

ROLE OF SPIRITUALITY IN MOTIVATION OF HUMAN RESOURCE FOR SUSTAINABLE GROWTH

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Abstract : The study investigates the role of packaging in marketing function. The marketing mix plays crucial role in the successes of product, the consumer buying decision is solely depends on this ingredient of marketing. To find out how packaging plays the role related to product mix, promotion mix and distribution mix, data collected from the consumers in the Jalgaon city. There are only three factors are considered which are the independent variables in this study 1) buying decision, 2) Promotion and 3) Availability of required Size, with dependent variable packaging. The data were collected from 100 consumers by using convenient sampling, schedule consist of 08 questions based on 5 purpose Likert scale. Multiple regression analysis used to find out the relationship between dependent and independent variables. It was found that all the dependent variables had a significant relationship with independent variable.

Packaging is a silent salesman, gives convenience and high shelf life, communicate properly by providing detail information, helps in differentiate the products and lastly buying decision also depends on availability in required size.

Keywords : Consumer Behavior, Packaging, Marketing mix, Variables, Regression

INTRODUCTION

Agro-processing involves transformation of the raw materials into final consumer goods or intermediate goods and thus results in increase in value addition. On the other side, the demand for processed food is increasing in recent years with the growth of population, rapid urbanization and changing life styles. Agro-processing industries thus offer enormous potential to boost an economy. In India, the processing units based on grains, horticultural products, livestock products, fish have ample opportunities. However such potential is hardly exploited. This underscores the need for undertaking the study.

In ancient India agro based food products are stored in paves and underground well, which can be utilized throughout the year. After post independence and post liberalization Indian economy is fast developing economy. The economical, socio-cultural, technological, factors lead to the rapid urbanization, nucleus family structure, changing consumption patterns, changing buying behavior resulted in high demand of traditional and new food products, which satisfy the consumers in various aspects.

Food processing is a large sector that covers activities such as agriculture, horticulture, plantation, animal husbandry and fisheries. It also includes other industries that use agriculture inputs for manufacturing of edible products. The Ministry of Food Processing, Government of India indicates the following segments within the Food Processing industry:

• Grain processing, • Fruits & vegetable processing, • Meat & poultry processing, • Dairy, Bakery • Consumer foods including packaged foods, beverages and packaged drinking water.

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In the ever increasing competition of today's world market the requirement for effective product promotion is crucial, and the product packaging has return to play a lot of vital role as a complete communication vehicle. Today, just about all goods that square measure factory-made or processed need some packaging in some part of their production or distribution; Packaging choices square measure to be thought-about in early selling plans as associate integral part of the entire selling strategy (Panwar, 2004).Packaging is a vital integrative side of the merchandise and infrequently a vital think about the success or failure of a given product (Schoell, 1985).The packaging part of a product refers to any instrumentation within which it is offered for sale and on that info is communicated (Berkowitz et al, 1989). Packaging of shopper products is extraordinarily vital at the purpose of sale. It plays important role in food industry. Innovative packaging will offer a company associate advantage over competitors. Packaging should be consistent with the product's advertising, valuation and distribution. Food industry typically contemplate many completely different package styles for a new and existing product. To pick out the most effective package, corporations typically check varied styles to search out the one that stands up best under traditional use, best for dealers to handle and receives the foremost favorable consumer's response (Lu et al, 2007). The four most significant functions of packaging square measure to contain and shield product, promote product, and facilitate the storage, use, and convenience of product. A fourth operate of packaging that is turning into progressively important is to facilitate use and cut back environmental injury (Lamb et al, 2004).This analysis focuses on the functions (role) of packaging in Indian consumer's perception of product quality at the purpose of purchase.

Literature analysis on question under investigation has shown that there is no agreement on classification of package elements as well as on research methods of package impact on consumer's purchase decision. Some of researchers try to investigate all possible elements of package and their impact on consumer's purchase decision. Moreover some researchers investigate impact of package and its elements on consumer's overall purchase decision while others – on every stage of consumer's decision making process Furthermore the abundance of scientific literature on this issue do not provide unanimous answer concerning impact of package elements on consumer's buying behavior: diversity of the results in this area depends not only on research models constructed and methods employed, but on the context of the research too. All above mentioned confirms the necessity to investigate this issue in more detail. In the light of these problematic aspects, research problem could be formulated as following question: what is the role of packaging with product mix; promotion mix and distribution mix have an ultimate effect on consumer purchase decision?

REVIEW OF LITERATURE

Chaudhary Shruti (2014)¹ , revealed that Packaging become a significant factor at the point of purchase or the consumer, the companies can use the innovative packaging material to attract more and more customer and to increase their profit.

Deliya Mitul & Parmar Bhavesh (2012) , p^ointed that brand is important and its strategy is in consideration in the units. Product packaging is valuable for brand equity, product differentiation, market segmentation, new product introduction, pricing, promotion etc. Brand name using plan implementation must be effective in the units. All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a product.

Rita Kuvykaite (2009)³ has descriptive research. According to Rita package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007). Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveal the elements having the ultimate effect on consumer choice. Research methods that Rita used is systematic and comparative analysis of scientific literature; empirical research There are six variables that must be taken into Consideration by producer and designers when creating efficient package: form, size, color, graphics, Material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions: size, form, material, color, text and brand. The research result of Rita shows the impact of package elements

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on consumers purchase decisions can be stronger. He conclude that Package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice.

Bed Nath Sharma (2008)⁴ studied New Consumer Products Branding, Packaging and Labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and The study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Mohamed Abdalkrim, Ra'id Suleman AL-Hrezat, (2013)⁵ , pointed that great attention should be paid to promotional role of packaging to be more attractive because it plays critical role to attract more consumers, it is very important to put into consideration using variety of media to enhance this role, because consumers have different viewpoints toward product. (By designing and implementing the promotional plans timely). Great attention should be paid to promotional role of packaging to be more attractive because it plays critical role to attract more consumers, it is very important to put into consideration using variety of media to enhance this role, because consumers have different viewpoints toward product. (By designing and implementing the promotional plans timely).

Soni Pavleen (2013)⁶ , found that Indian children are exposed to a wide range of food promotions through food packaging. The extent of promotions used in India is very similar to the practices followed in other countries. The use of packaging tactics such as use of semiotics, novelty packaging etc. towards children of very small age to act more responsibly. Packaging elements should be used as a tool to motivate children to buy healthier foods (de Droog et al., 2012) instead of low-nutritional and high-calorie foods. Therefore, marketers should rather use packaging to encourage good and healthy eating habits in children.

Alice Louw (2006) has studied The Power of Packaging the people belonged to Age 20-30 years old University graduates were taken for research. Found that s Packaging plays an important role in the marketing context. His research results that right packaging can help a brand carve a unique position in the marketplace and in the minds on consumers.

John Th Gersen (2000) worked on The Ethical Consumer. Moral Norms and Packaging Choice published in Journal of Consumer Policy Kluwer Academic Publishers, printed in the Netherlands. The paper presents a study of a case with these two characteristics: Danish consumers' choice presents a study of a case with these two characteristics: Danish consumers' choice of environment-friendly packaging. With regard to this case, the evidence supports the claim. A majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the personal norm is a significant predictor of their (self-reported) propensity to choose environment-friendly packaging in the supermarket.

OBJECTIVES OF THE STUDY

- 1.To find out the relationship between consumer buying behavior and packaging.
- 2.To find out the role of packaging in promotion
- 3.To find out the relationship between demanded package size and availability.
- 4.To suggest the measure to makes packing competitive.

RESEARCH HYPOTHESES

- H01: There is no significant relationship between packaging and consumer buying behavior.
Ha1: There is significant relationship between packaging and consumer buying behavior
H02: Packaging does not play significant role in promotion.
Ha2: Packaging play significant role in promotion
H03: There is no significant relationship between required size and availability of the product.
Ha3: There is significant relationship between required size and availability of the product.

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Variables:

Dependent Variable

Consumer Buying Behavior, promotion, availability

Independent Variable

Packaging: (color, size, material, shape, labeling)

RESEARCH METHODOLOGY:

Data Collection

On the basis of literature survey firstly the different aspects related to the packaging were plotted out those are independent variables while consumer buying decision, promotion and availability are dependent variables. On the basis of mentioned variable questionnaire/ schedule were prepared.

The primary data collected through personal interview survey method by intercepting the consumers in the market. The instrument was schedule which was developed on the basis of 5 point itemized rating scale ranging from (1) strongly disagree to (5) strongly agree.

The target consumers are those who regularly purchased their grocery and food items and in a family such responsibility carried out by only one member may be wife or husband.

Sampling Terminology

Sample size: 100 consumers

Sampling method: Simple random sampling and Convenient (Due to the non respondent)

Sampling unit: Jalgaon city market place.

Data Analysis:

Different statistical techniques were used to test the study's hypotheses and to answer the study's questions by using SPSS software, these techniques are:

1-Cronbach's alpha (α): used to test the reliability of the scale.

2-Descriptive statistical measures: used to describe the study sample characteristics.

3- Skewness Test to measure the normality of the data.

4- Multiple regression analysis: used to find the effect of the independent variables on the dependent variable.

Respondent profile

The respondents are classified on the basis of gender in which 48.7% of respondents (49 respondents) were males, and 51.3% (51 respondents) were females, as it is obvious that the largest percentages of respondents were females.

Descriptive Statistics

In order to explore the existence and importance of every variable according to the sample of the study, means and standard deviations for the independent variables (colour, size, shape, and labelling) were calculated.

The instrument of the study was scaled as follows:

Views of the sample examined, according to the Likert scale and corresponding degrees

Opinion	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Degrees	5	4	3	2	1

Mean

1-2.49 – Low

2.5-3.49 – Medium

3.5 and above- High

Cronbach's alpha test had given the Reliability coefficients. Cronbach's alpha measures the average of measurable items and their correlations, and if the result is generally above 0.60, it is considered to be reliable (Bagozzi and Yi, 1988). In this study the Cronbach's alpha varied from 0.60 to 0.75, and the

total value was 0.836, which means that the reliability results of the current study are acceptable.

To test the hypothesis it was deemed appropriate to use multiple regression estimations for testing the proposed hypotheses (Hair et al, 1998). To test multiple regression models it is necessary to assess whether the collected data violate some key assumptions of regression models because any assumption violations can result in distorted and biased research results. These assumptions include multicollinearity, linearity, and normality. Multivariate normality is the assumption that all variables and all combinations of the variables are normally distributed. When the assumption is met, the residuals are normally distributed and independent, the differences between predicated and obtained scores (errors) are symmetrically distributed around a mean of zero and there is no pattern to the errors. From the table (4), we can see that the variables are normally distributed, having skewness value between (-1 to 1). From the table we can see the all of these variables have skewness ranged from (-0.248) to (-0.752), which means that the variable are normal distribution. Multicollinearity can be controlled by two ways: tolerance values and values of variance inflation factor (VIF). Multicollinearity high degrees could result in both regression coefficients being inaccurately estimated, and difficulties in separating the impact of the independent variables on the dependent variable. Any variable with a tolerance value below (0.10) or with a value above (10.0) of (VIF) would have a correlation of more than 0.90 with other variables, indicative of the multicollinearity problem. Result shows that tolerance for all independent variables is more than (0.10) and VIP for independent variables is less than the limited valued (10.0), so the conclusion will be as there is no multicollinearity between the independent variables tness of the model: the linear regression analysis of the original model reveals that the R-square of the model is (32.1%). This mean the model explains (32.1%) of the variance in the dependent variable (5). The model is statistically significant either, as the P-value for the model is (0.00). This means the fitness of model in explaining the Consumer buying behaviour related to attractiveness, promotion and availability of Packaging related to size, shape, colour, labeling.

Hypothesis Test Result:

Ha1: two variables – buying behavior and Packing color– are positively correlated There is moderate relation between these two variables which is significant. So Null Hypothesis is rejected. So we can say that the attractive packaging color can attract consumer. Consumer likes the colored packaging. It also implies that using attractive colors in packaging we can grab customer attention.

Ha2: two variables – Communication and labeling of Packing– are positively correlated There is moderate relation between these two variables which is significant. So Alternative Hypothesis is accepted. So we can say that the package labeling motivates to create desire and present the required information. Package labeling work as a silent salesman it's creating desire in consumer mind. It also implies that the package labeling promote the product.

Ha3: two variables – Package size and availability – are positively correlated There is moderate relation between these two variables which is significant. So Alternative Hypothesis is accepted. So we can say that the availability of required package size resulted in purchase of the product. It also implies that the required package size not available then consumers switch to the substitutes.

FINDINGS:

In this study there is a significant statistical effect of the role of packaging in promoting the products, consumer's perception of product quality at the purpose of purchase. It is found that the colours and shapes reinforce consumer's product quality perception, there's a robust direct correlation between promotional role of packaging colour and consumers' attraction to sensible packaging.

Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. The detailed information related how to use contains, Mfd., expiry, etc and Logos, symbols communicate and promote the product.

Size emerged as a very important factor thus indicating towards the variation of packages sizes available for a particular product. We can take examples of biscuit pack, Namkeen, bakery products, cereals, pulses, or even more of FMCG products. We find that variation of size make the affordability of product adjustable as per the income level and standard of living. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. If such product size not available then the consumers switch over to the substitute or unpacked product.

Where smaller packages are not available, entrepreneurial individuals often buy the product and transfer it into smaller non-branded packaging for resale, which completely nullifies all the branding benefits of the original pack.

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The shape of package can become an innovative marketing tool creating an iconic brand image through different shaped packages. Instead how we feel about the package is often transferred to how we feel about the product itself. In essence, for consumers the product is the package and the product combined. In this manner the shape of the package must be designed in such a way so as to enable the product to cut through the clutter on shelf space and create its own distinct identity.

CONCLUSION

The packaging today has become the vital tool to make the products the “Face in the crowd rather than face of the crowd”. It has become the most significant aspect to position the products in the market in an effective manner. The buyer attraction is the important factor which signals towards the scenario when the packages need to be attraction driven rather and information driven. In most cases, our experience has been that pack designs are more likely to influence the consumer perception of the brand than advertising. Availability of required size emerged as a very important factor thus indicating towards the variation of packages sizes available for a particular product. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Where smaller packages are not available, the consumers are often buy the substitute or unpacked or loose form of product, which completely nullifies all the branding benefits of the original pack.

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