



## THE CONSUMER AWARENESS AND BEHAVIOUR TOWARDS FOOD PACKAGING IN THE MARATHWADA REGION OF BEED

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### **Abstract**

*The packaging industry is directly related to every product on the market, with an important proportion of demand coming from food products. Packaging is the primary means of informing the consumer and must meet the legal standards for identifying the product, nutritional content, ingredient declarations, net weight, or manufacturer details. This study examined the consumer's purchasing behaviour of food product packaging and their preference for purchasing different food items. It has also analyzed why consumers favour the most popular brands of culinary products. This study investigates the relationship between packaged food products and buyer behaviour in Marathwada.*

*This study explores the complex interactions between consumer behaviour and awareness about food packaging in the Marathwada area, focusing on the city of Beed. Food packaging has more importance than only serving as a means of containment and protection; it has developed into a channel for discourse, spreading knowledge, and promoting brands. This study aims to deeply comprehend how local customers in this area see and respond to various aspects of food packaging.*

**Keywords:** consumer awareness, food packaging, waste management, consumer behaviour, Marathwada region.

### **I. Introduction**

Consumer behaviour is an investigation of people, organizations, or organizations and the methods they use to select, acquire, as well as dispose of products, products and services, experiences, and ideas to satisfy their requirements, as well as the effects of these processes on the consumer as well as society. It combines elements of sociology and psychology to comprehend the individual and collective consumer decision-making process. According to research, consumer behaviour can be hard to predict, even for specialists in the field. [1] Relational marketing is an important asset for behavioural analysis because it has an intense interest in the rediscovery of marketing's true meaning by reaffirming the significance of the end user or consumer.[2] Consumer retention, managing client relationships, personalization customization, and one-to-one marketing are also prioritized. There are two types of social functions: social choice and welfare functions.

Feeding one's appetite is one of the most essential needs of all humans. The majority of the population accomplishes this through dietary purchases. These products are typically available in a range of packaging options. [3] Packaging is one of the most essential aspects of a product because it influences consumer purchasing decisions. Packaging is an essential marketing instrument because it is an integral part of the product and its brand.

The objective of food packaging is to pack food in a cost-effective manner that satisfies industry standards and consumer preferences, maintains food safety, as well as reduces environmental impact. Packages and labels provide instructions on utilising, transporting, reusing, recycling, or disposing of a product or container. Governments need certain kinds of information. Additionally, packaging provides details for the consumer. [4] For instance, labelling complies with legal requirements for identifying goods, nutritional value, ingredient declarations, net weight, and manufacturer information.

Important details about the product, such as preparation instructions and brand identification, are also communicated on the packaging. Marketers can utilise labels and packaging to persuade potential purchasers to purchase a product. For several decades, package design was a significant and continuously evolving phenomenon. [5] The surface of the container and the point-for-sale display are adorned with marketing communications and graphic design.

The appealing packaging features an original combination of font styles. Innovative packaging may increase the value of a product if it meets consumer requirements such as portion control, recycling capacity, tamper-proofing, child-proofing, ease-of-opening, ease-of-storage, portability, and non-breakability. Manufacturers today endeavour for packaging that preserves the brand's essential attributes. The consumer can adopt an item based on its inventive packaging, demonstrating the relationship between purchasing behaviour and packaging innovation. [6] With this in mind, a study was conducted on "Consumer awareness and behaviour regarding food packaging in the Marathwada region of Beed."

## **II. Objectives of the study**

1. To examine consumer awareness of sustainable food packaging in Marathwada, Beed.
2. To determine packaging on consumer purchasing decisions in Marathwada, Beed.
3. To Investigate consumer perceptions of food safety related to packaging in Marathwada, Beed.
4. To Examine the potential for behavior, change towards eco-friendly packaging in Marathwada, Beed.

## **III. Literature Review**

The packaging must conform to various specifications. It must protect the packaged item during transport, storage, and use. The literature on consumer awareness and behaviour regarding food packaging within the Marathwada area of Beed revealed a crucial relationship between packaging attributes and consumer perceptions.

**Geeta Rani's (2019)** [1] study explored consumer awareness of eco-friendly packaged goods in Haryana's administrative zones (Ambala, Rohtak, Hisar, Gurgaon). Data was gathered from 200 respondents via interviews and questionnaires, using variance analysis and percentages for analysis. Findings highlighted product labels and outdoor ads as key information sources.

Consumers were conscious of and positively inclined towards eco-friendly packaged food, primarily for health benefits. Despite awareness, the concept remained relatively new. The study aimed to gauge consumer awareness, environmental knowledge, and attitudes towards eco-friendly packaging.

**Clifford Zirra Tizhe et al. (2017)** [2] conducted a study on the impact of packaging on consumer buying behaviour in Nasarawa State. The research employed ordinary least square (OLS) regression to examine this relationship. The study found that product differentiation directly influences consumer evaluation and that labelling significantly affects consumer awareness. The study suggests that organizations should create attractive packaging to captivate and retain customer interest.

**Pankaj Thakur et al. (2017)** [3] In Himachal Pradesh, India, a study was conducted on the effect of packaging for food items on consumer purchasing behaviour. Using convenience sampling, 100 respondents from the Mandi District participated in the study. Collecting primary and secondary data involved a structured questionnaire for primary information and various sources for secondary data. The study discovered that packaging and its components, such as graphic quality, colour, size, shape, and substance, significantly impact consumers' purchasing decisions, reflecting their diverse preferences.

**P. Amirtha et al. (2022)** [4] investigated consumer buying behaviour regarding packaged food products in Chennai city. The study collected primary data from 150 respondents through questionnaires to assess the impact of packaged food on consumer behaviour during purchase decision stages. The study evaluated consumer preferences and market attributes through correlation, regression, and factor analysis. The research underscores the importance of comprehending consumer behaviour as a significant challenge for market stakeholders.

**Waqar Ahmad et al. (2021)** [5] studied consumer purchasing behaviour for green packaging in an emerging market. The results indicated that attitudes towards green packaging significantly impact purchase intentions. The study offers insights for marketing executives and community strategists and suggests further research opportunities. The research examined how various factors, including information sources, environmental concern, personal influence, and altruism, contribute to forming attitudes and purchase intentions towards green packaging, utilizing data from 215 questionnaires through factor analysis and structural equation modelling.

**Helena Lindh et al. (2016)** [6] conducted a study on Consumer Perceptions of Food Packaging in Sweden, revealing that consumers are aware of their limited ability to assess the environmental impact of food packaging. The study highlights the need for guidance to align consumer choices with sustainability goals. Contrasting recent packaging research, consumers primarily associate packaging's environmental impact with its material. Paper-based packaging is seen as environmentally favourable, unlike plastic and metal. The study underscores

packaging's crucial role in product protection along supply chains and its potential to contribute to sustainable development.

**Mansoor Abdul Hamid et al. (2022)** [7] studied Consumers' Students and alums of the Faculty of Nutrition and Food Science at the University Malaysia Sabah's stance on sustainable packaging. Using a questionnaire, the study involved 284 participants and focused on their behaviour, meal preferences, knowledge of sustainable packaging benefits, and chemical migration risks. Descriptive analysis revealed that 71.5 per cent of respondents knew these aspects, though family size didn't impact their purchasing behaviour. Challenges in purchasing sustainably packaged products were attributed to cost, information, availability, and awareness.

**Izabela Cichocka et al. (2020)** [8] explored consumer attitudes and behaviour towards food packaging in Poland. The study aimed to understand opinions on packaging and its disposal. Waste segregation and disposal in the garbage were primary methods of packaging utilization. Women, middle-aged individuals with lower education, and those with higher knowledge of packaging recognized its environmental impact. Higher knowledge and younger respondents were more interested in packaging utilization methods. While awareness has improved, there's a need to raise consumer consciousness about food packaging utilization further.

**Li-Yee Chan et al. (2023)** [9] investigated factors influencing consumer purchase intentions of sustainable food packaging. Their study involved 200 food consumers and employed multiple regression analysis. Results revealed that attitude, perceived behavioural control, environmental concern, and electronic word of mouth significantly influenced consumer purchase intention towards sustainable food packaging. The research contributes to better comprehending the market acceptance of environmentally friendly food packaging.

#### Literature Review in Tabular Format:

Sr. No	Author/Year	Method Proposed	Advantages	Disadvantages
1	Geeta Rani (2019)	I studied consumer awareness towards eco-friendly packaged products in Haryana State.	Positive attitude towards eco-friendly products	Lack of knowledge hindering the purchase of eco-friendly products
		Conducted interviews and email questionnaires and used ANOVA and percentage for analysis.	Product labels and outdoor ads as main knowledge sources	The eco-friendly concept still new to the majority
		They identified benefits and obstacles to the purchase of eco-friendly packaged food products.	Health reasons drive the purchase of	



			eco-friendly products.	
2	Clifford Zirra Tizhe et al. (2017)	Using OLS regression, we explored the Packaging's effect on consumer purchasing behaviour in Nasarawa State.	Packaging's influence on consumer evaluation	Not a comprehensive analysis of all factors influencing buying behaviour
		Found significant relationships between product differentiation, labelling, and consumer awareness.	Recommends attractive packaging for customer retention	
3	Pankaj Thakur et al. (2017)	Using mixed methods, we examined the Influence of Food and The packaging of the product on Consumer Purchasing Behaviour in Himachal Pradesh.	Significant influence of packaging on Purchase decision	Convenience sampling may not represent the entire population
		Employed structured questionnaires and collected primary and secondary data.	Identification of packaging elements influencing choice	
4	P. Amirtha et al. (2022)	They studied consumers' buying behaviour towards packaged food products in Chennai using correlation, regression, and FA.	Insight into consumers' preference for food products	Limited geographical scope (Chennai)
		Analyzed primary data from 150 respondents and examined the importance of packaged food products in purchase decisions.	Application of various statistical analysis methods	
5	Waqar Ahmad et al. (2021)	He presented a study on consumer purchasing behaviour for green packaging in Pakistan using factor analysis and SEM.	Insights into factors influencing purchase intention	Limited to the Pakistani consumer market
		Analyzed 215 questionnaires and explored factors like	Potential implications for	



		attitude, personal influence, and environmental concern on green packaging.	marketing and strategy	
6	Helena Lindh et al. (2016)	We explored Consumer Perceptions of Food Packaging and its environmental impact in Sweden.	Importance of guidance for accurate consumer choices	The discrepancy between consumer perception and reality
		She emphasized packaging's protective function and potential for sustainable development.	Potential for packaging to contribute to sustainability	
7	Mansoor Abdul Hamid et al. (2022)	Investigated Consumers' Behaviour towards Sustainable Packaging in Universiti Malaysia Sabah.	Awareness of the benefits and risks of sustainable packaging	Limited sample size (284 participants)
		We used a questionnaire to gather data from 284 students and alums and identified factors affecting sustainable packaging behaviour.	Descriptive analysis of collected data	Factors affecting the low purchase of sustainable products
8	Izabela Cichocka et al. (2020)	We explored Polish consumer awareness as well as behaviour regarding food packaging utilization.	Insight into Polish consumers' views on packaging	Limited focus on Poland's consumer market
		We identified waste segregation and disposal methods related to packaging material.	Awareness of the environmental impact of packaging	
9	Li-Yee Chan et al. (2023)	In applying the Theory for Planned Behaviour, we studied factors affecting consumer purchase intention of sustainable food packaging.	Identified significant antecedents of purchase intent	Limited to 200 food consumers as a sample size



		We conducted multiple regression analyses on 200 food consumers to identify factors like attitude, control, and environment.	Insights into purchase intention determinants	
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#### **IV. Materials and Methods**

A sample of 100 respondents from the Marathwada region of Beed, representing a range of demographic characteristics, was selected for the current study. The convenience sampling technique was used to acquire data for the present study. The study utilised both Primary as well as Secondary data sources. The main information for this current investigation was gathered with the aid of a questionnaire. Journals, magazines, research articles, newspapers, and websites were scoured for secondary information for the current study. This research paper started with the main goals of analysing the factors impacting the purchasing decisions of food items based on packaging, determining the affect of packaging on consumer buying behaviour, or examining reasons for brand preference in terms of packaging.

#### **V. Analysis and Discussion**

The packaging industry's vital role in diverse market products, with a notable emphasis on food products, underscores its significance. Beyond containment and protection, packaging serves as an informational conduit, catering to legal requirements for product details. This study extensively examines the consumer behaviour and preferences associated with food packaging, delving into factors shaping choices and brand preferences. It focuses on the Marathwada region, particularly Beed, and explores the interplay between consumer behaviour and packaging awareness. Packaging's evolution into a communication medium, knowledge disseminator, and brand promoter is apparent. The study's demographic analysis reveals a pronounced interest among the 20-30 age group in packaged food products, primarily male respondents. The prevalence of students in the respondents' profile indicates literacy and awareness of packaged products and their packaging. The income distribution reflects a preference for middle to higher-income brackets. Quality is the foremost consideration for purchasing packaged products, surpassing taste—nutritional information, brand image, and flavour influence product choices, aligning with prior research.

Additionally, the study unveils the significance of packaging attributes in influencing consumer perceptions, assigning weightage to factors like the type of opening, colour, and size. Consumer awareness about packaging's role in safety and preservation is robust, with a substantial majority recognizing its importance. The study underscores the dynamic interplay between consumer behaviour, awareness, and packaging attributes, offering insights valuable for businesses aiming to align their strategies with consumer preferences and environmental concerns.

## VI. Conclusion and Future Scope

The brand is regarded as the most essential component of packaging. The study also revealed that food product packaging plays an important role. The majority of respondents chose cans as their preferable food packaging. Regarding the purchasing behaviour of respondents to Food Products the packaging, consumers favoured Quality and Nutritive Value-based products, followed by Branding appearance and Type of packaging. This study underscores the profound role of the packaging industry in shaping diverse market products, particularly in the context of food items. Beyond its fundamental role in containment and protection, packaging is a conduit for essential information and adherence to legal standards. Future research could extend its focus to understanding how cultural and regional factors influence packaging preferences, thus enabling more tailored strategies. Investigating the impact of packaging on different product categories and demographics could provide a more nuanced understanding of the dynamics at play. Exploring innovative, sustainable packaging solutions and their impact on consumer behaviour and environmental perceptions could also be a fruitful avenue for study.

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