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Abstract

Packaging has become an essential factor in shaping consumer preferences, brand recognition, and purchasing behavior, especially in visually driven product categories. This research delves into how packaging and design elements affect customer decision-making, using Shabana Art Potteries, an artisan ceramic brand as the focal point. The study assesses the impact of components like color, design, materials, and typography on consumer attitudes and repeat buying intentions. Through surveys and statistical evaluation, the research captures customer insights and gauges the role of packaging in the perceived value of handcrafted pottery. It also offers strategic suggestions for enhancing packaging to improve consumer appeal and market competitiveness.

Keywords: Consumer insight, purchase behavior, package aesthetics

1. Introduction

In today's dynamic market landscape, packaging transcends its traditional role of protection to serve as a significant marketing instrument that communicates a brand's identity and values. This study seeks to understand the role of packaging in consumer perception, particularly for Shabana Art Potteries, a brand blending traditional craftsmanship with modern design. As a niche player offering artistic pottery, Shabana relies on its packaging to not only protect but to convey authenticity and cultural richness. Packaging elements such as eco-friendliness, usability, and visual design greatly influence consumer engagement and loyalty.

2. Literature Review

- Silayoi & Speece (2012): Emphasize the importance of visual packaging features—such as color, layout, and typography—in steering consumer choices.
- Raghubir & Suri (2014): Show that packaging significantly contributes to the perception of product value and uniqueness.
- Grunert & Wills (2016): Outline the influence of sustainable packaging on environmentally aware consumers.
- Kim & Lennon (2019): Reveal that visual clarity and engaging design positively shape customer trust and product evaluations.
- Lee et al. (2020): Link consistent and well-executed packaging design to strong brand image and consumer trust.

- Vaidyanathan & Aggarwal (2020): Examine how color psychology impacts consumer emotions and behavior.

Objectives of the Study

- To examine how packaging and design influence customer purchasing behavior.
- To evaluate consumer perceptions of packaging elements such as shape, color, and material.
- To identify packaging features that affect brand recognition and loyalty.
- To propose improvements for packaging strategies to enhance sales.

Need for the Study

The research aims to pinpoint how packaging design can be optimized to influence consumer behavior positively, boost competitiveness, and reflect the artistic essence of the product.

Scope of the Study

This study centers on Shabana Art Potteries in Mundiambakkam and investigates how packaging affects consumer choices within the handcrafted pottery segment.

Limitations of the Study

- The study is limited to a single brand and geographic region.
- Competitor packaging data was not available for comparison.

Research Methodology

Type of Research: Descriptive

Data Collection Tool: Structured questionnaire

Statistical Tools Used: Chi-square test and correlation analysis

Data Analysis and Interpretation

Chi-Square Test: Used to explore the association between customer satisfaction with packaging and impulse buying behavior. Significant results indicate a strong relationship between these factors.

Table 1 Summary of chi-Square

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

How satisfied are you with your perception of packaging design as a factor influencing your impulse buying decisions.	151	100.0%	0	0.0%	151	100.0%
How satisfied are you with your perception of packaging design in helping you differentiate between brands during shopping.						

3. Chi-Square Test

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.050	9	<.000
Likelihood Ratio	18.821	9	<.027
Linear-by-Linear Association	4.966	1	<.026
N of Valid Cases	151		

Inference

If the p-value is less than 0.05, we reject the null hypothesis and conclude that there is a statistically significant association between the two variables. This suggests that satisfaction with packaging design does influence satisfaction with the color schemes used, and this relationship may impact impulse buying behavior.

4. Correlation Analysis:

This technique assessed the link between consumer satisfaction with premium packaging and the likelihood of brand recommendation. Results showed a positive correlation, affirming that attractive packaging enhances loyalty and word-of-mouth

Table no 2 calculation of correlation

		How satisfied are you with your perception of premium brand loyalty	I am more likely to recommend a product with impressive packaging to others.
How satisfied are you with your perception of premium brand loyalty	Pearson Correlation	1	0.328
	Sig. (2-tailed)		<.000
	N	151	151
I am more likely to recommend a product with impressive packaging to others	Pearson Correlation	0.390	1
	Sig. (2-tailed)	<.000	
	N	151	151

5. Inference

There is a statistically significant positive correlation between customer satisfaction with premium packaging and their likelihood to recommend the product to others. Hence, we reject the null hypothesis and accept the alternative hypothesis. This suggests that impressive packaging plays a role in both brand loyalty and word-of-mouth recommendations

5.1. SUGGESTIONS & DISCUSSION

- Introduce more vibrant color combinations that reflect traditional yet modern aesthetics.
- Use eco-friendly materials that align with customer values and sustainability trends.
- Add QR codes linking to product origin videos or artisans stories
- Regularly collect feedback through surveys or social media to know how packaging influences purchase decisions.
- Ensure packaging stands out on shelves with clear fonts, neat layout, and eyecatching visuals.
- Use window cut-outs to showcase the actual pottery product for trust and transparency

5.2 Conclusion

The study affirms that packaging is a critical factor in influencing purchase decisions and brand loyalty. For artisanal brands like Shabana Art Potteries, packaging not only serves functional needs but also reinforces brand identity and cultural value. Thoughtful design improvements aligned with consumer expectations can help the brand thrive in competitive and diverse markets.

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