Impact of product packaging of ready to eat food products on consumer buying beha...

Influence of Age Group on Elements of Packaging

The study reveals to establish a relationship between age group and the factors associated with packaging. It has been revealed from the table 5. 13, 43. 6 per cent of the respondents fall under the age group of less than 20 years, followed by 20 to 40 (36. 9 per cent), 42 to 60 (11. 4 per cent), and 60 and above (8. 1 per cent). As the response towards the factors has been measured on 5 point scale ranging from (strongly- agree to strongly-disagree).

Influence of Monthly Income on Elements of Packaging

It has been experienced from the statistics that 38. 9 per cent of the respondents fall under the category of monthly income 10000 to 20000. It has further been realized from the statistics that more than 45 per cent of the respondents desired to have a good design followed by the effective packaging and renewed brand while making purchase decision.

Influence of Family size on Elements of Packaging

While working out the degree of association between the elements of packaging and family size. It can be concluded from the statistics provided by Table 5. 15 showing that the 55 per cent of the respondents are having a family size of 3 to 6 members. The result further reveals that the respondents are having a neutral attitude towards the packaging material of food items.

On the other hand 54. 3 per cent of the respondents are having a favorable attitude towards design of packaging followed by 49. 7 per cent of the

respondents that are having favorable attitude towards the type of packaging for ready to eat food items while making purchase decision in Jammu urban region.

Influence of Type of Family on Elements of Packaging

To establish a cross tabulation between type of family and elements of packaging, the results are depicted in Table 5. 16 The result revealed that while introducing the nuclear family as an indicator for an association between type of family and packaging elements the statistics experienced 62. 4 per cent of the respondents falling under the nuclear category (23. 6 per cent) and the single category (14. 1 per cent). Under The joint category the results reveal that the type of family are having a neutral attitude towards packaging material, where as a strong and favorable association has been experienced among the type of family and the elements of packaging while making decision for purchase.

Influence of Education Level on Elements of Packaging

While working out the relationship between education level and elements of packaging, it has been revealed from the Table 5. 17, that with the increase in the educational level, there has been a favorable attitude, with more than 50 per cent towards the elements of packaging, with exception to packaging material (PM) which is depicting a neutral response (45. 60 per cent). The respondent having education level greater than secondary do get influenced by the factors associated packaging for ready to eat food items in Jammu urban.

Influence of Colour, Shape, Graphics on Gender
While working out the degree of association between the colour (red and green), shape (round and curvy), graphics (image of product and image of landscape) and gender, it can be concluded from the table 5. 18 that the males are more influenced by all the three elements of packed food items, with the degree percentage of 64. 4 per cent. Moreover, as depicted from the results that both male and female respondents get influenced by red color, round shape of package and the presence of having an image of product on the package.

Influence of Colour and Shape on Age Group
While analyzing the relation between age group and the colour (red and green), of the packaging, the Table 5. 19 depicts the positive influence of age groups and colour. The statistics highlights that red colour appears to be the most influential colour while making the purchase. Further, it has been observed that the red colour as well as green colour is primarily focused by the respondents with the age group of bless than 20 years. The similar interpretation also holds for the state of the packaging also. Moreover, it can be experienced from the Table 5. 19 that respondent under the different age group are in favour of square shape in packaging rather than round.

Influence of Colour, Shape, Graphics on Education Level
To establish a cross tabulation between education level and the colour (red and green), shape (round and curvy), and graphics (image of product and image of landscape) results are depicted in Table 5. 20, The result revealed that, the respondents with education level more than secondary are most

influenced by these three elements of RTE packed food products with the percentage more than 80 per cent.

Mean, Std. Deviation, Variance, for Feelings of Packed Food Items

In order to determine the normality and percentage of perception towards the packaging elements, it becomes mandatory to have a descriptive analysis of the estimates, to check the descriptive analysis. The present study makes use of mean, standard deviation, and coefficient of variance. Table 5. 21 depicts the feeling of various indicators for the packed food items in Jammu urban area. Out of 150 number of respondents, it can be realized that all elements, Important (Mean= 2. 24, SD = 1. 36, Variance = 1. 86), Interesting (Mean = 3. 82, SD = 0. 98, Variance = 0. 96), Relevance (Mean = 2. 43, SD = 0. 91, Variance = 0. 84), Excitement (Mean = 2. 27, SD = 0. 91, Variance = 0. 83), Meaning (Mean = 2. 16, SD = 1. 02, Variance = 1. 05), Appealing (Mean = 2. 17, SD = 0. 92, Variance = 0. 84), Fascinating (Mean = 2. 32, SD = 1. 04, Variance = 1. 09), Valueableness (Mean = 1. 85, SD = 0. 911, Variance = 0. 82), Involvement (Mean = 2. 16, SD = 0. 85, Variance = 0. 73), Need (Mean = 1. 48, SD = 0. 73, Variance = 0. 53). With exception to the feeling of interest towards packed food items (Mean = 3. 82, SD = 0. 98, Variance = 0. 96). Finally, it can be concluded that feeling towards Need and Valuableness of packaging, place a vital role for making a decision towards the RTE packed food items in Jammu urban. Moreover the statistics clearly reveals the normal distribution of the data with less deviation and variability among the response.