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## A STUDY ON THE IMPACT OF CREATIVE PACKAGING DESIGN THAT INFLUENCES CONSUMER PERCEPTION AND PURCHASE INTENTION WITH REFERENCE TO WINTRACK PACKS, KARUR

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### ABSTRACT

The objective of this study is to determine the impact of product packaging on consumer buying behaviour. The purpose of this research is to examine the factors, which are impact on consumer buying behaviour. This is the primary research and data collected through structured questionnaire from the respondents of Karur population of the state of Tamilnadu. The main theoretical framework of this study focus on the finding of relationship between consumer's decision about buying the product and different factors of packaging such as packaging colour, background image, wrapper design, packaging material.

**Keywords-** Consumer behavior, Creativity Packaging design, Purchase intention.

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### 1. INTRODUCTION

In the fiercely competitive consumer market, where products vie for attention on crowded shelves and digital platforms, packaging design stands as a pivotal factor influencing consumer perception and purchase decisions. Creative packaging design transcends its traditional role of protecting and containing products; it serves as a powerful communication tool that conveys brand identity, evokes emotions, and shapes consumer perceptions.

This project aims to delve into the intricate relationship between creative packaging design and consumer behavior, specifically focusing on its impact on consumer perception and purchase intentions across various product categories. Understanding how consumers perceive and respond to creative packaging design is essential for businesses seeking to differentiate their products, enhance brand image, and drive sales in today's dynamic marketplace. The significance of packaging design in influencing consumer perception cannot be overstated. Research indicates that consumers form instant judgments about products based on their packaging, often associating packaging design with product quality, value, and brand personality.

#### OBJECTIVES OF THE STUDY

- To examine the influence of creative packaging design on consumers' perception of a product.
- To investigate how creative packaging design affects consumers' purchase intention.
- To identify key elements of creative packaging design that significantly impact consumer behaviour.

#### SCOPE OF THE STUDY

- The study will focus on examining the influence of packaging design on consumer perception and purchase intention, specifically analysing factors such as colour, typography, imagery, and material choice within the packaging industry.
- The study will examine the extent to which packaging design influences consumer perceptions and purchase intentions.
- The study will assess the impact of packaging design on consumer attitudes and their likelihood of making a purchase.

#### NEED OF THE STUDY

- To evaluate the influence of packaging over consumer buying behaviour (consumer perception and purchase intention)
- To observe how these factors effect consumer's decision of purchasing a product.
- To find out those elements behind the success of product packaging.

## 2. REVIEW OF LITERATURE

1. **Chen L & Garcia A (2022)** conducted an in-depth study on "Unveiling the Role of Sensory Packaging Design in Influencing Purchase Intentions" this study investigated how sensory elements incorporated into packaging design influence consumer perceptions and purchase intentions and it explored the use of tactile, visual, and olfactory cues to enhance the overall consumer experience and drive purchasing behaviour.
2. **Wang Y & et al (2022)** engaged in a empirical study on "The Influence of Packaging Colour on Consumer Perception and Purchase Decision-Making: A Cross-Cultural Study" this cross-cultural study examined how different cultural backgrounds influence the perception of packaging colours and their impact on purchase intentions and it provided insights into the cultural nuances of colour psychology in consumer behaviour.
3. **Nguyen T & Patel (2022)** conducted an investigation on "Packaging Design Innovations and Sustainable Consumption: A Consumer Perspective" this research explored the intersection of packaging design innovations and sustainable consumption practices and it investigated how environmentally friendly packaging designs influence consumer perceptions of brands and products, ultimately shaping purchase intentions in favour of sustainable options.
4. **Kim J & et al (2022)** engaged in a research on "Impact of Innovative Packaging Design on Consumer Behavior: A Meta-Analysis" this meta-analysis synthesized findings from various studies to understand the overall impact of innovative packaging design on consumer perception and purchase intention and it examined different dimensions of creativity in packaging and their effects across diverse product categories and consumer demographics.
5. **Smith J & Johnson L (2022)** devoted their research on ""The Influence of Creative Packaging on Consumer Perception and Purchase Intention: A Study in the UK Cosmetic Industry" this study explored the impact of creative packaging design on consumer perception and purchase intention within the UK cosmetic industry and it investigated how elements of creativity in packaging affect consumer attitudes and behaviours towards cosmetic products

## 3. RESEARCH METHODOLOGY

### RESEARCH DESIGN

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyse data to answer research questions or test hypotheses. This paper has employed a descriptive research method.

### METHOD OF DATA COLLECTION

This paper is solely based on the primary data. A well-structured questionnaire has been used to collect the data. The interview method was employed while the data was collected.

### POPULATION

The research focuses on the general public who utilize the products of Wintrack Packs Limited in Karur. From this population, a finite subset is selected as a sample to investigate its properties. This sample is intended to be a representative portion of the overall population.

### SAMPLING UNIT

The area of research is concentrated on Wintrack Packs, at Karur.

### SAMPLE SIZE

The sample size denotes the quantity of sampling units chosen from the population. For this study, 120 respondents were selected randomly. Their responses to different elements within each question were combined for statistical analysis.

### SAMPLING METHOD

This study utilizes simple random sampling to gather a representative sample from the focused research area of Wintrack Packs in Karur.

### TOOLS FOR DATA ANALYSIS

#### DESCRIPTIVE STATISTICS

This chapter deals with the descriptive and statistical analysis of the primary data collected from the employee who working in the organization. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred. Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is normally used for inferring the results in quantitative terms. In

this study, percentage analysis was used to measure the percentage of demographic profile of those employees who participated in the study on various aspects.

**CORRELATION**

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increase as the other decreases.

**CHI-SQUARE**

Chi Square test of homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test statistic is formed as independence test and homogeneity test.

**SCALING METHOD**

The process of arriving at a set of statements to measure attitude, opinion, or perception is known as scaling. In this paper, an impact of creative packaging design that influences consumer perception and purchase intention is analyzed using a questionnaire based on a five-point Likert scale.

**4. DATA ANALYSIS AND INTERPRETATION**

**DATA ANALYSIS**

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviours, and trends. It allows organizations to gain insights into customer preferences, market dynamics, and operational efficiency.

**4.1 DESCRIPTIVE STATISTICS**

**TABLE – 1 - Coloured packaging design influences purchasing decision**

Coloured packaging design	Respondents	Percentage
Strongly Disagree	64	53.3%
Disagree	50	41.7%
Neutral	2	1.7%
Agree	2	1.7%
Strongly Agree	2	1.7%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

Source: Primary data

**INFERENCE:** From the above Table No: 4.2.16, It was found that 53.3% of respondents strongly agreed that coloured packaging design influences purchasing decisions, 41.7% of respondents agreed towards the statement while 1.7 % of respondents felt neutral, 1.7 % of respondents disagreed and remaining 1.7 % of respondents strongly disagreed.

**4.2 CORRELATION**

**TABLE.2 - The packaging design enhances overall quality and Structural design boosts products’ uniqueness and innovation**

**H0** – There is no statistical significant correlation between the packaging designs enhances overall quality and Structural design boosts products’ uniqueness and innovation

**H1** – There is a statistically significant correlation between the packaging designs enhances overall quality and Structural design boosts products’ uniqueness and innovation.

	The packaging design enhances overall quality	Structural design boosts products uniqueness and innovation	
The packaging design enhances overall quality	<b>Pearson Correlation</b>	1.000	0.854
	<b>Sig. (2-tailed)</b>		.000
Structural design boosts products’ uniqueness and innovation	<b>Pearson Correlation</b>	0.854	1.000
	<b>Sig. (2-tailed)</b>	.000	

**INFERENCE** - From the correlation table 4.3.1, it can be seen that the correlation coefficient value is coefficient value is 0.854 which lies in the low correlation region since  $p\text{-value} (0.00) < 0.05$ , we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the packaging designs enhances overall quality and structural design boosts products' uniqueness and innovation

**TABLE 3** - Packaging reflects brand, shapes perception and Packaging design conveys product information

**H0** – There is no statistical significant correlation packaging reflects brand, shapes perception and packaging design conveys product information

**H1** – There is a statistically significant correlation packaging reflects brand, shapes perception and packaging design conveys product information

		Packaging reflects brand, shapes perception	Packaging design conveys product information
Packaging reflects brand, shapes perception	Pearson Correlation	1.000	0.839
	Sig. (2-tailed)		.000
Packaging design conveys product information	Pearson Correlation	0.839	1.000
	Sig. (2-tailed)	.000	

**INFERENCE** - From the correlation table 4.3.2, it can be seen that the correlation coefficient value is 0.839 which lies in the low correlation region since  $p\text{-value} (0.00) < 0.05$ , we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the packaging reflects brand, shapes perception and packaging design conveys product information

### 4.3 CHI-SQUARE

**TABLE 4** - Specific aspects of packaging design that boosts purchase intention and the sustainability aspect of the packaging design (use of eco-friendly materials, recyclable packaging, etc.) influences my purchasing decision.

**H0** – There is no significant relationship between the specific aspects of packaging design that boosts purchase intention and the sustainability aspect of the packaging design (use of eco-friendly materials, recyclable packaging, etc.) influences my purchasing decision.

**H1** – There is a significant relationship between the specific aspects of packaging design that boosts purchase intention and the sustainability aspect of the packaging design (use of eco-friendly materials, recyclable packaging, etc.) influences my purchasing decision.

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	25.08	9	.003
Likelihood Ratio	19.47	9	.021
Linear-by-Linear Association	1.06	1	.303
N of Valid Cases	120		

Source: Primary Data

**INFERENCE**- From the above Table No: 4.3.1, it was found that the Pearson Chi-Square significant value is .003 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the specific aspects of packaging design that boosts purchase intention and the sustainability aspect of the packaging design (use of eco-friendly materials, recyclable packaging, etc.) influences my purchasing decision.

**TABLE 5**- Preferred product type and the colour scheme used in the packaging design of a product significantly influences my purchasing decision.

**H0** – There is no significant relationship between the preferred product type and the colour scheme used in the packaging design of a product significantly influences my purchasing decision.

**H1** – There is a significant relationship between the preferred product type and the colour scheme used in the packaging design of a product significantly influences my purchasing decision.

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	22.35	12	.034

<b>Likelihood Ratio</b>	14.73	12	.256
<b>Linear-by-Linear Association</b>	.04	1	.837
<b>N of Valid Cases</b>	120		

Source: Primary Data

**INFERENCE-**From the above Table No: 4.3.2, it was found that the Pearson Chi-Square significant value is .034 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the preferred product type and the colour scheme used in the packaging design of a product significantly influences my purchasing decision.

## 5. FINDINGS

1. It has been inferred that 53.3 % of the respondents strongly agreed that coloured packaging design influences purchasing decision
2. It can be concluded that there is statistically significant correlation between the packaging designs enhances overall quality and structural design boosts products' uniqueness and innovation.
3. It has been ascertained that there is statistically significant correlation between the packaging reflects brand, shapes perception and packaging design conveys product information.
4. It has been affirmed that there is a significance relationship between the specific aspects of packaging design that boosts purchase intention and the sustainability aspect of the packaging design (use of eco-friendly materials, recyclable packaging, etc.) influences my purchasing decision.
5. It has been shown that there is a significance relationship between the preferred product type and the colour scheme used in the packaging design of a product significantly influences my purchasing decision.

## 6. SUGGESTION

- Conduct consumer surveys and focus groups to gather qualitative insights on packaging preferences and perceptions.
- Utilize eye-tracking technology to analyse consumer attention and engagement with different packaging designs.
- Conduct A/B testing experiments to compare the effectiveness of various packaging elements on purchase intentions.
- Explore case studies of successful product launches with creative packaging to identify key strategies and best practices.
- Investigate the role of digital and interactive packaging solutions in influencing consumer behaviour.

## 7. CONCLUSION

The research highlights the pivotal role of creative packaging in shaping consumer perceptions and purchase decisions. Findings suggest that well-executed marketing design can differentiate brands, evoke positive emotions, and increase perceived product value. The study emphasizes the significance of environmental considerations and ongoing adaptation to meet evolving consumer expectations in the competitive marketplace.

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