

# CONSUMER BEHAVIOUR: EFFECT OF BRANDING AND PACKAGING

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**Abstract:** "Consumer is the king/queen of market". In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. As all the activities of selling and marketing done by marketers according to the consumer taste and preferences. Earlier all the efforts are done by the marketers only with the motive to increase the sale of company. But now scenario has been changed from the sale towards the consumer satisfaction by providing after sale services and other facilities which are done to increase the satisfaction among the consumers. To study the behavior of consumer is very basic need of the marketers because consumer behavior is not static it is dynamic as consumer tastes, preferences, incomes, habits, expectations all are changed from time to time. And if market man wants to exist and maximizing its profits then it should have to be study about different consumer behavior.

**Keywords:** Consumer buying behaviour, brand, packaging, customer satisfaction, Product line, promotion

## INTRODUCTION:

Consumer behavior is the study of behaviour of individuals, groups, organizations and other those who are included in purchase and sale activities including their emotional, mental, behavioral responses towards the product. It is the study of how people make decisions about what they buy, their needs, wants, or acts regarding towards product, service and company, how they buy, when they buy. Understanding of consumer behaviour helps the pro- active companies to increase their market share by anticipating the shifts in consumer wants. Time to time some market research companies are collecting and gathering information regarding the changes in consumer behavior so it can help them to change their product too according to the changes requirements of customer so that they can offer the demanded product to the consumer and helps them to increase their profits with consumer satisfaction.

## OBJECTIVES:

There are following objectives behind study of consumer behaviour these are:

- To know the effect of branding on consumer behaviour.
- To know the effect of packaging on consumer behaviour.
- To adjust our product according to consumer habits, his income, expectations, tastes etc.
- For surviving in the market for the long run.
- For neutralizes the competitive strategy.
- Branding and packaging helps in attaining profits by maximizing consumer satisfaction.
- How it helps in promoting new products in the market under the shadow of previous existing brand name.
- How it helps in creating goodwill and maximizing the company share in the market.

## RESEARCH METHODOLOGY:

This study is based on secondary data collected from various marketing and advertising related books, journals, advertisements on t.v, information in newspapers, seminars on marketing, various posters and pamphlets used by various organizations, institutions in promotion and getting information by various manufacturers and sellers and use of internet for information search.

**TERM BRANDING:**

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers for longer time. Branding is any name, symbol, sign, design, mark which specify a particular product, which enables a consumer to differentiate the product from other competitors, which helps them to recognize it easily among various products.

Brand provide uniqueness to a particular product. **ACCORDING TO AMERICAN MARKETING ASSOCIATION** defines a **brand** as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.

**TERM PACKAGING:**

Packaging is one of the most important feature to attract the old customers as well as new customers in the market. It provide uniqueness, recognition, attraction, easily handling to the product and customers. Now a days many types of packaging is provided by the sellers like multiple packaging, reusable packaging, product line packaging and many more.

**HOW IS CONSUMER INFLUNCED BY BRAND NAME:**

If we categorized consumer on the place of their living that is urban consumers and rural consumers, then we see that urban people is demanding branded products compare to non brand products because they feel like branded products are qualitative, stable, durable and its give prestige to them.

But if we talk about rural consumers, then it's a wastage of money for them because they feel branded products are very costly and its not qualitative too for them. but overall now a days, branding attracts the numbers of customers because they feel that branded products are qualitative and its also raises their status among the society.

**HOW PACKAGING HELPS TO ATTRACT THE CONSUMERS MORE**

Packaging is one of the most factor which helps to attract the customers, which helps to identify a product among others.

Packaging defined as "The wrapping material around a customer item that serves to contain, identify, protect, promote and make the product marketable and keep it clean and safe". Generally, it refers to the process of designing, evaluating and producing packages. for solid packages it includes boxes, cartons, bags, envelopes and in liquid nature item it includes cans, bottles etc.

**3 P's of packaging are**

- a. **Protection:** Packaging protect the product from damages, leakages. it not only protect the product while in transit from one place to another, while protect the product when keeps on retail godowns.
- b. **Preservation:** Packaging includes number of techniques used to prevent food from spoling, used to maintain life of product for some days. so, that the product remains fresh and healthy for some time.
- c. **Promotion:** A good and attractive packaging helps in promotion of product and in manufacturer too. customer attracts towards unique packaging, and sometimes consumer also thinks that the package also reusable after consuming its contents like in the case of cans, bottles, boxes.

**FOR SURVIVING IN THE MARKET:**

There is no doubt, that branded products are demended always because now manufacturers are make changes in their products. so, that it satisfies the customer changing needs and expectations. but if the brand name is strong like in cosmetics a big brand of lakhme is too old but it grabs the attention of customers in the modern world too. in phone industry too. A big name of apple phone of America has high cost but because of its name customers purchasing it and trust it because they believe on it. so, if brand name is strong then it keeps the customers stick towards the particular product for longer time period and the manufacturer too does not pay much attention to make changes in their existing product and its saves the cost and time of manufaturer and helps to increase the more profits from the earlier brand name.

**HELPS IN NEUTRALIZES THE COMPETITION AND HELPFUL IN GROWTH OF BUSINESS:**

After, seeing the attraction of consumers towards the branded and packaging product. lot of new sellers come to try their luck with some new brand products or unbranded products. but the customer is stick with the previous product because he has faith on that brand and that packaging. its very difficult for the new sellers to change the mind of customers towards the new brand and customer too nor wants to go with the new brand and package. a good brand and convenient packaging play with the customer mind. they create fear among consumers that the old brand product is stronger than the new one. wheather the sellers provide some discounts, free samples with the new branded product but if customer is loyal with the previous brand then all tactices and startegy are failed. so, if customer start purchasing any branded product and he found it the appropraite one, then he will be loyal towards that particular

brand and customer not pays any attention towards the new one. in this way, a good brand and package neutralizes the new competition and helpful for the growth of business of previous seller.

### **A GOOD BRAND AND PACKAGE ALWAYS SATISFIES THE CUSTOMER:**

Earlier, the whole concentration of seller was to only and only increase sales, but now the perception has changed. now, the whole concentration is on how to satisfy the customer or how consumer gets maximum satisfaction.

**CUSTOMER SATISFACTION:** Customer satisfaction is the opinion of the customer, and as such, is always reported in some way by the customers themselves. satisfaction is "**how happy** is our customer with our product".

If, customer is satisfied then he purchase the product again and again, and the customer also suggest to others( their relatives, friends, neighbours and family members too) for purchasing that product. and this helps in selling more and more products and also helps the seller to increase their profit. if customer is satisfied then he place the order again and it increases the sales, and sale increase profits of that business.

### **PROMOTING NEW PRODUCTS OF THE SAME PRODUCT LINE OR ENTIRE NEW PRODUCT WITH THE HELP OF EXISTING FAMILIAR BRAND NAME:**

#### **PRODUCT MIX**

#### **PRODUCT LINE**

**PRODUCT MIX:** Product mix is a combination of total product lines within a company. A company like HUL has numerous product lines like Shampoos, detergents, Soaps etc. The combination of all these product lines is the product mix.

**PRODUCT LINE:** The product line is a subset of the product mix. The product line generally refers to a type of product within an organization. A product line is a group of related products all marketed under a single brand name that is sold by the same company.

When customers start liking any brand then its easy for the manufacturers to introduce new product of the same product line with out using new promotion techniques because customer has full trust on the existing brand so, its easy for the manufacturers to take advantage of that trust and introduce the new product of the same line. or different line products under the same brand. lets talk about some examples like in the case of *usha electronics company* they start with the fan but after getting popularity and succesful in the market they start introduce same electronics product under same brand name USHA like press, juicer, mixture, lights, table fans. another example is *addidas* famous brand they started with "shoes" but now they sell cloths like trousers, teshirts, and sports items too..

### **INCREASES GOODWILL AND HELPFUL IN INCREASING SHARE IN THE MARKET:**

**GOODWILL:** refers to the established reputation of a company as a quantifiable asset and calculated as part of its total value when it is taken over or sold. Goodwill is extremely difficult to price, however, it does make a commercial enterprise more valuable. For example, the drinks company Coca-Cola – which has been around since 1886, makes a popular product, and is generally perceived positively by the general public has created lot of goodwill in that time.

**MARKET SHARE:** the portion of a market controlled by a particular company or product. Market share represents the percentage of an industry, or a market's total sales, that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period.

As it like brand getting popular among the consumers then it raises the goodwill of that company and manufacturer and it also helps to increase the market share fastly.

### **SUGGESTIONS:**

- A brand name and packaging should be unique and new and interesting.
- A brand name is short, and simple to speak and easy recognizable.
- Packaging should be attractive, reusable and safe for handling and preserving.
- A name is must match for its contents like in the case of mat machine good knight.
- In packaging, a survey should be done, so that if customers wants some changes then manufacturer should do the same as customers required.

**CONCLUSION:**

The key findings from this research tells the important effects of branding and packaging has on consumer attention and memory for longer duration. People are switching from the local products towards the branded products. They like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment and the trust they build on specific brand. And attractive and unique packaging creates desire in the mind of consumer, it creates emotional appeal among the consumers, they can't stop themselves from purchasing an attractive and resuable product. This paper helps in understand the impact of packaging changes or re-branding; it is used to understand which branded elements are most crucial in guiding consumer attention and recognition so, there is a positive correlation among branding and packaging on consumer buying behavior.

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