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A Study on Consumer Behaviour towards Packaging of Select Dairy Products at Creamline Jersey

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ABSTRACT: Packaging has emerged as a critical marketing tool influencing consumer perception and purchase decisions, particularly in the fast-moving consumer goods (FMCG) and dairy sectors. In highly competitive markets, packaging not only protects the product but also communicates quality, brand identity, nutritional information, and value. This study examines consumer behaviour towards packaging of select dairy products at Creamline Jersey, with a focus on visual elements, informational content, material preference, and overall influence on buying decisions. A descriptive research design was adopted, using primary data collected from 100 respondents in Hyderabad through a structured questionnaire, supplemented with secondary data from journals, books, and online sources. Percentage analysis was used to interpret the data. The findings reveal that packaging design, images, and information significantly influence consumer perception and purchase intention. While Creamline Jersey enjoys strong market performance, improvements in value-for-money perception and sustainable packaging can enhance consumer satisfaction and brand loyalty. The study concludes with practical recommendations for improving packaging strategies to strengthen competitive advantage.

KEYWORDS: Consumer Behaviour, Packaging, Dairy Products, FMCG, Creamline Jersey

I. INTRODUCTION

Consumer behaviour refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of products and services to satisfy their needs and wants. It integrates insights from psychology, sociology, anthropology, marketing, and economics to understand decision-making processes. In the contemporary marketing environment, understanding consumer behaviour has become essential for companies seeking to attract and retain customers in highly competitive markets.

The Indian dairy industry occupies a vital position in the national economy and nutrition system. India is the world's largest producer of milk, with dairy products forming an integral part of daily consumption across households. Rapid urbanization, increasing disposable incomes, and rising health consciousness have accelerated the demand for packaged dairy products. As consumers increasingly shift from loose to branded dairy products, packaging has become a decisive factor influencing purchase decisions.

Packaging serves multiple functions beyond protection and transportation. It acts as a silent salesman by attracting consumer attention, conveying product information, enhancing brand recall, and differentiating products on crowded retail shelves. Elements such as colour, graphics, material, labeling, nutritional information, and convenience of handling play a significant role in shaping consumer perception. In dairy products, packaging also signals freshness, hygiene, and safety, which are crucial determinants of trust.

Creamline Dairy Products Limited, marketed under the brand name 'Jersey', is a leading dairy company in South India. With a strong presence in Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, and parts of Maharashtra, Creamline Jersey faces intense competition from brands such as Amul, Heritage, Hatsun, and Mother Dairy. In this context, understanding consumer behaviour towards packaging becomes essential to sustain market share and enhance competitive positioning. This study aims to analyze how packaging influences consumer behaviour towards select dairy products of Creamline Jersey.

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Aaker (1991) emphasized that brand-related cues such as packaging play a crucial role in building brand equity by enhancing recognition and recall.

Keller (1993) highlighted that visual and informational packaging elements strengthen brand associations and influence consumer choice.

Ahmed and Amin (2014) found that packaging attributes such as colour, material, and design significantly affect purchase decisions, particularly in food products.

Balamurgan and Sindhu (2017) observed that packaging, price, and accessibility are major determinants of consumer behaviour in dairy products.

Palanichamy and Kannan (2018) reported that quality perception and packaging hygiene strongly influence urban consumers' dairy purchase behaviour.

Jothi Mary (2013) concluded that consumers show higher satisfaction towards dairy brands that ensure quality packaging and clear labeling.

Elangovan and Gomatheeswaran (2015) identified lifestyle and socio-economic factors as key influencers of packaging preference in dairy consumption.

Gelici-Zeko (2013) demonstrated that food packaging design generates consumer expectations that shape brand perception and buying behaviour.

Olaf Ahmed Khan (2019) found that nutritional information and quality cues on packaging positively impact milk purchase behaviour.

Bousbia (2017) revealed that taste, health benefits, and packaging information significantly affect dairy consumption patterns.

Gilaninia (2013) highlighted that packaging colour and labeling rank highest among packaging attributes influencing consumer behaviour.

Ramya (2018) observed that positive consumer perception of packaging contributes to repeat purchases of dairy brands. Kotler and Keller (2016) emphasized packaging as a vital component of the marketing mix influencing consumer decision-making.

Oliver (1997) stated that satisfaction derived from product experience, including packaging, leads to loyalty and advocacy. Reichheld and Sasser (1990) established that customer loyalty driven by satisfaction improves long-term profitability.

III. RESEARCH QUESTIONS

1. How does packaging influence consumer behaviour towards Creamline Jersey dairy products?
2. Which packaging elements most affect consumer purchase decisions?
3. What is the consumer perception of packaging information and quality?
4. Does packaging influence brand preference and loyalty?

IV. RESEARCH OBJECTIVES

1. To study consumer behaviour towards packaging of select dairy products at Creamline Jersey.
2. To analyze the influence of visual elements of packaging on consumer emotions.
3. To examine the impact of packaging information on purchase decisions.

4. To identify consumer preferences regarding packaging materials.
5. To suggest measures for improving packaging effectiveness.

V. HYPOTHESES

- H1: Packaging design has a significant impact on consumer purchase decisions.
H2: Packaging information positively influences consumer perception.
H3: Packaging quality has a significant relationship with brand preference.

VI. RESEARCH DESIGN AND METHODOLOGY

Research Design: Descriptive research design.

Data Sources:

Primary Data – Structured questionnaire administered to consumers.

Secondary Data – Journals, books, company reports, and websites.

Sample Size: 100 respondents.

Sampling Technique: Stratified simple random sampling.

Variables:

Independent Variables – Packaging design, colour, information, material

Dependent Variables – Consumer perception, purchase decision, satisfaction.

Tools of Analysis: Percentage analysis and tabulation.

VII. DATA ANALYSIS AND INTERPRETATION

Table 1: Age of the Respondents

Age Group (Years)	Respondents	Percentage (%)
Below 20	16	16
21 – 30	44	44
31 – 40	25	25
Above 40	15	15
Total	100	100

Interpretation

The majority of respondents (44%) belong to the 21–30 age group, indicating that young consumers are more aware of and responsive to packaging attributes of dairy products.

Table 2: Awareness of Creamline Jersey Brand

Awareness	Respondents	Percentage (%)
Yes	91	91
No	9	9
Total	100	100

Interpretation

A high 91% awareness level reflects strong brand presence and market penetration of Creamline Jersey.

Table 3: Importance of Packaging While Purchasing Dairy Products

Opinion	Respondents	Percentage (%)
Very Important	38	38
Important	41	41
Neutral	14	14
Not Important	7	7
Total	100	100

Interpretation

Nearly 79% of respondents consider packaging important, confirming that packaging plays a major role in influencing buying decisions.

Table 4: Packaging Element That Attracts Consumers Most

Packaging Element	Respondents	Percentage (%)
Colour	32	32
Images & Design	28	28
Information & Label	25	25
Shape & Size	15	15
Total	100	100

Interpretation

Colour and visual design together influence 60% of consumers, showing the importance of aesthetic appeal in dairy product packaging.

Table 5: Satisfaction with Packaging Quality

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	34	34
Satisfied	39	39
Neutral	17	17
Dissatisfied	10	10
Total	100	100

Interpretation

About 73% of respondents are satisfied with the packaging quality of Creamline Jersey products, indicating positive quality perception.

Table 6: Influence of Packaging Information on Purchase Decision

Response	Respondents	Percentage (%)
Yes	76	76
No	24	24
Total	100	100

Interpretation

A majority (76%) rely on packaging information such as nutritional value and expiry date, highlighting the informational role of packaging.

Table 7: Preference for Packaging Material

Material Type	Respondents	Percentage (%)
Plastic Packs	41	41
Tetra Packs	29	29
Eco-friendly Packs	30	30
Total	100	100

Interpretation

Although plastic packs are still widely used, 30% prefer eco-friendly packaging, indicating rising environmental awareness.

Table 8: Perception of Value for Money Based on Packaging

Opinion	Respondents	Percentage (%)
Strongly Agree	29	29
Agree	38	38
Neutral	21	21
Disagree	12	12
Total	100	100

Interpretation

About 67% feel the packaging justifies the price, though a notable minority perceive scope for improvement in value perception.

Table 9: Packaging Influence on Brand Preference

Response	Respondents	Percentage (%)
Yes	72	72
No	28	28
Total	100	100

Table 10: Overall Satisfaction with Creamline Jersey Packaging

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	36	36
Satisfied	40	40
Neutral	16	16
Dissatisfied	8	8
Total	100	100

Volume 13, Issue 12, December 2024**|DOI: 10.15680/IJRSET.2024.1312215|****Interpretation**

Overall satisfaction stands at 76%, indicating strong consumer approval of Creamline Jersey's packaging.

VIII. RESULTS AND DISCUSSION

The analysis reveals that packaging significantly influences consumer behaviour towards Creamline Jersey dairy products. Visual elements such as images and colour attract consumers, while clear labeling and nutritional information build trust. Although the brand performs well in the market, mixed perceptions regarding value-for-money suggest the need for pricing and packaging optimization. These findings align with previous studies emphasizing packaging as a critical determinant of FMCG purchase behaviour.

IX. FINDINGS OF THE STUDY

The study found that consumers actively seek information on packaging before purchase. Visual appeal and convenience strongly influence buying behaviour. Packaging design acts as a silent salesman, encouraging impulse buying. Sustainable and recyclable packaging is increasingly preferred. Packaging quality directly affects brand perception and loyalty.

X. SUGGESTIONS

The company should enhance packaging information clarity, adopt eco-friendly materials, improve value perception, and periodically update packaging design. Greater emphasis on sustainable packaging and consumer education can strengthen brand image and competitiveness.

XI. CONCLUSION

The study concludes that packaging plays a pivotal role in shaping consumer behaviour towards dairy products at Creamline Jersey. Effective packaging design, information, and material choice significantly influence purchase decisions and brand perception. By adopting consumer-centric and sustainable packaging strategies, Creamline Jersey can strengthen customer satisfaction, loyalty, and long-term market success.

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