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Influence of packaging elements of ready to eat food products on buying behaviour

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Abstract

Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. Competitive environment has changed the role of package due to increasing self-services and changing consumers' lifestyle. Ready-to-eat food is actually the processed food items being ready for immediate consumption at the point of sale. India's packaged food business has grown manifold and it was calculated as \$50 billion by 2017. The global ready-to-eat food products market is expected to expand at a CAGR of 7.2 percent during the forecast period (2018–2026) and is estimated to be valued at US\$ 195.3 billion by the end of 2026. In the packaging category, the frozen or chilled segment is likely to expand at a CAGR of 8.0 percent over the forecast period. In the distribution channel category, the Hypermarket/Supermarket segment is estimated to account for the highest value share of 34.3 percent and is expected to gain significant market share by the end of 2026 (IBEF, 2017). Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. The research was carried out on the basis of primary as well as secondary data. 150 respondents from Jammu city were selected for the study. The purpose of the present study was an attempt to study the influence of packaging on RTE food products in Jammu city. The results of the study revealed that 45 percent of the respondents feel packaging of ready to eat food items to be important, 43.0 percent feel valuable, and 53 percent needful respectively. The study also found that packaging material, picture of the product, design, label, shape, type of packaging, information and brand appeared to be essential elements for the packaging of ready to eat food products. The study also depicts that red color is found to be most influencing factor (71 percent, (57 percent) respondents choose square shape and (74.50 percent) respondents selected image in graphics of packaging in terms of consumer behavior is concerned.

Keywords: Consumer buying behavior, packaging, ready to eat food products

Introduction

Packaging has been defined as a socio scientific discipline which operates in society to ensure delivery of goods to the ultimate consumer of those goods in the best condition intended for their use. The Packaging Institute International (PII) defines packaging as the enclosure of products, items or packages in a wrapped pouch, bag, box, cup, tray, can, tube, bottle or other container form to perform one or more of the following functions: containment, protection, preservation, communication, utility and performance. If the device or container performs one or more of these functions, it is considered a package. Nowadays competitive environment has changed the role of package due to increasing self-services and changing consumers' lifestyle. Interest of firms' in package as a tool of sales promotion is increasingly growing. Package has become an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and promotional costs reducing. The package plays an important role in marketing communications and could be treated as one of the most important factors influencing consumer's buying decision. Packaging has become itself a sales promotion tool for the organizations. The consumer's buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) packaging appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Color plays an important role in a potential customer's decision making process, certain colors set different moods and can help to draw attention. One good example of successful use of color psychology is in the Apple iPod advertisements; they use simple tri tone color schemes of black, white and a bright background color. The bright background color is to give the advertisement a fun feel and the contrasting white on black is to focus attention (Soroka 1999).

Regarding this context, to maximize the effectiveness of package in a buying place, the package researches, its elements and their impact on consumer’s buying behavior became a pertinent issue.

Ready to Eat

Ready-to-eat food is actually the processed food items being ready for immediate consumption at the point of sale. It could be in form of cooked or raw, hot or chilled, and can be consumed without further heat-treatment including re-heating. Ready to eat foods are food products that require no further processing to ensure their safety. They may or may not have been cooked: i.e. Fruits, sushi, some species of shellfish, spices. Foods such as luncheon meats, tuna salad, bakery products and cheeses are also considered RTE foods (Ranjan Chaudhury 2010).

Ready to Eat Food scenario

India's packaged food business has grown manifold, and it was calculated as \$50 billion by 2017. The global ready-to-eat food products market is expected to expand at a CAGR of 7.2 percent during the forecast period (2018–2026) and is estimated to be valued at US\$ 195.3 billion by the end of 2026. The global ready-to-eat food products market is segmented on the basis of Product Type (Meat/Poultry, Cereal Based, Vegetable Based, Others), Packaging (Canned, Frozen or Chilled, Retort, Others), and Distribution Channel (Hypermarket/Supermarket, Convenience/Departmental Store, Specialty Store, Online Store, Others). In the packaging category, the frozen or chilled segment is likely to expand at a CAGR of 8.0 percent over the forecast period. In the distribution channel category, the Hypermarket/Supermarket segment is estimated to account for the highest value share of 34.3 percent and is expected to gain significant market share by the end of 2026 (IBEF, 2017).

Consumer Buying Behavior concept

Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and

services" (Loudon and Della Bitta, 1980). Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon 1995).

Objective of the study

- To identify the factors influencing consumer buying behaviour.

Materials and Methods

The study was based on primary as well as secondary data compilation. The sampling technique used in the present study was convenience sampling technique for consumers to conduct the survey among the different respondents. The data has been collected through the survey using questionnaires as the measurement tool. The sample size for the study was taken as 150 respondents (30 from each 5 stores) Easy day, Best price, V-Mart, Vermani, Monica located in the Jammu city. After collecting the data the results, it has been analysed by using various statistical tools and methods for determination consumer buying behaviour towards ready to eat food products in Jammu.

Results

The figure 1 reveals the age aspect of the sample area as it depicts clearly that (20 percent) respondents were below 20 year of age, (70 percent) respondents fall under category of 21-30 years followed by (6 percent) in age group of 31-40 years and (4 percent) respondents above 40 respectively. Thus the result depicted that, most of the respondents of the sample area were young people as they are highly prone to ready to eat foods.

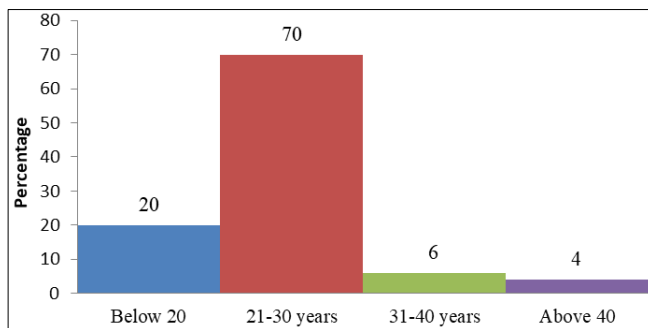


Fig 1: Age of sample

The table 1 illustrates the result regarding the occupation of the respondents as it shows that maximum number of the respondents (10 percent) were students followed by (70 percent) respondents were employed and (20 percent) respondents were doing business.

Table 1: Occupation status of respondents

Response	Percentage
Student	10.00
Employed	70.00
Business	20.00
Total	100.00

The figure 2 reveals the monthly income level of the total 150 samples taken for the study. It is clear from the result that, the maximum respondents lies in rage of ₹10,000-20,000 (48 percent), followed by the income range of ₹5,000-10,000 (20

percent), followed by Above ₹20000 (18.67 percent) and least income of (13.33 percent) fall in the range of ₹Up to 5000. Thus it concludes that most of the respondents in the sample area fall under income category of ₹10,000 – 20,000.

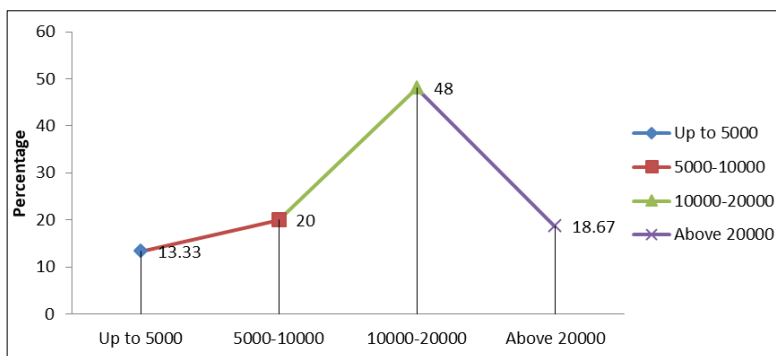


Fig 2: Monthly income level detail of samples

The table 2 regarding the respondents education level shows that out of total 150 samples, the maximum respondents (70.66 percent) fall under category of secondary education level and above, followed by the respondents primary educated level (20 percent), followed by (9.34 percent) respondents under less than primary education level.

Table 2: Education level

Response	Percentage
Less than primary	9.34
Primary	20.00
Secondary and above	70.66
Total	100.00

percent) respondents had 2-3 family members and (8 percent) had > 6.

Table 3: Family size

Response	Percentage
2 to 3	18.66
3 to 6	73.34
>6	8.00
Total	100.00

The table 3 reveals that out of 150 respondents, (73.34 percent) respondents had 3-6 family size; followed by (18.66

The figure 3 illustrates that out of 150 respondents in colour (71.10 percent) respondent agree red colour more influencing factor than green (28.90 percent), in respect of shape (57 percent) respondents choose square share followed by (43 percent) choose curvy/round shape and (74.50 percent) respondents selected image in graphics for influencing factor in buying behavior of ready to eat food item packaging.

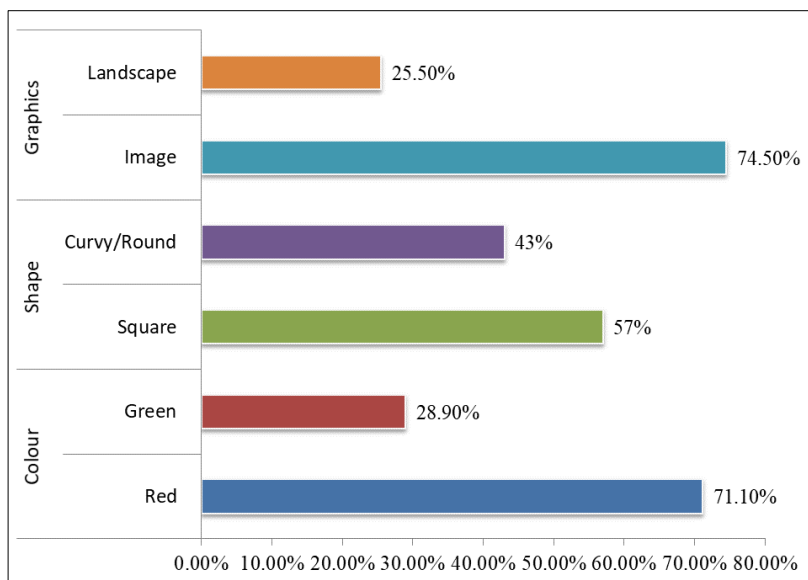


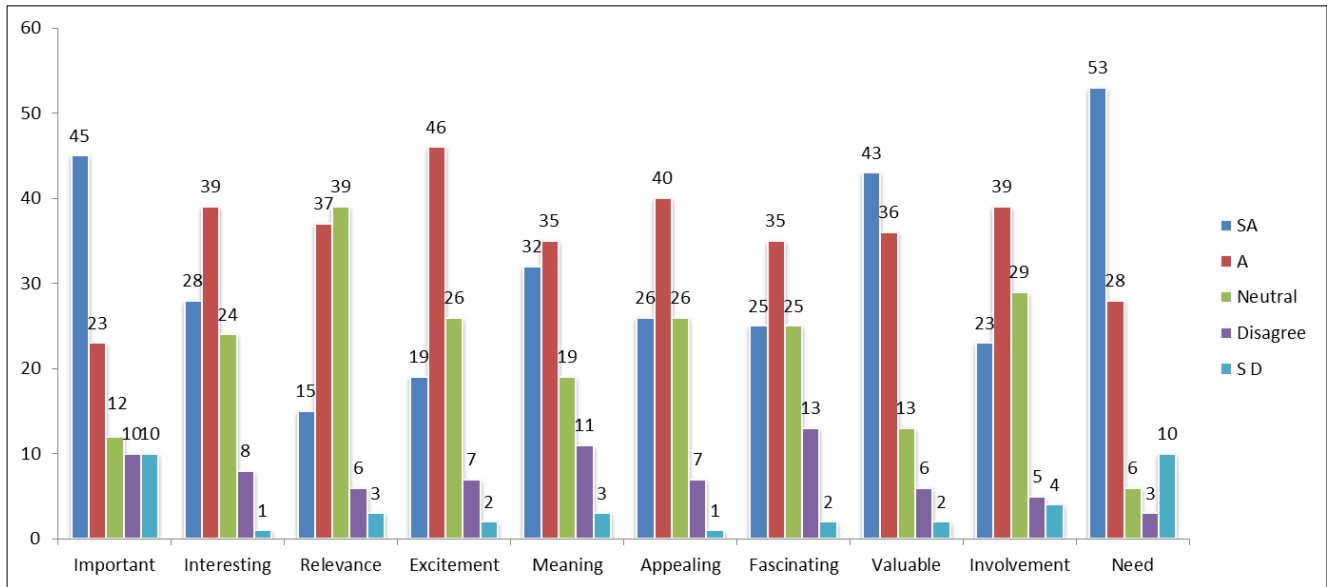
Fig 3: Buying behavior influencing factors in ready to eat food packaging items

The figure 4 is showing percentage of feelings about packed food items. where in case of importance 45 percent are strongly agree, 23 are agree, 12 percent people have neutral feelings, 10 percent peoples are disagree and 10 percent people are strongly disagree, for interesting 28 percent are strongly agree, 39 percent are agree, 24 percent have neutral opinion, 8 are disagree, 1 percent are strongly disagree, in

case of relevance 15 percent are strongly agree, 37 percent are agree, 39 percent have neutral opinion, 6.0 are disagree, 3 strongly disagree, in case of excitement, 19 percent are strongly agree, 46 percent are agree, 26 percent have neutral opinion 7 percent are disagree, 2 percent strongly disagree, for meaning 32 percent are strongly agree, 35 percent are agree, 19 percent have neutral opinion 11 are disagree, 3

strongly disagree, the result also shows that for appealing 26 percent are strongly agree, 40 percent are agree, 26 percent have neutral opinion 7 percent are disagree, 1 percent strongly disagree, for fascinating 25 percent are strongly agree, 35 percent are agree, 25 percent have neutral opinion 13 percent are disagree, 2.0 percent, strongly disagree, for valueableness, 43.0 percent are strongly agree, 36 percent are agree, 13 percent have neutral opinion 6 are disagree, 2.0 percent, strongly disagree, for involvement, 23 percent are strongly agree, 39 percent are agree, 29 percent have neutral opinion 5

percent are disagree, 4 percent are strongly disagree, and for need 53 percent are strongly agree, 28 percent are agree, 6.0 percent have neutral opinion 3 percent are disagree, 10 percent are strongly disagree. It can be analyzed from the table that more than 60 percent of the respondent agree upon the presence of these indicators for the packed food items, thus while analyzing feeling about the packaging of food items during the purchase the consumer strongly believes that the packaging places a important role during the purchase of RTE packed food products in Jammu area.



Note: SA =strongly agree, A = agree, N = neutral, D = disagree, SD = strongly disagree

Fig 4: Feelings about ready to eat packed food items.

The table 4 represents influence of packing on ready to eat food products in sample area depicted that among the various factor of packaging on RTE food items, the result represents that RTE food products which mention recipe information found highly influential factor with an average score (72.25), followed by the packed RTE food items that are easily microwaveable (69.35), followed by RTE food packets with attractive color (67.90), followed by totally rely on the mentioned information (67.10), followed by when buy RTE snacks, food or sweets, prefer plastic bags (66.60), followed by ingredient list helps to make decision for purchase of RTE food products (66.45), followed by prefer to buy RTE food products which are celebrity endorsed (66.35), followed by different shapes of RTE food items packaging style influence my purchase (66.25), followed by usually buy RTE food items because of discount (66.25), followed by visual information on packaging of rte food items influences purchase and Packaging material influence purchase decision (64.75), followed by prefer RTE food products which mention the nutritional information (64.60), followed by prefer to buy RTE food products with value pack (64.45), followed by calorie chart information influences purchase of RTE food products (64.35), followed by Nice package design influences decision (64.30), followed by complicated labels of RTE food products do not influence purchase decision and when in hurry use the picture for judgment (64.20), followed by found

pale packaging is boring and dull (64.15), followed by nice picture and bright color on pack strongly influence decision (64.10), followed by the labels need clearly indicate about ingredient and general information (63.65), followed by buy one get one free attracts me to purchase packed RTE food items (63.40), followed by usually buy packs of RTE that are suitable for any family (62.75), followed by buy RTE food product by considering the appearance of packaging (62.00), followed by prefer to buy food packets that are attractive (61.95), followed by usually go for the colorful packaging (61.80), followed by package picture increases attention and trial (61.70), followed by usually buy smaller package RTE food products, followed by, followed by (61.65), followed by read information on package before purchasing RTE food product (61.55), followed by prefer to buy RTE food packets that are noticeable (60.65), followed by reading RTE food products information helps in quality judgment (59.40), followed by if the RTE food products do not show information clearly, will definitely not buy them 58.95, followed by usually buy large rte food packets (56.55), followed by, followed by would like to buy RTE food products with good brand image (49.05). The result of the table concluded that in the sample area, the most influential factor of RTE food products was found to be which “mention recipe information”, followed by the packed RTE food items that are easily microwaveable.

Table 4: Rate opinions for the influence of packaging of RTE food products

Factors	SA (5*25)	A (4*40)	N (3*50)	D (2*60)	SD (1*75)	Total	Average score	Rank
Usually buy large rte food packets	1300	2800	850	480	225	5655	56.55	XXX
Prefer to buy RTE food packets that are noticeable.	700	3320	1700	120	225	6065	60.65	XXVII
Prefer to buy food packets that are attractive.	750	2840	1900	480	225	6195	61.95	XXII
Usually buy smaller package RTE food products.	675	2960	2200	180	150	6165	61.65	XXV
Usually buy packs of RTE that are suitable for any family.	675	2680	2350	420	150	6275	62.75	XX
Usually buy RTE food packets with attractive color	350	2000	3600	840	0	6790	67.90	III
Read information on package before purchasing RTE food product.	750	2560	2200	420	225	6155	61.55	XXVI
Different shapes of RTE food items packaging style influence my purchase	500	2760	2000	840	525	6625	66.25	VIII
Prefer to buy RTE food products which are celebrity endorsed.	500	2120	3250	540	225	6635	66.35	VII
Prefer to buy RTE food products with value pack.	600	2760	2050	660	375	6445	64.45	XII
Prefer to buy RTE food products in which there is mention of recipe information.	525	1960	3450	540	150	7225	72.25	I
Would like to buy RTE food products with good brand image.	2250	1840	200	540	75	4905	49.05	XXXI
Visual information on packaging of rte food items influences purchase.	400	3240	1950	660	225	6475	64.75	X
Reading RTE food products information helps in quality judgment.	950	2920	1500	420	150	5940	59.40	XXVIII
Totally rely on the mentioned information, which have to make decision	275	2880	2550	780	225	6710	67.10	IV
Prefer RTE food products which mention the nutritional information.	775	2240	2350	420	675	6460	64.60	XI
Ingredient list helps to make decision for purchase of RTE food products.	400	2840	2100	1080	225	6645	66.45	VI
Complicated labels of RTE food products do not influence purchase decision.	625	2680	2050	840	225	6420	64.20	XV
When in hurry use the picture for judgment.	450	2080	2600	840	450	6420	64.20	XV
Calorie chart information influences purchase of RTE food products	575	2960	1700	900	300	6435	64.35	XIII
If the RTE food products do not show information clearly, will definitely not buy them	1125	2560	1400	660	150	5895	58.95	XXIX
The labels need clearly indicate about ingredient and general information	375	3440	1950	600	0	6365	63.65	XXVIII
Tend to buy the packed RTE food items that are easily microwaveable	500	1760	3250	1200	225	6935	69.35	II
Packaging material influence purchase decision	700	2760	1350	1140	525	6475	64.75	X
When buy rte snacks, food or sweets, prefer plastic bags	700	1960	2200	1500	300	6660	66.60	V
Buy RTE food product by considering the appearance of packaging	625	3000	1450	900	225	6200	62.00	XXI
Nice package design influences decision	700	2400	2250	780	300	6430	64.30	XIV
Found pale packaging is boring and dull	875	2040	2300	600	600	6415	64.15	XVI
Usually go for the colorful packaging	625	2240	2550	540	225	6180	61.80	XXIII
Package picture increases attention and trial	1050	2000	1650	1320	150	6170	61.70	XXIV
Nice picture and bright color on pack strongly influence decision.	1000	1840	1650	1620	300	6410	64.10	XVII
Usually buy RTE food items because of discount.	775	2160	1950	1140	525	6550	65.50	IX
Buy one get one free attracts me to purchase packed RTE food items.	875	2280	2000	660	525	6340	63.40	XIX

Conclusion

The present study concludes that the packaging of ready to eat food products should play a vital role while making the purchase. While determining the feeling about packed ready to eat food products, it has been concluded that, in case of importance 45 percent are strongly agree, 23 are agree, 12 percent people have neutral feelings, 10 percent peoples are disagree and 10 percent people are strongly disagree, for interesting 28 percent are strongly agree, 39 percent are agree, 24 percent have neutral opinion, 8 are disagree, 1 percent are strongly disagree, in case of relevance 15 percent are strongly agree, 37 percent are agree, 39 percent have neutral opinion, 6.0 are disagree, 3 strongly disagree, in case of excitement, 19 percent are strongly agree, 46 percent are agree, 26 percent have neutral opinion 7 percent are disagree, 2 percent strongly disagree, for meaning, 32 percent are strongly agree, 35 percent are agree, 19 percent have neutral opinion 11 are disagree, 3 strongly disagree, the result also shows that for appealing 26 percent are strongly agree, 40 percent are agree, 26 percent have neutral opinion 7 percent are disagree, 1 percent strongly disagree, for fascinating, 25 percent are strongly agree, 35 percent are agree, 25 percent have neutral opinion 13 percent are disagree, 2.0 percent, strongly disagree, for valueableness, 43.0 percent are strongly agree, 36 percent are agree, 13 percent have neutral opinion 6 are disagree, 2.0 percent, strongly disagree, for involvement, 23 percent are strongly agree, 39 percent are agree, 29 percent have neutral opinion 5 percent are disagree, 4 percent are strongly disagree, and for need, 53 percent are strongly agree, 28 percent are agree, 6.0 percent have neutral opinion 3 percent are disagree, 10 percent are strongly disagree. While

analyzing feeling about the packaging of ready to eat food products during the purchase, the consumer strongly believes that the packaging places an important role during the purchase of packed ready to eat food products in Jammu area. It can be concluded that both male and female like red colour, the square shape packaging and the image of product for graphics. The similar conclusion also holds for age and education level.

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