

Impact of Packaging Design of Various Indian Traditional Snack Brands on Consumer Purchase Decisions

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ABSTRACT

The impact of packaging design elements on consumer purchase decisions in the traditional Indian snack market in Bangalore, emphasizes the role of visual appeal, impulsive buying, cultural resonance, and sustainability. Data were collected from 130 respondents using structured questionnaires and analyzed through statistical tools, including ANOVA, t-tests, correlation, and multiple regression. The findings reveal that visual appeal and impulsive buying are the most influential factors, collectively explaining over 59% of purchase decision variations. Cultural resonance and sustainability also play significant roles, with older consumers demonstrating higher sensitivity to these elements compared to younger counterparts. These insights highlight the strategic importance of aesthetically pleasing, culturally relevant, and sustainable packaging designs in influencing consumer behaviour and driving brand loyalty, offering valuable implications for traditional snack brands seeking competitive differentiation in a crowded market.

Keywords: packaging design, visual appeal, traditional snacks, impulsive buying, cultural resonance, consumer behaviour

INTRODUCTION

The Indian snack food market, a vibrant and culturally rich segment, has evolved significantly, with packaging transitioning from a protective function to a vital marketing tool. It now communicates brand values, evokes emotional responses, and differentiates products in a competitive marketplace. Traditional Indian snacks, deeply tied to cultural festivals and daily life, represent a unique market segment. While studies like Mitul and Bhavesh (2012) have highlighted the influence of visual appeal, brand identity, functionality, and transparency on consumer purchase decisions, limited research exists on their specific impact on traditional Indian snacks. This study addresses this gap by exploring how packaging design variables influence consumer attraction, brand loyalty, and purchase decisions for these culturally significant products.

As competition intensifies in the snack food industry, both established and emerging brands are leveraging packaging as a critical tool to attract and retain customers. Despite the growing body of research on packaging design and consumer behaviour, the specific nuances of its impact on traditional Indian snacks remain underexplored. By examining the relationship between packaging design elements and consumer behaviour, this research seeks to offer valuable insights into enhancing brand recognition, fostering customer loyalty, and driving purchase decisions in this distinct market segment.

1. PROBLEM STATEMENT

The intensifying competition in the Indian snack market has made packaging a vital tool for attracting customers. Mitul and Bhavesh (2012) highlight that factors like visual appeal, impulse buying, cultural and emotional responses, brand identity, functionality, and transparency

significantly influence purchase decisions. This research explores how these packaging design elements impact consumer behaviour to attract new customers.

2. OBJECTIVES OF THE STUDY

- To find the factors of the packaging design of various Indian snack brands.
- To analyse the relationship between packaging design factors and purchase decisions.
- To evaluate the impact of packaging design factors on purchases made by consumers.

3. HYPOTHESIS

1. Difference between age with regard to packaging design factors.

H0: There is no significant difference between age with regard to packaging design factors. H1: There is significant difference between age with regard to packaging design factors.

2. Relationship between packaging design factors on purchase decision.

H0: There is no significant relationship between packaging design factors and purchase decisions.

H1: There is significant relationship between packaging design factors and purchase decisions.

3. Impact of packaging design factors on purchases made by consumers.

H0: There is no significant impact of factors influencing consumer purchase decision on purchase decision

H1: There is significant impact of factors influencing consumer purchase decision on purchase

LITERATURE REVIEW

Azka Belliza and Nurrani Kusumawati (2024) examine the influence of visual attributes in packaging design on Generation Z's purchasing decisions, focusing on dessert snacks. Their mixed-methods study, involving 422 survey respondents and 12 qualitative interviewees, reveals that visual appeal, particularly colour combinations, typography, and illustrations, plays a significant role in purchasing decisions. These elements enhance perceived product quality. Eco-friendly packaging materials positively affect perceived quality, while packaging shape and size influence practicality and quality perceptions. The study suggests that packaging design tailored to Generation Z's visual preferences can boost marketability but acknowledges the limitation of its focus on a specific demographic and product category. Future research could expand on these findings across other consumer groups and product categories.

Cahyorini and Rusfian (2012) focus on the effect of packaging design on impulsive buying. They emphasize that attractive packaging can significantly influence consumer attention at the point of purchase. The authors discuss the importance of functional aspects, transparency in labelling, and the role of packaging in triggering impulsive buying behaviour. They also note the significance of packaging in fostering brand loyalty and appealing to environmentally conscious consumers.

Mitul and Bhavesh (2012) found that visual appeal, brand identity, functionality, and transparency in packaging design significantly influence consumer attraction and purchase decisions. Their work highlights how packaging elements that resonate culturally and emotionally can drive impulsive buying and brand loyalty, ultimately impacting consumer purchases of traditional Indian snack brands.

Naik (2015) builds on Soni's findings, emphasizing the crucial role of visual elements in attracting consumer attention and shaping quality perceptions. The study highlights packaging as a key medium for brand identity, noting that functional and transparent designs, especially with clear labelling, foster consumer trust. Naik also underscores the impact of culturally resonant and emotionally engaging packaging in driving impulsive purchases and brand loyalty, while stressing the increasing significance of sustainable packaging in influencing consumer decisions and enhancing product appeal at the point of sale.

Shukla, Singh, and Wang (2022) found that creative and visually appealing packaging boosts customer engagement and purchase likelihood. Effective branding, functional design, and transparency enhance perceptions of quality, while cultural sensitivity and emotional connections strengthen consumer engagement. Sustainable packaging also plays a crucial role in brand loyalty, with the interplay of these factors driving purchase decisions.

Wang et al. (2023) emphasize the significance of visual elements in packaging design, particularly colour and image, in attracting consumers and influencing purchase decisions. They describe packaging as a crucial means of communication for brand identity and values. The authors suggest that visually appealing packaging can evoke positive emotional responses, potentially leading to impulsive buying behaviour. They also note a growing trend towards eco-friendly packaging, appealing to environmentally conscious consumers.

4. METHODOLOGY

The study adopts a descriptive research design to investigate the impact of packaging design on consumer behaviour, specifically focusing on traditional Indian snacks. The research primarily aims to understand the relationship between various packaging design factors and consumer purchase decisions. Data collection was carried out through structured questionnaires, with a total of 130 respondents from Bangalore. These participants were selected using a purposive sampling technique, ensuring that they were consumers of traditional Indian snacks and were aged 18 or older.

The data collection process involved both primary and secondary sources. Primary data were gathered using a structured questionnaire that focused on various packaging design factors, employing a 5-point Likert scale to measure responses. The questionnaire consisted of 15 variables, each designed to explore different aspects of packaging, such as visual appeal, brand identity, and functional attributes. Secondary data were collected from academic journals, industry reports, and company websites, which provided additional context and background for the study. To analyse the collected data, statistical methods including ANOVA, correlation, and multiple regression were used. These analyses helped identify relationships between packaging design elements and consumer purchase decisions. The purposive sampling method ensured that the sample accurately represented the target population, which consisted of consumers of traditional Indian snacks in Bangalore.

DATA ANALYSIS AND FINDINGS

4.1. DESCRIPTIVE STATISTICS

Category	Subcategory	No. of Participants	Percentage
Gender	Female	58	45%
	Male	72	55%
Age (years)	18-24	26	20%
	25-34	9	7%
	35-44	11	9%
	45-54	42	32%
	55+	42	32%
Employment Status	Employed	80	61%
	Unemployed	27	21%
	Student	23	18%
Shopping Preference	In-store shopping	105	81%
	Online shopping	25	19%

Table 1: Descriptive statistics of demographic variables.

The study (from Table:1) provides a detailed overview of the participant demographics and shopping behaviours. The

gender distribution indicates that the sample comprises 55% males and 45% females, suggesting a slightly higher male representation (as shown in Figure: 1).

In terms of age distribution, the majority of respondents fall into the 45-54 years (32%) and 55+ years (32%) age brackets, collectively representing **64% of the total participants**. The younger age group of **18-24 years** accounts for **20%**, while the **25-34 years (7%)** and **35-44 years (9%)** groups have the least representation. This suggests that a significant portion of the participants belong to older age groups (as shown in Figure: 2).

The **employment status** of the participants shows that **61% are employed**, while **21% are unemployed**, and **18% are students**. The high employment rate could indicate financial stability among most participants, influencing their shopping preferences and spending behaviour.

Regarding **shopping preferences**, the majority (81%) prefer **in-store shopping**, while only 19% opt for **online shopping**. This suggests that despite the increasing digital adoption, physical stores still play a dominant role in consumer behaviour, possibly due to the ability to inspect products in person or the influence of traditional shopping habits.

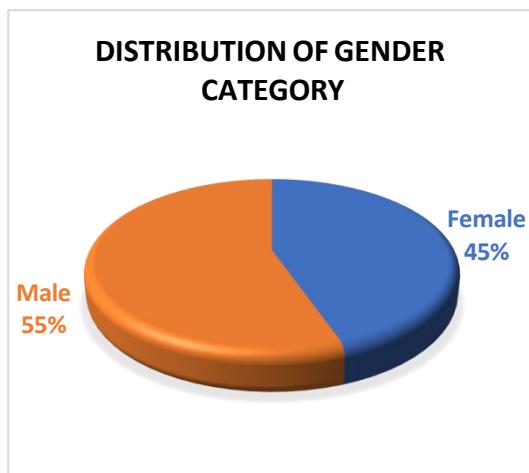


Figure 1: Distribution of Gender category

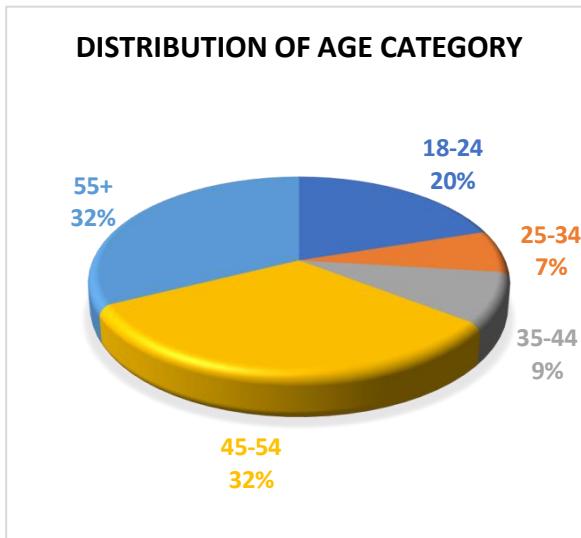


Figure 2: Distribution of Age category

Distribution of Consumer's Shopping Patterns:

Shopping pattern	No. of participants
Daily	11
Bi-weekly	33
Weekly	68
Monthly	18

Table 2: Distribution of consumer's shopping patterns.

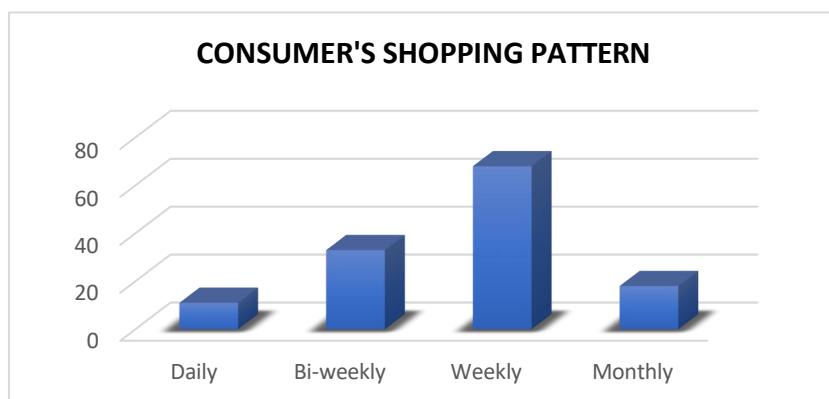


Figure 3: Distribution of consumer's shopping patterns.

The consumers shopping pattern distribution reveals that the most prominent pattern is weekly with 68. Bi-weekly consists of 33 participants, followed by 18 participants shopping monthly and 11 participants shops daily (as shown in Figure:3 and Table:2).

4.2. INFERENTIAL ANALYSIS

Hypothesis I

Test whether significant difference between age with regard to packaging design factors.

- H_0 = There is no significant difference between age with regard to packaging design factors.
- H_1 = There is significant difference between age with regard to packaging design factors.

Test: One-way ANOVA

Variable	Age Group in years					F value	P value
	18-24	25-34	35-44	45-54	55+		
Visual Appeal	2.1410 (0.64755)	2.5185 (1.04231)	3.3030 (0.65751)	2.7540 (0.99063)	2.6508 (0.97933)	3.631	.008
Brand Identity and Recognition	1.9615 (0.56825)	2.1852 (0.55556)	2.6970 (1.03767)	2.2460 (0.84282)	2.3889 (0.92222)	1.891	.116
Functional Aspect	2.4103 (0.81817)	2.1111 (0.81650)	2.9697 (1.05887)	2.1508 (0.94626)	2.4603 (0.93690)	2.053	.091

Transparency	2.3269 (0.81169)	2.1667 (0.86603)	2.7727 (1.05744)	2.4881 (0.93371)	2.4048 (0.91889)	.709	.587
Impulsive Buying	2.3462 (0.73170)	3.0000 (0.79057)	3.4545 (0.90704)	3.1548 (0.99687)	3.2262 (1.02530)	4.645	.002
Brand Loyalty	2.4423 (0.79154)	2.5000 (0.66144)	2.9545 (1.05959)	2.8095 (0.90360)	2.7024 (0.95035)	1.021	.399
Cultural and Personal Aspects	2.5769 (0.64331)	3.0000 (0.93541)	3.4091 (0.83121)	2.9048 (0.89877)	2.9405 (0.87096)	2.022	.095
Sustainability	2.4231 (0.80861)	3.2222 (0.56519)	2.7273 (1.16969)	2.5476 (1.09215)	2.3095 (0.86216)	1.962	.104
Emotional Response	2.3077 (0.66448)	2.5556 (0.63465)	3.0909 (0.73547)	2.7024 (1.00036)	2.6667 (0.96693)	1.692	.156

Purchase Decision	2.3462 (0.80956)	3.0000 (1.03078)	3.0455 (1.17163)	2.9762 (0.99359)	3.0000 (0.86250)	2.511	.045
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Table 3: ANOVA test for age and packaging design factors.

Notes: The value within () refers to the standard deviation

Since the p-values for Visual Appeal (0.008), Impulsive Buying (0.002), and Purchase Decision (0.045) are less than 0.01, the null hypothesis is rejected at a 1% significance level, indicating significant differences among age groups in these factors. However, the p-values for Brand Identity (0.116), Functional Aspect (0.091), Transparency (0.587), Brand Loyalty (0.399), Cultural and Personal Aspects (0.095), Sustainability (0.104), and Emotional Response (0.156)

are greater than 0.05, so the null hypothesis is accepted, meaning no significant differences exist for these factors.

For Visual Appeal, the highest mean is in the 35-44 age group (3.3030), and the lowest is in the 18-24 group (2.1410), showing a significant difference. Impulsive Buying also varies, with the 35-44 group having the highest mean (3.4545) and the 18-24 group the lowest (2.3462). For Purchase Decisions, the 35-44 group leads with a mean of 3.0455, while the 18-24 group has 2.3462. These findings suggest significant differences in decision-making across age groups.

The lack of significant differences in factors like Brand Identity, Functionality, Transparency, Brand Loyalty, Cultural Aspects, Sustainability, and Emotional Response indicates these elements impact consumers similarly across ages. The observed differences in Visual Appeal, Impulsive Buying, and Purchase Decisions may stem from varying life stages, experiences, and priorities of each age group(as shown in table:3).

Hypothesis II

Test whether significant relationship between packaging design factors and purchase decision.

- H_0 = There is no significant relationship between packaging design factors (emotional response, brand identity, functional aspect, transparency, brand loyalty, cultural and personal factors, visual appeal, impulsive buying, and sustainability) and purchase decisions.
- H_1 = There is significant relationship between packaging design factors and purchase decisions.

Test: Correlation

Factors	Emotional Response	Brand Identity	Functional Aspect	Transparency	Brand Loyalty	Cultural & Personal	Impulsive Buying	Visual Appeal	Sustainability	Purchase Decision
Emotional Response	1.000	.703**	.325**	.371**	.600**	.554**	.663**	.680**	.228**	.497**
Brand Identity	-	1.000	.546**	.526**	.457**	.545**	.687**	.641**	.412**	.384**
Functional Aspect	-	-	1.000	.596**	.205**	.360**	.358**	.454**	.553**	.203**

Transparency	-	-	-	1.000	.370**	.493**	.306**	.446**	.458**	.346**
Brand Loyalty	-	-	-	-	1.000	.591**	.556**	.593**	.169**	.449**
Cultural & Personal	-	-	-	-	-	1.000	.592**	.590**	.306**	.455**
Impulsive Buying	-	-	-	-	-	-	1.000	.694**	.405**	.545**
Visual Appeal	-	-	-	-	-	-	-	1.000	.474**	.548**
Sustainability	-	-	-	-	-	-	-	-	1.000	.347**
Purchase Decision	-	-	-	-	-	-	-	-	-	1.000

Table 4: Correlation between packaging design factors and purchase decision.

Note: **denotes significance at 1% level

The analysis(as shown in Table: 4) reveals that all the factors studied—emotional response, brand identity, functional aspect, transparency, brand loyalty, cultural and personal factors, visual appeal, impulsive buying, and sustainability—have a significant positive relationship with purchase decisions at a 1% level of significance. Each factor contributes differently to the variation in purchase decisions, as indicated by their respective correlation coefficients. Visual appeal (30.0%) and impulsive buying (29.7%) exhibit the strongest influence, while functional aspect (4.1%) has the least. These findings underscore the importance of considering emotional, cultural, aesthetic, and functional elements in strategies aimed at influencing consumer purchase decisions.

Hypothesis III

- H0: There is no significant impact of factors influencing consumer purchase decision on purchase decision
- H1: There is significant impact of factors influencing consumer purchase decision on purchase

Multiple Regression.

- Dependent variable (Y): Purchase decision
- Independent variables:
 - X1: Brand loyalty
 - X2: Emotional Response

- X3: Impulsive Buying
- X4: Functional Aspects
- X5: Transparency

X6: Brand Identity and Recognition

- X7: Cultural and Personal Aspects
- X8: Sustainability
- X9: Visual Appeal

- R-value: 0.650^a
- R² value: 0.423
- F value: 9.766
- P value: <.001^b

Variable	Unstandardized efficient (B)	co- SE of B	Standardised efficient (Beta)	co- T value	P value
Constant	.689	.280		2.461	.015
X ₁	.208	.127	.195	1.639	.104
X ₂	.211	.119	.208	1.766	.080
X ₃	.248	.141	.217	1.766	.080
X ₄	.177	.102	.173	1.740	.084
X ₅	.200	.105	.189	1.893	.061
X ₆	.043	.097	.044	.441	.660
X ₇	.065	.113	.058	.579	.564
X ₈	.157	.092	.157	1.699	.092
X ₉	.322	.127	.303	2.548	.012

Table 5: Multiple regression for packaging design factors and purchase decision.

The multiple correlation coefficient is 0.650 measures the degree of relationship between the factors influencing purchase decisions by the respondent. Because the predicted values are obtained as a linear combination of brand loyalty (X_1), emotional response (X_2), visual appeal (X_3), functional aspects (X_4), transparency (X_5), brand identity and recognition (X_6), cultural and personal aspects (X_7), sustainability (X_8), impulsive buying (X_9), the coefficient value of 0.650.

The coefficient of determination R square measures the goodness of fit of the estimates sample regression plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.423 simply means that about 42.3% of the variation in purchase decisions is explained.

The multiple regression equation is,

$$y = .689 + .208x_1 + .211x_2 + .248x_3 + .177x_4 + .200x_5 + .043x_6 + .065x_7 + .157x_8 + .322x_9$$

The coefficient of X_1 is 0.208, indicating that brand loyalty increases by 0.208 for every unit increase in purchase decision, holding other variables constant. This is significant at the 1% level.

The coefficient of X_2 is 0.211, showing emotional response increases by 0.211 per unit increase in purchase decision, significant at the 1% level.

The coefficient of X_3 is 0.248, implying impulsive buying increases by 0.248 for each unit increase in purchase decision, significant at 1%.

The coefficient of X_4 is 0.177, signifying functional aspects increase by 0.177 per unit, significant at 1%.

The coefficient of X_5 is 0.200, indicating transparency increases by 0.200 per unit increase in purchase decision, significant at 1%.

The coefficient of X_6 is 0.043, showing brand identity rises by 0.043 per unit, significant at 1%.

The coefficient of X_7 is 0.065, suggesting cultural and personal aspects grow by 0.065 per unit increase, significant at 1%.

The coefficient of X_8 is 0.157, highlighting sustainability rises by 0.157 per unit, significant at 1%.

The coefficient of X_9 is 0.322, meaning visual appeal increases by 0.322 per unit, significant at 1%.

5. FINDINGS AND RECOMMENDATIONS

5.1. FINDINGS

- **Factors of the packaging design of various Indian snack brands:** The research identified several key packaging design factors that influence consumer purchase decisions for traditional Indian snack brands. Visual appeal and impulsive buying were the most significant factors, explaining 30.0% and 29.7% of decision variation, respectively. Other factors like brand loyalty, functional aspects, brand identity, transparency, cultural preferences, and sustainability also positively impacted purchase decisions, with emotional packaging playing a crucial role in driving consumer choices.

- **Relationship between packaging design factors and purchase decisions:** The correlation analysis revealed significant relationships between various factors and purchase decisions for traditional Indian snack brands. Visual appeal showed the strongest positive correlation (0.548), explaining 30.0% of the variation in purchase decisions. Impulsive buying also had a strong positive relationship (0.545), accounting for 29.7% of the variation. Emotional response (0.497) and brand loyalty (0.449) showed moderate positive correlations. Brand identity (0.384), transparency (0.346), and sustainability (0.347) demonstrated weaker but still significant positive relationships with purchase decisions. Cultural and personal aspects (0.455) and functional aspects (0.203) also positively correlated with purchase decisions. All these relationships were statistically significant at the 1% level, indicating that multiple factors influence consumer purchase decisions for traditional Indian snack brands, with visual appeal and impulsive buying being the most impactful.

- **Impact of packaging design factors on purchases made by consumers:** Packaging-related factors collectively explained 42.3% of purchase decision variation. Visual appeal, often triggered by packaging, had the highest

impact, followed closely by impulsive buying. Transparency, brand loyalty, and sustainability also positively influenced decisions. While no significant difference was found between male and female consumers, age groups showed varying responses to visual appeal and impulsive buying, suggesting the need for age-targeted packaging strategies in the traditional Indian snack market.

5.2. RECOMMENDATIONS

1. **Enhance Visual Appeal:** Use vibrant, culturally resonant designs to attract attention.
2. **Leverage Impulsive Buying:** Introduce limited-edition and festival-themed packaging.
3. **Segmented Strategies:** Tailor packaging designs for different age groups.
4. **Transparent Packaging:** Enhance trust by allowing consumers to see the product inside.

Conclusion

This study demonstrates the significant role of packaging design in influencing consumer purchase decisions for traditional Indian snacks. Visual appeal, impulsive buying, and cultural resonance emerged as key factors driving consumer behaviour. By leveraging these insights, brands can create impactful packaging strategies that not only attract customers but also build lasting brand loyalty. Future research could explore digital marketing's interplay with packaging to further optimize consumer engagement.

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