant differences in the Product Packaging Strategies.

B. HO₂: There is no significant impact of strategies of product packaging in terms of creating Consumer purchase towards FMCG products.

		Sum of Squares	df	Mean Square	F	Sig.
Good packaging of a product attracts you. (PPS1)	Between Groups	22.329	17	1.314	1.534	.000
	Within Groups	691.430	807	.857		
	Total	702.759	824			
You will buy a product because its packing makes the product usage more convenient (PPS2)	Between Groups	21.178	17	1.246	1.231	.003
	Within Groups	816.818	807	1.012		
	Total	837.995	824			
You read the instructions on packaging before buying a product (PPS3)	Between Groups	15.808	17	.930	1.103	.006
	Within Groups	680.588	807	.843		
	Total	696.395	824			
You will buy a product because of its small sachet packaging (PPS4)	Between Groups	33.943	17	1.997	1.707	.037
	Within Groups	943.907	807	1.170		
	Total	977.850	824			
The colour of packaging influences your purchase decision (PPS5)	Between Groups	8.743	17	.514	1.274	.202
	Within Groups	325.882	807	.404		
	Total	334.625	824			
You buy a product because of its attractive packaging(PPS6)	Between Groups	11.135	17	.655	1.089	.000
	Within Groups	485.427	807	.602		
	Total	496.562	824			
You buy a product(which you do not require) only because of its different Style in packaging(PPS7)	Between Groups	10.488	17	.617	.971	.009
	Within Groups	512.501	807	.635		
	Total	522.989	824			
It enhances desire purchase (PPS8)	Between Groups	17.921	17	1.054	1.652	.007

	Within Groups	515.068	807	.638		
	Total	532.989	824			
You will pay higher for good/ attractive packaging (PPS9)	Between Groups	16.377	17	.963	1.254	.006
	Within Groups	620.003	807	.768		
	Total	636.381	824			
You prefer eco-friendly packaging (PPS10)	Between Groups	8.500	17	.500	.805	.000
	Within Groups	501.136	807	.621		
	Total	509.636	824			

Table 4: ANOVAs

It is observed that from the above table, 22.329 is the variation between mean difference in the two sets of the variables like product packaging strategy dimension like Good packaging of a product attracts you (PPS1), and in creating purchase behaviour of consumer, and 691.430 is the variation in the within the groups and followed by the F-distribution value is 1.534 and level of significance value is 0.000, which smaller than the 0.05. So its indicating that null hypothesis can be rejected. So Strategy like Good packaging of a product attracts you (PPS1) is influence in terms of creating consumer purchase behaviour towards FMCG products. And followed with product packaging strategies like You will buy a product because its packing makes the product usage more convenient (PPS2), You read the instructions on packaging before buying a product (PPS3), You will buy a product because of its small sachet packaging (PPS4), The colour of packaging influences your purchase decision (PPS5), You buy a product because of its attractive packaging (PPS6), You buy a product(which you do not require) only because of its different styles in packaging (PPS7), It enhance impulse purchase (purchasing without thinking) (PPS8), You will pay higher for good/ attractive packaging (PPS9), You prefer eco-friendly packaging (PPS10) of between groups variations are 21.178, 15.808, 33.943, 8.743, 11.135, 10.488, 17.921, 16.377 and 8.500. Their Within group variations are 816.818, 680.588, 943.907, 325.882, 485.427, 512.501, 515.068, 620.003 and 501.136. F-Statistic values are 1.231, 1.103, 1.707, 1.274, 1.089, 0.971, 1.652, 1.254 and .805 followed with significant level are 0.003, 0.006, 0.037, 0.202, 0.000, 0.009, 0.007, 0.216 and 0.000. all are less than 0.05. So Product Packaging Strategies like PPS2, PPS3, PPS6, PPS7, PPS8, PPS10 are statistically significant in terms of creating consumer purchase towards FMCG products, But Product Packaging Strategies like PPS4, PPS5 and PPS9 are not statistically significant because of their p-values are more than 0.05.

C. Correlations between Consumer perception variable with FMCG packaging Strategies:

	Mean	Std. Deviation	N
It keeps the products hygienic and fresh (CP1)	4.18	.967	825
It makes the product convenient to use (CP2)	3.07	.898	825
It makes product available in different sizes according to requirement (CP3)	3.86	.971	825
It communicates the necessary information (CP4)	3.66	1.008	825
It acts as an attention seeker by attracting consumers?(CP5)	3.53	.814	825
Well- designed package creates promotional Value (CP6)	4.14	.751	825
Product Packaging Strategies(CPS)	3.7537	.36994	825

Table 5: Descriptive Statistics

The mean values for Consumer Perception variables i.e. Packaging help the product to keep as fresh and hygienic (CP1), packaging maintain the product as better to use (CP2), Packaging makes product in various sizes to requirement (CP3), Packaging maintain proper communication (CP4), it create an attention seeker by attracting consumers? (CP5), Well- designed package creates promotional Value (CP6) and Product Packaging Strategies (PPS) are found to be 4.18, 3.07, 3.86, 3.66, 3.53, 4.14 and 3.7537 with standard deviations of .967, .898, .971, 1.008, .814 .751and 0.36994respectively.

		(CP1)	(CP2)	(CP3)	(CP4)	(CP5)	(CP6)	PPS
It keeps the products hygienic and fresh (CP1)	Pearson Correlation	1	-.034	.060	-.139**	.191**	.033	-.087*
	Sig (2-tailed)		.326	.084	.001	.008	.009	.001
	N	825	825	825	825	825	825	825
It makes the product convenient to use (CP2)	Pearson Correlation	-.034	1	-.093**	.057	.142**	-.063	.064
	Sig. (2-tailed)	.326		.007	.004	.000	.002	.064
	N	825	825	825	825	825	825	825

It makes product available in different sizes according to requirement (CP3)	Pearson Correlation	.060	-.093**	1	.002	-.021	.227**	.263**
	Sig. (2-tailed)	.084	.007		.959	.009	.000	.000
	N	825	825	825	825	825	825	825
It communicates the necessary information (CP4)	Pearson Correlation	-.139**	.057	.002	1	-.088*	.080*	.138**
	Sig. (2-tailed)	.000	.004	.959		.012	.002	.000
	N	825	825	825	825	825	825	825
It acts as an attention seeker by attracting consumers? (CP5)	Pearson Correlation	.191**	.142**	-.021	-.088*	1	-.069*	.062
	Sig. (2-tailed)	.000	.000	.009	.012		.007	.005
	N	825	825	825	825	825	825	825
Well- designed package creates promotional Value (CP6)	Pearson Correlation	.033	-.063	.227**	.080*	-.069*	1	.319**
	Sig. (2-tailed)	.007	.002	.000	.002	.007		.000
	N	825	825	825	825	825	825	825
Product Packaging Strategies	Pearson Correlation	-.087*	.064	.263**	.138**	.062	.319**	1
	Sig. (2-tailed)	.002	.064	.001	.008	.007	.009	
	N	825	825	825	825	825	825	825
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Table 6: Correlations

Note: Variable of consumer perception like Packaging helps the product to keep as fresh and hygienic (CP1), packaging maintains the product as better to use (CP2), Packaging makes product in various sizes to requirement (CP3), Packaging maintains proper communication (CP4), and it creates an attention seeker by attracting consumers? (CP5), Well- designed package creates promotional Value (CP6) and Product Packaging Strategies (PPS). All the variables like Packaging maintain proper communication (CP4), and it creates an attention seeker by attracting consumers? (CP5), Well- designed package creates promotional Value (CP6) and Product Packaging Strategies (PPS) are significantly correlated with Packaging helps the product to keep as fresh and hygienic (CP1), but variables like CP2 and CP3 are not correlated. In the case of CP2 are significantly are correlated CP3, CP4, CP5 and CP6 except CP1 and PPS. Similarly, CP2, CP5, CP6 and PPS correlated with CP3. However, CP4 is significantly are correlated CP1, CP2, CP6 and PPS except CP3, CP5. Followed by CP5 significantly correlated with all predictors except CP4. In case of CP6 is significantly correlated with all predictors. Finally, Product Packaging Strategies significantly correlated with all predictors, except CP2.

D. Correlations between FMCG packaging Strategies variable with Consumer purchase Behaviour:

	Mean	Std. Deviation	N
Good packaging of a product attracts you (PPS1)	3.63	.924	825
You will buy a product because its packing makes the product usage more convenient (PPS2)	3.48	1.008	825
You read the instructions on packaging before buying a product (PPS3)	3.74	.919	825

You will buy a product because of its small sachet packaging (PPS4)	3.23	1.089	825
The colour of packaging influences your purchase decision (PPS5)	4.09	.637	825
You buy a product because of its attractive packaging (PPS6)	3.69	.776	825
You buy a product(which you do not require) only because of its very attractive or different packaging (PPS7)	3.72	.797	825
It enhances desire purchase (PPS8)	4.00	.804	825
You will pay higher for good/ attractive packaging (PPS9)	3.76	.879	825
You prefer eco-friendly packaging (PPS10)	4.13	.786	825
Consumer Purchase Behaviour (PPS)	3.7671	.35144	825

Table 7: Descriptive Statistics

The mean values for Product packaging strategies variables like Good packaging of a product attracts you (PPS1), You will buy a product because its packing makes the product usage more convenient (PPS2), You read the instructions on packaging before buying a product (PPS3), You will buy a product because of its small sachet packaging (PPS4), The colour of packaging influences your purchase decision (PPS5), You buy a product because of its attractive packaging (PPS6), You buy a product(which you do not require) only because of its different styles in packaging (PPS7), It enhance impulse purchase (purchasing without thinking) (PPS8), You will pay higher for good/ attractive packaging (PPS9), You

prefer eco-friendly packaging (PPS10) and Consumer Purchase Behaviour are found to be 3.63, 3.48, 3.74, 3.23, 4.09, 3.69, 3.72, 4.00, 3.76, 4.13 and 3.7671 with Standard deviations of .924, 1.008, .919, 1.089, .637, .776, .797, .804, .879, .786 and .35144 respectively

		PPS1	PPS2	PPS3	PPS4	PPS5	PPS6	PPS7	PPS8	PPS9	PPS 10	CPB
Good packaging of a product attracts you. (PPS1)	Pearson Correlation	1	-.053	-.067	.029	-.010	.035	.088*	.023	.018	-.095**	-.042
	Sig. (2-tailed)		.006	.003	.410	.000	.004	.002	.008	.613	.006	.008
	N	825	825	825	825	825	825	825	825	825	825	825
You will buy a product because its packing makes the product usage more convenient (PPS2)	Pearson Correlation	-.053	1	.182**	.233**	.197**	.247**	.062	-.046	.162**	.173**	.058
	Sig. (2-tailed)	.006		.000	.000	.000	.000	.075	.191	.000	.000	.004
	N	825	825	825	825	825	825	825	825	825	825	825
You read the instructions on packaging before buying a product (PPS3)	Pearson Correlation	-.067	.182**	1	.145**	.090**	.269**	-.068*	.093**	.255**	.025	.050
	Sig. (2-tailed)	.003	.000		.000	.009	.000	.050	.007	.000	.478	.004
	N	825	825	825	825	825	825	825	825	825	825	825
You will buy a product because of its small sachet packaging (PPS4)	Pearson Correlation	.029	.233**	.145**	1	.248**	.054	.063	-.097**	.340**	.094**	.062
	Sig(2-tailed)	.410	.007	.010		.009	.119	.069	.006	.001	.003	.075
	N	825	825	825	825	825	825	825	825	825	825	825
The colour of packaging influences your purchase decision (PPS5)	Pearson Correlation	-.010	.197**	.090**	.248**	1	.275**	.066	-.140**	.278**	.162**	.048
	Sig. (2-tailed)	.000	.000	.009	.000		.000	.059	.000	.000	.000	.166
	N	825	825	825	825	825	825	825	825	825	825	825
You buy a product because of its attractive packaging (PPS6)	Pearson Correlation	.035	.247**	.269**	.054	.275**	1	.079*	.050	.201**	.266**	-.003
	Sig (2-tailed).	.005	.005	.003	.119	.004		.023	.148	.009	.008	.005
	N	825	825	825	825	825	825	825	825	825	825	825
You buy a product(which you do not require) only because of its very attractive or different packaging (PPS7)	Pearson Correlation	.088*	.062	-.068*	.063	.066	.079*	1	.009	.056	.105**	-.072*
	Sig. (2-tailed)	.002	.075	.050	.069	.059	.023		.793	.107	.003	.039
	N	825	825	825	825	825	825	825	825	825	825	825
It enhances desire purchase (PPS8)	Pearson Correlation	.023	-.046	.093**	-.097**	-.140**	.050	.009	1	-.030	.026	-.073*
	Sig. (2-tailed)	.008	.191	.007	.006	.000	.148	.793		.394	.454	.007
	N	825	825	825	825	825	825	825	825	825	825	825

You will pay higher for good/ attractive packaging (PPS9)	Pearson Correlation	.018	.162**	.255**	.340**	.278**	.201**	.056	-.030	1	.135**	.060
	Sig. (2-tailed)	.613	.012	.009	.005	.007	.008	.107	.394		.012	.084
	N	825	825	825	825	825	825	825	825	825	825	825
You prefer eco-friendly packaging (PPS10)	Pearson Correlation	-.095*	.173**	.025	.094**	.162**	.266**	.105**	.026	.135**	1	.048
	Sig. (2-tailed)	.006	.000	.478	.007	.000	.000	.003	.454	.000		.008
	N	825	825	825	825	825	825	825	825	825	825	825
Consumer Purchase Behaviour (CPB)	Pearson Correlation	-.042	.058	.050	.062	.048	-.003	-.072*	-.073*	.060	.048	1
	Sig. (2-tailed)	.008	.004	.004	.075	.166	.005	.039	.007	.084	.008	
	N	825	825	825	825	825	825	825	825	825	825	825
* - Correlation is significant at the 0.05 level (2-tailed)												
** - Correlation is significant at the 0.01 level (2-tailed)												

Table 8: Correlations

All Product packaging strategies variables like "Good packaging of a product attracts you" (PPS1), You will buy a product because its packing makes the product usage more convenient (PPS2), You read the instructions on packaging before buying a product (PPS3), The colour of packaging influences your purchase decision (PPS5), You buy a product because of its attractive packaging (PPS6), You buy a product(which you do not require) only because of its different styles in packaging (PPS7), It enhance impulse purchase (purchasing without thinking) (PPS8), You will pay higher for good/ attractive packaging (PPS9), You prefer eco-friendly packaging (PPS10) and Consumer Purchase Behaviour (CPB) are significantly correlated with Good packaging of a product attracts you" (PPS1), except PPS4 & PPS9. Followed with PPS1, PPS2, PPS3, PPS4, PPS5, PPS6, PPS9, PPS10 and CPB are significantly correlated with PPS2 and PPS3. Similarly, PPS1, PPS6, PPS9 and CPB are not correlated with the PPS4 remaining are variables are correlated with PPS4. In same case, PPS5 is significantly correlated with all the variables except PPS7 and CPB. PPS6 is significantly correlated with all the variables except PPS4, PPS7 and PPS8. PPS7 dimension not statistically correlated with present variables remain PPS1, PPS10. PPS8 is significantly correlated with all the variables like PPS1, PPS3, PPS4, PPS5, PPS8 and CPB. PPS9 is significantly correlated with all the variables except PPS1, PPS7, PPS8 and CPB. Similarly PPS10 is significantly correlated with all the variables except PPS3 and PPS8. Finally, CPB is significantly correlated with all the variables except PPS4, PPS5 and PPS7.

X. LIMITATIONS OF THE RESEARCH

No research is without certain limitation specifically in the case of surveys conducted through structured questionnaires or personal interviews. So, the outcomes of the present study are limited or geographically responses may vary. By giving attention to these apparent reasons, we can see the following limitations: The sample is drawn from Hyderabad city; therefore, the sample may not represent the whole population.

Hence, the limitation of generalization will be there. A sample size of 825 respondents has been selected in and around Hyderabad city as related to the universe, bias respondents responses, deficiency of published / unpublished literature on Product packaging strategies and time restriction could be some limitations. This study is not consider total FMCG product packaging, Since few categories in FMCG products are considered, like Personal care products (Cosmetics), Dairy products (Milk, Ghee, Ice cream), Food products (Biscuits, Bread, Cakes) and Beverages (Soft drinks & Energy drinks) and only to evaluate the packaging strategies impact on the purchase behaviour of final selected respondents. Personal bias of respondents while answering the question may have skewed the results slightly, although an effort has been made to verify the results through all sorts of quantitative and qualitative.

XI. CONCLUSIONS

The present paper aim to investigate the impact of FMCG packaging strategies on the consumer buying behaviour, it also help to identify the consumer perception towards the packaging strategies. From the past years, packaging plays a vital role to maintain effective communication, packaging acting as a salient salience salesman for improve the sales of marketers. Packaging is not only protecting the item but also giving proper communication to final consumers. Generally, consumer perception and intension may change day by the day. So the marketers followed more effective packaging strategies and techniques in market for attracting and rendering new and existed customers for increasing industry and product market share. The Packaging is very essential that it fulfils the need of the consumers for trust of the product. As for the results of profile of the respondents showed that 28% of respondents belonged to the group of 21-30 years and those belonging 31-40 years of the age accounted for 27%, and followed with gender profile, male respondents accounted for a higher percentage 70%, when compared to female respondents 29%, With respect to the educational status, 63% of the respondents had secure Post-

Graduation, 28% of the respondents were graduation, The majority of the respondents working as a employees 36%, 30% of the respondents were govt employee, The income of the respondents in the case of 38% of the respondents ranged from Rs.30,001-40,000; while 24% reported to have a monthly income Rs.40,001-50,000; According through respected hypothesis, HO1 reveals there is a statistical significance of consumer perception with regards to FMCG packaging strategies, consumer perception variable like "product convenient to use" is not statistically significant, and followed with H02, there is a significance impact of FMCG packaging strategies on the consumer buying behaviour, but variable like small sachet packaging and colour packaging are not significant with consumer buying behaviour.

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