

# IMPACT OF PACKAGING ON THE PURCHASE DECISION OF CONSUMERS: A SPECIAL REFERENCE TO THE ONLINE PURCHASE OF GREEN PRODUCTS

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## ABSTRACT

One of the most important aspects of a product, may it be a food or non food item, is its packaging. Packaging offers a form of consumer protection. It is a form of information tool between the final consumers and the business. Packaging helps to attract the attention of the consumers. Yet, the increasing need of protecting the environment had emphasized the packaging requirements to be not only protecting the products but also must be eco-friendly. The sample population was selected using the snow balling method because the online shoppers were the sample population for the study. The size of the population was 100. Regression was used to analyze the data. The results exhibited the fact that packaging had optimistic relation with the purchase decision towards online green products.

**KEYWORDS:** packaging, type of packaging, consumer purchase decision, green products

## I. INTRODUCTION

In the current world, the packaging of a product should ensure the environmental protection and the requirements of the product. There are four different functions of packaging in marketing:

- Enclosing and protecting the product
- Promoting the product
- Easy usage of product
- Facilitating recycling thus reducing damage to the environment.

## PRODUCT PACKAGING

This concept explains the significance of packaging a product as borne in the minds of consumers. This paper also explains how such packaging influences the purchase decisions of consumers. Packaging also shapes the perception of consumers regarding a product. it helps to induce a better impression about the product in the minds of consumers before the consumer makes a decision to

purchase. Packaging helps to enhance the brand image, product value or the sales of the product.

## GREEN PACKAGING

The concept of green packaging has become an eye-catching issue for both the retailers and the consumers. It also enhances the awareness among the consumers regarding environmental sustainability. The main function of packaging is not just protecting the product but also to be environmental friendly by reducing the environmental issues arising as a result of packaging wastes. Green packaging has to be regarded as one of the competitive strategies by all the business sectors. (Ramesh, and Samudhra Rajakumar, 2019c, 2019d)

## STATEMENT OF PROBLEM

There is a gap in research regarding the examination of relation between attitude and the purchase decision of green products through online. This study contributes to fill the gap so identified. (Ramesh, and Samudhra Rajakumar, 2019a, 2019b)

## NEED FOR THE STUDY

The main function of packaging is not only the protecting the product but also to safeguard the environment by reducing the wastes that harm the environment. It is essential for a business to understand benefits of packaging and adopt it as one of the main strategy of the business to accomplish competitive advantage.

## OBJECTIVES

The purpose of this paper is to examine the influence of packaging on the online purchase decisions of consumers regarding green products.

## II. REVIEW OF LITERATURE

Gheorghe Orzan, Anca Francisca Cruceru, Cristina Teodora Balaceanu and Raluca-Giorgiana Chivu (2018) had presented a study named "Consumers' Behavior Concerning Sustainable

Packaging: An Exploratory Study on Romanian Consumers”. This paper analyzed the behavior of Romanian consumers regarding eco-packaging. The study was carried on among 268 customers. The objectives of the study were wide spread like; eco-packaging types, reasons to purchase green packaging and the role that eco- packaging play to promote sustainability. It was found that, most respondents were aware of the effect of packaging on environment. The major reasons for purchasing green products included protection of the environment, recycling of the packages and the feeling of responsibility towards the environment.

Natdanai Aleenajitpong (2013) had presented a paper named “Attitude towards green packaging and its impact on purchase intention of green packaged consumer products among undergraduates in Bangkok Metropolitan, Thailand”. The current study explored the attitude of consumers towards green packaging. The qualitative survey was carried on among 257 undergraduates who were above the age of 18 and were studying in a university in Bangkok. Analysis of the data was done using regression. The findings of the study showed that the teenagers of Thailand showed a moderate positive attitude towards green packaging which subsequently affected the purchase intention of green packaging products. Further, the attitude of consumers can be influenced by the attitude towards environmental problems and also by the green packaging knowledge.

Rajendran, Salini & Wahab, Siti (2017) had done a study named “Purchasing Intention towards Green Packaged Products”. it was an exploratory study done among the consumers of Malaysia. The purpose of this study was to explore the extent of awareness among the Malaysian consumers regarding the green packaging. The study also examined the factors which influenced the consumers to buy products of green packaging. This study made a survey among 200 respondents. The results of the study showed that the awareness among the Malaysian consumers about green packaging is still very low. They do not possess enough knowledge about the significance of green packaging. In the same time, analysis through multiple regression showed that, the design of the green products packages have an important influence on the purchase intention of consumers regarding green products. The study showed that the design of the package and the knowledge of the consumers about the green products are the major influencers of buying products of green packaging.

Jusuf Zekiri and Vjollca Visoka Hasani (2015) had made a study named “the role and impact of the

packaging effect on consumer buying behavior”. The main aim of this paper was to identify the aspects that had an important role to play in shaping the buying behavior of consumers. The study also made its focus on the factors of packaging effects which leads to the success of the product. The relation between consumer buying process and variables like color of packages, information printed, material used for packaging, package design, image of the brand etc are explored by this study. The primary data was collected through a questionnaire and analysis of the data was done using the SPSS package.

**III. METHODOLOGY**

The independent variable of the study was packaging and the dependent variable of the study was online purchase decision. The persons who made shopping through online were the sample population for the study. 100 was the sample size for this study. Simple random sampling was adopted to select the sample population. Regression was done to analyze the data so collected.

**IV. ANALYSIS AND INTERPRETATION**

**Influence of attitude on purchase decision**

**Model Summary**

<u>R</u>	<u>R Square</u>	<u>Adjusted R Square</u>	<u>F</u>	<u>Sig.</u>
<u>.724(a)</u>	<u>.524</u>	<u>.510</u>	<u>35.288</u>	<u>.000(a)</u>

a. Predictors: (Constant), Attitude

**Coefficients**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.734	.213		8.157	.000
I'm aware environmentally friendly packaged products available in the market.	.240	.055	.394	4.346	.000
I'm more likely to buy green products that are packaged in an eco-friendly manner and made easy for recycling or composting.	.182	.049	.297	3.718	.000
I am willing to pay more to buy green packaged products in order to save environment	.138	.053	.215	2.593	.011

a. Dependent Variable: purchase decision

The table describes the regression analysis of purchase decision. The packaging of the product was taken as the independent variable and the purchase decision was regarded as the dependent variable. Multiple regressions were done to find the effect of packaging on the purchase decision of green products.

The Regression coefficient ( $R^2$ ) is found to be 0.524 which shows that 52.4% of the variance on purchase decision is built by the independent variable. In order to substantiate the magnitude of  $R^2$ ,

ANOVA was done and the result describes a remarkable result ( $F = 35.288$ ;  $p < 0.000$ ) which denotes that the packaging of green products have an influence on the purchase decision (dependent variable). Factors of packaging were significant with purchase decisions. Overall the packaging has positive relationship with purchase decisions.

## V.CONCLUSION

It is essential for the managers to understand the advantages and also the barriers which the consumers perceive while buying green products. This should be done to design policies to alter the needs of consumers for promoting sustainability. The attitude of consumers regarding sustainability can be altered by enhancing the content and communication in the packages. This will also influence the purchase decisions of customers. Packaging factors were noteworthy with purchase decisions. on the whole packaging has positive relationship with purchase decisions.

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## AUTHORS PROFILE



**Ramesh. M** is a Research Scholar pursuing research in Annamalai University. His research area is focused on the study of the customer's purchase decision on green products online.



**Samudhra Rajkumar. C** is Professor and Head of the Department of Business Administration, Annamalai university. He is a recipient of "BEST TEACHER" award twice. Also, he has received "BEST RESEARCH PAPER" award at Hungary. He has visited several countries to participate in conferences. He has conducted workshops on "NONLECTURE METHOD and organized SIMULATED BUSINESS GAMES". He is specialised in Marketing and Corporate Entrepreneurship. He has completed many research projects and consultancy for

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