CHAPTER SEVEN

SUMMARY OF MAJOR RESULTS AND RECOMMENDATIONS

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Packaging is crucial as it is the first thing that the consumer sees before making the final decision to buy. In recent times, numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means that package must now perform many promotional tasks - from attracting attention, to describing the product, to making the sale. Companies are realizing the power of good packaging to create instant consumer recognition of the company or brand. The market these days is full of goods presented by the marketers in very attractive manner. The packaging is becoming so-attractive, user friendly, trendy, easy to carry and store, beautiful shapes, sizes according to requirement- that the customer is tempted to purchase these products. The focus of the present study is on examining the role of packaging, the competitive strategies which have been followed by the marketers and to see the association between the followed packaging strategies and promotion of consumer goods.

7.1 OBJECTIVES OF THE STUDY

The major objectives of the present study are:

- To examine the significance of packaging in case of consumer goods.
- To analyze the packaging strategies followed by the marketers of consumer goods.
- To find out the impact of packaging strategies on promotion of consumer goods.
- To determine whether factors related to packaging are affected by the demographics of the consumers.
- To recommend some viable packaging strategies for consumer goods in view of the identified deficiencies in prevalent strategies followed by the marketers.

7.2 HYPOTHESIS

H1 : Packaging plays a significant role in the promotion of consumer goods.

H2 : Sachet Packaging is the most common packaging strategy used in the FMCG category.

H3 : Greater is the usage of cost-effective packaging strategies more effective is the promotion of consumer goods

H4 : Greater is usage of ecofriendly packaging strategies more effective is the promotion of the consumer goods.
7.3 RESEARCH METHODOLOGY

7.3.1 RESEARCH DESIGN
The research design of the present study is exploratory-cum-descriptive-cum-diagnostic. The study is exploratory as few studies have been conducted in the area of packaging as promotional strategy in consumer goods. Moreover, the prevalent packaging strategies used by the marketers have been explored. The study is descriptive as it identifies the factors influencing packaging and is being conducted with the help of a structured schedule. It is also diagnostic in its nature as an attempt has been made to see the relationship between the prevalent packaging strategies implemented by the marketers and the promotion of consumer goods.

7.3.2 UNIVERSE OF THE STUDY
The universe of the proposed study has been confined only to the FMCG (Fast Moving Consumer Goods) where packaging strategies can play a significant role.

7.2.3 SURVEY POPULATION
The survey population of the study is confined to the consumers of FMCG in NCR and Haryana region.

7.2.4 SAMPLING DESIGN
The sample has been selected from consumers, who consume FMCG (Fast Moving Consumer Goods). Non-probability sampling technique has been applied in the study. The sample has been selected by applying mainly judgmental sampling. The sample size is 200. A fixed number of respondents have been taken from the following categories: 100 males and 100 females; in each category of male and female 50 are from urban area while other 50 are from rural area; further in each category of rural and urban approximately 10 respondents each are from different age groups (11-20 years, 21-30 years, 31-40 years, 41-50 years and 51 above).
7.3.5 DATA COLLECTION
For the present study both secondary and primary sources of data has been used. The secondary data has been taken from various sources like books, journals, magazines and internet. The primary data has been collected by personally visiting the respondents and conducting their interview with the help of a structured schedule. The structured schedule has been designed to gather the primary information of the respondents regarding demographic information, significance of packaging, consumer perception about packaging strategies and impact of packaging strategies on promotion of consumer goods.

7.3.6 STATISTICAL TECHNIQUES APPLIED FOR THE ANALYSIS OF DATA
The data has been analyzed using SPSS version 20.0 statistical package. Factor analysis has been applied and further ANOVA and t-test have been applied on the various factors obtained from factor analysis. Descriptive statistics such as means and standard deviation have also been used to describe the nature of data. To represent the data pictorially bar diagrams have been used.

7.4 MAJOR OBSERVATIONS
• While ascertaining the significance of packaging the respondents have considered five factors important and the order of importance is as follows – Promotion, Communication, Availability/Convenience, Protection and Salesman.
• Qualification, Residential Area and Age of the respondents were found to be important variables which were related to some factors of Significance of Packaging.
• Hypothesis H1 is accepted that the packaging plays a significant role in the promotion of consumer goods.
• The competitive strategies followed by the marketers in FMCG category are: Sachet Packaging and Small Sized Packaging, Easy to Store Packaging, Easy to Handle/Use Packaging, Unique Shapes of Packaging, Colourful Packaging, Fun Packaging, Gift Packs/Festive Packs, Reusable Containers and Eco-friendly Packaging
• For consumer perception about packaging strategies marketers use, the respondents have considered nine factors and the order of importance is as follows – Sachet Packaging,
Innovative and Different Packaging, Pollution, Variety, Reusability, Outer Covering, Communication, Display and Negative Impact.

- **Marital Status and Qualification** of the respondents were found to be important variables which were related to some factors of Consumer Perception of Packaging Strategies. Gender, Residential Area, Age and Income were also related to one of the factors.

- Hypothesis H2 is accepted that Sachet Packaging is the most common packaging strategy used in the FMCG category.

- For perceiving the impact of packaging strategies on promotion of consumer goods, the respondents have considered four factors and the order of importance is as follows – **Attractive Packaging, Value for Money, Eco-friendly Packaging and Convenience.**

- **Age and Qualification** of the respondents were found to be important variables which were related to some factors of Impact of Packaging Strategies on Promotion of Consumer Goods. Residential Area, Marital Status, Family Type and Income were also related to one of the factors.

- Hypothesis H3 that the greater is the usage of cost-effective packaging strategies more effective is the promotion of consumer goods is accepted.

- Hypothesis H4 that greater is usage of ecofriendly packaging strategies more effective is the promotion of the consumer goods is accepted.

**7.5 DEFICIENCIES**

- **Less packaging options to choose from:** The packaging options are limited in terms of: size, shape, colour, attractiveness and style, reusability, ease of usage, ease of storage, eco-friendly materials etc.

- **Communication problems:** Many times he package does not provide information about utility for a particular purpose, quality and the way of disposal. In many cases the expiry date, manufacturing date, batch no. etc. is written in dot style, which is not visible properly. English language is normally used to provide the information on the packages, so, many people face difficulty in reading it.

- **Limited eco-friendly packaging:** Only few companies are practicing eco-friendly packaging strategies. Many organizations are using lot of plastics and non-biodegradable
material in their packaging. Less recycling practices are being adopted by them. Even many organizations are indulged in excessive packaging of their products.

- **Less availability of economical packaging:** A big gap in the market is of economical packaging. Still there are many products which are not available in reusable packages (especially cosmetics) and value packs (big packs with less price) and sachet packs.

- **Misleading packaging:** Some of the products in the market are available in attractive packages which are misleading in terms of quality and quantity. The consumers are misled because of packaging, they think as the packaging is good the quality of the product would also be good and some packages give false impression of the quantity contained inside.

### 7.6 RECOMMENDATIONS

- **In-depth research before launching the product:** To develop innovative packaging or alternative packaging methods, the consumers should be kept in mind. Customers want more variety and options to choose from. So, the marketers should do thorough research of packaging on these dimensions- size, shape, instructions, colour, reusability, convenience in usage and storage- before launching the product.

- **Packaging should communicate effectively:** As the awareness level of customers is increasing, the package should be able to communicate effectively. It should communicate about the marketer, the brand, statutory information, ingredients, composition, utility for a particular purpose, quality and the way of disposal. Entire information written on the package should be readable. The information provided on the package should in other regional languages in addition to English.

- **Packaging should be designed to perform promotional role:** The role of packaging is not limited to protection and storage. The package should perform the function of promotion, it should attract the customers and motivate the customers to buy the product. The increase in the mall culture and organized retailing is resulting in the self-service concept, so the package should act as a salesman. The package should be so convincing that the customer buys the product.

- **Increase in eco-friendly packaging:** As the youth is becoming very much concerned about the environmental issues, so, the negative impact and pollution caused due to
packaging should be considered by the marketers. They should use packaging practices which lead to a green environment. Unnecessary packaging should be avoided and more eco-friendly packaging and biodegradable packaging should be used.

- **Focus on ethical packaging**: Sometimes attractive packaging can be misleading. So, the packaging should represent the true value and should not portray a false image of the quality.

- **More availability of economical packaging**: People (especially rural and low income group), want value for money. So reusable packages, refill packs, big packs with less price and sachet packs should be made readily available to them.

- **Innovative and unique packaging**: The marketers should think of launching their products in innovative and unique packaging.

### 7.7 Utility of the Study

This study will be useful to throw light on the present packaging scenario in consumer goods and how the marketers use packaging as promotional strategy. The present study will enrich the literature and data bank on packaging as very few studies have been conducted in Indian context related to competitive packaging strategies for promotion of consumer goods. As the study pinpoints various deficiencies and proposes relevant suggestions to overcome those deficiencies, so, it will be helpful to the organizations of the FMCG sector. It will help the managers to take strategic decisions related to the packaging strategy which will help them to promote their product in a better manner. Moreover, as the study also proposes suggestions for the future research, so, it will give direction to the budding future researchers to carry out research related to those dimensions.

### 7.8 Suggestions for Future Research

As discussed in the utility of the research, the present study throws light upon many unexplored dimensions of packaging in Indian context. Although a sincere effort has been made to do a comprehensive study but due to certain limitations while conducting the study there is further scope of doing more research in the related area. Therefore, some suggestions are being proposed for doing future research:
As the sample has been taken only from NCR and Haryana region, further research may be undertaken with large sample and more representative sample covering entire India so that better generalizations can be made.

The present study has been conducted using questionnaire method, further observation method can be applied, which can capture the natural behaviour of the customers in the retail outlets and the way they respond to the various packaging strategies.

Similar studies can be done on the retailers as they directly deal with customers, they can tell how consumers behave to the various marketing strategies adopted by the organizations.

As the present study is related to the FMCG goods, further a single product can be taken and in-depth study of the packaging strategies can be conducted. The study of transition of the packaging strategies related to that product across the time can also be undertaken.

CONCLUSION
Gone are the days, when packaging was considered just a container or an outer covering, it has multiple roles to play now. As the consumer perceptions are changing, the marketers will have to provide them more user-friendly, eco-friendly, economical and innovative packaging options. Customers want packaging in different sizes, shapes, colours. The customers are becoming more aware and demanding so more packaging options have to be explored. The different packaging strategies have impact on the purchase decision of the consumers. More effective the packaging strategies followed by the marketers, more is the market share of the product. Any package innovation that provides product security, integrity and ensures the product is uncontaminated is a winner. It is imperative that it fulfills a consumer need for product trust. The marketers will have to move one step ahead of the customers’ requirements. The biggest challenge before them is to maintain a balance between providing customers packaging options which satisfy them and taking care of the environment at reasonable price.