

## Verbal Impact of Packing on Consumer Buying Behavior of Ready-To-Serve Fruit Beverages

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**Abstract:** The importance of this article is based on the deep insight of verbal elements of packing that impacts consumer buying with respect to the packing of ready-to-serve fruit beverage products of different companies. Further, the article also stretches its understandings to how verbal elements of packing influences when individual purchase the products which are ready-to-serve. The basic purpose of this study is to figure out how and what factors are behind the success of packaging. The purchasing behaviour of a consumer is subjected to the overall packing elements like brand name, product information, nutritional information, Country-of-Origin, customer helpline, packaging shading, foundation image, material of the goods, package style, shape of wrapper and the time spent looking at a product and its packaging in addition to consumers' tastes and habits influences the consumer purchase decision to buy a product or brand over another. So packing performs a critical part in promoting interchanges, particularly for the purpose of the offer and could be dealt with as a standout amongst essential elements affecting customer's buying choice.

**Keywords:** Packing, consumer buying behavior, ready-to-serve, fruit beverages.

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### I. INTRODUCTION

Packaging can play a very attention-grabbing role in the success or failure of a product. Its success depends on a lot on how it is designed by its creators. While some see it as a mere safeguard that has the sole purpose of protecting a product, others argue that the life and identity of the product lie within the package creation. It has the power to influence consumers' choices and with it's cautiously intended aesthetics can affect your emotions.

In the present world, packaging has become itself a sales promotion tool for the organizations. The role of packaging has changed due to increasing in self-service and changing consumers' lifestyle in the competitive business environment. Packaging is an important factor which influences the consumer buying decision. It has a huge impact on the success of the company in the heavy competitive environment. Packaging is a wrapping of product that holds the information regarding the product and the manufacturer of a product. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs.

The significance of product packing which involves in the buyers' psyche and how it influences obtaining a choice which re-emphasizes the significance of observation rather than permitting the client to position items freely. On the other hand sellers/advertisers attempt to contact and figure out the taste and preference of shoppers' ideas through packing. Packing is regularly the last impression that the shopper or the buyer will have before the last buy of choice is made. Hence product's package can be the selling point for many consumers by delivering a sense of quality while also reflecting the product's brand image which leads to a key part of the marketing plan for any business that makes or sells products.

#### Objectives:

1. To illustrate the verbal impact of packaging on the consumer's purchase decision.
2. To understand the influence of the packaging on consumers purchasing behavior.
3. To check the effects of verbal elements of packing on the buying behavior.
4. To identify the key factors of verbal packaging elements of ready-to-serve fruit beverages products on the buying behavior decision.

**Scope of the Study:**

Demographic variables such as age, gender, occupation, income, usage and customer acquaintance variable like consumer buying behavior are analyzed from the view points of the customers. The packing strategies adopted by the 5 different companies' products namely Coca-Cola's Minute Maid, Pepsi's Tropicana, ITC's Natural, Dabur's Real and Hector Beverages' Paper Boat are analyzed by considering the opinion of the buyers of ready-to-serve fruit beverages. The data for the study is collected from 300 customers who use ready-to-serve fruit beverages. The study is done predominantly in shopping malls/centers of Bangalore and Mysore.

**II. RESEARCH METHODOLOGY:**

The generally accepted Principles and Practices of Packing are applied in the study to ascertain the packing strategies adopted by the beverages companies. An exploratory, analytical and descriptive study is carried out with a view to identifying the best packing strategies adopted by different companies in India. The research methodology for the study is summarized as follows:

**Research Design:**

Descriptive method is used for the purpose of conducting research. Data is gathered from customers.

**Source of the data:**

The proposed research involves both primary and secondary data.

**Primary data:**

Primary data on the verbal impact of packing is collected through the structured questionnaire. The primary data is collected from customers.

**Secondary data:**

The secondary data is extracted from among different published sources such as Euromonitor International manuals and reports, magazines, voice and data magazine, research articles, books and selected websites.

**Sampling Design:**

300 sample respondents are selected from the population for the purpose of the study. The composition of the respondents includes ready-to-serve fruit beverages buyers from selected five fast food companies drawn from Mysore. Five different companies' products namely Coca-Cola's Minute Maid, Pepsi's Tropicana, ITC's Natural, Dabur's Real and Hector Beverages' Paper Boat are considered for the study of the verbal impact of packing on consumer buying behavior of ready-to-serve fruit beverages.

**III. REVIEW OF LITERATURE:**

Deliya and Parmar (2012) summarizes the definitions of packaging vary and range from being simple and functionally focused to more extensive, holistic interpretations. The aforementioned assert that packaging act as an extrinsic value of the good. Kotler (2000) asserts that packaging includes all activities that are involved until the final package is brought out. Packaging is also seen as an attribute of the final product. The impact of the package is lesser in the case of the high involvement. According to Ampero, Vila (2006) opinion, the complex decision-making type means that search for information has started before the choice. In order to make the decision, the consumer evaluates different brands and their features in advance. In this case, the importance of the package is not big. According to Silayoi and Speece (2004), the information written on the package helps consumers in planning which product to consider for their purchasing. However, information on a package may mislead through over emphasizing thereby causing confusion through giving inaccurate information. A way to reduce confusion is that consumers reduce their choice of alternatives and evaluative attributes as suggested by Deliya and Parmar (2012). However, this strategy is said to work for experienced consumers as heavy users usually do not compare to get the best brand alternatives. Hausman (2000) also states that consumers who regularly search for product information develop a bank of information for each product and this makes them be well informed and restrict the further search in their next purchase. Vakratsas and Ambler (1999) put in the picture that highly involved consumers evaluate message information and rely on message argument quality to form their attitudes and purchase intentions. Deliya and Parmar (2012) give a general conclusion that consumer with low involvement usually purchases without carefully examining brand and product information.

The package is considered as an element of communication oriented to the message and to the behaviour in the scientific literature (Rentie, Brewer, 2000). The influence of the package can be stronger or weaker and it depends on consumer involvement level and time pressure. Thus the package, which is communicating with the consumer and influencing decision-making process, is the important marketing communication tool, which is connected with promotion elements (Silayoi, Speece, 2004). Verbal and non-verbal messages can be transferred to the consumer with the help of the package. Visual elements of the package transfer non-verbal information and affect emotions. Verbal information, which is transferred with informational elements, affects the cognitive orientation of a consumer. Thus the package is the element of communication, oriented to the message, transfers the comprehensive information about the product, helps to position it in consumer behaviour and influence decision-making process.

**Demography of the Respondents:**

For the purpose of collecting primary data for the study, a structured questionnaire was administered to 300 customers. Their opinion on the packaging that impacts on their Buying Behaviour and other different dimensions of packing elements namely, brand name, product information, nutritional information, customer help line and country-of-origin were analyzed. The following is the demographic profile of the respondents.

Particular	Sub-Category	Frequency	Percentage
Gender	Male	182	60.7%
	Female	118	39.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Age	10-18 Years	11	3.7%
	19-25 Years	63	21.0%
	26-35 Years	181	60.3%
	36-49 Years	37	12.3%
	50 & Above	8	2.7%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Qualification	Schooling	13	4.3%
	UG	93	31.0%
	Postgraduate	134	44.7%
	Professional degree	60	20.0%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Occupation	Housewife	15	5.0%
	Student	40	13.3%
	Govt. employee	31	10.3%
	Private employee	189	63.0%
	Businessman	25	8.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
Income	NIL	48	16.0%
	5,000 - 10,000	12	4.0%
	10,000 - 15,000	23	7.7%
	15,000 - 25,000	91	30.3%
	25,000 & Above	126	42.0%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>

**Source: Field Survey**

The above table illustrates that out of 300 customers who have responded to the questionnaire consists of 182 male and 118 female who belong to different age levels. Out of 300 respondents, 11 are between the age group of 10-18 years, 63 are between 19-25 years, the highest portion of respondents 181 are between 26-35 years, 37 between 36-49 years and finally 8 are 50 & above. In the survey, the respondents were of different levels of education that is 60 are professional degree holders, 134 postgraduates, 93 undergraduates and lastly 13 school level of education. Sorting the respondents based on their income there are 48 respondents that are still not earning, 12 respondents are in the income group of Rs.5,000 - Rs.10,000, 23 respondents in the range of Rs.10,000 - Rs.15,000, 91 respondents in the group Rs15,000-Rs.25,000 and the highest portion of the respondents that is 126 are in the income group of Rs. 25,000 and above per month. Further, based on the occupation, the respondents include 245 working class people out of which 31 are government employees, 189 are private employees and 25 are Businessman/ Entrepreneur, 40 are still students and 15 are housewives. Thus respondents are made up of people from different income, education, gender and occupational background.

**Verbal Elements of Packaging that Impacts Consumer Buying Behaviour:**

A range of soft drinks are being currently produced in the country such as sweetened carbonated (fizzy) soft drinks, still, beverages containing fruit juice/pulp and soda water falling under the category of ready-to-serve fruit beverages. As the health consciousness is tremendously growing among in the mind of people the share of fruit juice based beverages is very small compared to synthetic carbonated drinks/soda waters. However, the trend is slowly changing for the obvious advantages of nutritious beverages over the synthetic aerated waters.

People look at RTS beverages product's labels for different reasons. But whatever the reason, many consumers would like to know how to make use of these verbal elements which provides product knowledge more effectively and easily. The following verbal elements of packing are intended to make it easier that contribute to a healthy diet for the consumers of ready-to-serve fruit beverages.

**Product Information:**

Knowing the products' information or description allows the buyer to know the benefits accurately and persuasively. The information in the can vary with each ready-to-serve fruit beverage product which contains product-specific information. Packaging layout is a very important consideration in providing product information because consumers get confused with the information overload and inaccurate information (Pinya Silayoi M. S., 2004).

**Nutritional Information:**

The nutrition information section which is also known as the nutrition facts label is a label required on almost all the ready-to-serve fruit beverages in many countries in the world. This section in the packing of fruit beverages gives the nutrition facts statistics like calorie counts, vitamin content, carbohydrate, calcium, total fat... The nutritional chart begins with a standard serving measurement, calories are listed second, and then following is a breakdown of the constituent elements.

**Country of Origin (COO):**

It is the country of manufacture, production, or growth where the product for consumption comes from. There are differing rules of origin under various national laws and international treaties. Several studies have shown that COO does a great impact in the process of consumer buying behavior and consumers tend to have a relative preference to products from their own country or may have a relative preference for or dislike against products that originate from certain countries.

**Customer Helpline/Service:**

Customer helpline/service is the support that a company offers their customers. It is the provision of service to customers before, during and after a purchase that helps the consumer to have an easy and enjoyable experience with RTS products. In general, it includes services rendered for the assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product.

**Brand Name:**

The brand name is the word or words that identify not only a product but also its manufacturer or producer and helps in distinguishing an organization or product from its rivals in the eyes of the customer. Effective branding can result in higher sales of not only one product but of other products associated with that brand, for example, Coca-Cola's Minute Maid ready-to-serve fruit beverages.

<b>Verbal Elements That Impacts Consumer Buying Behaviour</b>			
<b>Consume/order</b>	<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Product Information</b>	Yes	125	41.7%
	No	175	58.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
<b>Nutritional Information</b>	Yes	125	41.7%
	No	175	58.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
<b>Brand Name</b>	Yes	116	38.7%
	No	184	61.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
<b>Customer Helpline/Service</b>	Yes	95	31.7%
	No	205	68.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>
<b>Country of Origin</b>	Yes	80	26.7%
	No	220	73.3%
	<b>Total</b>	<b>300</b>	<b>100.0%</b>

**Source: Field Survey**

In the above verbal elements table of 300 respondents, the highest influencing element of packaging is Product Information and Nutritional Information equally comprising of 116 respondents each (41.7%) which is very closely followed by Brand Name comprising 116 respondents (38.7%). The next comes Customer Helpline/Service which involves 95 respondents (31.7%) trailed by 80 respondents (26.7%) for Country of Origin which impacts on the consumer buying behavior. It is clear that the verbal elements of packing that impact and influence consumer buying behavior buying of ready-to-eat food products by the different customers depend on their taste and preference of individual customers. Though the figures show that there are almost comparable postures on the verbal elements of packing that influence, each element has their own intensity in impact factor on the minds of the buyer. On the other hand, it also depends on the consumer mindset and interest and changing buying behavior of customers on any product packing.

**Cross Tabulation of RTS Fruit Beverages V/s Verbal Elements of Packing:**

Particulars		Country of Origin	Helpline/Service	Brand Name	Product Info.	Nutritional Info.	Total
Minute Maid	F	0	1	4	47	12	<b>64</b>
	%	0.0%	1.6%	6.3%	73.4%	18.8%	<b>100.0%</b>
Tropicana	F	1	4	9	63	15	<b>92</b>
	%	1.1%	4.3%	9.8%	68.5%	16.3%	<b>100.0%</b>
Natural	F	0	3	6	24	8	<b>41</b>
	%	0.0%	7.3%	14.6%	58.5%	19.5%	<b>100.0%</b>
Real	F	0	2	4	40	11	<b>57</b>
	%	0.0%	3.5%	7.0%	70.2%	19.3%	<b>100.0%</b>
Paper Boat	F	0	5	7	29	5	<b>46</b>
	%	0.0%	10.9%	15.2%	63.0%	10.9%	<b>100.0%</b>
Total	F	<b>1</b>	<b>15</b>	<b>30</b>	<b>203</b>	<b>51</b>	<b>300</b>
	%	<b>0.3%</b>	<b>5.0%</b>	<b>10.0%</b>	<b>67.7%</b>	<b>17.0%</b>	<b>100.0%</b>

Source: Field survey

In the above Cross Tabulation of 300 respondents, the majority of the respondents i.e., 203 respondents (67.7%) say Product Information is the most important and valuable verbal element of packing which is considered while buying RTS fruit beverages. For 51 respondents (17.0%) it is Nutritional Information which is followed by Brand Name comprising 30 respondents (10.0%). The next comes Customer Helpline/Service which involves 15 respondents (5.0%) and finally 1 respondent (0.3%) who prefer to consume RTS fruit beverages on the basis of Country's Origin.

Hence, it is understandable that the Product Information is the most impacting and influencing element for consumers and the above table shows that all the companies' product gets the attention paid by their customer on Product Information subsequently by Nutritional Information of packing which is one of the most potential verbal element of packing that impacts consumer in the process of buying ready-to-serve fruit beverages.

Case Processing Summary						
Particulars	Valid		Missing		Total	
	No.	Percent	No.	Percent	No.	Percent
RTS Beverages*Impact of Verbal Elements	300	100.0%	0	0.0%	300	100.0%

**Selected Five Companies' Impact of Verbal Elements on Consumer Buying Behaviour:**

Particulars		Five Companies' Impact of Verbal Elements					
		SD	D	CS	A	SA	Total
Minute Maid	F	1	5	26	52	7	<b>91</b>
	%	1.1%	5.5%	28.6%	57.1%	7.7%	<b>100.0%</b>
Tropicana	F	2	13	33	66	12	<b>126</b>
	%	1.6%	10.3%	26.2%	52.4%	9.5%	<b>100.0%</b>
Natural	F	1	3	15	27	2	<b>48</b>
	%	2.1%	6.2%	31.2%	56.2%	4.2%	<b>100.0%</b>
Real	F	0	3	4	16	0	<b>23</b>
	%	0.0%	13.0%	17.4%	69.6%	0.0%	<b>100.0%</b>
Paper Boat	F	1	1	4	6	0	<b>12</b>
	%	8.3%	8.3%	33.3%	50.0%	0.0%	<b>100.0%</b>
Total	F	<b>5</b>	<b>25</b>	<b>82</b>	<b>167</b>	<b>21</b>	<b>300</b>
	%	<b>1.7%</b>	<b>8.3%</b>	<b>27.3%</b>	<b>55.7%</b>	<b>7.0%</b>	<b>100.0%</b>
Chi Square	CC		<b>0.203</b>				
	P Value		<b>0.681</b>				

Source: Field survey

Chi-Square Tests			
Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.882 <sup>a</sup>	16	.681
Likelihood Ratio	14.192	16	.584
Linear-by-Linear Association	.468	1	.494
No. of Valid Cases	300		

a. 12 cells (48.0%) have expected F less than 5. The minimum expected F is .20.

Altogether out of five companies’ products selected for the study, 188 respondents (62.7%) out of 300 concur that they are driven by verbal elements of packing of ready-to-serve fruit beverages available at their nearest marketplace. Further, there are 82 (27.3%) of the respondents who are still is in a state of mind where they can’t comprehend the impact of verbal elements and the remaining 30 respondents (10%) are not just subjected to the power of verbal elements of packing. On the other hand, the highest and typical ready-to-serve fruit beverages consumers of 126 respondents who prefer or buy **Tropicana** are also influenced by the verbal elements of packing. The responses are found to be significantly associated which is supported by the significant contingency coefficient [CC = **0.203**, P Value = **0.681**].

#### IV. CONCLUSION:

With urbanization and exposure to the western culture, Indian consumers today are increasingly becoming conscious of their lifestyle including food and beverage choices and due to changing consumer lifestyles, ready-to-serve fruit beverages are one of the fast moving products in the market which have made people’s life more convenient and help in their day to day activities. So packaging of RTS fruit beverages performs a vital role in marketing and encouraging or even sometimes discouraging the consumer from buying RTS fruit beverages, especially at the point of sale or at the time when a consumer is choosing from among different brands of similar product types.

From the analysis, it is evident that the verbal packaging elements of RTS fruit beverages have the ultimate effect on consumer choice which may lead to the diversion of consumers’ minds and even affect consumer buying decision. In addition to consumer preferences, the verbal sequence, visual appeal, and capacity of packaging to attract the consumer’s attention have a significant influence in the purchase decision.

After all, the ultimate success of a company depends on the expected sales of a product. The expected sales of a product also depend on the perfect packaging of that product. Again the exactness of packaging depends on the correct choice in the process of selecting packaging elements. And our study clearly confirms that the verbal elements of packing have a great impact on the consumer in the process of buying RTS fruit beverages. Though packing influences the customers to a great extent it’s not only the package or brand which completely forces or attracts the consumer to consume RTS fruit beverages. So considering all these key fundamentals in their mind, marketers of RTS fruit beverage companies should develop their marketing strategy and offer their products accordingly.

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