

Criteria for Selection of Packaged FMCG by Consumers

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ABSTRACT

The study was conducted on a sample of 200 consumers in Delhi. The specific objective of the study was to find out the preferences of consumers in selection of packaged goods. 93% respondents were females and most of them belonged to income group of Rs. 40,000 and above. Study revealed that 65% consumers purchased consumer goods once a month and majority preferred to purchase from modern retail stores. Findings further suggested that consumers were brand loyal who preferred consumer goods in good quality packaging and gave importance to good experiences with their past purchases.

Key Words : Consumers, Packaged, FMCG

INTRODUCTION

Packaging is defined as the technology and art of preparing a commodity for convenient transport, storage, and sale (Encyclopaedia Britannica, 2008). Packaging is one of the most thrilling areas in the world of retailing, multi-disciplinary and multi-industry which causes numerous boundaries (Deliya, 2012). Kotler has explained that packaging is important in the marketing of a product and referred as the “fifth P”, along with price, product, place and promotion (Kotler, 2003). Packaging must be considered as an component of both product and brand. Packaging influences consumer perception, appeal to the consumer’s emotions and stimulate desire for buying the product.

To attract consumers, the package has to be appealing in terms of good shape, effective size, attractive graphics, bright colors and printing. Therefore, design of a package plays an important role to meet these requirements (Deliya, 2012).

Role of Packaging in Selling Consumer Goods:

According to Panwar (2004), packaging plays an important role in marketing strategy. Almost all the goods that are manufactured or processed require some

packaging in some phase of their production or distribution. Thus, packaging decisions must be included in early design stages and must be considered integral part of the total marketing strategy (Panwar, 2004). The package must convince the consumer that the product could satisfy an inner desire and fulfil daily needs. The role of package in marketing communications is increased as it attracts attention of consumers and communicate the value of product to consumer in the short period at the place of sale. Therefore, it is important to explore package and its elements in more detail in order to understand the important elements that impact consumer’s purchase decision.

Objectives of the study:

- The study was planned with following objectives:
- To study the buying pattern of consumers and their selection for retail stores.
 - To study the selection criteria of consumers for packaged goods.

METHODOLOGY

Sample:

The study was conducted in Delhi and NCR wherein

the practices of consumers were studied with respect to usage and disposal concerning packaging of consumer goods. A total of 200 respondents formed part of study sample. Consumers were those who purchased consumer goods in packaged form. Multi-stage random sampling technique was used to select the respondents.

Study tools:

An interview schedule was designed to obtain information from the consumers with reference to their socio-economic profile, buying patterns and selection criteria of packaged product.

RESULTS AND DISCUSSION

Socio-economic profile:

The majority of respondents belonged to age group of 36-50 years (68.50%) and they were mostly females (93%). Majority (40%) of the respondents were home makers, while rest of the respondents (30% and 23%) were either engaged in business or service, respectively. The study findings revealed that majority of the respondents (86%) had family income of Rs. 40,000 and above per month.

The results of the study revealed that majority (65%) of consumers purchased consumer goods once a month while 27% consumers purchased once in 15 days. Consumers who purchased goods once in 2 months and weekly were 5% and 4%, respectively (Fig. 1).

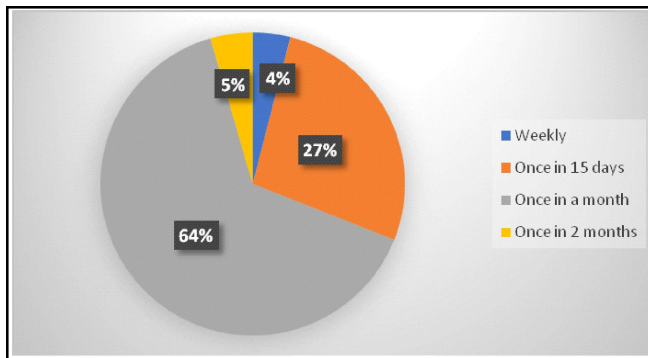


Fig. 1 : Frequency of Purchasing Consumer Goods

Selection of retail stores:

The findings represented in Fig. 2 shows that majority (55%) of consumers preferred to purchase consumer goods from modern retail stores, 40% consumers preferred local kirana stores whereas only 5% consumers preferred to buy from e-commerce websites.

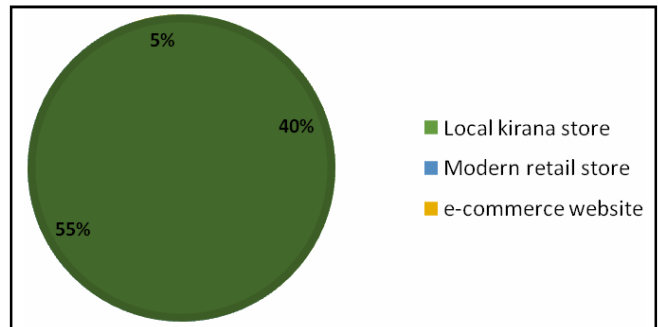


Fig. 2 : Selection of Retail Stores by Consumers

Consumers revealed that more product options are offered in different types of packaging in modern retail outlets as compared to a local kirana store. They felt at ease while selecting the product as they can spend more time and compare information provided on the package. However, Consumers who preferred local kirana store expressed that they felt comfortable when they purchased from local nearby shop. However, purchasing consumer goods from e-commerce website was a relatively new trend that might increase in the coming years.

Selection of packaging material:

A list of selection criteria was prepared and consumers were asked to rate the selection criteria that they consider while making a purchase at the retail store (Table 1).

Weightage matrix analysis for the selection criteria towards FMCG packaging:

Weightages were assigned to each of the selection criterion. Scores were obtained for each of the selection criteria by multiplying the obtained frequency with the weightage. A total of scores obtained for each row were analyzed. The scores ranged between 612 and 906 were categorized to derive their relative importance as follows.

Category	Calculated Range
Least Important	600 – 710
Somewhat Important	711 - 808
Important	809 - 906

Analysis of scores revealed that good experience, brand loyalty, Quality of packaging and price were considered important by consumers. Eco-friendly packaging, label information, package closure and influence of advertisements were considered somewhat important by consumers. On the contrary, a lot of criteria were considered least important for selection of packed

Table 1: Selection Criteria for Packaged Goods

Sr. No.	Selection criteria for a packaged product	LI		SI		MI		VI		EI		Total S
		f	S	f	S	f	S	f	S	f	S	
1.	Packaging Design	12	12	36	72	74	222	52	208	26	130	644
2.	Color of Packaging	20	20	46	92	78	234	42	168	14	70	584
3.	Quality of Packaging	4	4	8	16	12	36	76	304	100	500	860
4.	Label Information	4	4	30	60	26	78	72	288	68	340	770
5.	Package Closure	4	4	10	20	74	222	70	280	42	210	736
6.	Price of Product	12	12	6	12	12	36	52	208	118	590	858
7.	Influence of advertisement	2	2	30	60	58	174	74	296	36	180	712
8.	Influence of family/friends	2	2	26	52	78	234	48	192	46	230	710
9.	Good Experience	4	4	6	12	8	24	44	176	138	690	906
10.	Brand Loyalty	4	4	12	24	24	72	38	152	122	610	862
11.	Longer shelf Life	26	26	38	76	74	222	22	88	40	200	612
12.	Light weight Container	22	22	32	64	84	252	26	104	36	180	622
13.	Lesser waste generation	16	16	14	28	76	228	56	224	38	190	686
14.	Better handling and transportation	28	28	20	40	52	156	72	288	28	140	652
15.	Packaging can be sold/reused	12	12	26	52	54	162	64	256	44	220	702
16.	Eco-friendly packaging	0	0	0	0	48	144	96	384	56	280	808

f: Frequency, S: Score, LI: Least Important, SI: Somewhat Important, MI: Moderately Important, VI: Very Important, EI: Extremely Important

product such as influence of family or friends, packaging could be sold or reused, lesser waste generation, better handling or transport, package design, light, weight, longer shelf life and color of the package.

A simple decision matrix was constructed for easy interpretation of findings. All the selection criteria were listed and checked against the level of importance as per the calculated range. The relative importance of all the

selection criterion could be easily interpreted with the help of decision matrix (Table 2).

Conclusion:

Findings of the study suggest that consumers seemed to be brand loyal who had good experiences with their past purchases. They were not concerned about the waste generated from packaging and its reuse instead

Table 2 : Weightage Matrix Analysis for the Selection Criteria towards FMCG Packaging

Selection Criteria	Level of Importance		
	Least Important	Not so Important	Important
Packaging Design	x		
Color of Packaging	x		
Quality of Packaging			x
Label Information		x	
Package Closure		x	
Price of Product			x
Influence of advertisement		x	
Influence of family/friends	x		
Good Experience			x
Brand Loyalty			x
Longer shelf Life	x		
Light weight Container	x		
Lesser waste generation	x		
Better handling & transportation	x		
Packaging can be sold/reused	x		
Eco-friendly packaging		x	

they made rational decisions by considering price and quality of the packaging for selection of goods. Findings further suggest that consumers look for quality of packaging. This may be because they associate quality of packaging with the product quality. This means that packaging gives an impression that the contained product is appropriate for consumption.

Findings further revealed that consumers gave least importance to lesser waste generation. Moreover, they gave somewhat importance to eco-friendly packaging. This suggest that consumers are inconsiderate about the amount of waste generated and its disposal. Hence consumers need to be educated regarding the environmental concerns with respect to packaging waste generation. This could be achieved through communicating through the package itself wherein disposal instructions could be printed on the packaging.

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