



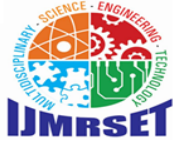
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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study on the Influence of Packaging Design on Impulse Buying Behaviour in Coimbatore

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**ABSTRACT:** In today's highly competitive retail environment, consumers are frequently exposed to a wide variety of products offering similar features and prices. Packaging design has emerged as a powerful marketing tool that plays a crucial role in attracting consumers' attention and influencing their purchasing decisions. This study examines the influence of packaging design on impulse buying behaviour. The research is descriptive in nature, with primary data collected from 120 respondents through a structured questionnaire. Percentage analysis, average score analysis, and chi-square test were used as statistical tools. The study reveals that attractive packaging significantly draws consumer attention, brand logo is the most trusted packaging feature, and age group has a significant relationship with unplanned purchase behaviour triggered by packaging. The findings provide valuable insights for marketers and product designers to develop more effective packaging strategies that stimulate impulse purchases.

**KEYWORDS:** Packaging Design, Impulse Buying Behaviour, Consumer Perception, Visual Appeal, Brand Logo, Point of Sale.

## I. INTRODUCTION

In today's highly competitive retail environment, consumers are exposed to a wide variety of products offering similar features and prices. As a result, packaging design has emerged as a powerful marketing tool that plays a crucial role in attracting consumers' attention and influencing their purchasing decisions. Packaging is no longer limited to protecting the product; it also serves as a medium for communication, branding, and differentiation at the point of sale.

Impulse buying behaviour refers to unplanned and spontaneous purchasing decisions made by consumers without prior intention. Such behaviour is often driven by emotional responses rather than rational evaluation. Research has shown that visual and aesthetic elements present at the point of purchase can strongly trigger impulse buying. Packaging design elements such as colour, shape, typography, graphics, material, and overall visual appeal can create immediate attraction and emotional engagement, leading consumers to make quick purchase decisions.

In retail settings, especially in supermarkets and shopping malls, consumers frequently rely on packaging cues to evaluate products within a short time frame. Eye-catching and well-designed packaging can differentiate a product from its competitors and influence consumer perception of quality, value, and brand identity. This makes packaging design a critical factor in stimulating impulse purchases, particularly for fast-moving consumer goods (FMCG).

The purpose of this study is to examine how different elements of packaging design influence impulse buying behaviour among consumers. By understanding this relationship, marketers and designers can develop more effective packaging strategies that not only attract attention but also encourage spontaneous purchasing decisions.

## II. OBJECTIVES OF THE STUDY

- To understand the customer perception on packaging design.
- To know the factors that influence the customer to choose a product by seeing its package design.
- To study the emotional and psychological impact of package design on the customers.



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### III. REVIEW OF LITERATURE

Rook (1987) introduced the foundational concept of impulse buying as an emotionally driven behaviour triggered by external stimuli. His work established that packaging and in-store displays are key catalysts for spontaneous purchases. Dholakia (2000) extended this by presenting an integrated model of impulse formation, arguing that visual cues reduce the psychological distance between desire and action.

Bilkisu K. U. F. (2021) conducted a quantitative study in Nigeria and found that packaging colour, size, shape, and logo positively influence impulse buying behaviour. Similarly, Cahyorini and Rusfian (2012) established that graphic design elements on packaging strongly affect impulsive buying among Indonesian consumers.

Silayoi and Speece (2007) highlighted the dual role of packaging as both a communicator of product information and a visual appeal tool, influencing both planned and unplanned purchases. Klimchuk and Krasovec (2012) emphasized that successful packaging design bridges the gap between product branding and shelf presence.

Orth and Malkewitz (2008) demonstrated that holistic package design creates strong brand impressions, directly affecting consumer trust and buying behaviour. Underwood (2003) further confirmed that the communicative power of product packaging operates at both conscious and subconscious levels. Devadharshini et al. (2023) found that packaging quality, information, and design collectively influence both buying and impulse decisions among Indian consumers.

A systematic review by Garg (2025) concluded that packaging elements such as colour, typography, and graphics significantly influence consumer attention, perception, and impulse buying. Muruganatham and Bhakat (2013) reviewed impulse buying behaviour extensively and found that visual marketing tools, particularly packaging, remain among the most consistent triggers for unplanned purchases.

### IV. RESEARCH METHODOLOGY

The research design adopted in this study is descriptive, aimed at identifying the relationship between packaging design and impulse buying behaviour. Primary data was collected from 120 respondents through a structured questionnaire using convenience sampling technique. The study was conducted in retail environments including supermarkets, retail stores, and shopping malls. The questionnaire covered demographic information, consumer perception on packaging design, factors influencing purchase decisions, and the emotional and psychological impact of packaging.

The following statistical tools were employed for data analysis:

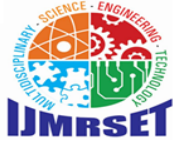
- Percentage Analysis: To describe the demographic profile and summarize categorical responses.
- Average Score Analysis: To evaluate the level of agreement on Likert-scale statements related to packaging elements.
- Chi-Square Test ( $\chi^2$ ): To determine whether significant relationships exist between demographic variables and impulse buying behaviour.

### V. RESULTS AND DISCUSSION

#### 5.1 Demographic Profile

**Table 5.1: Demographic Profile of Respondents**

Variable	Category	Frequency	Percentage (%)
Gender	Male	54	45.0
	Female	66	55.0
Age Group	18-25 Years	27	22.5



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	26-35 Years	42	35.0
	36-45 Years	25	20.8
	46-55 Years	26	21.7
Occupation	Private Employee	23	19.2
	Homemaker	23	19.2
	Government Employee	22	18.3
	Student	21	17.5
	Business	18	15.0
	Freelancer	13	10.8
Purchase Frequency	Daily	38	31.7
	Weekly	30	25.0
	Rarely	29	24.2
	Monthly	23	19.2

Source: Primary Data

The demographic analysis reveals that 55.0% of the respondents are Female and 45.0% are Male. The majority (35.0%) belong to the 26-35 age group, followed by 22.5% in the 18-25 category. Regarding occupation, Private Employees and Homemakers each constitute 19.2%, followed by Government Employees (18.3%) and Students (17.5%). Most respondents (31.7%) make purchases on a daily basis, indicating frequent exposure to packaging at the point of sale.

### 5.2 Unplanned Purchase and Trusted Packaging Features

Table 5.2: Unplanned Purchase Due to Packaging and Trusted Packaging Features

Variable	Category	Frequency	Percentage (%)
Unplanned Purchase Due to Packaging	Yes	50	41.7
	No	70	58.3
Most Trusted Feature	Brand Logo	29	24.2
	Neat & Professional Design	26	21.7
	Clear Label & Ingredients	25	20.8
	Quality of Material	22	18.3
	Certifications/Quality Marks	18	15.0

Source: Primary Data

A significant 41.7% of respondents reported having made an unplanned purchase due to attractive packaging, confirming the influential role of packaging design in triggering impulse buying. Brand Logo emerged as the most



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trusted packaging feature (24.2%), followed by Neat and Professional Design (21.7%) and Clear Label and Ingredients (20.8%).

### 5.3 Average Score Analysis of Consumer Perception on Packaging

Table 5.3: Average Score of Consumer Perception on Packaging Design

S.No	Statement	Mean	SD
1	Attractive packaging draws my attention to the product	3.150	1.424
2	The colour scheme of packaging influences my purchase decision	2.975	1.381
3	Packaging design reflects the quality of the product	2.925	1.445
4	I can easily read and understand the information on the packaging	2.933	1.413
5	I prefer eco-friendly / recyclable packaging	2.892	1.471
6	Premium packaging material makes the product feel more valuable	2.942	1.428
7	Packaging influences my decision to make an unplanned purchase	3.067	1.358
8	Good packaging builds trust and loyalty towards the brand	2.917	1.394
9	Packaging helps the product stand out on the shelf	3.117	1.456
10	Clear and complete labelling affects my buying behaviour	3.133	1.384
11	Convenient packaging (easy to open/close/carry) influences my choice	2.933	1.510
12	Overall, packaging plays a key role in my purchase satisfaction	3.033	1.437

Source: Primary Data

The average score analysis indicates that "Attractive packaging draws my attention to the product" recorded the highest mean score of 3.150, confirming that visual appeal is the most influential packaging factor. Clear and complete labelling (Mean: 3.133) and packaging visibility on shelf (Mean: 3.117) also recorded above-average scores. Eco-friendly packaging recorded the lowest mean (2.892), suggesting it is relatively less prioritised by respondents. Overall, respondents demonstrated a moderate to positive perception of packaging's influence on purchase behaviour.

### 5.4 Chi-Square Analysis

Table 5.4: Chi-Square Test Results

Variable Tested	$\chi^2$ Calculated	Degrees of Freedom	Table Value (5%)	Result
Gender vs Unplanned Purchase	0.554	1	3.841	H0 Accepted (Not Significant)
Age Group vs	10.338	3	7.815	H0 Rejected



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Unplanned Purchase				(Significant)
Occupation vs Unplanned Purchase	5.743	5	11.070	H0 Accepted (Not Significant)

Source: Primary Data

The chi-square analysis reveals that there is no significant relationship between Gender and Unplanned Purchase Due to Packaging ( $\chi^2 = 0.554$ , less than table value 3.841). However, a significant relationship exists between Age Group and Unplanned Purchase Due to Packaging ( $\chi^2 = 10.338$ , greater than table value 7.815), with the 36-45 age group showing the highest tendency for impulse purchases triggered by packaging. No significant relationship was found between Occupation and Unplanned Purchase behaviour ( $\chi^2 = 5.743$ ).

### VI. FINDINGS

- The majority (55.0%) of the respondents are Female, and most (35.0%) belong to the 26-35 age group.
- A significant 41.7% of respondents have made unplanned purchases due to attractive packaging, demonstrating the strong influence of packaging design on impulse buying behaviour.
- Brand Logo was identified as the most trusted packaging feature (24.2%), followed by Neat and Professional Design (21.7%).
- Attractive packaging drawing consumer attention recorded the highest mean score (3.150), confirming that visual appeal is the primary driver of packaging influence.
- Clear labelling (Mean: 3.133) and shelf visibility (Mean: 3.117) also emerged as key factors in consumer decision-making.
- Eco-friendly packaging recorded the lowest mean score (2.892), indicating it is currently the least prioritised packaging attribute.
- Age group has a significant relationship with unplanned purchase behaviour ( $\chi^2 = 10.338$ ,  $p < 0.05$ ), while gender and occupation show no significant association.

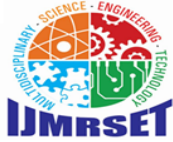
### VII. SUGGESTIONS

- Companies should invest in visually appealing packaging designs with creative colour combinations and modern layouts to capture consumer attention at the point of sale.
- Brand logo visibility must be strengthened and consistently displayed across product lines to enhance brand recall and consumer trust.
- Clear, well-organized, and informative labelling should be prioritised, as higher mean scores were recorded for label clarity and shelf visibility.
- Since the 26-45 age group is most influenced by packaging, companies should incorporate trendy and contemporary packaging elements targeting this demographic.
- A uniform packaging strategy may be adopted across gender and occupation segments, as these variables do not significantly influence impulse purchase behaviour.
- Companies should increase awareness of eco-friendly packaging by prominently displaying sustainability certifications and communicating environmental benefits.

### VIII. CONCLUSION

This study examined the influence of packaging design on impulse buying behaviour among 120 consumers. The findings clearly establish that packaging design is a significant marketing tool that shapes customer perception, purchase decisions, and impulse buying behaviour. Attractive packaging emerged as the most influential factor, with a considerable percentage of respondents admitting to making unplanned purchases due to appealing packaging design.

The study also confirmed that brand logo visibility is a key trust-building element in packaging, while clear labelling and shelf visibility further support positive consumer perception. Age was identified as the only demographic factor significantly associated with unplanned purchase behaviour, with the 36-45 age group being most responsive to packaging cues. Gender and occupation showed no significant influence on impulse buying triggered by packaging.



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Overall, the research concludes that packaging design significantly influences consumer buying behaviour by shaping perceptions, building trust, and encouraging impulse purchases. Businesses should focus on developing visually attractive, informative, and brand-oriented packaging strategies while gradually promoting sustainability, in order to achieve competitive advantage and long-term customer satisfaction.

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