



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 5, May 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



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The Role of Packaging Design in Influencing Purchase Decisions and Sales with Special Reference to Parle Company

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ABSTRACT: Packaging is the most important factor in FMCG company .with the help of packaging we are attract the customer to our products. Packaging and design of the product increase the sell in the market. If our customer is not attract our products then our sell is not increase so we make a strategy to build an effective packaging.

Packaging of a product has many functions including containment, protection, convenience and communication. Product packaging servers to consolidate of unit loads of shipping, to protect the product inside during the period of shipping, to convey necessary information. Other than these functions packaging is also used in marketing activities. The labels on the product can be used to encourage potential buyers to purchase the product. Companies use attractive colours, logos, symbols and captions to promote that can influence purchase decision.

Although the fundamental role of packaging is to contain, protect and preserve product content, it is also a strategically important marketing communication tool. This chapter provides an overview of the roles of packaging, with a particular emphasis on packaging as a marketing communication vehicle. This chapter first discusses the four functions of packaging: Containment, protection and preservation, convenience, and communication. It then examines packaging from a marketing perspective and presents research to support the effectiveness of packaging in influencing consumer behaviour.

KEYWORDS: Fmcg, Packaging, Packaging Design, Consumer Behaviour

I. INTRODUCTION

Parle products was founded in 1929 in India by the Chauhan family of vile Parle, Mumbai .The founder was Mohanlal Chauhan who hailed from pardi near valsad in Gujrat . Primarily eaten as a tea-time snack, Parle-G is one of the oldest brand names in India. For decades, the product was instantly recognized by its iconic white and Yello wax paper wrapper. The wrapper features a young girl (an illustration by Everest creative Maganlal Daiya back in the 1960s. Recently, Parle-G has been offered in plastic packaging. The classic design of the current packaging is still present. Ads featuring a Parle-G packet in a fish tank were used to highlight the material change. According to a 2011 study by market research firm Nielsen, Parle-G has solidified its lead as the most popular biscuit brand worldwide. In actuality, Parle G has outperformed other well-known brands including Gamesa from Mexico, Oreo from Kraft Foods, and Walmart's private labels. India has surpassed some of the largest markets in the world, including the US, Mexico, China, Italy, and Spain, to become the world's largest market for biscuits, which is a major contributing cause to the success. Parle-G's robust distribution network reached more than 6 million retail outlets in India as of January 2013.

Workplace culture principles at Parle:

Respect and Trust: Showing up on time and treating everyone fairly and with decency

Responsiveness and responsibility: taking initiative and accepting accountability for oneself and others

Integrity: Upholding moral principles and ethics in all dealings

Innovation: generating fresh, imaginative concepts and bringing them to fruition

Teamwork: Honest and transparent communication, dedication to shared objectives, and cooperation



II. LITERATURE REVIEW

The review of related literature has greatly helped the researcher in plotting the entire design and establishing research objectives. The researcher has intensively gone through all those related scholarly published articles and research papers.

Tanaiutchawoot, N., Saengtawan, W., Sinlapasiriwat, J., & Sukkeaw, N. (2023, May 24). Et al: In this paper, the authors investigated the influence of packaging design in agriculture products and found that consumers are more concerned with packaging design than with pricing, market channels, or marketing, and that packaging design raises the perceived value of a product and promotes customer acceptability.

K. (2023, March 2) et al: It all loads of shipping, to protect the product inside during the period of shipping, to convey necessary information. Other than these functions packaging is also used in marketing activities.

Prasanth, A., & Mageshwari, A. U. (2023, June 14) et al: the authors examined the effect of packaging on consumer choices in the Fast-Moving Consumer Goods (FMCG) sector and uncover the key factors that drive consumer preferences.

Wang, H., Gani, M. A. A. A., & Liu, C. (2023, April 1). Et al: In this article, a survey developed for applying the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method was used to evaluate the importance of design characteristics and found that colour, shape, image, line, and typography were the five most essential design characteristics influencing consumer purchase behaviour.

Mansi Rana, Alok Kumar, Dr. Priyanka Ranawat (June 2022) et al: Packaging is the science and art of enclosing, protecting, storage and use of this technology for sales and distribution of products. Packaging also refers to the process of design, evaluation, and production of packages. Coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use also can be described as packaging

Gao, J., & Astillero, M. R. (2022, July 31). et al: as mentioned in this paper examined the research on the influence of Chinese tea packaging design on product purchasing decisions and analysed its importance and influencing factors, and strengthened the sustainable development of the packaging design in Yanhu District, Shanxi Province, China.

Shukla, P., Singh, J., & Wang, W. (2022, August 1) et al: This article examined how the dimensions of packaging design creativity, such as divergence and relevance, have varying levels of influence on customer process, persuasion, and response measures, and found that packaging design can evoke customer curiosity in certain conditions. Creativity is a growing area of retailing research. Drawing upon the optimal-arousal theory, this research examines how the dimensions of packaging design creativity, such as divergence and relevance, have varying levels of influence on customer process, persuasion, and response measures

According to Rundh (2005) package attracts consumer's attention to brand, enhances its image, and influences consumer's perceptions about product as discussed by the authors, and package imparts unique value to products.

A Literature Study on the Product Packaging Influences on the Customers Behaviour. (2021, April 2) et al: In this article, the packaging features such as colour packaging, context illustration, and packaging content, font type, wrapping design, printed details and novelty are used as indicators of the consumer's shopping behaviour

Pinto, O. R., & Demey, N. (2020, June 25) et al: In this article, the role of packaging was to defend the product and now it is an important element for increasing sales, tool for marketing communication and attracting the customers, the Packaging is focused more on the customer's preferences and tastes.

Wulansari, A. S. (2019, November 1) et al: In this paper, the authors examined the impact of packaging design on food packaging elements consisting of two independent variables (visual elements and information elements) on purchasing decisions, and also customer involvement and time pressure as moderating variables.

III. PROBLEM OF THE STATEMENT

Examine the ways in which Parle product packaging affects consumers' perceptions of the brand's attractiveness, reliability, and product quality. Examine how customer preferences—such as those related to colour, font, imagery, and material—relate to packaging design aspects and how these preferences affect the choices that consumers make when buying Parle products. The packaging tactics employed by Parle's rivals in the industry and evaluate how well Parle's packaging draws in customers and boosts sales in comparison. Evaluate the role packaging design plays in creating and preserving Parle's brand awareness and image among consumers, as well as the degree to which it affects brand loyalty and recurring business. Packaging design contributes to environmental sustainability, including waste reduction and the use of eco-friendly materials, and how these efforts impact customer attitudes and purchase patterns.



IV. OBJECTIVE OF STUDY

1. To determine quality of the packaging and design.
2. To determine the attraction of packaging.
3. To determine importance of designing of the product.

V. HYPOTHESIS

H₀: There is no significant changes in quality of the packaging and design.

H₁: There is a significant change in quality of the packaging and design

H₀: There is no significant changes the attraction of packaging.

H₁: There is significant changes the attraction of packaging.

H₀: There is no significant changes of designing of the product.

H₁: There is significant changes of the designing of the product.

VI. RESEARCH METHODOLOGY

Research design

The project will be design on the basis of importance of packaging and design of the product. With the help packaging we attract the customer for by our products. if we are design good product in the market then our sell is more high so we maintain the quality of the products. So this is the most Important maintain our quality. Parle Company always known by their quality.

Data Collection:

a. Quantitative Data: Parle company data is given by customer and wholesaler. We will get organized surveys or questionnaires containing quantitative data. Questionnaires will be used to gather quantitative data on the supply chain's performance. Historical data from pre- and post-periods will be gathered and analysed in order to assess Parle effects on vendors and customers.

b. Qualitative Data: In-depth interviews with significant parle related individuals, including managers, executives, and participating staff, will be used to gather qualitative data. These interviews will provide light on the difficulties encountered, adjustments made, and tactics used throughout the initial phase of implementation.

Data Analysis:

a. Quantitative Analysis: Statistical methods will be applied to the analysis of quantitative data obtained by means of surveys or questionnaires. To summaries the data, descriptive statistics like mean, median, and standard deviation will be computed. To find correlations and links between variables, inferential statistics can be used, such as regression analysis or correlation analysis. Quantitative insights into the effects of parle performance metrics will be provided by this analysis.

b. Qualitative Analysis: The qualitative data acquired from the interviews will be examined using either thematic analysis or content analysis. The interviews will be transcribed, and key themes and patterns about implementation challenges, adjustments, and strategies will be identified.

Sources of data:

Primary Data: Primary data can be gathered at parle by distributing structured questionnaires or surveys to vendors, customers, and other pertinent stakeholders. Questions about supply chain performance metrics, obstacles encountered, adjustments taken, and tactics put into place prior to parle release on the market may be included in the surveys. Comprehensive discussions with parle suppliers, clients, and staff can yield insightful qualitative data. These interviews may reveal perceptions, experiences, and insights into the effects of implementing parle .

Secondary data: To complete the project, secondary data is gathered from prior studies and published works. The secondary information was gathered using:

- Articles.
- Academic journals.
- Online database on other web resources.

Sample size: 144 (Customers)



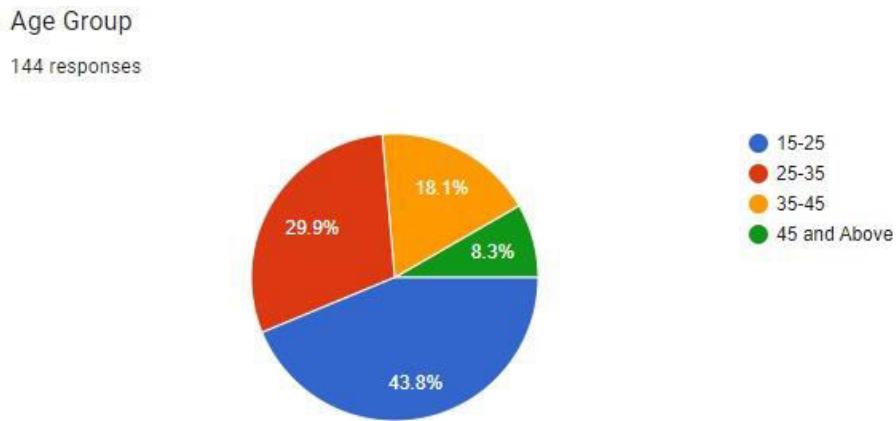
Analysis Technique: Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent

VII. DATA ANALYSIS & INTERPRETATION

1. Age group

RESPONSE	FREQUANCY	PERCENTAGE
15-25	63	43.8 %
25-35	43	29.9%
35-45	26	18.1%
45 and above	12	8.3%
TOTAL	144	100%

Survey Report



Analysis

From the above graph and table, it is observed that out of 144 responses, 63 respondents are from 15-25 age group with 43.8 %, 43 respondents are from 25-35 age group with 29.9%, 26 respondents are from 35-45 age group with 18.1% , 12 respondents are from 45 and above age group with 8.3%.

Interpretation

It is observed that most of the respondents are in the age group of 15-25 Years and the least number of respondents belong to the age group of 45 and above.

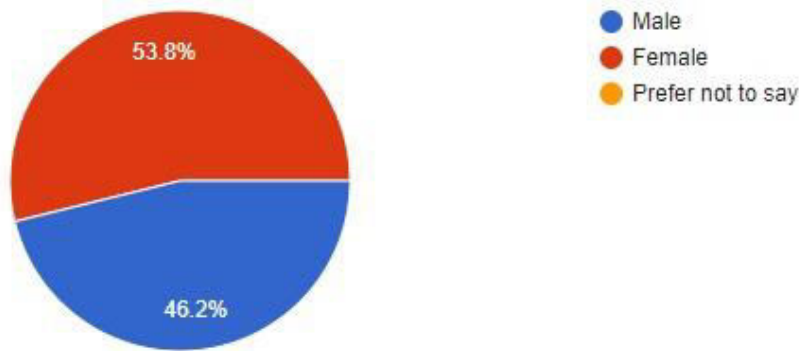
2. Gender

RESPONSE	FREQUANCY	PERCENTAGE
Male	66	46.2%
Female	77	53.8%
TOTAL	143	100 %



Survey Report

143 responses



Analysis

From the above graph and table out of 143 responses. 66 Respondents are male with 46.2% and 77 respondents are female with 53.8%

Interpretation

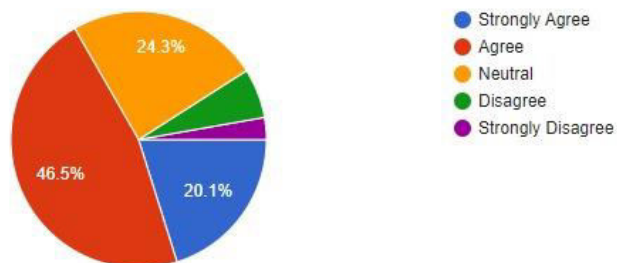
It is observed that the male respondents are less than female respondents.

3.The packaging design of Parle products influences my purchase decisions

RESPONSE	FREQUENCY	PERCENTAGE
Strongly Agree	29	20.1 %
Agree	67	46.5%
Neutral	35	24.3%
Disagree	9	6.3%
Strongly Disagree	4	2.8%
TOTAL	144	100%

Survey Report

144 responses



Analysis

From the above graph and table out of 144 responses, 29 respondents are strongly agree with 20.1% , 67 respondents are agree with 46.5% , 35 respondents are neutral with 24.3% and 9 respondents are disagree with 6.3% .



Interpretation

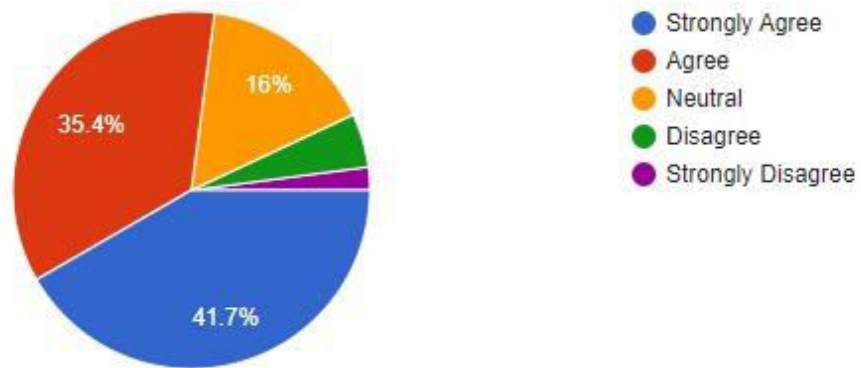
It is observed that agree respondents are more than others.

4. I am more likely to purchase Parle products with visually appealing packaging.

RESPONSE	FREQUANCY	PERCENTAGE
Strongly Agree	60	41.7%
Agree	51	35.4%
Neutral	23	16%
Disagree	7	4.9%
Strongly Disagree	3	2.1%
TOTAL	144	100%

Survey Report

144 responses



Analysis

From the above graph and table out of 144 responses,60 respondents are strongly agree with 41.7%, 51 respondents are agree with 35.4% , 23 respondents are neutral with 16% and 7respondents are disagree with 4.9% and 3 respondents are strongly disagree with 2.1% on _more likely to purchase Parle products with visually appealing packaging.

Interpretation

It is observed that the largest respondents, 41.7%, think that on more likely to purchase Parle products with visually appealing packaging. And only 2.1% respondents are strongly disagree on the same.

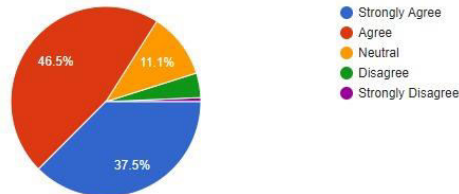
5. The packaging design of Parle products communicates relevant product information clearly.

RESPONSE	FREQUANCY	PERCENTAGE
Strongly Agree	54	37.5%
Agree	67	46.5%
Neutral	16	11.1%
Disagree	6	4.2%
Strongly Disagree	1	0.7%
TOTAL	144	100%



Survey Report

144 responses



Analysis

From the above graph and table out of 144 responses, 54 respondents are strongly agree with 37.5%, 67 respondents are agree with 46.5%, 16 respondents are neutral with 11.1% and 6 respondents are disagree with 4.2% and 1 respondents are strongly disagree with 0.7% on _The packaging design of Parle products communicates relevant product information clearly

Interpretation

It is observed that the largest respondents, 46.5%, think that on the packaging design of Parle products communicates relevant product information clearly. And only 0.7% respondents are strongly disagree on the same.

VIII. SCOPE OF THE STUDY

The scope of the study is given by in following step.

Geographical Scope : One of the biggest and most well-known producers of biscuits and candies in India is Parle Products Pvt. Ltd. Parle operates throughout the whole nation of India, even though its headquarters are in Mumbai, Maharashtra. Products from Parle are extensively spread and accessible in practically every region of India, including both rural and urban areas.

Time Scope: Pvt. Ltd. Parle Products has a long history dating back to its founding in British India in 1929. It has developed over the years into one of the most recognizable and adored brands in India's biscuit and confectionery sectors. Parle has steadily grown its product line, network of distribution, and market share since its founding.

Manufacturing: Parle has a number of production sites in India. This step of the supply chain necessitates effective production planning, optimal resource use, maintenance of quality standards, and adherence to food safety rules.

Comparative Analysis: Comparative analysis is the process of comparing a company's attributes and performance to those of its rivals within the same industry. When comparing Parle items Pvt. Ltd. to other significant companies in the food and beverage industry, especially those engaged in the production of biscuits and confectionery items, a comparative analysis may evaluate different facets of the company's operations. This is a framework for evaluating Parle in comparison.

IX. FINDINGS

- The study of finding female candidate response are maximum than male candidate.
- Parle Company packaging attract the customer.
- Parle product 15-25 age group maximum consumers.
- Parle products 45 and above less consumer.
- The packaging design of parle products communicates relevant product information clearly maximum consumer agree.
- Parle packaging design makes feel confident about the products freshness maximum consumer strongly agree.
- Parle products more recommend to others based on their packaging design.
- Maximum consumer strongly agree with parle packaging design capture my attention while browsing store.



XI. LIMITATION OF STUDY

While case studies can provide valuable insights into a company like Parle Products Pvt. Ltd., they also have limitations:

Generalizability: A case study of Parle is a single incident and may not be reflective of the broader industry or market trends. The specific conditions and methods of Parle may not apply generally to other companies in the same sector.

Limited Scope: Usually, case studies concentrate on particular facets of an organization's operations, such as supply chain management, financial results, or marketing tactics. This narrow focus could leave out other crucial elements that determine the success or failure of the business as a whole.

Subjectivity: Case studies are frequently prepared from a specific viewpoint and may reflect the author's prejudices or personal interests. The interpretation of the facts and the inferences made from the case study may be impacted by this subjectivity.

Incomplete Information: Case studies may contain information that was out of current or incomplete at the time it was written. It's possible that any information regarding Parle's business practices, financial results, or strategic choices has changed or hasn't been completely revealed since the case study was released.

XII. SUGGESTION

- Customers are becoming more aware of how their purchases affect the environment, if the packaging is not eco-friendly. Parle should consider utilizing recyclable or biodegradable materials for their packaging in order to cut down on waste and attract environmentally aware customers.
- Creative Designs On store shelves, packaging with eye-catching and creative designs can draw attention. To make its products stand out, Parle may experiment with vivid colours, unusual designs, or interactive features.
- Consumers benefit from packaging that has multiple uses, such as reusable containers or resalable bags. To improve convenience, Parle could include features like portion control packaging or easy-open closures.
- Offering personalized packaging options, such as customizable labels or packaging with consumers' names, can create a sense of ownership and connection with the brand.

XIII. CONCLUSION

Parle Company should use a multifaceted strategy that takes into account the changing demands and preferences of consumers while adhering to its brand identity in order to improve its packaging and sales promotion tactics. Parle can provide packaging that not only grabs attention but also offers value and ease for clients by utilizing eco-friendly materials, creative designs, and useful functions.

Moreover, personalized, health-oriented, and storytelling packaging can foster stronger connections with consumers, emphasizing the brand's heritage, quality, and commitment to their well-being. Introducing seasonal or limited edition packaging, along with a variety of packaging sizes, offers opportunities to create excitement and cater to diverse consumer preferences and occasions.

Strategic sales promotion efforts including focused advertising campaigns, special offers, and collaborations can increase brand visibility and sales growth in addition to packaging improvements. Utilizing social media and digital platforms can help Parle reach and interact with its target audience more effectively.

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