

A STUDY ON FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION TOWARDS PACKAGED FOOD PRODUCTS

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ABSTRACT

The study aims to identify various factors that influence purchase intention towards packaged food products. The study purpose of the paper is to recognize various purchase intention factors. A survey of 100 respondents was carried out with the help of the questionnaire. The researcher used Anova and Regression analysis to check the hypothesis and to analyze the data. The result identified various attracting features that lead to purchase of packaged food products. Hygienic, display of nutritional value had great impact over the customer purchase intention. This paper provide insights to the manufactures of food companies about the various determinants that the customer consider being most important and significant contributor in decision making process before making the purchase.

INTRODUCTION

Packaging act as protection for a product to retain its content and it also serve another medium for advertising. Marketers invest larger number of amounts in packaging food products. Proper packaging has highly influence over the consumer preference to buy the products. People make a decision to buy some product usually from three perspectives. The first one is those consumers choose something rational because they know much about it. Secondly, they are forced to choose in different situations. The last one is that people buy something because they enjoy the consumption experience. People show preference to packaged foodin today world have become increased. The same items could also prepared at home. Majority of the people in the city areas prefer wrappedfoodstuffas it is very convenient medium of packaging. Some people refer this as unhealthy behavior. Why do people prefer packaged food products

when they can be able to make on their own is big question mark Time is one the main thing for this among customers. Nowadays both men and women prefer to work for the family.

Regulation towards food products and improved consumer consciousness made consumers to look at the detail of the packaging for the nutritional value all around the world. Display of information about the food gives knowledge to the customers about the ingredient and also consumption level awareness. The awareness level and the purchase preference are compared transversely among the various groups. More over customers of the India belong to city areas are aware of the information that are displayed on the packed products. The results designate that various factors have impact on the consumers while purchasing packaged food products. The results have very strong inferences for manufacturers as well as the food stuff establishments.

Predominantly, the factors which have led to the growth of packaged foods in India are;

- Development
- Health Consciousness
- Low Purchasing Power resulting in Purchase of Small Packets
- Changing Food Habits
- Lack of Time

REVIEW OF LITERATURE

Choo (2004) The study used SEM analysis to find the innovation influence on Indian customer buying performance of innovative handled food stuffs. The study concluded key solution to know about the consumers of India in the subject of food buying decision irrespective of innovation. The result also stated that familiarity on the product has substantial impact on Indian consumer's attitudes.

Silayoi (2004) The researcher focused on behavior of the consumer toward packaging elements And how it affect buying decisions of the customers. The study concluded that Visual packaging essentials composed a phenomenal role during the low involvement time. The researcher also proposed for future research which help in emerging improved considerate of consumer response to packaging elements.

Silayoi (2007) The study focus on the consumer psychology. The study in this paper scrutinizes the issues among consumers for parcel sustenance product. The study was conducted in Thailand. The study resulted indicate that observations about packaging technology had big role in customer decision making process.

Luis Méndez (2011) This paper brings out the importance of brand packing, amount of the product and sense of taste in the establishment of brand first choice. The study provide a detailed examination of qualified importance of brand-packing, amount and taste buds affect preference. over brand. The results show that customer make preference according to the taste when the brand name tend to get absent.

Singh (2011) The study purpose of the paper is to evaluate the current trends in the development of active packaging for foods. The study is comprehensive in nature. The study concluded with various precarious constraints accountable for the value and shelf life of fresh foods with an interest to inspire further research to heighten different quality restrictions.

Kwak (2015) This paper compares the receiving scores and carters of fondness and hating traits of uninfected-packed prepared rice by customers, academics and specialists. This study underwrites to thoughtful of the appropriateness by researchers of food and associating to customers and experts for the first time in sensory field. The study concluded that with there is no strong association between the 3 sets in their patterns of rating.

Rundh (2016) This paper discover the prominence of innovative packaging. The study was done for marketing purpose. The study concluded to provide the bridge between wrapping and marketing reviews. The study shows the implication of connecting packaging to marketing strategy. The study concludes with suggestion to managers and the opportunity to distinguish the produces from the modest contributions by container intention in inspired manner.

Adeyeye (2019) The study assessed nanotechnology and its solicitations in packaging of foods, consumer fulfilment of Nano-packaged nutrients and possible threats and safety subjects in nano-packaged foods. The result concluded with suggestion to the society. Bio-based packaging would be replaced in the place of non-degradable plastic polymers which are not environmental friendly and could pose a threat to the environment.

Ezan (2019) This paper highlighted the influence of the 3 aspect character of color on children's behavior. The study focus on diet product. The study was restricted to one food product only. The Results concluded that the 3 aspect character of color plays an vital role in children's goodness.

Zhu (2019) The research paper addressed on how to add nutrition components to a wrapped base food affects customer calorie estimation of the new enlarged product. Results show that the good condition of the added food ingredient (AFI) does not matter if the base food is healthy, and consumers' calorie estimates of the augmented packaged food product are accurate.

OBJECTIVES OF THE STUDY

1. To analyze the demographic outline of the consumers.
2. To find the impact of packaged food products on customer purchase intention

HYPOTHESES OF THE STUDY

1. There is no significant difference on the demographic profile of the customers
2. There is no significant impact of packaged food products on customer purchase intention

RESEARCH ANALYSIS

The study adopts descriptive nature. The researcher employed convenient sampling method to collect the data from the customers. The study conducted in Chennai city which is one of the most vibrant city in South India. Thus Chennai city is one of the most happening place of south India. The city has several varieties of shops and varieties of people who hail from other parts of Tamil Nadu and also from the various places of India. The Questionnaire has been distributed to 100 members. The questionnaire consist of three parts. The first part consist of demographic factors. The second part of the questionnaire consist of usage patterns by the customer who buy packaged food products. The third part of questionnaire are framed for the factors which are measured according to the Likert scale. The statistical data was done using SPSS. The researcher used Anova test to check significance for the demographic factors and Regression test was used to find the Impact for the study.

INFLUENCE OF FAMILY INCOME OF THE CUSTOMER PERCEPTION TOWARDS PURCHASE INTENTION OF PACKAGED FOOD PRODUCTS

The perceptual difference between family income of the customer towards purchase intention and customer satisfaction is presented in the following table

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
h1	Between Groups	48.404	3	16.135	19.770	.000
	Within Groups	78.346	96	.816		
	Total	126.750	99			
c2	Between Groups	55.200	3	18.400	36.316	.000
	Within Groups	48.640	96	.507		
	Total	103.840	99			

nv3	Between Groups	151.262	3	50.421	55.320	.000
	Within Groups	87.498	96	.911		
	Total	238.760	99			
ce4	Between Groups	169.377	3	56.459	64.019	.000
	Within Groups	84.663	96	.882		
	Total	254.040	99			
di5	Between Groups	123.078	3	41.026	2.050E3	.000
	Within Groups	1.922	96	.020		
	Total	125.000	99			
t6	Between Groups	103.963	3	34.654	92.857	.000
	Within Groups	35.827	96	.373		
	Total	139.790	99			

It was presented in the above table Hygienic (F= 19.770, P=.000) Convenient usage (F=36.316, P=.000) Display of nutritional value (F=55.320, P=.000) Cost-effective (F= 64.019, P=.000) Design and Innovation (F=2.050, P=.000) Taste (F=92.857, P= .000). All these factors significant at 5% level.

INFLUENCE OF AGE OF THE CUSTOMER PERCEPTION TOWARDS PURCHASE INTENTION OF PACKAGED FOOD PRODUCTS

The perceptual difference between occupation of the customer towards purchase intention and customer satisfaction is presented in the following table

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
h1 Between Groups	46.766	3	15.589	18.710	.000
Within Groups	79.984	96	.833		
Total	126.750	99			

c2	Between Groups	55.200	3	18.400	36.316	.000
	Within Groups	48.640	96	.507		
	Total	103.840	99			
nv 3	Between Groups	181.252	3	60.417	100.857	.000
	Within Groups	57.508	96	.599		
	Total	238.760	99			
ce4	Between Groups	169.221	3	56.407	63.843	.000
	Within Groups	84.819	96	.884		
	Total	254.040	99			
di5	Between Groups	118.251	3	39.417	560.706	.000
	Within Groups	6.749	96	.070		
	Total	125.000	99			
t6	Between Groups	104.067	3	34.689	93.220	.000
	Within Groups	35.723	96	.372		
	Total	139.790	99			

It was presented in the above table Hygienic (F= 18.700, P=.022) Convenient (F=36.316, P=.000) Display of nutritional value (F=100.857, P=.000) Cost-effective (F=63.843, P=.000) Innovative package and design (F=560.706, P=.000) Taste (F=93.220, P= .000) are statistically significant at 5% level.

REGRESSION ANALYSIS

Table 1 MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809a	.655	.632	.641

From above table it is found that $r = .809$ r square = .655 and adjusted r square .632. This implies the factors create 93 % variance over the customer purchase intention. The cumulative influence of six variables of customer purchase intention is ascertained through the following one way analysis of variance.

Table 2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	71.821	6	11.970	29.107	.000 ^a
Residual	37.835	92	.411		
Total	109.657	98			

a. Predictors: (Constant), t6, di5, h1, nv3, ce4, c2

b. Dependent Variable: Purchase_Intention

Table 2 presents that $F = 29.107$ $p = .000$ are statistically significant at 5 % level. This indicated all the six variable cumulatively responsible for customer purchase intention. The individual influence of all this six variables is clearly presented in the following co-efficient table.

Table 3 CO-EFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.060	.592		-1.791	.077
	h1	.348	.070	.372	4.949	.000
	c2	.181	.136	.175	1.332	.186

	nv3	.159	.075	.235	2.135	.035
	ce4	.002	.067	.003	.033	.974
	di5	.331	.118	.350	2.810	.006
	t6	.448	.099	.503	4.514	.000

a. Dependent Variable: purchase_intention

From the above table it shows that hygienic (Beta=.372, t=4.949, p=.000), Convenient (Beta= .175, t=1.332, p=.186), Display of nutritional Value (Beta=.235, t=2.135, p=.035), Cost-Effective (Beta=.003, t=.033, p=.974), Innovative package and design (Beta=.350, t=2.810, p=.006), Taste (Beta=.503, t=4.514, p=.000) are statistically significant at 5% level. This indicates that the hygienic, Display of nutritional value and taste factors intends customer to purchase packaged food products.

TESTING OF HYPOTHESES

1. There is no significant difference among the demographic factors of the customers - Rejected
2. There is no significant impact of packaged food products on customer purchase intention- Rejected

FINDINGS AND CONCLUSION

The present study had given knowledge about various factors that influence customer to purchase a packaged food products. This study also helps the manufacturers to look out the customer preference towards the packaged food products. This study also makes manufacturers to focus on all the other factors that affect the customer buying attitudes. The study also has some limitation. The data collected are only in Chennai city. The sample was also restricted to 100 only. The questionnaire was issued to customer who purchase packaged food products. The convenient sampling method was used for the study, thus inherently brings all limitation to it. Finally this finding may not be applicable to the other geographical areas.

- The factors determining customer purchase intention of packaged food products are hygienic, display of nutritional values, convenient to use, taste, Innovative packaging and design and cost effective.
- The following factors such as hygienic packaging, Presence of nutritional information on package and expectational taste attract customer to purchase packaged food products.

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