

Study to Measure Impact of Product Packaging on Sales Enhancement

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ABSTRACT

The packaging plays an important role in regard to protect the product as well as in enhancing the sales. So, the present study measures the impact of product packaging on sales enhancement. In order to attain the objective the study selected 120 respondents as a sample who were the consumers. To achieve the objective regression model has been used. The study concludes that there is a positive impact of product packaging on sales enhancement. The study also conclude that product packaging influences sales enhancement by 26% in total. In the study of Wijayantiet.al (2018) also conducted a study to analyze the impact of product packaging design to increase sales and prove that packaging helps to gain profit.

KEYWORDS: Product Packaging, Sales Enhancement, Packaging Presentation, Packaging Quality

INTRODUCTION:

Design, image and packaging of the product are essentials factors of the product. The role of packaging is potential element to help perceive inside the contents of the packages. Packaging of the product have a strong influence on the purchase intentions of the customers at the point of sale. Product packaging is an important part of the selling process. It help to attract the consumer rather it also help to keep and hold the product easily and also it provides safety to the product and easy transportation of the product is possible.

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Sales enhancement is crucial for all the organization if organizations didn't adopt the strategies to enhance their sale it is not possible for the organizations to earn profit. Growth is an important stage of lifecycle for all for profit organizations and the ways for the sales enhancement have been subject by paying towards academic. For increasing sale one may introduce new product or services, expand the market , increase marketing activity or improve customer service. By highlighting why and how the product offers value, one can boost sales and inspires confidence.

PRODUCT PACKAGING AND SALES ENHANCEMENT

Product packaging is one of the crucial element for the product presentation. Packaging of products have different benefits it covers the product and safeguards the product but it also attracts the customer to buy the product. A lot of customers pay attention towards the product packaging as it helps the customer to make distinguish between the different products and helps in product identification.

Packaging plays a crucial role in attracting the customers. It can also be used as promotional tool. As packaging of products attracts the customers it means it enhances the sale of the sellers. Packaging must be appropriate because it plays a role of silent seller.

In this competitive era, every sellers wants to enhance their sales and wants to earn the more profits. There are so many people who are interested in the products only because of the packaging of the product. Product packaging is the one of most important marketing tool that's why producers are paying attention towards the packaging material, design, color, font etc. everything used in packaging. It have a strong impact on the sale enhancement. Performance of sales is a function of many product categories and packaging is one of the part, therefore the packaging of the products of firm must have high acceptance which further relates to sales enhancement(Jerry, 2007).

REVIEW OF LITERATURE :

PRODUCT PACKAGING

Yam *et.al* Intodays era packaging is an transpiring technology that uses the communication function of the package to promote decision making to achieve the benefits of enhanced food quality and safety. Ultrichr.Orth 2009, said that packaging design can be used for building the brand identity and identify that suitable packaging for win that which is the most important elements of the design for the packaging.Goldberg *et.al* 1999 said that image on the product is important as it will enhance the attention and to increase acquaintance with the product. In the research of F.L. Lifu it has been objectify that good packaging and quality product matched with price often leads to calls for repeated usage. In this study it examines the effect of good packaging of products on consumer's buying choice, for this the data were obtained from 400 copies of structured questionnaire. Bivariate regression and ANNOVA has been used for this study.In the study of RAHEEM *et.al*.it was observed that the packaging is the most significant factor. It was further analysed that colour, material,design of the wrapper/ packaging plays an important factor in purchase decision pof consumer and to objectify this the sample from 150 respondents has been collected and analysed. In the study of Wijayantiet.*al* (2018) i.e "The analysis of product packaging design to increase the sales value", it has been proved that attractive packaging will lead to gain profits and for this the data was obtained from producers in every 3 months and descriptive methods were used for analyse. According to Gary Armstrong and Kotlerin their book of Marketing an Introduction had also mentioned that innovative packaging will give company an advantage over their competitors.

SALES ENHANCEMENT :

The sales of the product depends upon various factors like price of the product , it's packaging ,promotion and previous experience of the customer with regard to that product. **Ulrich R Orthet al**()said that package design is an integral part which will help to enhance the sale by conveying images of high quality. **Bakers** said that it is worthwhile for retailers to understand the elements within retail setting that

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provide the and trigger a consumer's impulsive reactions. **Young** said that the most attractive or popular design is not important for the most effective one at the point of sale, as it is believed that it may get lost in shelf and fail to communicate the message instantly.

MATERIAL AND METHODS:

OBJECTIVE :

To measure the Impact of product packaging on sales enhancement.

RESEARCH DESIGN : Regression has been used along with descriptive to measure the impact of product packaging on sales enhancement.

PARTICIPANTS : To analyse the impact of product packaging on sale enhancement, the study selected respondents of Haryana. To collect the data convincing sampling has been used. The study selected 150 consumers as a total population after the data cleaning process 120 respondent's data has been used.

SAMPLE SIZE : To achieve the objective the sample of 120 consumers has been used.

TOOLS AND DATA COLLECTION PROCEDURE : To achieve the objective semi- structured questionnaire has been used , the data was collected from various consumers of HARYANA the data was collected in the form of semi- structured questionnaire on the likert 5.0 rating scale. For obtaining data questionnaire was administrated in front of consumers .After that respondents were able to respond the questionnaire . In order to attain the objective : Regression has been used along with descriptive to measure the impact of product packaging on sales enhancement.

DATA ANALYSIS :In order to fulfill the objective descriptive statistics and regression analysis has been used.

Model Summary(TABLE 1)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519 ^a	.269	.263	.58317

a. Predictors: (Constant), PRODUCTPAV

(In above table 1)

The R value represents the simple correlation and is .519 which indicates positive relationship between product packaging and sales enhancement. The R square value (.269)suggested that 26% of total variance in the dependent variable : the independent variable product packaging influences sales enhancement.

ANOVA^a(TABLE 2)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.794	1	14.794	43.499	.000 ^b
	Residual	40.131	118	.340		
	Total	54.924	119			

a. Dependent Variable: SALESAV

b. Predictors: (Constant), PRODUCTPAV

The above table 2 is the annova table, which shows the regression model and predicts the dependent variable as well . the annova table represents the statistical significance of the regression model where the P value is 0.00 which is less than 0.5, indicates the regression model is significantly predicts the outcome variable i.e it is the good fit of the data.

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Coefficients^a(Table 3)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.463	.340		4.302	.000
PRODUCTP AV	.634	.096	.519	6.595	.000

a. Dependent Variable: SALES_{AV}

The coefficient table 3 provides us the information to predict sales enhancement from the product packaging, as well as determine product packaging contributes statically significantly to the model. This table indicates that the regression model predicts the sales enhancement significantly.

PRODUCT PACKAGING

<u>LABEL</u>	<u>STRONG LY AGREE</u>	<u>AGRE E</u>	<u>NEUTR AL</u>	<u>DISAGR EE</u>	<u>STRONG LY DISAGR EE</u>
Does the colour of the packaging matters in purchasing	0	26	8	57	29
Can you recall the brand when the similar colour is viewed	4	30	27	41	18
does the wrapper design of the product is important in packaging to you	2	21	20	47	30
does the design of the product wrapper inspires you to purchase the product	6	24	22	48	20

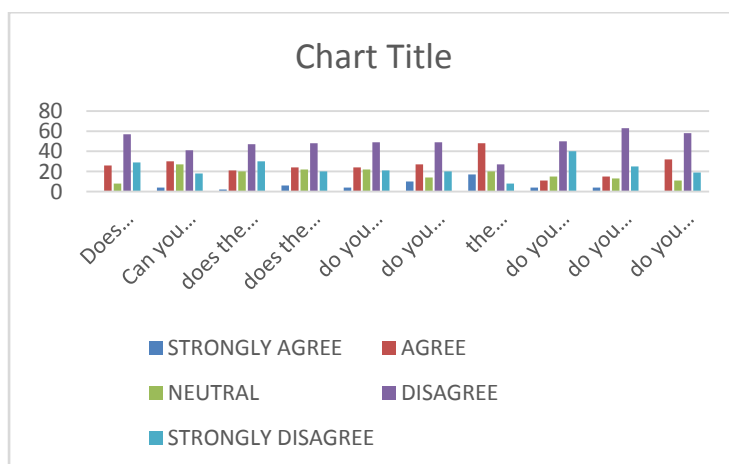
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Retrieved from <https://ijeponline.org/index.php/journal>

do you prefer the product due to its high quality packaging material	4	24	22	49	21
do you perceive as the quality of the packaging material means the product is better	10	27	14	49	20
the quality of packaging material does not matters to me	17	48	20	27	8
do you feel product information on the packet is useful and important to you	4	11	15	50	40
do you associate color of product with brand image	4	15	13	63	25
do you get attracted with the creative font style on packets of the product	0	32	11	58	19

TABLE 4



The above table 1 shows that out of total respondents 57 disagrees that the colour of packaging matters in purchasing whether only 26 respondents agrees to the same. Well the quality of the material of packaging should be good enough to maintain the

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quality and safety of the product but 49 respondents disagree and only 4 agrees that high quality packaging material influence the preferability of the product, contrary to this 10 respondents strongly agree that they perceive the quality of the packaging material means the product is better. Only 2 people agree that rapid design of the product is important in packaging. Out of the total respondents 63 respondents disagree that they associate the colour of the product with brand image.

SALES ENHANCEMENT

<u>LABEL</u>	<u>STRONGLY AGREE</u>	<u>AGREE</u>	<u>NEUTRAL</u>	<u>DISAGREE</u>	<u>STRONGLY DISAGREE</u>
does the contest and the offers provided by seller enhance their sale	7	11	5	69	28
promotional offers creates the impact on the consumption pattern	3	11	13	65	28
do you agree that providing free samples to people helps in sales enhancement	5	3	33	53	26
small packs of product make it useful for small purpose	0	14	19	55	32
Do you think you buy a product	8	27	18	42	25

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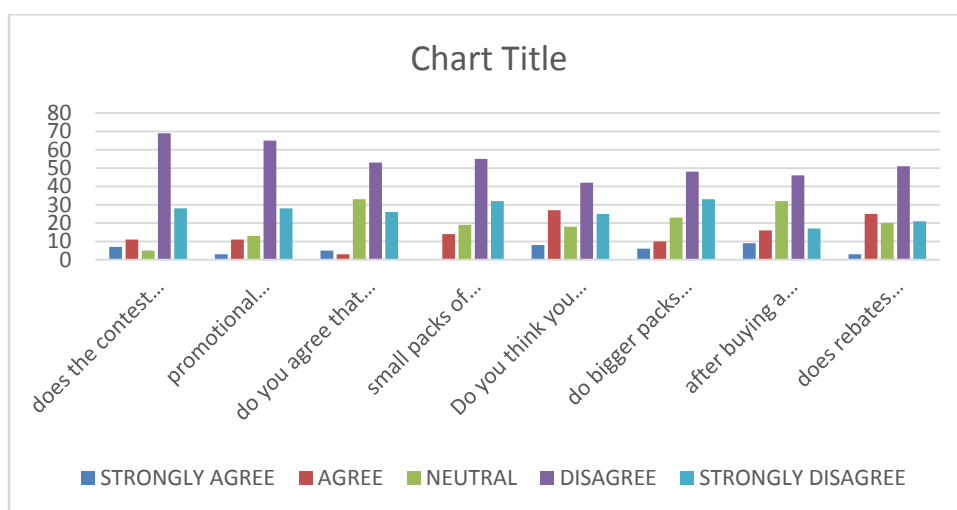
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when seller offers you a free item to try with the product					
do bigger packs of product make it comfortable for family use and enhances seller's profit	6	10	23	48	33
after buying a product on promotion ,you usually buy the product again after the promotion is over	9	16	32	46	17
does rebates influence you to purchase that product	3	25	20	51	21

TABLE 5



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The above table 2 shows regarding the factor of sale enhancement with sale that out of the total respondents 69 disagrees that contest and offer provided by seller enhance their sale. Similarly only 3 respondents believe that promotional offers creates an impact on consumption pattern. 55 respondents disagrees that small packs of the product makes it useful for small purpose contrary to this 48 respondents also disgreedes that bigger packs of product make it comfortable for family use and enhances sellers profit. Similarly 53 respondents disagrees that providing free samples to the people helps in sales enhancement.

DISCUSSION


Corrugated cardboard and other form of paper based packaging are rightly regarded as being amongst the most environment friendly and sustainable nowadays. These days sustainable design of packaging includes use of minimal materials-reduced layers of packaging etc. The objective of the study is to measure the impact of product packaging on sales enhancement. **Wijayanti et.al (2018)** conduct a study to analyze the impact of product packaging design to increaese sales and prove that packaging helps to gain profit. **Ulrich R Orthet.al** also said that design of packaging is an integral part which will help in enhancement of sale by conveying images of high quality. Keeping in mind the current scenario, the study recommends the future study for the opportunities for finding the ways for the sustainable packaging for enhancing the sales. The limitation of the research is regarding those characters which influence the study and interpretation in negative way.

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