

A Study on Perception of Customers Towards Product Appearance of Packaged Food Products for Children

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ABSTRACT

The present research was conducted in Jammu City to analyze the perception of customers towards product appearance of packaged food products for children. The study was carried out on the basis of primary as well as secondary data. The research was conducted with the help of a questionnaire based on the information collected from the customers of Jammu City. The total sample of 100 respondents was taken. Percentage analysis and Garrett ranking technique were used for the analysis of data. The majority of the respondents were aware of packaged food products. The study also revealed the perception that the children preferred to buy products with attractive designs.

Keywords: Customers, perception, packaged food Products, children

Customers value the aesthetic and symbolic significance of a product's look, which transmits practical features and convey a sense of quality. In addition, it attracts attention and affects the ease of classification of the product. To evaluate the effect of package size on perceived quantity, perceived consumption and actual amount of consumption. This study was done on college students from different universities. The size dimension of which the effect was analyzed was the height of the container. The results of the study showed that the elongation of containers affects the perception of volume to a great extent. The taller size was considered larger than, the shorter size. The effect of elongation was strong under all conditions. The results also showed that the perceived consumption

was also higher for taller containers. Due to the higher perceived consumption, the actual consumption from taller containers was relatively higher. Thus the net effect of elongation on real consumption was positive through the perceived consumption route. Finally, the positive effect of elongation on volume perception translates into product choice and choice (Raghubir and Krishna 1999).

Colors have a major effect on perception; hence

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packaging colors can be crucial. The appropriate color scheme is crucial in establishing the impression that will impact brand and product decisions (Gofman 2010). Product design includes texture, shape, size, etc. Colors also have a great influence on the customer's choice as each customer has different characteristics about the product in mind, and children are attracted to bright colors. The packaging of food products is one of the most important parts of marketing in today's business environment. Some of the details may be sufficient to increase the perceived value of the product, such as new technologies for product traceability or product innovations. Under this scenario, the label is the most powerful tool for all providers to transfer information to the consumer (Banterley *et al.* 2013).

MATERIALS AND METHODS

The research was conducted with the help of a questionnaire based on the information collected from the customers in Jammu city. This study adopted both the primary data and the secondary data. The primary data were collected from the customers, and the secondary data were collected from journals, magazines, and advertisements. The sample size was 100 customers (parents accompanying the age of 1-8 years).

After the collection of data, the results were analyzed by using some statistical tools like percentage analysis and Garrett ranking.

RESULTS AND DISCUSSION

The results pertaining to the investigation on "A Study on Perception of Customer towards Product Appearance of Packaged Food Products for Children" have been presented in this chapter through appropriate tables.

Demographic profile of the respondents

Table 1 depicts the demographic profile of the respondents (gender, age, actual child age, occupation, qualification). Out of 100 respondents, 57 respondents, i.e. (57.00 percent) respondents were male, and 43 respondents, i.e. (43.00 percent) respondents were female. Regarding the age group of 100 respondents, the 44 respondents, i.e. (44.00 percent) were under the age group of 20-30,

followed by 38 respondents, i.e. (38.00 percent) who were under the age group 30-40, followed by 14 respondents, i.e. (14.00 percent) who were under the age group 40-50. Regarding the age group of children, the 43 children, i.e. (43.00 percent), were under the age group of 4-5, followed by 16 children, i.e. (16.00 percent) who were under the age group of 5-6, followed by 12 children, i.e. (12.00 percent) which were under the age group of 6-7, followed by 29 children, i.e. (29.00 percent) which were under the age group of 7-8.

Table 1: Demographic Profile of the Respondents

Demographi	Frequency	Percentage (%)
Gender		
Male	57	57
Female	43	43
Age		
20-30 years	44	44
30-40 years	38	38
40-50 years	14	14
Child Actual Age		
4-5 years	43	43
5-6 years	16	16
6-7 years	12	12
7-8 years	29	29

Children's awareness of packaged food products

Table 2 shows that the respondents were enquired about their awareness regarding packaged food products. A large majority of the respondents, i.e. (84.00 percent) reported that their children were aware of packaged food products and 16.00 percent of the respondents were not aware of packaged food products.

Table 2: Children awareness of packaged food product

Awareness of Packaged Food Products	Frequency	Percentage (%)
YES	84	84
NO	16	16

Table 3 represents the preference to buy packaged food products for children towards packaged food products. By using Garrett ranking techniques, chocolates were ranked as 1st, followed by snacks, breakfast cereals, and jelly were, ranked as 2nd, 3rd, and 4th, respectively.

Table 3: Preference towards selected packaged food products

Products	Total Score	Rank
Chocolates	5832	I
Snacks	5596	II
Breakfast Cereals	5400	III
Jelly	4460	IV

Perceptions toward packaged food products

Table 4 represents the perceptions toward packaged food products. Using the Garrett ranking technique, the 1st statement was ranked as 1st, and the 10th statement was ranked as 10th.

Table 4: Perceptions toward packaged food products

Statement Number	Statements	Total Score	Rank
1	My child prefers to buy products with attractive designs.	7523	I
2	My child prefers to buy products with specific cartoon characters.	7458	II
3	My child prefers to buy products with attractive packaging.	7242	III
4	My child prefers to buy products with specified flavors.	7225	IV
5	My child prefers to buy products with bright colors.	7157	V
6	My child prefers to buy products in specified sizes.	7104	VI
7	My child prefers to buy products which are advertised or child by their favorite actor/actresses or child artist.	6996	VII
8	My child prefers to buy products with free gifts.	6992	VIII
9	My child prefers to buy products influenced by other children	6894	IX
10	My child prefers to buy products with specified shapes.	6819	X

CONCLUSION

The study was conducted in Jammu city with an objective to analyze the perception of customers towards the product appearance of packaged food products for children. It was found that the majority of the respondents, i.e. (84.00 percent) were aware of packaged food products. The study revealed the perception of children that they preferred to buy products with attractive designs. It was found that chocolates were mostly preferred by the children.

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