

IMPACT OF PRODUCT PACKAGING ON CONSUMERS' PERCEPTION AND BEHAVIOR UNDER FMCG PRODUCTS

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Abstract - This research paper explores the impact of product packaging on consumer perception and behavior in the fast-moving consumer goods (FMCG) industry. The study examines how packaging elements such as color, shape, material, and design influence consumer attitudes and purchase decisions. Through a comprehensive review of existing literature and a survey of consumers, the paper highlights the significant role packaging plays in shaping consumer perceptions of product quality, brand image, and overall value. The findings suggest that effective packaging can increase sales and customer loyalty, while poor packaging can negatively impact brand perception and sales. This paper provides insights that can assist marketers and manufacturers in developing effective packaging strategies that align with consumer preferences and drive sales.

Keywords – Consumer perception, Consumer Behavior, Product elements, Consumer buying behavior, Purchasing decision, FMCG.

1. INTRODUCTION

A Product is a blend of tangible and intangible products and services that are being offered to customers for purchase. It is an idea, information or method created as a result of a need or a want. Consumers want fresh and innovative products which can satisfy their needs and demands that is why they get attracted towards products.

Now when we talk about packaging the first think that comes in our mind is safeguarding a product so that it can easily reach the ultimate consumer without any damage. Earlier the packaging objective was confined towards safeguarding the product only but now the entire idea behind packaging a product has been changed, now the aim is not only to protect the product but also to attract consumers, both existing and potential ones. It has been seen that a consumer's perception and behavior differ a lot based on a products packaging and its appearance. It has also been seen that the buying decision depends heavily products packaging, the more appealing the packaging the more are the chances that a consumer will end up buying the product under consideration.

Focus of packaging has now been shifted because of dynamic consumer's desires, choice and preferences. Today Packaging is being used as a marketing strategy to market products to increase the sales. An attractive packaging is helpful in identification of product by the consumers. It is also useful in smooth delivery. Businesses should understand the various packaging elements that impacts consumers buying process. They should be aware of the ingredients in the product and how they play a part in the factors influencing their behavior.

Consumer purchasing decisions are influenced by a product's package, wrapper, and other aspects. Packaging is a whole package that becomes the ultimate USP and encourages impulsive buying. Overall, it aids a business in boosting sales and market share by lowering market and promotional costs.

1.1 REVIEW OF LITERATURE

1) According to ZEKIRI J and HASANI V (2015), "factors of packaging are important in the purchasing process as it facilitate the decision, printed information has all the information, such as, the pricing, the quality and product description which facilitates customer in identifying a product and also helps in the process buying decision.

2) According to Schoormans, R.W and Creusen, M. E., Veryzer (2010), "To know the relationship between consumer product preference and product design, the companies should take all types of product value, aesthetic value should not be the only thing taken into account."

3) According to Cronin, J. J., Brady, M. K, et.al (2000), "indirect effects in service quality and its value has increased the impact on behavioral intent."

4) According to Kuvykaite, R., Dovaliene, A, et.al (2009), "stimulating self-service and dynamic way of living of consumer, as a sales promotion tool has led to the impulsive buying and is also growing rapidly.

5) According to Lifu, F. L. (2012), "Quality product and packaging which complements with the pricing frequently arose the persistent purchase request from a consumer that enables organizations to remain in the business. Out of the box packaging builds instantly accessible market for companies also can benefit in cutting down the advertisement cost."

6) According to Nambiar, N. P and Mahalik, A. N. (2010), "In the world of global markets and cut-throat competition in every product with ever growing consumer demand, it becomes vital for companies to find new ways to enhance productivity in terms of their safety, sustainable packaging, having flexible and stable technology."

7) According to Montero-Calderón, M., Rojas-Graü, et.al (2008), The conditions of packaging studied ignored both deterioration and fermentation in the initial 2 weeks of the storage."

- 8) According to Mutsikiwa, M and Marumbwa, J. (2013), “consumers are very worried about the shelf-life of varied dairy products nevertheless of the weight, precautions and ingredients. therefore, Businesses should not over-emphasize the significance of shelf-life only and ignore other variables but rather maintain them as it can possess a negatively influencing consumer behavior.”
- 9) According to I.E , Ogba, and Johnson, R. (2010), “packaging does influence children's product selections. Children are majorly interested in purchasing of junk foods.
- 10) Peters-Teixeira, A and Badrie, N. (2005). “Packaging element that has impacted majority of the respondents’ choice of products is label, followed by the quality and the packaging type, the brand and visuals.
- 11) According to Laura, K., Aiste D and Rita, N. (2009), “packaging performs as a significant role in marketing as it facilitates communications, especially in sales, it must be considered important variables influencing the consumer's purchasing choice.”
- 12) According to Silayoi, P and Speece, M. (2004). “Visual elements of product package plays an vital role, furnishing a product to many consumers, especially to the low involvement consumers.
- 13) According to Silayoi, P and Speece, M. (2007), “There is a division for the elements that the consumers consider most vital. Some are more oriented toward the visual, while a little portion of the segment focuses on details that are there on the label.”
- 14) According to Baecke, M., Stoll, S and Kenning, P. (2008). “There is evidence in neuroscience which reveals that the brain produces negative visual stimulus in a distinct manner than the positive. The study investigated, whether or not is it possible to transfer these findings in one specific, marketing stimulus. engaging and non-engaging packaging were able to active distinct cortical changes.”
- 15) According to Farley, L. E., Wells, H, et.al (2007). “Packaging has a notable influence on consumers' purchasing decisions; 73% of respondents said they consider packaging while purchasing.”
- 16) According to Venter, K., van der Merwe, D., et.al (2011). “Consumers are tend to make perceptions of varied food products by the visual stimulus on packaging of the food that grabs their attention. These perceptions have immediate effect on their decision of buying when making a purchase, that focuses on attention-capturing packaging features.”
- 17) According to Lodhi, R., Saeed, R.N., Rauf, et.al (2013), “The consumer behavior is positively impacted by labelling. Consumers buy more of a product after considering one with a well-written label. As a result, labelling influences customer behavior.”
- 18) According to Guaraldo, C. P. D., Bento, A. C., & Silva, E. (2022), Even after developing a favourable opinion of the products, consumers have only changed their minds about buying junk food when it comes to sugary beverages. Kids couldn't stop consuming such unhealthy foods.”
- 19) According to Panda, D., Masani, S., & Dasgupta, T. (2022), “FMCG, being a less involvement market, majority of the buying decisions are made under pressure of time. So, as a point of interaction between consumers and products, it has huge potential in influencing the purchase decisions.”

1.2 RATIONALE OF THE STUDY

The goal of this study is to frame a hypothetical analysis of packaging elements and how they affect consumer perception and behavior. The study aims to identify the characteristics that influence consumer preference when a variety of options are offered. This study has the intention to identify element of packaging that are having the most impact on behavior of the consumer when multiple choices are available. By understanding such factors that drive consumer behavior in relation to the packaging design, companies/marketers can create more effective strategies for packaging to improve sales and loyalty towards their brand. Overall, the study is important for companies and brand managers in FMCG industry, as it will enable them in understanding the critical factors influencing the consumer behavior in relation with the packaging elements

1.3 OBJECTIVE OF THE STUDY

2. To determine correlation between possible product elements under the study.
3. To determine how product packaging affects consumer behavior and perception

2. METHODOLOGY

2.1 The Study

The research goal is to identify the impact of varied packaging elements and how it influences consumers buying decisions through changes in their perception and behaviour. The study aims at helping companies to further identify change in consumers perception because to changing taste and preferences so that they can alter the way they package their products to increase their sales volume.

2.2 The Research Design

Descriptive Research Design is been used in the research. It's a method of research that talks about the features of the population under study. This concentrates more on “What”, "where," "when" and "how" of the research rather than the “why” of the research subject.

2.3 The Sample

This study is based on a probability sampling technique that takes into account basic random sampling. Here in simple random sample, it includes the entire population, where everyone has an equal chance of selection.

• TARGET POPULATION

The research is conducted to sense the pulse of all age groups belonging to Indore city. It has determined the choice of people and their behavioral characteristics in relation with Packaging elements.

• SAMPLE SIZE AND SAMPLING METHOD (RANDOM SAMPLING)

Total **181** responses have been collected from people of Indore city. The data from the respondents are collected based on their experience and choice.

2.4 TOOL FOR DATA COLLECTION

a. Primary Data

Raw data are collected as part of primary data collection. It is the procedure by which a researcher gathers the real data for a certain research goal. In this research, **181** responses from people of Indore are collected through a questionnaire (**Google Form**) which was divided into two parts, part A focused on collecting the general demographic information from the respondents and part B had **Likert Scale (5 point)** which was major portion of the questionnaire.

b. Secondary Data

On the other hand, secondary collection of data is assembling of data that has already been gathered by another researcher. It involves collecting information from already published materials (books, journals, online resources, etc)

19 research papers and articles are being considered here. The data has been gathered, summarized and analyzed from these papers to understand the results of previous researches.

2.5 Tools for Data Analytics

SPSS (Statistical Package for the Social Sciences) has been used in the research as it is an ideal analysis tool for data analysis, taking this tool will enable the processing of data interpretation in a better way. In the research SPSS 22.0 version has been used.

• Data Analysis and Hypothesis Testing

250 people were issued the questionnaire, and 181 of them answered it. 72% of respondents are in favor. The number of respondents and the demographic information about them that were included in the survey are shown in Table 1. 181 legitimate participants answered all 13 of the survey's questions.

		Frequency	Percent
Valid	male	45	24.9
	female	136	75.1
	Total	181	100.0

Table: 1

Objective 1:

CORRELATION

H0: There is no correlation between the packaging colour (Q4) and the packaging design. (Q7)

H1: There is correlation between the packaging colour(Q4) and the packaging design. (Q7)

Correlations			
		4. You get influenced by the color of Packaging while selecting a product.	7. You believe that the Product Packaging design has an impact on product selection during the buying process.
4. You get influenced by Packaging colour while making a purchase decision.	Pearson Correlation	1	.191**
	Sig. (2-tailed)		.010
	N	181	181
7. You believe that the Product Packaging design has an impact on product selection during the buying process.	Pearson Correlation	.191**	1
	Sig. (2-tailed)	.010	
	N	181	181
Correlation at 0.01 level is significant (2-tailed).			

Interpretation: The correlation shows a substantial positive association between packaging color and the influence of packaging design on product choice ($r = 0.191, p = 0.010$). This demonstrates that consumers who are more prone to be swayed or affected by packaging color are also more inclined to think that packaging style affects the choice of goods.

P-value is not significant at the level it should be.

05, we decide to disregard the null hypothesis while interpreting that there is an association between the two which is statistically significant.

H0: There is no correlation between the attractiveness of product label(Q5) and the packaging design. (Q7)

H1: There is correlation between the attractiveness of product label(Q5) and the packaging design. (Q7)

Correlations			
		5. While purchasing a product did appealing label of the product plays an important role	7. You believe that the design of product packaging has an impact on selection of a product during the buying process.
5. You consider the attractiveness of a product label as an important factor when buying a product.	Pearson Correlation	1	.391**
	Sig. (2-tailed)		.000
	N	181	181
7. You believe that the Product Packaging design has an impact on product selection during the buying process.	Pearson Correlation	.391**	1
	Sig. (2-tailed)	.000	
	N	181	181
Correlation at 0.01 level is significant (2-tailed).			

Interpretation: The correlation between the statement is **positive** and significant ($r = .391, p < .01$). This shows that respondents who consider attractiveness of a product label as important are also more likely to have the same opinion that product During the purchasing process, product choice is influenced by packaging design. Less than the level of significance, the p-value.

05, we disregard the null hypothesis while interpreting that there is a meaningful association between the two assertions.

H0: There is no correlation between the packaging material’s quality (Q6) and the packaging quality and its price. (Q12)

H1: There is correlation between the packaging material’s quality(Q6) and the packaging quality and its price. (Q12)

Correlations			
		6. You think that material quality used for product packaging affect your perception and the buying process.	12. You believe that product's price and packaging quality are related.
6. You think that the Quality of the packaging material holds importance in the buying process and impact perception.	Pearson Correlation	1	.290**
	Sig. (2-tailed)		.000
	N	181	181
12. According to you the quality of packaging is related with the price of the product.	Pearson Correlation	.290**	1
	Sig. (2-tailed)	.000	
	N	181	181
Correlation at 0.01 level is significant (2-tailed).			

Interpretation: Statements 6 and 12 have a positive association, according to the correlation table. The P value is.000, which is less than the significance level of.050, indicating that the correlation between the variables is significant. The correlation coefficient is 0.290, which indicates a moderately positive connection between the two. As a result, participants who believe that the quality of the packaging is important in the purchasing process are also more likely to believe that the packaging quality is correlated with the cost of the product.

We disregard the null hypothesis and interpret that there is association between the two that is significant when value of “p” is less than the level of significance.05.

H0: There is no correlation between the complexity of language on package (Q9) and the Importance of printed information on package (Q8).

H1: There is correlation between the complexity of language on package (Q9) and the Importance of printed information on package (Q8).

Correlations			
		9. The degree of linguistic complexity on the package influences your purchasing decision.	8. Does the information printed on the package such as quality and price helps you in purchasing.
9. Complexity of the Language used on the package affects your decision during the buying process	Pearson Correlation	1	.299**
	Sig. (2-tailed)		.000
	N	181	181
8. Printed information on the package such as quality and price help you in purchasing.	Pearson Correlation	.299**	1
	Sig. (2-tailed)	.000	
	N	181	181
Correlation at 0.01 level is significant (2-tailed).			

Interpretation: The correlation reveals that there is a positive correlation between complexity of language used on the package and the significance of printed information on the package such as quality and price, it has correlation coefficient of .299 ($p < .01$, two-tailed). This tells that the consumers who are influenced by the complexity of language may also rely on the printed information of the product such as its quality and price. Less than the level of significance, the p-value. 05, the null hypothesis is rejected, and the results indicate that there is a association between the two which is significant.

H0: There is no correlation between importance of innovation in packaging (Q11) and influence of green packaging (Q13)

H1: There is correlation between importance of innovation in packaging (Q11) and influence of green packaging (Q13)

Correlations			
		11. While making a purchase decision, you consider innovation in product as a vital factor.	13. You get influenced by Green product packaging (sustainable packaging) while making a purchase decision. You get influenced by Green product packaging (sustainable packaging) while making a purchase decision.
11. You consider Innovation in product packaging as an important factor during the buying process.	Pearson Correlation	1	.170*
	Sig. (2-tailed)		.022
	N	181	180
13. You get influenced by green product packaging (sustainable packaging) while making a purchase decision.	Pearson Correlation	.170*	1
	Sig. (2-tailed)	.022	
	N	180	180
Correlation at 0.01 level is significant (2-tailed).			

Interpretation: R value is .170 which reveals a **positive correlation (weak)**. P Value .022 < 0.50 (level of significance). it shows that the correlation between them is significant.

This reveals that people who give importance to innovative packaging are slightly more likely to be give importance to sustainable packaging while making a purchase decision, and vice versa. The correlation coefficient is relatively small (0.170), which indicates that relation amongst them is not very strong.

Less than the level of significance, P-value. Thus, we reject the null hypothesis and come to the conclusion that there is a meaningful association between the two.

All the possible correlation which are there in the study has been analyzed and it can be conclude to justify the objective of the study that there is correlation between different product elements, that is: The product's colour and design, the product's label and packaging's appeal, the packaging material's quality and price, the complexity of the language used on the package, the significance of printed information on the package, the impact of packaging innovation, and the influence of green packaging are all factors. (These correlations were subject to the elements under study)

FOR OBJECTIVE 2:

ONE SAMPLE T-TEST

Here, a single sample T-test has been performed to examine the package components that have an effect on consumer purchasing decisions. The one-sample t test determines whether a single variable's mean deviates from a predetermined constant.

Table: 2

One-Sample Statistics					
	N	Mean	Std. Deviation	Std. Error Mean	Interpretation
4. You get influenced by the color of Packaging while selecting a product.	181	3.519	1.0033	.0746	Low mean score (get influenced strongly) and High standard deviation (huge variation in responses)
5. While purchasing a product did appealing label of the product plays an important role.	181	3.691	.8840	.0657	Moderate mean score (consider attractiveness of a product label) and lower standard deviation (less variation in responses.)
6. You think that material quality used for product packaging affect your perception and the buying process.	181	4.000	.7958	.0592	Highest mean score (strongly agree) and Low standard deviation (less variation)
7. You believe that the design of product packaging has an impact on selection of a product during the buying process.	181	3.740	.9393	.0698	Moderate mean score (certain amount of impact) and relatively high standard deviation (much variation)
8. Does the information printed on the package such as quality and price helps you in purchasing.	181	4.166	.9575	.0712	Highest mean score (strongly agree) and standard deviation is relatively high (some variation)
9. The degree of linguistic complexity on the package influences your purchasing decision.	181	3.602	.8924	.0663	Moderate mean score (does have certain amount of impact) and relatively low standard deviation (less variation in responses)
10. You believe size of the product affects the perception of the consumer.	181	3.818	.9339	.0694	Moderate mean score (have some influence on perception) and standard deviation is relatively low (less variation in responses)
11. While making a purchase decision, you consider innovation in product as a vital factor.	181	3.779	.8856	.0658	moderate mean score (have some influence on perception) and relatively low standard deviation (less variation in responses)
12. You believe that product's price and packaging quality are related.	181	3.785	.9387	.0698	Moderate mean score (have some influence on perception) and standard deviation is relatively low (less variation in responses)
13. You get influenced by green product packaging (sustainable packaging) while making a purchase decision.	181	3.744	1.0255	.0764	Moderate mean score (have some influence on perception) and High standard deviation (huge variation in responses)

Table 2 of one sample statistics shows the population's responses' mean, standard deviation, and standard error. The idea of the central tendency of variable values is conveyed by the mean value. There are 181 observations of each variable in this instance. The concept of a variable's dispersion values from its mean value is provided by standard deviation. Thus, the lowest value is 1 and the highest value is 5.

The observed findings should test the following hypotheses.

H0: Packaging color has no impact on consumer perception and behavior.

H1: Packaging color has impact on consumer perception and behavior.

H0: Labeling has no significant importance on consumer perception and behavior.

H1: Labeling has significant importance on consumer perception and behavior

H0: Quality of packaging material has no significant impact on consumer perception and behavior

H1: Quality of packaging material has significant impact on consumer perception and behavior

H0: Design of wrapper has no significant impact on consumer perception and behavior

H1: Design of wrapper has significant impact on consumer perception and behavior.

H0: Printed information has no impact on consumer perception and behavior

H1: Printed information has an impact on consumer perception and behavior.

H0: The size of the product has no impact on consumer perception of the product.

H1: The size of the product has an impact on consumer perception of the product.

H0: The language used on the package has no impact consumer perception and behavior.

H1: The language used on the package has impact consumer perception and behavior.

H0: Innovation and practicality has no impact on consumer perception and behavior.

H1: Innovation and practicality has an impact on consumer perception and behavior.

H0: Quality of packaging is related with the price of the product and it has no impact on consumer perception and behavior.

H1: Quality of packaging is related with the price of the product and it has impact on consumer perception and behavior.

H0: Green packaging has no impact on consumer perception and behavior.

H1: Green packaging has an impact on consumer perception and behavior.

The quality of packaging is related with the price of the product.

The means in the null hypothesis are the same, whereas the means in the alternative hypothesis are different. A large "t" value (> +2.0 or -2.0) and a small p-value (0.05) show that the null hypothesis is rejected, whereas a small "t" value and a large p-value show that there is no difference in the means.

Table:3

One-Sample Test							
	Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
4. You get influenced by the color of Packaging while selecting a product.	6.964	180	.000	.5193	.372	.666	
5. While purchasing a product did appealing label of the product plays an important role.	10.510	180	.000	.6906	.561	.820	
6. You think that material quality used for product packaging affect your perception and the buying process.	16.905	180	.000	1.0000	.883	1.117	
7. You believe that the design of product packaging has an impact on selection of a product during the buying process.	10.604	180	.000	.7403	.603	.878	
8. Does the information printed on the package such as quality and price help you in purchasing.	16.380	180	.000	1.1657	1.025	1.306	

9. The degree of linguistic complexity on the package influences your purchasing decision.	9.078	180	.000	.6022	.471	.733
10. You believe size of the product affects the perception of the consumer.	11.780	180	.000	.8177	.681	.955
11. While making a purchase decision, you consider innovation in product as a vital factor.	11.835	180	.000	.7790	.649	.909
12. You believe that product's price and packaging quality are related.	11.244	180	.000	.7845	.647	.922
13. You get influenced by Green product packaging (sustainable packaging) while making a purchase decision.	9.739	179	.000	.7444	.594	.895

3. RESULTS

Both Correlation and one sample t-test reveal that there is a significant relation between different product elements under the study. As inferred earlier it has already been analyzed above that positive correlation exist between the variables indicating a significant relation between the elements.

The findings from the table above are: According to **table 3**, packaging characteristics have an influence on consumer behavior. The main elements that affect how consumers perceive a product are product quality, packaging quality, product innovation, and its size. Moreover, the table shows a large "t" and a small "p-value."

A one-sample t-test was also carried out on a sample of 181 participants based on the findings of 10 questions about packaging, customer perception, and behavior, which are also shown in the table. Since the p-values for all the tests **are less than 0.05** (the typical threshold for statistical significance), **we can reject the null hypothesis** and conclude that **there is a significant difference** between the sample mean and the test value for all the statements. Therefore, we can say that consumers do get influenced by factors such as packaging color, appealing label, material quality, design, information printed on the package, linguistic complexity, product size, innovation, packaging quality and sustainability while making a purchase decision.

Additionally, we can see that the mean differences for all the statements are positive, indicating that consumers tend to agree with these statements and the sample means are greater than the test value of 3.

The test value utilized is 3 (3 representing the neutral score or the midpoint of the scale.), which corresponds to the Likert scale's neutral score. Each statement's mean difference is the difference between the test value and sample mean (3). The range of values inside the 95% confidence interval is indicated.

4. CONCLUSION

- The packaging aspects are good means of marketing communications to consumers since customers appreciate the elements that are on the box, according to the results on the impact of packaging on consumer perception and behavior under FMCG items.
- The packaging's color aids in brand differentiation, and it is crucial for businesses to draw customers' attention.
- Consumers value product labels because they provide information about the product's origin, composition, intended use, and other factors.
- According to the aforementioned data, package information is a crucial element that can promote business marketing communications and contribute to the development of a brand's identity. The product's quality, price, and complete description are all included in printed information, which helps clients identify the product for the decision-making process. The findings revealed that packaging components play a crucial role in the purchasing process since they greatly aid in decision-making. On the other hand, green packaging also affects consumers' purchasing decisions. Also, the results demonstrate that the characteristics that seem to be the most significant are product quality, product packaging quality, innovation, and size.

4.1 LIMITATIONS OF RESEARCH

The limitations are nothing but shortcomings that could be a result of unavailability of resources, adequate sample size, adequate methodology, etc. No study is completely perfect in terms of all possible aspects, and so is this research.

- The research was restricted to the time duration of 2 months only, as a result the number of responses for the study were very less, which could have hindered the research.
- The research of restricted to Indore city only, which is a limiting one of the factor of the research.
- Findings of the research are based on the belief/assumptions that the respondents have given accurate information.
- The base of the whole research is based on the observation of Audience. So, the information in the survey depends on the perception of the audience/respondent's perception towards varied product elements.

4.2 RESEARCH SCOPE

The goal of the study is to determine how packaging affects customer perception and behavior when it comes to FMCG products and to identify the packaging components that have the most influence on consumer choice. This study helps companies to know about different elements of packaging that impacts consumer perception and behavior, which in turn will help the companies to overcome the shortcomings that are causing disinterest and low revenue in the interest of consumer and business.

- The prime focus restricted to Indore city due to limited time which resulted in collection of limited responses, if research time could have somehow extended then other cities would have been included as well.
- We could have collected more opinion of the audience if given more time.

5. IMPLICATION

The research titled "Impact of Product Packaging on Consumers' Perception and Behavior under FMCG Products" has several implications that can be drawn from its findings:

5.1.1 Importance of Packaging Design: The research highlights the importance of packaging design in influencing consumer behavior and perception of FMCG products. It recommends that companies invest in packaging design to create an attractive and memorable package that will catch consumers' attention and differentiate their products from competitors.

5.1.2 Role of Branding: The research also highlights the role of branding in packaging design. It recommends that companies create a consistent brand identity across all their packaging to build brand awareness and loyalty. This can be achieved through the use of consistent colors, logos, and typography.

5.1.3 Sustainability: The study suggests that consumers are becoming increasingly aware of environmental issues and the importance of sustainability. It recommends that companies consider eco-friendly and sustainable packaging materials to appeal to environmentally conscious consumers and reduce their environmental impact.

5.1.4 Product Information: The research suggests that consumers value product information on packaging. It recommends that companies include clear and concise information on their packaging, such as ingredients, nutritional information, and product usage instructions, to help consumers make informed purchasing decisions.

5.1.5 Packaging Innovation: The research highlights the importance of packaging innovation in keeping up with changing consumer preferences and trends. It recommends that companies continuously explore new packaging materials, designs, and technologies to create innovative packaging solutions that appeal to consumers.

In conclusion, the research titled "Impact of Product Packaging on Consumers' Perception and Behavior under FMCG Products" highlights the importance of packaging design, branding, sustainability, product information, and packaging innovation in influencing consumer behavior and perception of FMCG products. Companies can use these findings to create attractive, sustainable, and informative packaging that appeals to consumers and helps them stand out in a competitive market.

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