

Chapter 12

How Does Product Packaging Affect Consumers' Buying Decisions?

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ABSTRACT

The packaging gives constant development in marketing. It grows into the basic magnitudes in the production and manufacturing concept, as it plays an important role in prominence the mental image of the product to the consumer. The status of packaging makes marketing thinkers consider it to closed element for the marketing complex and positive process on which the product depends. Therefore, this study examines the packaging concept and its impact on consumers buying decisions. This study is based on primary data collection through a designed questionnaire and distributed to 750 consumers in the Shekhawati area. The results confirm that consumers are attracted to the product packaging in all aspects (design, color, size, shape). It endorses adopting a packaging policy in industrial organizations facing

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high-tech expansions and rapidly changing consumer palates. It is necessary to consider modern marketing directions in product packaging, including green marketing, which depends on the use of materials that have less environmental impact in the packaging process.

1. INTRODUCTION

In the context of market opening and convergence between markets, the market is filled with different products, as a product can have many different forms and substitutes. Therefore, the organization needs to recognize its product among other products. there are several types on the market so customers can find the product very easily (Grönroos, 1982; Klimchuk & Krasovec, 2013). The rising interest in the marketing potential of the metaverse and its influence on consumer behavior is undeniable. In Ecommerce is very important to be careful with the development of virtual stores, shopping experience improvement, personalizing customer experience and shopping behavior analysis and understanding.

Therefore, organizations rely on packaging strategies to differentiate their products from other products to attract consumers' attention toward certain products. In other words, packaging or wrapping can become the main reason for consumer demand for one product among others. Theoretical and professional references indicate that blankets and wrapping paper are not new objects of the modern era but have been used since ancient times, while leather goods, baskets, ceramics, and water crystal for packaging and during postage - Packaging during World War II became increasingly important in many different countries around the world. The predominance of self-service and vending stores using machines, the popularity of modern materials in the packaging sector such as plastic, paper, aluminum, wood, glass, cardboard, iron, and other materials, and in recent years the development of the concept of packaging is no longer limited to protecting goods from damage but has also become a marketing tool to influence trends purchase goods from consumers. Packaging is of great importance to consumers and organizations, so the study started with a question. **How does product packaging affect consumers' buying decisions?** To answer this question, research is being conducted to examine the evolution of packaging and its role in attracting customer attention. packaging has been intensively studied by various researchers. There is an intersection of two developing trends that could significantly impact Packaging design. One of them is the growth of e-commerce shopping and how it's been changing packaging design in a couple of ways the second way that this e-commerce trend has been changing packaging, packaging design, is that companies are now designing their packaging

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