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EFFECT OF PRODUCT PACKING ON CONSUMER BEHAVIOUR

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ABSTRACT

The study on the effect of product packaging on consumer behaviour examines how different packaging elements influence consumers' perceptions and purchasing decisions. The study focuses on colour, design, shape, material quality, brand logo, product images, size and eco-friendliness. It considers packaging as both a protective medium and an important marketing communication tool. Data were collected through a structured questionnaire from selected respondents and analysed using descriptive statistical techniques such as percentages, averages and other suitable methods. The study also examines packaging preferences, the role of packaging information, ethical labels, multilingual information and packaging as a means of communicating brand values. The study provides insights for marketers and manufacturers to improve packaging strategies and understand consumer preferences and purchasing behaviour.

KEYWORDS: Product Packaging; Consumer Behaviour; Packaging Design; Packaging Information; Brand Perception; Purchase Decision; Sustainable Packaging; Marketing Communication.

INTRODUCTION

Consumer behaviour deals with the way individuals and households decide what to buy, how they use products and how they respond to products after purchase. Purchasing decisions are influenced by personal characteristics, attitudes, emotions, social influences and physical cues

associated with the product. Among these physical cues, packaging is an important factor because it is often the first point of contact between a consumer and a product.

Product packaging performs a protective function, but it also attracts attention and communicates information about the product and brand. Colour, typography, graphics, shape, material, size and overall design can create a first impression and influence perceived quality and value. Packaging can also create emotional associations through storytelling, cultural references and familiar brand elements.

Packaging supports consumer decision-making by presenting information such as ingredients, usage instructions, nutritional details and safety warnings. Functional and convenient packaging can make products easier to use, store and carry. Sustainable packaging can additionally communicate environmental values. Thus, packaging can influence attention, perception, preference, purchase intention and brand loyalty.

REVIEW OF LITERATURE

The reference study reviews literature covering packaging design, consumer buying behaviour, nutrition labelling, smart packaging, sustainable packaging and packaging materials.

- **Jingyi Lin (2024): *Effect of Product Packaging on Consumer Behaviours***

Packaging acts as a silent communicator and helps create the consumer's first impression. Colour, build quality, wrapper design and innovative features can attract attention, differentiate products and support sales.

- **Avinash Rajkumari and Vipin Jain (2021): *A Literature Study on the Product Packaging Influences on the Customers Behavior***

Packaging features such as colour, quality, wrapper design and innovation can increase product appeal and brand recall. Packaging information such as nutrition facts and safety instructions supports informed choices.

- **Maimuna Bulama, Mukhtar Halliru and Ahmad Audu Maiyaki (2021): *Impact of Packaging Fast-Moving Consumer Goods on Consumer Buying Behaviour***

Packaging is an important marketing communication channel. Colour, design, shape, material and printed information can influence consumer choice and purchase intention, while packaging also provides protection and convenience.

- **Iina Ikonen (2020): *Consumer Effects of Front-of-Package Nutrition Labeling: An Interdisciplinary Meta-analysis***

Front-of-package nutrition labels can make information easier to understand and help consumers identify healthier options, although clearer information does not always lead to healthier purchases.

- **Pankaj Thakur, Piyush Mehta and Nikhil Gupta (2017): *An Impact Study of Food Product Packaging on Consumer Buying Behaviour***

Graphics, colour, size, shape and material were identified as important influences on buying behaviour. Innovative packaging, brand image and product quality together can increase consumer preference.

- **Mahera Mazhar, Sana Arz Bhutto and Muhammad Mubin (2015): *Impact of Product Packaging on Consumers Buying Behavior***

Wrapper design, colour and innovative features were significant influences on purchase decisions, while the study reported that packaging material itself did not have a meaningful effect on consumer choice.

- **Fuad Mohammed Alhamdi (2020): *Role of Packaging in Consumer Buying Behavior***

Colour, design, size and innovation were identified as important packaging attributes for attracting buyers and strengthening brand image.

- **Shoue Chen et al. (2020): *The Role of Smart Packaging System in Food Supply Chain***

Smart and intelligent packaging can support food quality, safety, traceability, shelf life and sustainability while reducing food loss and waste.

- **Chang Liu, Mat Redhuan Samsudin and Yuwen Zou (2025): *The Multidimensional Impact of Packaging Design on Purchase Intention: A Systematic Hybrid Review***

The systematic review identified visual design and product information as two important dimensions influencing consumer buying behaviour and purchase intention.

- **Sony Kumari, Rahel Debbarma and Nahid Nasrin (2024): *Recent Advances in Packaging Materials for Food Products***

Active and intelligent packaging technologies can improve food safety, extend shelf life and preserve product quality, while eco-friendly packaging is becoming increasingly important.

- **Muhammad Saad Ullah et al. (2024): *Exploring the Relationship Between Green Marketing Strategies and Consumer Purchase Behavior***

Eco-labels, green packaging, environmental awareness and sustainable branding can encourage environmentally conscious purchases and reinforce brand image.

- **Florencia Versino, Sandra Rivero and Olivia Valeria López (2023): *Sustainable and Bio-Based Food Packaging: A Review on Past and Current Design Innovations***

Bio-based materials and active or intelligent packaging technologies can improve food quality, extend shelf life, reduce waste and support circular-economy principles.

- **Kenneth Marsh and Betty Bugusu (2007): *Food Packaging — Roles, Materials, and Environmental Issues***

The study reviews glass, paper, plastic and metal packaging and explains the basic roles of packaging in product protection, safety and shelf-life extension.

- **Lindani Koketso Ncube et al. (2021): *An Overview of Plastic Waste Generation and Management in Food Packaging Industries***

The review highlights plastic waste from food packaging and recommends reduce, reuse and recycle approaches and circular-economy practices.

- **Patricia Müller and Markus Schmid (2019): *Intelligent Packaging in the Food Sector: A Brief Overview***

Intelligent packaging using sensors, indicators and data carriers can monitor quality, improve traceability, reduce waste and contribute to consumer satisfaction.

- **Joanna Wyrwa and Anetta Barska (2017): *Innovations in the Food Packaging Market: Active Packaging***

Active packaging technologies such as oxygen scavengers, moisture absorbers and ethylene regulators can preserve quality and extend shelf life.

- **Deniz Turan, Barbera M. Keukens and Hendrik N. J. Schifferstein (2024): *Food Packaging Technology Considerations for Designers***

Packaging design needs to balance consumer demands, product protection, manufacturing limitations and environmental sustainability.

- **Priyanka Prasad and Anita Kochhar (2014): *Active Packaging in Food Industry***

Active packaging improves food quality and shelf life through technologies including oxygen scavengers, antimicrobial systems, flavour absorbers and time-temperature indicators.

STATEMENT OF PROBLEM

The study addresses the question: **How can sustainable and clever packaging increase consumer appeal, prolong shelf life, and lessen environmental impact?** Packaging influences consumer attention, communicates product information and creates a first impression. At the same time, changing preferences have increased interest in safer, healthier and environmentally sustainable packaging solutions. The problem is therefore to understand

how packaging elements and innovations influence consumer behaviour and purchasing decisions.

RESEARCH GAP

Existing research has covered intelligent and ecological food packaging, but the reference study identifies a gap concerning long-term consumer acceptance of these innovations, particularly in developing markets such as India, and their commercial viability at scale. Existing work often concentrates on the technology itself, including active, intelligent and bio-based packaging, while giving comparatively less attention to consumers' willingness to pay a premium, promotional strategies across socio-economic groups, and practical adoption constraints such as supply-chain and infrastructure challenges.

RESEARCH OBJECTIVES

- To comprehend how different packaging components affect consumer behaviour.
- To look into how product packaging works as a useful instrument for marketing communication.
- To analyse the impact of product packaging in conveying essential product information to consumers.

RESEARCH METHODOLOGY

Primary Data: The study uses firsthand information about consumers' opinions and behaviours regarding product packaging. A quantitative approach using surveys or structured questionnaires is described. The questionnaire covers colour, design, material, innovation and sustainability features and their effect on brand preferences and purchasing decisions.

Secondary Information: Secondary information is drawn from existing literature on consumer behaviour, marketing, sustainability and product packaging, including books, trade journals, university publications and industry studies.

Data Analysis: The study uses descriptive statistical techniques to organise, tabulate and analyse responses. Percentages, averages and suitable statistical methods are used, with results presented through tables, graphs and charts.

Study Scope and Limitations as stated in the reference PDF: The study is limited to Bellary, a six-week period, 150 respondents, and the PDF also states that the study was conducted on only Zomato. The methodology section elsewhere mentions 100 respondents, so the source contains an internal inconsistency that has not been silently corrected here.

DATA ANALYSIS AND INTERPRETATION

The study presents questionnaire responses using frequency and percentage tables followed by interpretations. The questions cover respondent profile, importance of packaging, packaging elements, packaging style and material preferences, packaging design changes, packaging information, ethical labels, multilingual information and the role of packaging in branding and purchase decisions.

Examples of reported results: For premium product packaging, bold and colourful packaging was the most preferred style in the reported responses, followed by sleek and minimalist and traditional/classic designs. Eco-friendly/natural packaging also had notable preference. For packaging material, glass and biodegradable/eco-friendly materials were among the most preferred, while plastic was the least preferred in the reported table.

The reference PDF also reports that 54.5% of consumers had avoided purchasing a product because key information was missing from the packaging. It reports mixed responses to ethical labels: 42.2% said such labels influence their purchases while 44.2% said they do not. Detailed packaging was preferred by 40% of consumers, minimalist designs by 33.3%, and 26.7% said their preference depends on the product type. Nearly half of respondents (47.9%) rated multilingual information as important or very important.

These results indicate that packaging influences consumers through both visual and informational dimensions. The interpretations in the reference PDF also emphasise the importance of clarity, identifiable design, convenience, sustainability and communication of brand values.

FINDINGS

- A majority of consumers (54.5%) had avoided purchasing products because key information was missing from the packaging, showing the importance of clear communication.
- Responses to ethical labels such as organic, cruelty-free and non-GMO were mixed, indicating different levels of sensitivity to ethical and health-related claims.
- Detailed packaging was preferred by 40% of consumers, while 33.3% preferred minimalist designs and 26.7% indicated that their preference depends on the product type.
- Nearly half of respondents (47.9%) considered multilingual information important or very important, reflecting the need for accessible packaging in a linguistically diverse market.
- Packaging elements such as colour, logo and slogans contribute to the communication of brand values and influence brand perception.

SUGGESTIONS

- **Ensure clarity and transparency:** Essential product information such as ingredients, usage instructions, expiry date and certifications should be clearly presented.
- **Adopt ethical labelling:** Where applicable, highlight ethical and health-conscious features such as organic, eco-friendly and cruelty-free claims.
- **Balance design with functionality:** Packaging should be selected according to the product category and target audience, balancing minimalist and detailed designs.
- **Incorporate multilingual labels:** Multilingual information can improve accessibility, particularly for mass-market and daily-use products.
- **Use packaging as a marketing tool:** Consistent use of logos, colours, taglines and value-based messages can reinforce brand identity.

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