

PROJECT REPORT

ON

**THE IMPACT OF PACKAGING DESIGN ON CHILDREN'S FOOD
PREFERENCES AND PARENTAL BUYING BEHAVIOR**

Submitted by

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*In partial fulfillment of the requirements for the award of degree of
Master of commerce at Calicut University*



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2022-2024

CERTIFICATE ON PLAGIARISM CHECK

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|----|--------------------------------------|---|-----------------------|--|
| 1. | Name of the Research Scholar/Student | FOUSIYA K N | | |
| 2. | Title of the Thesis/paper | “The Impact of Packaging Design on Children's Food Preferences and Parental Buying Behavior” | | |
| 3. | Name of the supervisor | Dr. SHAHIJA V A | | |
| 4. | Category | Master's Thesis | | |
| 5. | Department/institution | PG Department of Commerce and Management Studies | | |
| 6. | | Introduction / Review of literature | Materials and Methods | Results/ Discussion/summary Conclusion |
| 7. | Similar content (%) identified | - | - | - |
| | In case Overall similarity (%) | 8% | | |
| 8. | Revised Check | | | |
| 9. | Similar content (%) identified | 8% | | |
| 10 | Acceptable Maximum limit | | | |
| 11 | Software used | Checker X | | |
| 12 | Date of Verification | June 4, 2024 | | |

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This is to certify that the project report entitled “**THE IMPACT OF PACKAGING DESIGN ON CHILDREN'S FOOD PREFERENCES AND PARENTAL BUYING BEHAVIOR**” is a bona fide record of the work done by **FOUSIYA K N** and submitted in partial fulfillment of the requirement for the award of the degree of Master of Commerce at the University of Calicut. This independent project report was completed under my supervision and guidance.

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DECLARATION

I hereby declare that this report entitled “**THE IMPACT OF PACKAGING DESIGN ON CHILDREN'S FOOD PREFERENCES AND PARENTAL BUYING BEHAVIOR**” has been done by me under the guidance of **Dr. Ramisha K C**, Assistant Professor, PG Department of Commerce & Management Studies, M.E.S Asmabi College, P. Vemballur in partial fulfillment of the requirement of the Degree of Master of Commerce. I further declare that this work has not previously formed the basis for the award of any academic qualifications, associate ship, fellowship or other similar title of any other University or Board.

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ACKNOWLEDGEMENT

This report for the partial fulfillment or the requirement for the award of the degree of Master of Commerce has been made possible through the direct and indirect co-ordination of various persons. It gave me immense pleasure to mention the names of those people who made my dissertation possible. Since its immense gratitude, I acknowledge all those whose guidance and encouragement served as a beacon light' and crowned by efforts with success.

*I sincerely thank **Dr. Reena Mohamed P M**, the Principal of M.E.S Asmabi College, P. Vemballur and **Dr. K P Sumedhan**, Self financing Director, PG Department of Commerce & Management Studies, for allowing me to take up the study and for the advice and support for completing this project.*

*I sincerely express my deep gratitude to my respected project guide **Dr. Shahija V A**, Asst. Professor, PG Department of Commerce & Mangement Studies, MES Asmabi College, P. Vemballur for giving me valuable suggestions, guidance, support, and advice throughout the execution of the project.*

*I wish to express my sincere thanks to **all teaching and non-teaching staff** of M.E.S Asmabi College, P. Vemballur, for their moral support and motivation.*

*I also express my deep gratitude to **my family members and friends**, who gave constant support throughout the completion of the project.*

*Above all I thank the **God almighty** for giving me new insights, courage, and wisdom, to take up this project and complete it successfully.*

Fousiya K N

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INTRODUCTION

Packaging plays a crucial role in shaping product preferences for children and influencing the buying behaviour of their parents in the food industry. Colourful and attractive packaging often captures the attention of children, creating a positive association with the product. Parents, in turn, may be swayed by packaging that conveys healthiness, convenience, or aligns with their values. The visual appeal, information presentation, and sustainability aspects of packaging can collectively impact both children's desires and parental decision-making in the complex landscape of the food market. In contemporary consumer landscapes, the packaging of products transcends its traditional role as a mere protective casing; it has evolved into a potent medium that communicates with consumers on multiple levels. This study endeavors to scrutinize the multifaceted impact of packaging on the product preference of children and, concurrently, the consequential influence it exerts on the buying behaviour of their parents as children increasingly emerge as active participants in family purchasing decisions, marketers recognize the imperative to capture their attention and engagement. The visual appeal, colours, and design elements of packaging often serve as the initial touchpoints for young consumers, shaping their perceptions and inclinations towards a particular product. Consequently, understanding the nuanced ways in which packaging resonates with the developing preference of children becomes paramount in crafting effective marketing strategies. Simultaneously, this research seeks to unravel the intricate relationship between children's product preferences and the decision-making processes of their parents. The parental role in mediating and navigating the choices available to children in the consumer market is pivotal. Packaging, acting as a persuasive intermediary, not only influences children but not becomes a determinant factor in parental purchasing decisions. This study aims to dissect the psychological and emotional dimensions of this intergenerational interplay, examining how packaging design, imagery, and messaging contribute to the formation of product preference in children while simultaneously shaping the buyer behaviour of their parents.

As the market continues to witness an influx of product tailored for the younger demographic, this research endeavors to bridge the gap in understanding the holistic impact of packaging on family-oriented consumer choices. By scrutinizing the interdependencies between packaging aesthetics, child psychology, and parental decision-making, it aspires to offer insights that can inform marketers, designers, and stakeholders seeking to navigate the evolving dynamics of consumer behaviour within family contexts. Instead than approaching the study from the

standpoint of the children, the parents take the lead. Stated differently the question of how packaging influences and, in turn, their parent's purchasing behaviour will be investigated via the perspectives of parents. Parental data, not that of the children, will be used in this study. Packaging design for kids' food doesn't just hold snacks—it influences what children want to eat and what parents choose to buy. Bright colors, fun characters, and pictures on packages catch kids' eyes and make them ask for certain foods. For parents, these designs signal what's healthy, safe, and appealing for their children. Understanding how packaging shapes kids' food choices and affects what parents purchase is important for making informed decisions about children's diets and promoting healthier eating habits.

1.2 STATEMENT OF THE PROBLEM

The increasing significance of packaging in the food industry has promoted a growing need to understand its intricate role in shaping product preferences among children and influencing the buyer behaviour of their parents despite its recognized impact, there exists a gap in comprehensive research that specifically explores how packaging elements, such as design, colour, and imagery, contribute to the product preferences of children and concurrently influence the decision making process of parents in the food purchasing context. This study aims to address this gap by investigating the nuanced dynamics between packaging, children's preferences, and parental buying behaviour, thereby providing valuable insights for marketers and policy makers seeking to optimize food packaging strategies in alignment with consumer preferences and ethical considerations.

1.3 OBJECTIVES OF THE STUDY

- 1) To find the level of influence packaging on parents while buying a product.
- 2) To examine how packaging affects parents purchase decision for children while considering children's age and gender.
- 3) To examine the attractive factors related with packaging on buying preference.

HYPOTHESIS OF THE STUDY

- 1) H₀₁ there is no significance difference between the gender and influence of packaging
- 2) H₀₂ there is no significant association between the age and influence of packaging
- 3) H₀₃: The influence of packaging is not significantly different from average

SIGNIFICANCE OF THE STUDY

The significance of how packaging affects the product preference of children and the buyer behavior of their parents in the food industry is substantial and multifaceted, driven by the powerful role that visual appeal and psychological cues play in consumer decision-making processes. In particular, packaging designed with bright colors, popular cartoon characters, and interactive elements is highly effective in capturing the attention and interest of children, who are naturally drawn to visually stimulating and familiar imagery. This attraction is not merely superficial; it taps into the children's cognitive and emotional associations with fun and enjoyment, thereby creating a strong desire for the product. Consequently, children often express their preferences and desires vocally, exerting a significant influence on their parents purchasing decisions through persistent requests or pester power. Moreover, the packaging's role extends beyond mere attraction; it also communicates essential information and creates perceptions about the product's quality, taste, and nutritional value. For instance, health oriented packaging that features claims such as "low sugar," "organic," or "whole grain" can appeal to health-conscious parents, making them more likely to choose these products for their children, even if the children are initially attracted by the playful designs. This dual appeal - targeting both children's preferences and parents' concerns - is a critical strategy in the competitive food industry, where brands vie for both immediate sales and long-term loyalty.

The effectiveness of packaging in shaping buyer behavior is also evident in the way it influences the overall shopping experience. For parents, shopping with children can be a challenging task, often leading to quicker decision-making processes and a preference for products that minimize conflict and satisfy their children's demands. As a result, products with appealing packaging are more likely to be placed in the shopping cart, thereby increasing their sales volume. Additionally, packaging that facilitates convenience, such as easy-to-open seals or resealable features, can further enhance the product's appeal to parents, who value practicality alongside their children's preferences

Furthermore, the packaging serves as a powerful marketing tool that differentiates products in a crowded marketplace. It not only attracts first-time buyers but also fosters brand recognition and loyalty. When children repeatedly see and request products with certain packaging, they form lasting memories and preferences, which can translate into brand loyalty as they grow older. This long-term effect underscores the importance of packaging in building a loyal customer base from a young age.

Understanding the intricate dynamics between packaging product preference among children, and the subsequent buyer behaviour of their parents within the food industry is a topic of paramount importance. In today's highly competitive market, where visual appeal often plays a pivotal role in consumer choices, delving into the nuanced influence of packaging on the preferences of the younger demographic is crucial. Children, often the key decision-makers in family purchases, can be significantly swayed by packaging aesthetics, colours and branding. The study holds particular significance as it aims to unravel the psychological impact of packaging on children's product preferences. This insight can be instrumental for food companies in tailoring their packaging strategies to capture the attention and loyalty of this influential consumer segment. By understanding the factors that attract children to certain packaged foods, companies can optimize their branding and design to create more appealing products, fostering brand recognition and loyalty from a young age.

Moreover, the research extends its scope to investigate the ripple effect on the buyer behaviour of parents. Unravelling the correlation between a child's preference for certain packaged foods and the subsequent purchasing decisions made by parents sheds light on the intricate interplay of family dynamics and marketing strategies. This understanding can empower marketers and product developers to craft packaging that not only resonates with children but also aligns with the values and preferences of parents, thereby influencing overall family consumption patterns.

In a broader societal context, the study contributes to discussions surrounding health and nutrition. If packaging has a discernible impact on the types of foods children prefer, there are potential implications for public health initiatives. The findings may inform policies aimed at promoting healthier food choices among children, taking into account the persuasive power of packaging in shaping these choices.

SCOPE OF THE STUDY

The scope of this study, conducted in Kodungallur taluk, focuses on investigating how packaging design influences children's food preferences and parental buying behavior. With a sample size of 45 participants, the study aims to provide a comprehensive understanding of the interplay between children's product preferences and parental buying behaviour ultimately offering valuable insights for the food industry to optimize packaging strategies.

RESEARCH METHODOLOGY

A scientific approach to the research methodology is very much essential to evaluating the research problem systematically. The extensive use of primary data was collected and secondary data's are also used.

PRIMARY DATA

The primary data were collected from Kodungallur Taluk parents of child's, through a well framed questionnaire.

SECONDARY DATA

The secondary data were collected from thesis works, related articles, books, journals and websites.

SAMPLE SIZE

The Sample Size is 45.

TOOLS OF DATA COLLECTION

The tool used to collect data from the respondents is a well structured questionnaire.

TOOLS OF DATA ANALYSIS

The collected data were analysed with the help of statistical package for the independent sample t-test, one-sample t- test, ANOVA etc.

TOOLS OF PRESENTATION

The data were presented through certain graphs, tables, charts etc

SAMPLING TECHNIQUES

Convenience sampling method were used to select the sample.

LIMITATION OF THE STUDY

- 1) The study may suffer from sample bias if the participants are not representative of the broader population.
- 2) Changes over time in social trends, marketing practices, or consumer preferences can affect the study's relevance.

REVIEW OF LITERATURE

One kind of review article is a Formal narrative or literature review. A literature review is an academic report that presents the state of knowledge on a given issue, including three articles, significant findings, and methodological contributions. Because it explains how the proposed research relates to earlier statistical research, the literature review is crucial. It demonstrates how unique and pertinent your study question is. In particular, your study differs from that of the authors who are statisticians.

Ike-Elechi Ogba Rebecca Johnson (2010) This study looks at how packaging affects Children's product preferences and How it Can affect parents in-store purchasing decisions. This study demonstrates that children's Product preferences are influenced by packaging, and children's are especially Interested in how packaging might Influence children's to buy Unhealthy foods.

Tereza balcarova, Jitka pokorna, Ladislav pılar (2014):- The article investigates how childres Can affect a parents purchasing decisions in the Czech republic. This article's primary objective is to assess how much influence kids have while choosing and buying food at a supermarket. Finding out how kids utilize pester tactics and how parents respond to their requests for food products is a secondary goal, as is learning about children's preferences in food packaging.

Bylon abeeku bamfo, Jerry jay kraa, perdita asabere, bede akoriye ataran(2019):- the study evaluated how television commercials as a group. The study discovered that appealing advertisements intrusive advertising, and high- quality information have positive and significant effects on children's purchasing decisions. The study suggests using well known and likeable personalities in television advertisements as well as providing excellent, accurate, dependable, and timely information about products.

Claudia Fabiola sumampouw, sumei chai peri, Akbar manaf (2020):- by performing a persuasive act that influences parent's decisions to buy products for their children, the goal of this research is to determine how product packaging affects children's preferences. Children would use some persuasion tactics on their parents to get those things. Parents would then think about purchasing the goods as a result of their children's preferences and persuasive behaviour.

N Azad, M Rafiee, L Hamdavi pour(2012):- one of the most crucial aspects of marketing strategy is packaging, which is crucial for promoting goods and services. More customers are attracted by effective packaging, which also increases consumer interest in buying goods. In this essay, we investigate the connection between the packaging of food items made for kids and parent's intentions to buy these products.

Virendra chavda(2020):-A consumer's eye can reveal important details regarding how a package design is regarded in comparison to its rivals on a store shelf. This study intends to look into the various packaging strategies utilized by businesses to entice customers. The goal of this study is to determine how different packaging components affects consumer purchasing decisions.

Aditi Seth (2016):- this essay examines how children make decisions and how packaging and advertising can affect their choices. The review contends that the combined influence of packaging & advertising on children's decision making exists has an impact on children's brand loyalty.

Arzeanti Jafar (2013):- The use of entertaining packaging, which has become increasingly popular in the marketing World, has influenced the choice of children's food products. This study is beneficial to marketers since it offers pertinent justification for them to carry out the results in their packaging efforts and quickly succeed in attracting children's attention.

Bylon abeeku bamfo, Jerry jay kraa, perdita asabere, bede akorige atarah(2019) the research evaluated how children's purchase decisions in Ghana are impacted by television advertising. The study suggests using well-known and likeable celebrities in the television commercial in addition to providing high- quality, accurate, dependable, and timely product information.

Tang tang, wenmeng Wang, Fiona croden, Marjan vazirian, Marion m Hetherington (2020) :- packaging provides a straightforward heuristic to promote nutrient – dense food consumption and reduce HED meal portions. According to mother's packaging has a significant role in determining preferences and provides a practical and easy way to regulate portion sizes. Future research should use user testing to investigate how innovative packaging options affect parents feeding partners and how this may affect the quality of the food.

Steve phongs varinter, kriengsis prasong sukarh (2018):- The aim of this study was to determine the influencing factors that impact partners decision- making process. The relationship between independent variables packaging, branding, and social power and the dependent variables – parents purchase decisions for their children- has been examined in this study truth the use of person’s correlation coefficient analysis

Wiworn sae yang (2012):- Children’s have been actively targeted by the promotion of high energy and low nutrient foods through eye-catching packaging, which frequently features cartoon characters. Research on the effect of this nutrition claims and how much they might combine with kid-friendly visuals to effect partner’s perception of food quality is, nevertheless, comparatively landing

Fabrizio Baldassarre, Raffaele Campo, Amedeo Falcone (2016)

Sociological shifts over the past few decades have altered the place of children in families. More participative models have proliferated, at the expense of more authoritative ones, and this shift has implications for family spending as well. Researchers have demonstrated that this influence does exist in scientific literature, and marketers attempt to capitalize on this by using a communication strategy known as the "nag factor," which aims to "teach" kids how to bug their parents. A survey has been conducted at elementary and nursery schools to ascertain the opinions of parents regarding children's food items. A representative sample of 200 children was included in the survey, and parents were chosen at random to receive the questionnaire. Results demonstrated that pestering is a true behavior, especially with younger children.

RESEARCH GAP

While there is a lot of research on how packaging affects children's preferences and parents' buying decisions, we don't know enough about how specific packaging features, like design, color, and characters, influence parents based on their children's age and gender. Also, previous studies haven't looked closely at which packaging features are the most attractive and drive buying choices. There's a lack of detailed analysis on how these packaging elements affect how much children persuade their parents. More research is needed to understand these specific aspects better.

THEORETICAL FRAMEWORK

The theoretical framework addressing how packaging influences the product preference of children and subsequently shapes the buyer behaviour of their parents within the food industry encompasses elements from cognitive psychology, marketing theories, and consumer behaviour models, examining factors such as colour psychology, brand recognition, product imagery, nutritional labelling, and convenience attributes, which collectively interact to evoke emotional responses, establish brand associations facilitate decision-making processes, and ultimately impact purchasing behaviours and consumption patterns within the family context.

The history of parental buying behaviour has evolved alongside societal changes and shifts in family dynamics. Traditionally, parental purchasing decisions were heavily influenced by practical considerations such as affordability, necessity, and availability of goods within local markets. In agrarian societies for instance, parents often produced or traded goods essential for their families, survival, with buying behaviour primarily centered around basic needs such as food, clothing and shelter.

During the industrialization period, the emergence of urban centers and the growth of consumers culture led to a diversification of products and services available to families. Parental buying behaviour began to encompass a broader range of goods, including household appliances, clothing, and education materials. However, purchasing decisions were still largely influenced by factors such as income, social status and cultural norms.

The mid 20th century saw significant changes in parental buying behaviour with the rise of marketing and advertising aimed specifically at families. Advertisements targeted parents as primary decision-makers, emphasizing the importance of certain products for child development, household management, and social status. This era also witnessed the emergence of child-focused marketing strategies with companies directly appealing to children's preferences and desires to influence parental purchasing decisions.

The latter half of the 20th century brought about shifts in family structures and dynamics, influencing parental buying behaviour. As more women entered the workforce and households became dual-income, parents had greater purchasing power and access to a wider array of products and services. This period also saw the growing influences of children on parental buying decisions, with parents often considering their children's preferences, interest,

and peer influences when making purchases.

In recent years, advertisements in technology and the proliferation of digital media have further transformed parental buying behaviour. Online shopping platforms, social media influencers and targeted advertising campaigns have reshaped how parents discover, evaluate, and purchase good for their families. Moreover, increased awareness of environmental sustainability, ethical production practices, and social responsibility has prompted many parents to prioritize values-aligned purchases and seek out brands that align with their beliefs and principles.

Overall, the history of parental buying behaviour reflects that dynamic interplay between economic, social, cultural, and technological factors, shaping how parents navigate the marketplace and make purchasing decisions for their families across different historical contexts.

The product preference of children can significantly influence the buying behaviour of their parents in several ways:

1. **Parental Influence:** Children often express preference based on their interests, which parents consider when making purchasing decisions. Parents may prioritize items that align with their children's preferences to satisfy them.
2. **Brand Loyalty:** Children can develop strong attachments to certain brands or product due to advertising, peer influence or personal experiences. Parents may buy these products consistently to maintain their children's satisfaction and loyalty.
3. **Word of mouth:** Children may share their preferences with their peers and parents, leading to word - of- mouth recommendations. Positive experience from peers or children's influencers can influence parents decisions to purchase specific products.
4. **Emotional Appeal:** Parents may be inclined to buy products that evoke positive emotions in their children. This emotional connection drives parents to prioritize items hat bring joy, comfort, or satisfaction to their children.
5. **Educational Value:** Parents often consider the educational or developmental benefits of products when making purchasing decisions for their children. Products that enhance learning, creativity, or skill development may be preferred by parents, influenced by their

children's preferences.

6. **Peer Pressure:** Children's preferences may also be influenced by peer interactions and social trends. Parents may feel compelled to buy certain products to ensure their children fit in socially or to meet perceived expectations.

Understanding children's product preferences and their impact on parental buying behaviour allows marketers to tailor their strategies to appeal to both children and parents effectively. It emphasizes the importance of creating products and marketing campaigns that resonate with children while addressing parents concerns and values.

ADVANTAGES

1. **Understanding consumer psychology:** It provides insights into how packaging design influences consumer preferences and purchasing decisions, shedding light on the psychological aspects of consumer behaviour.
2. **Market Differentiation:** Effective packaging can help food products stand out on the shelves, making them more attractive to both children and parents amidst a crowded marketplace.
3. **Brand Loyalty:** By appealing to children through packaging, brands can establish early brand loyalty, which can translate into long-term customer relationships as children grow into adults.
4. **Healthier Choices:** Packaging can be used to promote healthier food options to children, influencing parents to make better dietary choices for their families.
5. **Educational opportunities:** Packaging can serve as an educational tool, providing information about nutritional content, portion sizes, and ingredients, which can empower parents to make informed decisions.
6. **Parental Influence:** Understanding how packaging affects children's preferences can help parents navigate and manage their children's requests, leading to healthier food choices and improved family nutrition.
7. **Marketing Strategies:** Insights into the impact of packaging can inform marketing strategies aimed at both children and parents, leading to more effective campaigns and increased sales.
8. **Regulatory Compliance:** Understanding the influence of packaging on children's food preferences can inform policymakers and regulators, leading to the development of regulations that protect children from deceptive or unhealthy marketing tactics.

9. **Innovation opportunities:** Research packaging preferences can inspire innovation in packaging design, leading to creative solutions that better meet the needs and preferences of both children and parents.
10. **Business success:** Ultimately, understanding how packaging affects product preference and buyer behaviour can lead to increased sales, market share, and overall business success in the food industry.

Factors Affecting Children's Product Preferences

1. Visual Appeal:

- **Colors and Graphics:** Bright, vibrant colors and engaging graphics attract children's attention, Characters from popular TV shows, movies, or games make packaging more appealing.
- **Design and Shape:** Unique shapes and interactive designs can make packaging more interesting and memorable for children.

2. Brand Recognition:

- **Familiarity:** Children are drawn to brands they recognize from advertisements or peer influence. Familiar logos and mascots can create a sense of trust and preference.
- **Licensed Characters:** Featuring beloved characters on packaging can significantly influence children's preferences.

3. Interactive Elements:

- **Games and Activities:** Packaging that includes puzzles, games, or activities can make the product more attractive. This added value can also engage children longer.
- **Collectibility:** Packaging that is part of a collectible series can encourage repeat purchases as children and parents aim to complete a set.

Factors Affecting Parents' Buying Behavior

1. Health and Safety Information:

- **Nutritional Information:** Clear labeling of ingredients and nutritional content can influence parents who prioritize health. Claims like "low sugar," "organic," or "non-GMO" can be particularly appealing.
- **Safety:** Packaging that highlights safety features, such as being BPA-free or having child-proof lids, can reassure parents about the product's suitability for their children.

2. Functionality and Convenience:

- **Ease of Use:** Packaging that is easy to open and use, especially for small hands, can be more appealing to both children and parents.
- **Portability and Storage:** For parents, packaging that is easy to transport and store can be a significant factor, particularly for snacks and drinks.

3. Eco-friendliness

- **Sustainability:** As environmental concerns grow, eco-friendly packaging can appeal to parents who are conscious about sustainability. Packaging that is recyclable or made from sustainable materials can influence purchasing decisions.

4. Cost and Value:

- **Price Sensitivity:** Parents often look for products that offer good value for money. Packaging that highlights cost savings, such as larger sizes or multi-packs, can attract budget-conscious parents.
- **Promotions and Discounts:** Packaging that features promotional offers, coupons, or discounts can entice parents to purchase.

5. Brand Trust and Loyalty:

- **Reputation:** Parents are likely to choose brands they trust for quality and safety. Positive past experiences and consistent quality can build loyalty.
- **Reviews and Recommendations:** Packaging that includes endorsements, certifications, or awards can enhance trust and influence buying decisions.

6. Marketing and Messaging:

- **Clear Communication:** Packaging that effectively communicates the product's benefits, uses, and unique selling points can help parents make informed decisions.
- **Emotional Appeal:** Packaging that evokes positive emotions, such as happiness or nostalgia, can create a stronger connection with both parents and children.

Combined Influences

1. Parental Influence:

- **Perceived Benefits:** Parents' perception of the product's benefits for their children, whether nutritional, educational, or entertainment-related, can drive purchasing decisions.
- **Compromise and Negotiation:** Parents often balance their preferences with their children's requests. Packaging that appeals to both can facilitate this decision-making process

2. In-store Experience:

- **Visibility and Accessibility:** Products placed at children's eye level and easily accessible shelves can increase the likelihood of children noticing and requesting them.
- **Point of Sale Displays:** Attractive and strategically placed displays can draw attention from both children and parents.

By understanding these factors, manufacturers and marketers can design packaging that effectively appeals to both children and their parents, thereby influencing product preferences and purchase purchasing decisions.

PARENTS PERCEPTION ON THE EFFECTS OF PACKAGING ON THEIR CHILD

1. Healthy and safety concerns:

Parents are increasingly aware of the potential health risks associated with certain packaging materials, such as BPA in plastics. They often prefer packaging that is free from harmful chemicals and seek products that promote safety and well-being for their children.

2. Nutritional information and transparency:

Packaging that clearly displays nutritional information, ingredients, and allergens is important to parents. They appreciate transparent labelling that helps them make informed choices about the food and products their children consume.

3) Environmental impact:

Many parents are concerned about the environmental footprint of packaging. They prefer recyclable, biodegradable, or reusable packaging options and are supportive of brands that demonstrate sustainability efforts.

4) Marketing and child influence:

Packaging that appeals directly to children through bright colors, cartoon characters, or other engaging elements can significantly influence children's preferences and requests. Parents are often wary of this type of marketing, especially if it promotes unhealthy food choices.

5) Convenience and functionality:

Parents value packaging that is easy to open, resealable, and suitable for on-the-go use. Functional packaging that helps with portion control and maintains product freshness is also highly regarded.

6) Educational value:

Packaging that includes educational content or activities can be viewed positively by parents, as it provides additional value and can engage children in learning experiences.

The effect of product packaging on the buying behaviour of parents

The effect of product packaging on the buying behavior of parents is profound and multifaceted, encompassing a wide range of factors that collectively influence their purchasing decisions. The visual appeal of packaging, characterized by bright colors, engaging graphics, and innovative designs, can significantly attract both children and parents, making products more desirable through their aesthetic appeal and practical functionality. Furthermore, the presence of clear, detailed nutritional information and straightforward usage instructions on the packaging provides reassurance to health conscious parents, ensuring that they are well-informed about the product's benefits and safety for their children.

High-quality packaging materials and the inclusion of tamper-evident seals enhance the perceived quality and safety of the product, which is crucial for parents who prioritize their children's well-being. The prominence of trusted brand names on packaging further reinforces confidence in the product, as parents are more likely to choose brands they recognize and trust for their perceived reliability and commitment to safety standards. Eco-friendly packaging options also play a significant role in appealing to environmentally conscious parents, who are inclined to make purchasing decisions that align with their values regarding sustainability and environmental responsibility.

Moreover, packaging that effectively tells a story or aligns with the values parents wish to instill in their children, such as educational benefits or support for a charitable cause, can create a strong emotional connection, thereby enhancing the product's appeal. The practicality and convenience of packaging, including features such as portability and reusability, are also critical considerations for busy parents who value ease of use and long-term utility in the products they purchase.

In the case of specific product categories, such as organic baby food, the use of earth tones and minimalist designs on packaging conveys a sense of health and natural ingredients, thereby attracting parents who are particularly concerned about nutrition. Similarly, toy packaging that employs vibrant colors, popular characters, and transparent windows to showcase the product can captivate both children and parents, making it more likely for the product to be chosen. For children's clothing, packaging that includes fun patterns or designs, along with clear sizing information and details on fabric care, reassures parents about the quality and ease of maintenance of the clothing items.

The effect of product packaging on children preference

The effect of product packaging on children's preferences is a multifaceted phenomenon that can significantly influence their choices and consumption. behavior. Packaging designed with vibrant colors, cartoon characters, and appealing imagery is particularly effective in capturing the attention of young children, thereby increasing the likelihood of them selecting those products. Research has shown that children are more inclined to choose products with packaging that features familiar and attractive characters, which can create a sense of trust and excitement. Furthermore, the strategic use of packaging elements such as shapes, textures, and interactive components can enhance the tactile appeal of the product, making it more engaging and desirable for children. This persuasive power of packaging is not only a tool for immediate preference but can also foster brand loyalty from a young age, as children tend to associate positive experiences with the visual and tactile attributes of the packaging. Consequently, understanding the impact of packaging on children's preferences is crucial for marketers aiming to effectively target this demographic and for policymakers concerned with the ethical implications of marketing to children.

Aim of product preference of children and the buyer behaviour of their parents

The aim of understanding the product preferences of children and the buyer behavior of their parents is to gain insights into how children's desires influence purchasing decisions and how parents balance these preferences with other factors like budget, quality, and educational value. Here are the key objectives and areas of focus:

Key Areas of Focus

1. Children's Influence:

- How do children express their preferences (through direct requests, brand recognition, peer influence, etc.)?
- At what age do children start to significantly influence buying decisions?

2. Product Categories:

- Which product categories are most influenced by children's preferences?
- Are there differences in Influence across categories like toys, food, clothing, and technology?

3. Parental Considerations:

- What are the main factors driving parental purchasing decisions?
- How do parents perceive the value and appropriateness of products preferred by their children?

4. Interaction Dynamics:

- How do family dynamics and communication patterns affect buying decisions?
- How do parents negotiate and manage conflicts between their own preferences and their children's desires?

5. Marketing Implications:

- What marketing messages and tactics are most effective in targeting both children and their parents?
- How can brands create products that appeal to both demographics without compromising on essential attributes?

Impact on parents' perceptions of value for money

1. Quality of Service or Product:

Parents tend to evaluate the quality of the service or product against the cost. High quality services or products that meet or exceed their expectations generally lead to a positive perception of value for money.

2. Child's Development and Satisfaction:

Parents place a high value on their child's happiness, development, and satisfaction. If a product or service positively impacts their child's well-being, learning, or enjoyment, parents are more likely to feel it is worth the investment.

3. Comparative Cost

Parents often compare costs with similar options available in the market. If a service or product offers additional benefits or features that competitors do not, parents might perceive it as better value for money, even if it is more expensive.

4. Long-term Benefits:

- The perception of long-term benefits can heavily influence parents' views on value for money. Investments in areas like education, health, and skill development are often justified by the potential future benefits for their children.
- College savings plans or advanced tutoring programs might be perceived as valuable due to their potential to enhance the child's future prospects.

5. Personal Financial Situation:

- The family's financial situation plays a crucial role. What constitutes good value for money can vary significantly based on what parents can afford without undue financial strain.
- Higher-income families might prioritize premium services, while lower-income families might focus on cost-effectiveness and essential benefits.

6. Peer Influence and Social Proof:

- Recommendations and experiences shared by other parents can influence perceptions of value for money. Positive testimonials and high satisfaction among peer groups can reinforce a sense of good value.

- Social media, parenting forums, and word-of-mouth play significant roles here.

7. Marketing and Brand Perception:

- Effective marketing that highlights unique benefits and superior quality can shape perceptions of value. Trusted brands often have an edge because they are perceived as reliable and worth the extra cost.
- Advertising that aligns with parents' values and priorities (e.g., safety, educational benefits) can also enhance the perceived value.

8. Emotional Factors:

- Emotional connections to a product or service can influence value perceptions. Parents may feel that investing in certain activities, experiences, or products demonstrates love and care for their children.
- Sentimentality can play a role, particularly in purchasing items like keepsakes, special clothing, or experiences such as family vacations.

FEATURES

1. Exploration of Visual Appeals:

Analyzing how colors, images, and characters on food packaging attract children's attention and influence their preferences.

2. Impact on Consumer Behavior:

Investigating how packaging design shapes parental decisions when choosing foods for their children, considering factors like perceived healthiness and suitability.

3. Psychological Insights:

Understanding the psychological mechanisms behind children's responses to packaging design, including how emotions and familiarity with characters affect food choices.

4. Implications for Marketing:

Assessing the role of packaging in brand recognition and consumer loyalty among children and its broader implications for marketing strategies.

5. Health and Nutrition Considerations:

Evaluating the role of packaging in promoting healthier food options and its potential to influence dietary habits from a young age.

6. Ethical and Regulatory Perspectives:

Discussing the ethical implications of using packaging design to target children and exploring regulatory frameworks aimed at protecting young consumers.

Parents' preferences for eco- friendly packaging options

- 1. Health and Safety:** Parents prioritize the health and safety of their children. Eco friendly packaging is often perceived as being free from harmful chemicals, which is a significant motivator.
- 2. Environmental Concerns:** Many parents are increasingly aware of environmental issues and want to reduce their carbon footprint. This drives their preference for packaging that is recyclable, biodegradable, or made from sustainable materials.
- 3. Educational Value:** Eco-friendly packaging can also serve an educational purpose. Parents appreciate packaging that helps teach their children about sustainability and the importance of protecting the environment.
- 4. Brand Trust and Transparency:** Parents tend to prefer brands that are transparent about their environmental practices and the materials used in their packaging. Trust in a brand's commitment to sustainability can heavily influence purchasing decisions.
- 5. Functionality and Convenience:** Eco-friendly packaging must still be practical. Parents look for packaging that is easy to use, resealable, and can preserve the freshness and quality of the product.
- 6. Cost Considerations:** While many parents are willing to pay a premium for eco friendly products, the cost remains a significant factor. Affordable eco-friendly options are more attractive to a broader range of parents.

7. Aesthetic Appeal: Attractive and well-designed packaging that appeals to both parents and children can be a decisive factor. Eco-friendly does not have to mean unattractive or plain.

8. Peer Influence and Social Norms: Parents are often influenced by their social circles and the norms within their communities. If eco-friendly choices are popular among their peers, they are more likely to adopt similar practices.

Analysis of successful packaging strategies in the food industry

1. Functionality

Protection and Preservation: Packaging must protect food from physical damage, contamination, and spoilage. Innovations such as vacuum sealing, modified atmosphere packaging (MAP), and active packaging (which absorbs oxygen or releases preservatives) are common.

Portion Control: Single-serving packages cater to individual needs, reducing waste and enhancing convenience.

Easy-to-Open and Resealable Designs: Features like zip locks, peel-off lids, and spouts enhance user experience and preserve freshness.

2. Sustainability

- **Eco-friendly Materials:** Use of biodegradable, compostable, or recyclable materials is increasingly important. Brands like Tetra Pak use renewable resources, while others focus on reducing plastic usage.
- **Minimalist Packaging:** Reducing the amount of material used in packaging can decrease environmental impact and production costs.
- **Circular Economy Initiatives:** Implementing packaging take-back programs or using materials that are part of a closed-loop system helps brands align with sustainable practices.

3. Branding and Marketing

- **Visual Appeal:** Eye-catching design, colors, and graphics attract consumer attention. Successful brands ensure their packaging reflects their identity and appeals to their target market.
- **Storytelling and Transparency:** Packaging that tells the brand's story, highlights ingredients' origins, or provides transparency about production processes can build consumer trust and loyalty.
- **Differentiation:** Unique packaging shapes, materials, or features can differentiate a product on crowded shelves. For example, Pringles cylindrical canister is iconic and distinctive.

4. Consumer Convenience

- **Portability:** Products designed for on-the-go consumption, such as snack packs or resealable bags, meet modern consumers' need for convenience.
- **Microwaveable and Oven-Safe Options:** Ready-to-eat meals packaged in microwave safe or oven-safe containers cater to busy lifestyles.
- **Multi-functional Packaging:** Some packages serve dual purposes, like yogurt containers with built-in spoons or pasta boxes with measuring holes

5. Regulatory Compliance

- **Labeling Requirements:** Compliance with food labeling regulations, including nutrition facts, ingredient lists, allergen information, and expiration dates, is essential.
- **Safety Standards:** Packaging must meet food safety standards to prevent contamination and ensure product integrity throughout its shelf life.

Table 4.1

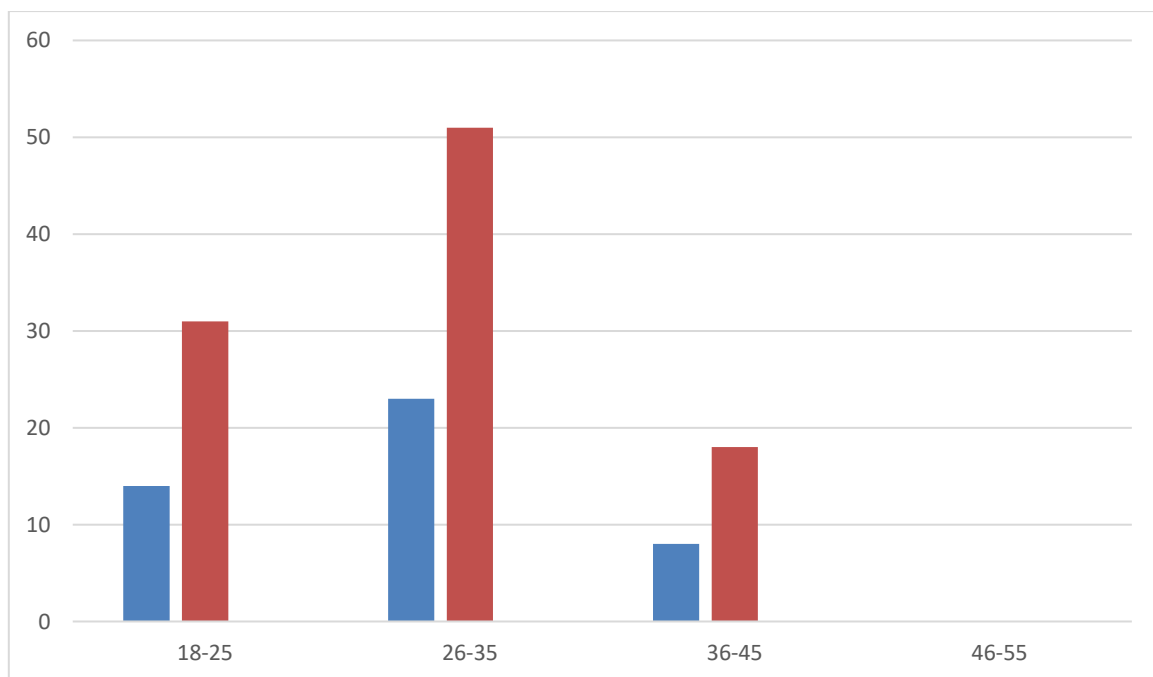
Table showing the age of respondents

| Particulars | Number of respondents | Percentage of respondents |
|-------------|-----------------------|---------------------------|
| 18-25 | 14 | 31 |
| 26-35 | 23 | 51 |
| 36-45 | 8 | 18 |
| 46-55 | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.1

Figure showing the age of respondents



Interpretation

From the above figure, 51% of respondents are in the age group of 26-35 age and 31% of respondents in the age group of 18-25 and 18% of respondents in the age group of 36

Table 4.2

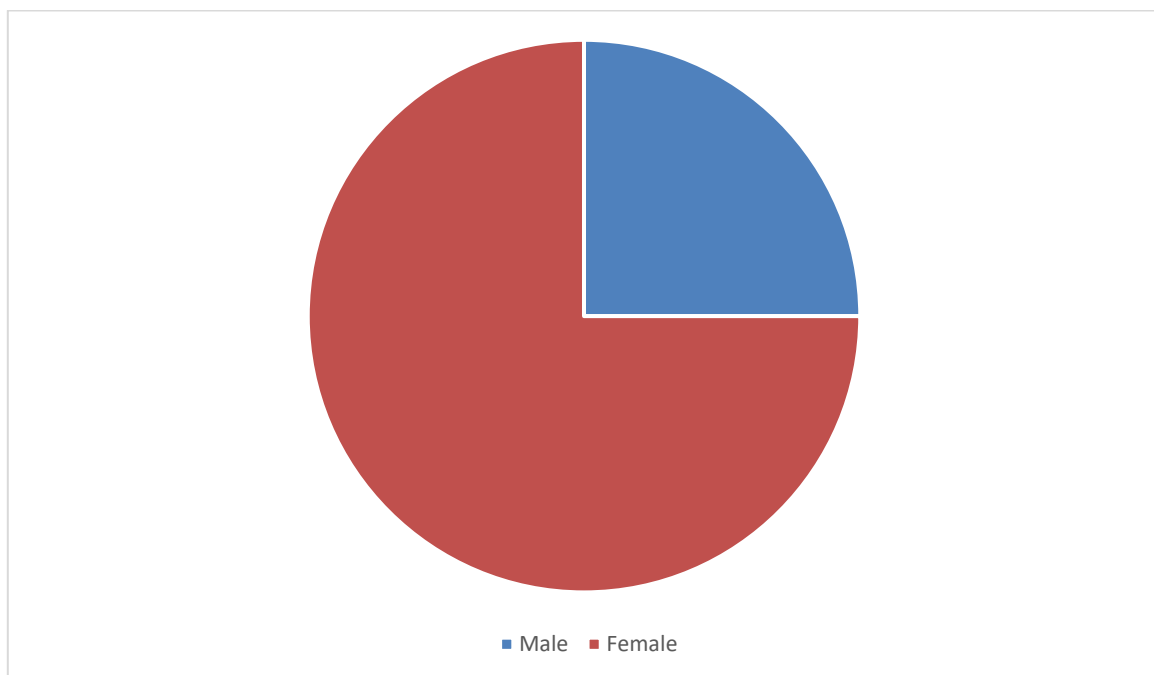
Table showing the gender of respondents

| Particulars | Number of respondents | Percentage of respondents |
|--------------------|------------------------------|----------------------------------|
| Male | 11 | 25 |
| Female | 34 | 75 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.2

Figure showing the gender of respondents



Interpretation

From the above figure, 75% of respondents in female and 25% of respondents in male.

Table 4.3

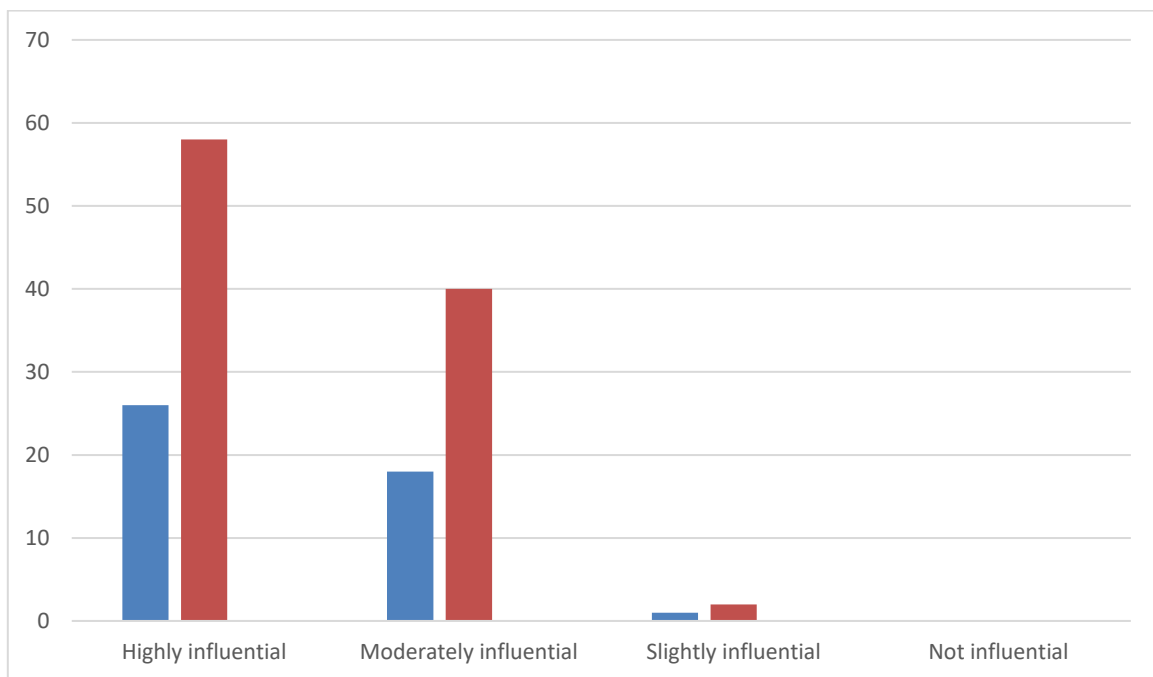
Table showing the packaging influence child's interest in a product

| Particulars | Number of respondents | Percentage of respondents |
|------------------------|------------------------------|----------------------------------|
| Highly influential | 26 | 58 |
| Moderately influential | 18 | 40 |
| Slightly influential | 1 | 2 |
| Not influential | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.3

Figure showing the packaging influence child's interest in a product



Interpretation

From the above figure, 58% of respondents is highly influential in a product and 40% of respondents is moderately influence and only 2% of respondents is slightly influential in a product.

Table 4.4

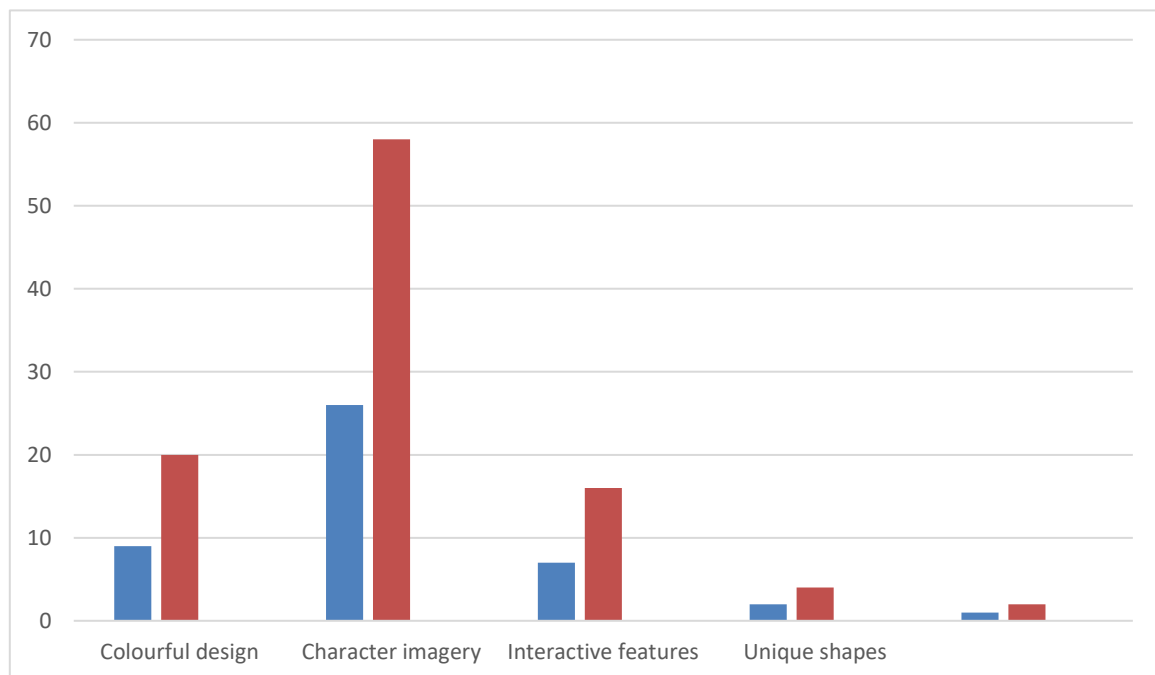
Table showing the most attract packaging element of child

| Particulars | Number of respondents | Percentage of respondents |
|----------------------|-----------------------|---------------------------|
| Colourful design | 9 | 20 |
| Character imagery | 26 | 58 |
| Interactive features | 7 | 16 |
| Unique shapes | 2 | 4 |
| Others | 1 | 2 |
| Total | 45 | 100 |

((Source: Primary data)

Figure 4.4

Figure showing the most attract packaging element of child



Interpretation

From the above figure, 58% of respondents is attract character imagery, 20% of respondents is attract colourful design, 16% of respondents is attract interactive features and only 2% of respondents are in others.

Table 4.5

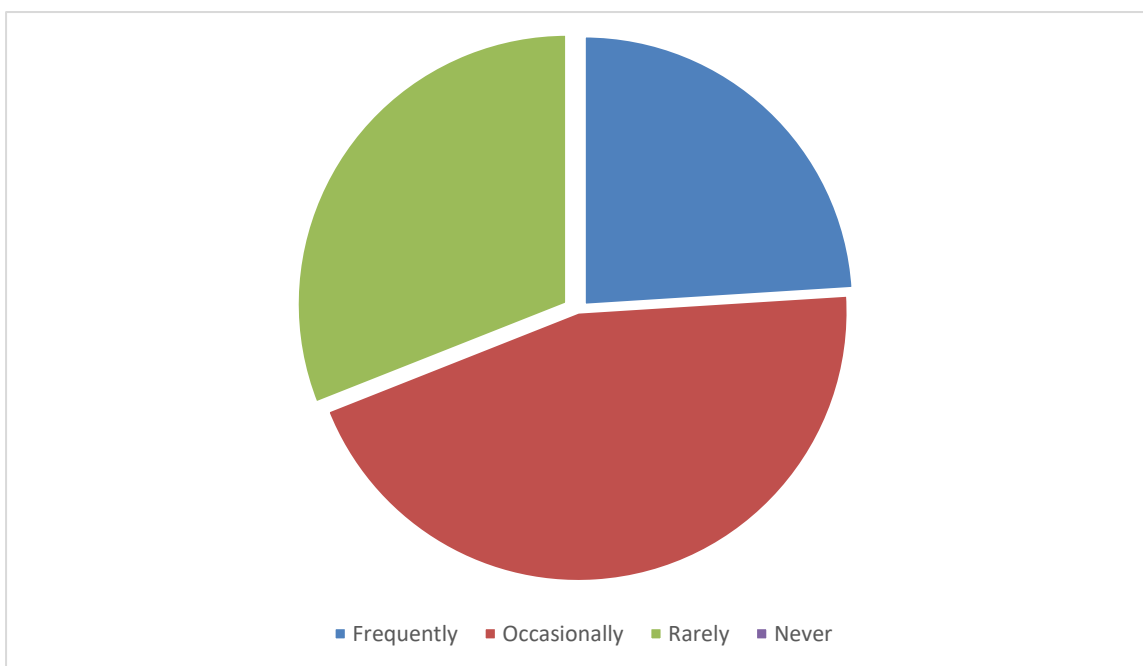
Table showing products buy solely of child preference for the packaging

| Particulars | Number of respondents | Percentage of respondents |
|--------------|-----------------------|---------------------------|
| Frequently | 11 | 24 |
| Occasionally | 20 | 45 |
| Rarely | 14 | 31 |
| Never | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.5

Figure showing products buy solely of child preference for the packaging



Interpretation

From the above figure, 45% of respondents buy occasionally, 24% of respondents buy frequently and 31% of respondents solely buy rare.

Table 4.6

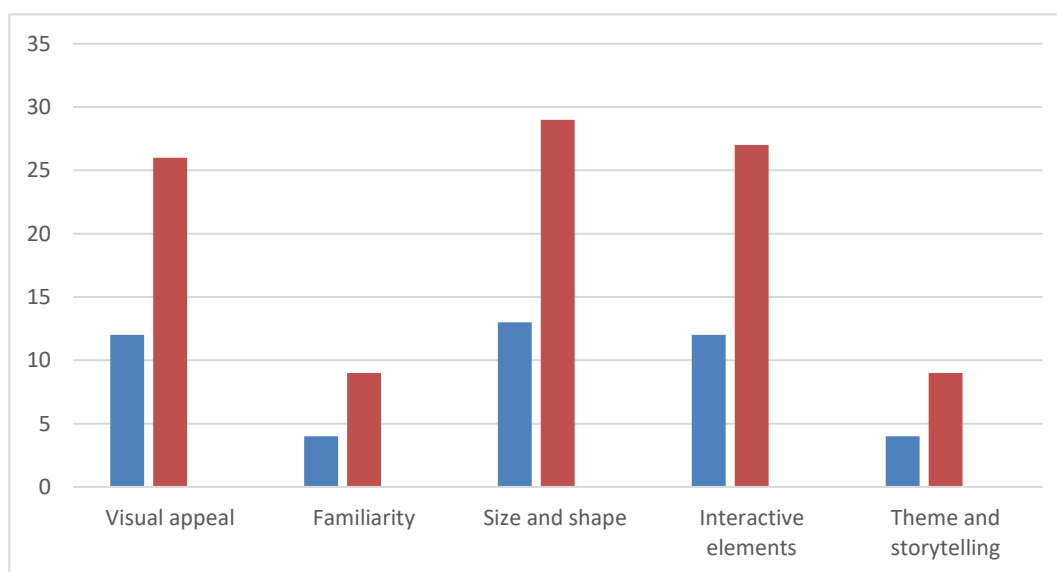
Table showing the products preference of child recall and express based on their packaging

| Particulars | Number of respondents | Percentage of respondents |
|------------------------|-----------------------|---------------------------|
| Visual appeal | 12 | 26 |
| Familiarity | 4 | 9 |
| Size and shape | 13 | 29 |
| Interactive elements | 12 | 27 |
| Theme and storytelling | 4 | 9 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.6

Figure showing the product preference of child recall and express based on their packaging



Interpretation

From the above figure, 29% of respondents are recall and expressed in size and shape, 27% of respondents are interactive elements, 26% of respondents are visual appeal and only 9% of respondents are familiarity and storytelling.

Table 4.7

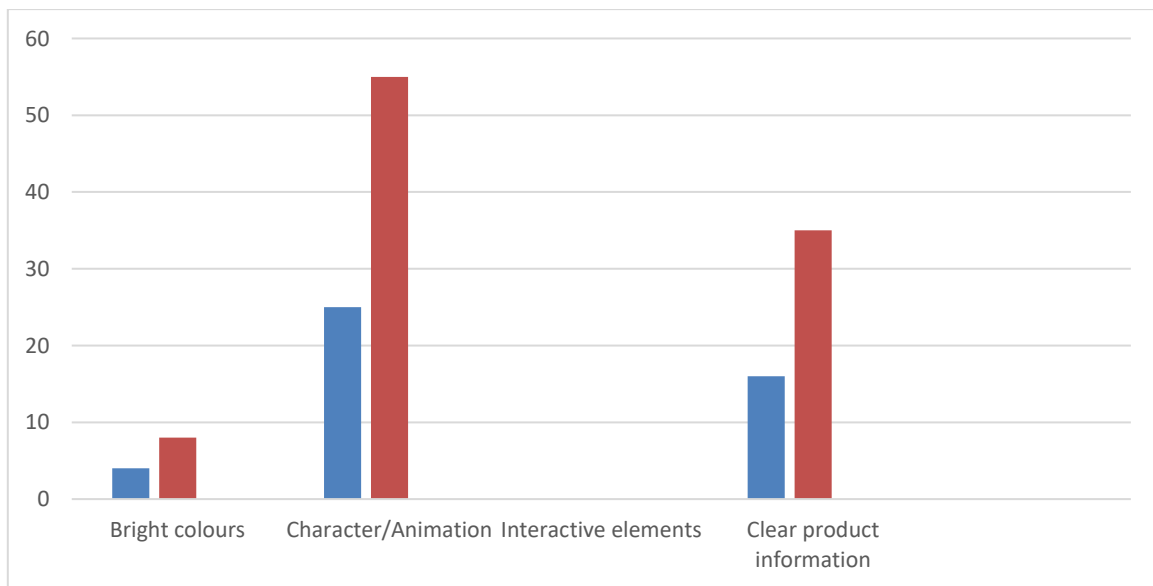
Table showing the aspect of packaging do you find most appealing to your child

| Particulars | Number of respondents | Percentage of respondents |
|---------------------------|-----------------------|---------------------------|
| Bright colours | 4 | 8 |
| Character/Animation | 25 | 55 |
| Interactive elements | 0 | 0 |
| Clear product information | 16 | 35 |
| Others | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.7

Figure showing the aspect of packaging do you find most appealing to your child



Interpretation

From the above figure, 55% of respondents most appealing to character/animation, 35% of respondents in clear product information and only 8% of respondents appeal bright colours.

Table 4.8

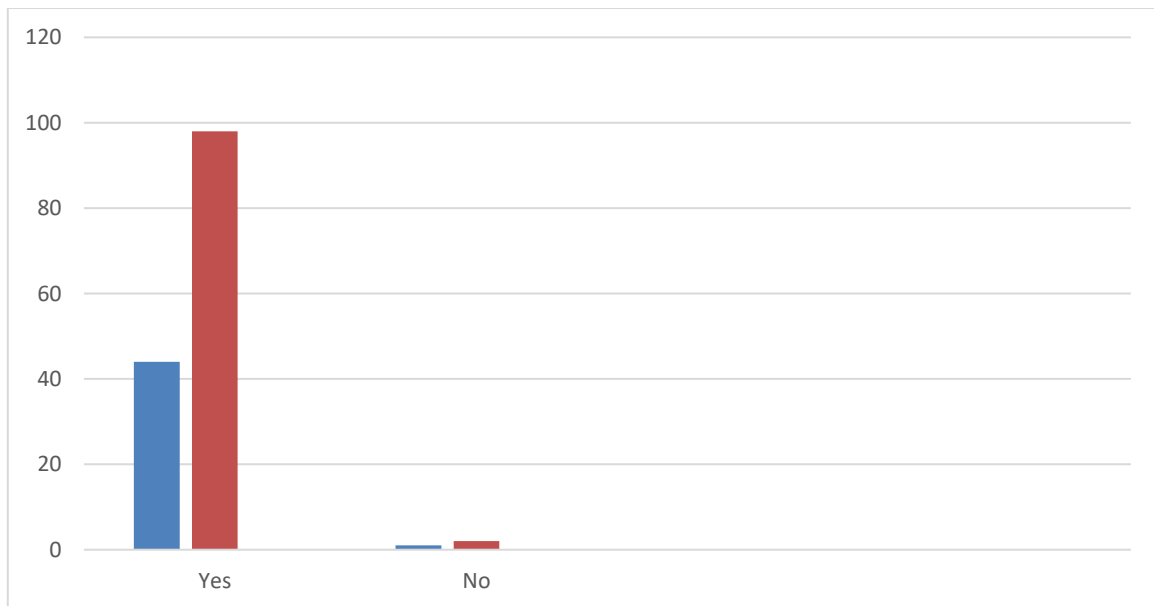
Table showing the child preference for packaging

| Particulars | Number of respondents | Percentage of respondents |
|--------------------|------------------------------|----------------------------------|
| Yes | 44 | 98 |
| No | 1 | 2 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.8

Figure showing the child preference for packaging



Interpretation

From the above figure, 98% of respondents preference Yes and only 2% of respondents preference are No.

Table 4.9

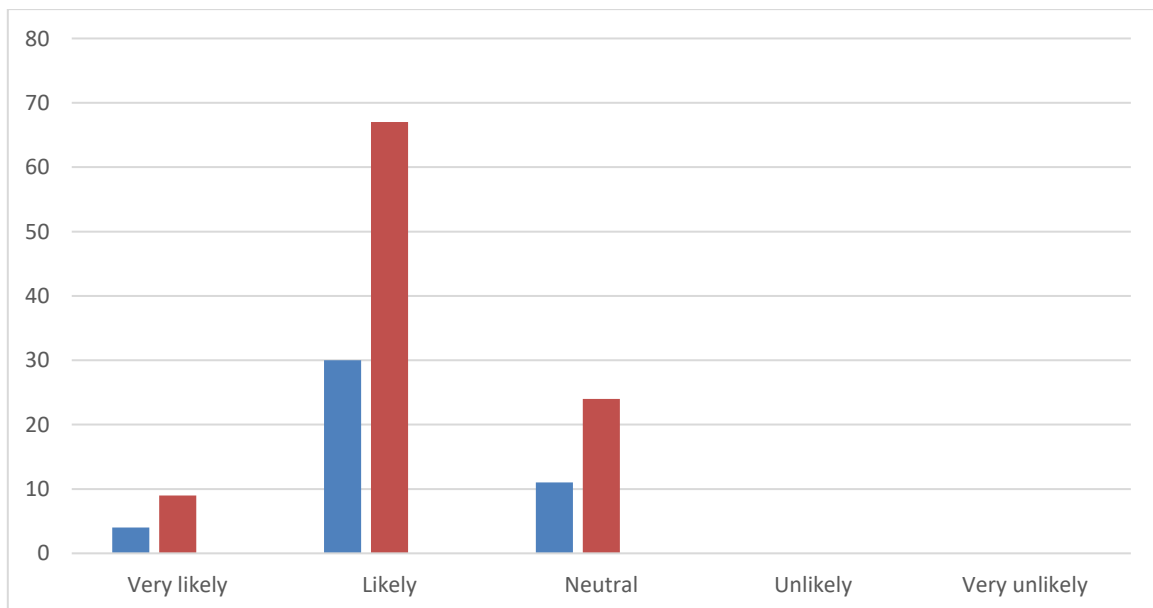
Table showing how likely to choose a product

| Particulars | Number of respondents | Percentage of respondents |
|---------------|-----------------------|---------------------------|
| Very likely | 4 | 9 |
| Likely | 30 | 67 |
| Neutral | 11 | 24 |
| Unlikely | 0 | 0 |
| Very unlikely | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.9

Figure showing how likely to choose a product



Interpretation

From the above figure, 67% of respondents likely to choose a product, 24% of respondents neutral to choose and least is 9% are very likely.

Table 4.10

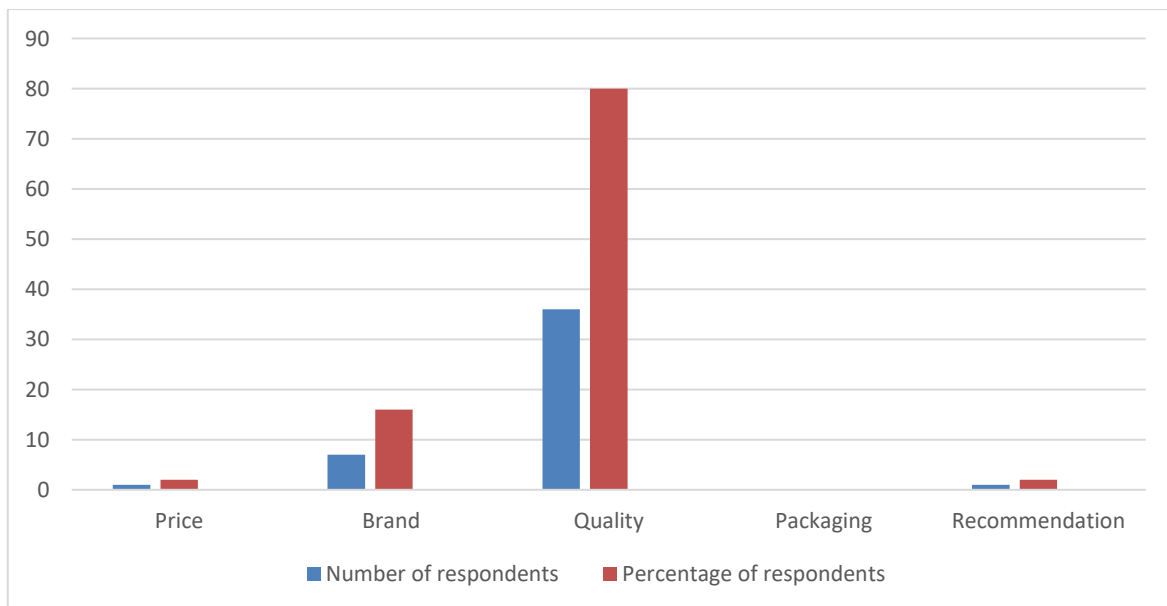
Table showing the factors influences purchasing products for child

| Particulars | Number of respondents | Percentage of respondents |
|----------------|-----------------------|---------------------------|
| Price | 1 | 2 |
| Brand | 7 | 16 |
| Quality | 36 | 80 |
| Packaging | 0 | 0 |
| Recommendation | 1 | 2 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.10

Figure showing the factors influences purchasing products for child



Interpretation

From the above figure, 80% of respondents influence quality of the product, 16% of respondents influence brand and only 2% is price and recommendations.

Table 4.11

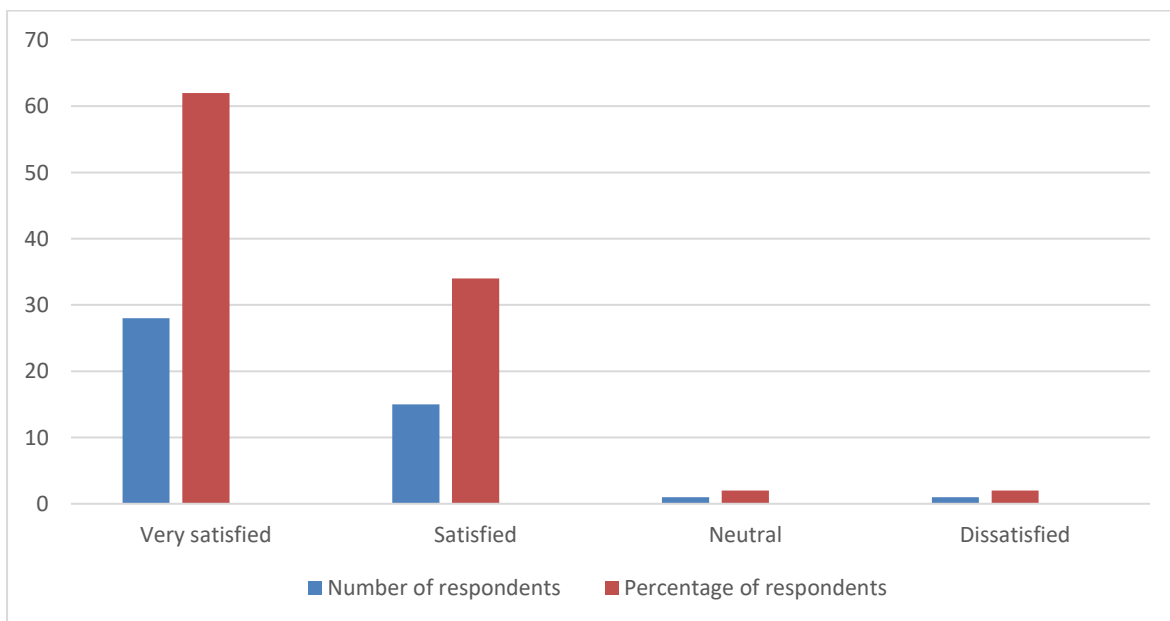
Table showing the satisfaction of your child with product they receive

| Particulars | Number of respondents | Percentage of respondents |
|----------------|-----------------------|---------------------------|
| Very satisfied | 28 | 62 |
| Satisfied | 15 | 34 |
| Neutral | 1 | 2 |
| Dissatisfied | 1 | 2 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.11

Figure showing the satisfaction of your child with product they receive



Interpretation

From the above figure, 62% of respondents are very satisfied the product, 34% of respondents satisfied and 2% of respondents only in neutral and dissatisfied.

Table4.12

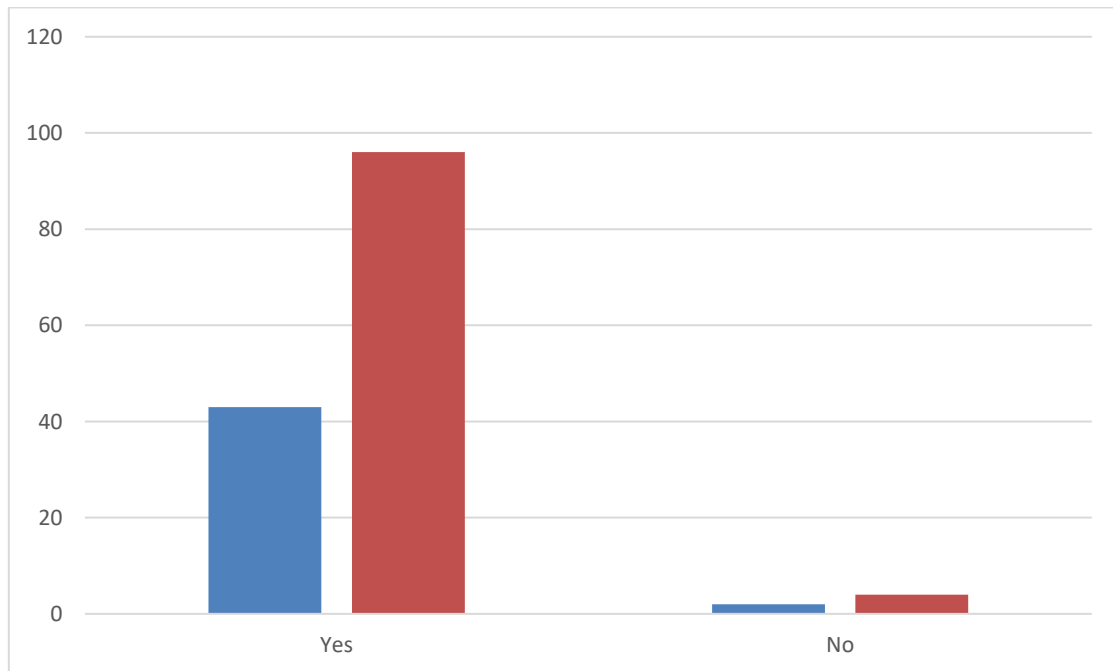
Table showing the child learning and understanding of branding

| Particulars | Number of respondents | Percentage of respondents |
|-------------|-----------------------|---------------------------|
| Yes | 43 | 96 |
| No | 2 | 4 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.12

Figure showing the child learning and understanding of branding



Interpretation

From the above figure, 96% of respondents Yes to understanding and 4% of respondents is No.

\Table 4.13

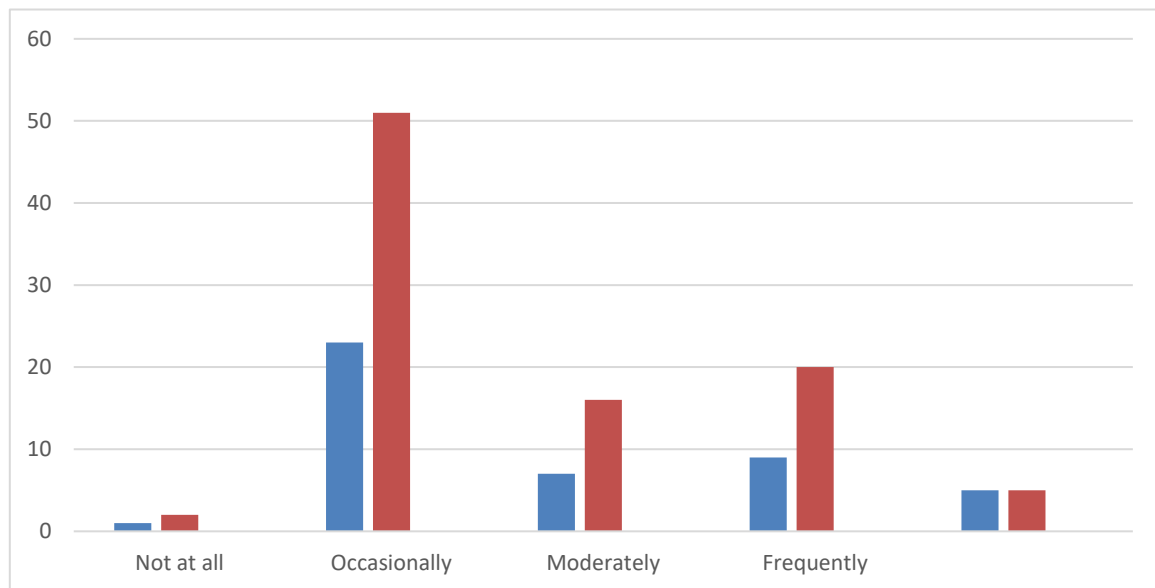
Table showing the child identify specific colours, characters or images based on their packaging

| Particulars | Number of respondents | Percentage of respondents |
|--------------|-----------------------|---------------------------|
| Not at all | 1 | 2 |
| Occasionally | 23 | 51 |
| Moderately | 7 | 16 |
| Frequently | 9 | 20 |
| Always | 5 | 11 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.13

Figure showing the child identify specific colours, characters or images based on their packaging



Interpretation

From the above figure, 51% of respondents are identify occasionally 20% of respondents are identify frequently, 16% of respondents are identify moderately, 11% of respondents are always and remaining 2 % of respondents are not at all.

Table 4.14

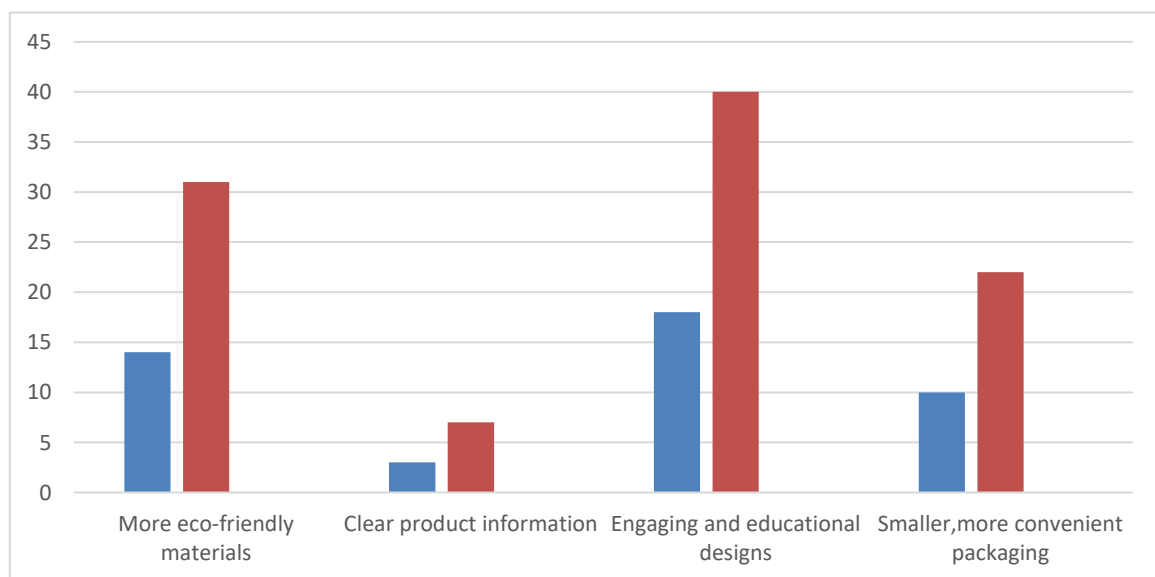
Table showing the changes or improvements would you like to see in the packaging of children’s product

| Particulars | Number of respondents | Percentage of respondents |
|------------------------------------|------------------------------|----------------------------------|
| More eco-friendly materials | 14 | 31 |
| Clearer product information | 3 | 7 |
| Engaging and educational designs | 18 | 40 |
| Smaller, more convenient packaging | 10 | 22 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.14

Figure showing the changes or improvements would you like to see in the packaging of children’s product



Interpretation

From the above figure, 40% of respondents improve engage and educational design, 31% of respondents in more eco- friendly materials, 22% of respondents in smaller, more convenient packaging and only 7% of clear product information.

Table 4.15

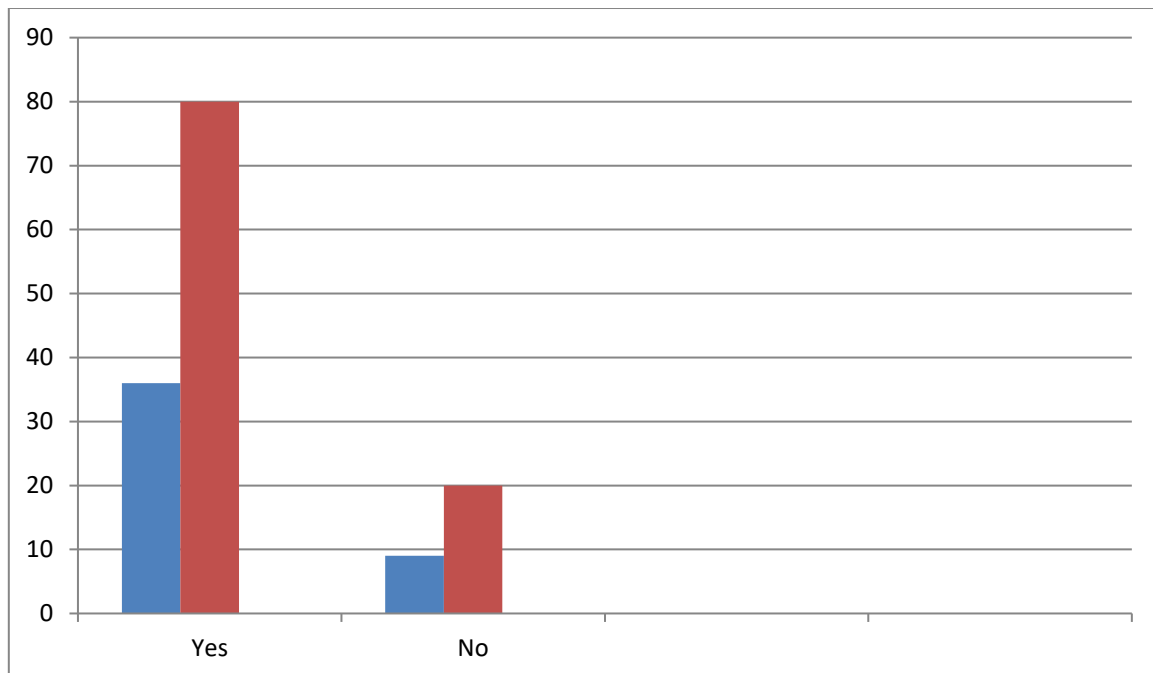
Table showing the product bought because of your child like the packaging

| Particulars | Number of respondents | Percentage of respondents |
|--------------------|------------------------------|----------------------------------|
| Yes | 36 | 80 |
| No | 9 | 20 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.15

Figure showing the product bought because of your child like the packaging



Interpretation

From the above figure, 80% of respondents are Yes to brought product because of their child like packaging and No is only 20%.

Table 4.16

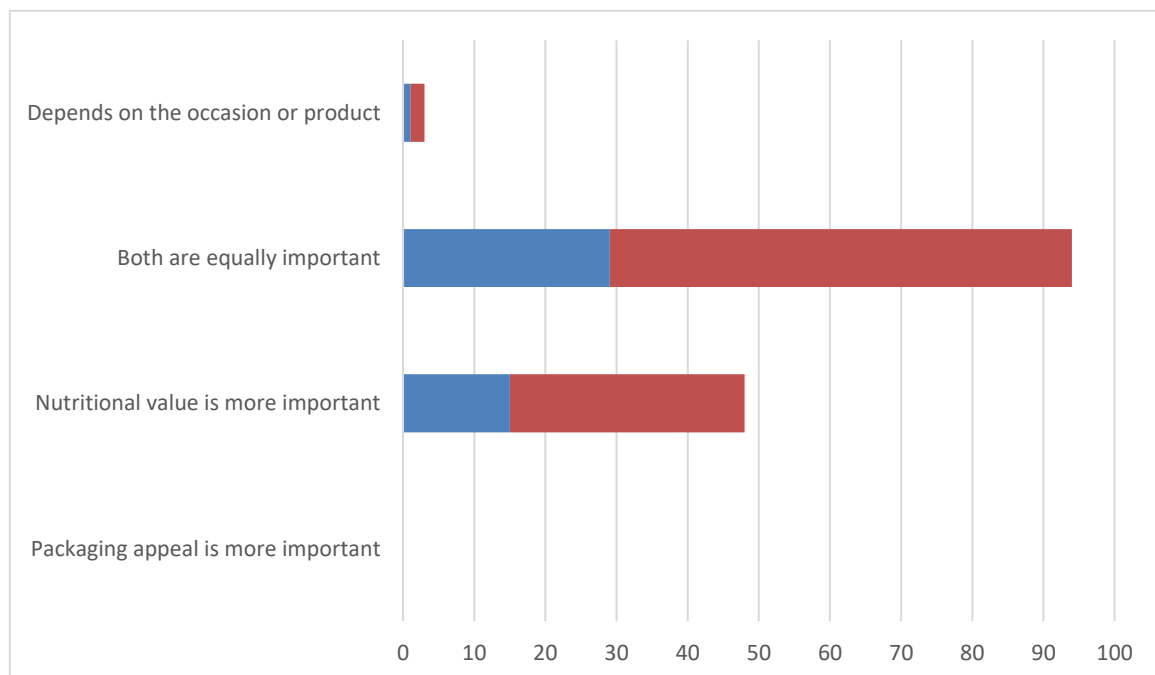
Table showing the balance between packaging appeal and nutritional value for your child

| Particulars | Number of respondents | Percentage of respondents |
|-------------------------------------|------------------------------|----------------------------------|
| Packaging appeal is more important | 0 | 0 |
| Nutritional value is more important | 15 | 33 |
| Both are equally important | 29 | 65 |
| Depends on occasion or product | 1 | 2 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.16

Figure showing the balance between packaging appeal and nutritional value for your child



Interpretation

From the above figure, 65% of respondents are both equally important, 33% of respondents in nutritional value and 2% of respondents in depends on occasion or product.

Table 4.17

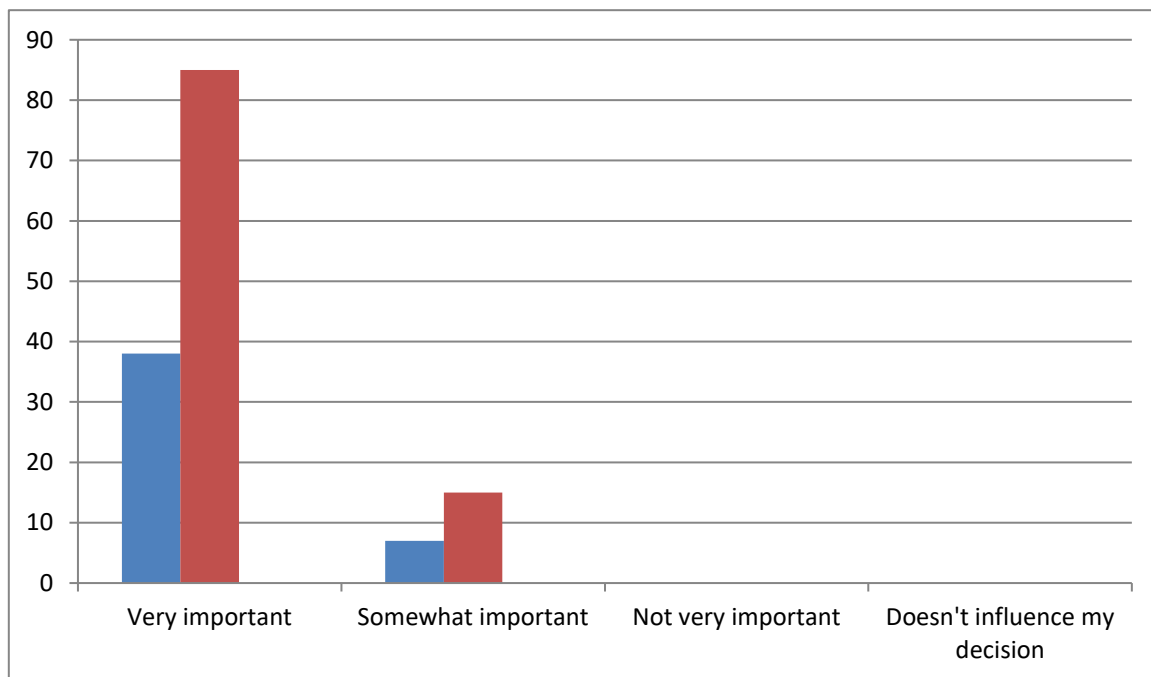
Table showing the importance of environmentally friendly packaging considering food products for child

| Particulars | Number of respondents | Percentage of respondents |
|-------------------------------|-----------------------|---------------------------|
| Very important | 38 | 85 |
| Somewhat important | 7 | 15 |
| Not very important | 0 | 0 |
| Doesn't influence my decision | 0 | 0 |
| Total | 45 | 100 |

(Source: Primary data)

Figure 4.17

Figure showing the importance of environmentally friendly packaging considering food products for child



Interpretation

From the above figure, 85% of respondents are very importance to environment only 15% of respondents in somewhat important.

Table 18

Table showing the child interaction with the packaging

| Particulars | Not at all | Rarely | Sometimes | Often | Always | Means score |
|---|-------------------|---------------|------------------|--------------|---------------|--------------------|
| They might use it for imaginative play | 3 | 7 | 11 | 17 | 7 | 3.4 |
| They could repurpose it for crafting projects | 2 | 14 | 18 | 10 | 1 | 2.86 |
| They may incorporate it into building structures | 2 | 6 | 19 | 15 | 3 | 3.24 |
| They might engage in sorting and organizing activities with the packaging materials | 0 | 2 | 2 | 16 | 32 | 4.57 |

(Source: Primary data)

Interpretation

The above table explains the child interaction with the packaging. From the analysis it is clear that they might engage in sorting and organizing activities with the packaging material (Mean score 4.57) is the variable that respondents interaction with the packaging, they incorporate it into building structure(mean 3.24),They might use it for imaginative play (3.4) and least affected veritable is they could repurpose it for crafting projects(mean 2.86).

Table 4.19

Independent Sample T- Test for examine the gender and influence of packaging

H01: There is no significance difference between the gender and influence of packaging

Group Descriptives

| | Group | N | Mean | Median | SD | SE |
|------------------------|--------------|----------|-------------|---------------|-----------|-----------|
| Influence of packaging | Female | 34 | 2.45 | 2.50 | 0.347 | 0.0595 |
| | Male | 11 | 2.34 | 2.25 | 0.375 | 0.113 |

Interpretation

The data shows the influence of packaging on males and females. For females, the mean influence is 2.45 with a median of 2.50, a standard deviation of 0.347, and a standard error of 0.0595. For males, the mean influence is 2.34 with a median of 2.25, a standard deviation of 0.375, and a standard error of 0.113. Females have a slightly higher mean influence rating than males. The standard deviations and standard errors suggest similar variability in responses for both genders

Independent Samples T-Test

| | | Statistic | df | p |
|------------------------|-------------|------------------|-----------|----------|
| Influence of packaging | Student's t | 0.877 | 43.0 | 0.385 |

Note. $H_a \mu_1 \neq \mu_2$

Interpretation

The independent samples t-test results indicate that there is no statistically significant difference in the influence of packaging between the two groups. The t statistic is 0.877, with a p-value of 0.385 and 43 degrees of freedom. Since the p value is greater than the commonly used significance level of 0.05, we fail to reject the null hypothesis. Therefore, we conclude that there is no significant difference in the means of the two groups concerning the influence of packaging.

Table 4.20

One-way ANOVA for determine the influence of packaging and age of the respondent
H02: There is no significant difference between the age and influence of packaging

Group Descriptives

| | Age of the parent | N | Mean | SD | SE |
|------------------------|-------------------|----|------|-------|--------|
| Influence of packaging | 18 - 25 | 14 | 2.43 | 0.397 | 0.1062 |
| | 26 - 35 | 23 | 2.43 | 0.313 | 0.0652 |
| | 36 -45 | 8 | 2.38 | 0.423 | 0.1494 |

Interpretation

The mean scores for the influence of packaging are quite similar across different age groups: 2.43 for ages 18-25 and 26-35, and slightly lower at 2.38 for ages 36-45. This suggests that age may not strongly Influence perceptions of packaging impact. However, there is some variability within each group, as indicated by the standard deviations and standard errors.

One-Way ANOVA (Welch's)

| | F | df1 | df2 | p |
|------------------------|--------|-----|------|-------|
| Influence of packaging | 0.0650 | 2 | 16.6 | 0.937 |

Interpretation

Welch's ANOVA indicates no significant difference in the influence of packaging across different it age groups. The F-value is 0.065 with 2 and 16.6 degrees of t freedom. The p-value is 0.937, showing that any differences observed not statistically significant

Table 4.21

One sample T- Test to examine the influence of packaging

H03: The influence of packaging is not significantly different from average

Descriptives

| | N | Mean | Median | SD | SE |
|------------------------|----------|-------------|---------------|-----------|-----------|
| Influence of packaging | 45 | 2.42 | 2.50 | 0.353 | 0.0526 |

Interpretation

The data describes the influence of packaging with responses from 45 participants. On average, the influence is rated at 2.42, with the median response being 2.50. The standard deviation, indicating the variation in responses, is 0.353. The standard error of the mean is 0.0526, suggesting the precision of the average influence rating.

One Sample T-Test

| | | Statistic | df | p |
|------------------------|-------------|------------------|-----------|----------|
| Influence of packaging | Student's t | -11.0 | 44.0 | < .001 |

Note. $H_a \mu \neq 3$

Interpretation

The one-sample t-test examines if the mean influence of packaging is different from 3. The t-statistic is -11.0 with 44 degrees of freedom, and the p-value is less than 001, This indicates a significant difference from the hypothesized mean of 3.

FINDINGS OF THE STUDY

- 51% of the respondents are between the age group of 26-35.
- 75% of the respondents are female.
- 58% of the respondents are in highly influence on children product choices.
- 58% of the respondents are in character imagery attract their child most.
- 45% of the respondents are in occasionally buy products.
- 29% of the respondents are in size and shape basis child's recall and express a preference for products.
- 55% of the respondents are in character/Animation are most appealing to their child.
- 98% of the respondents are in yes to their child express preference for product.
- 67% of the respondents are in likely to choose a product for their child.
- 80% of the respondents are in quality factor influence purchasing product for their child.
- 62% of respondents are in very satisfied their child receive a product.
- 96% of the respondents are in yes to influence their child early learning and understanding of brand.
- 51% of the respondents are in occasionally identify their child specific colours, characters, or images on the packaging.
- 40% of the respondents are in engaging and educational designs are like to see in the packaging of children's product.
- 80% of the respondents are in yes to brought the product because of their child like the packaging.
- 65% of the respondents are in both are equally important to choose food for their child.
- 85% of the respondents are considering important food products for their child.
- The child interaction with the packaging the respondents are in might engage in sorting and organising activities with the packaging materials (Mean score 4.57)
- Independent sample T- Test analysis reveals there is no significant difference in the means of the two groups concerning the influence of packaging
- The result of one-way ANOVA is suggests that age may not strongly influence perception of packaging impact

- The results of one-way ANOVA using Welch's test showing that any difference observed are not statistically significant
- In one sample T-test analysis suggesting the precision of the average influence rating
- In one sample T-test analysis reveals that indicates a significant difference from the hypothesized mean of 3

SUGGESTIONS

- Incorporate popular characters and animations on packaging to attract children's attention and influence their preferences.
- Focus on quality and educational designs ensure packaging is high-quality and includes engaging, educational elements to appeal to both children and parents.
- Highlight key features with clear visuals use bright colors, unique shapes, and clear images that are easily recognizable and memorable for children, helping parents make quick purchasing decisions

CONCLUSION

Packaging design has a significant influence on children's food preferences. Bright colors, playful fonts, and popular cartoon characters make products more attractive to children, driving their desire for those items. This visual appeal often leads children to request or demand specific products based on packaging alone, without consideration of the actual content or nutritional value. Parents' buying behavior is also heavily impacted by packaging design. Packaging that suggests health benefits, convenience, or educational value can persuade parents to select certain products over others. Parents often balance their children's preferences with their own criteria for making a good purchase, such as nutritional content and ease of preparation, leading them to choose items that meet both sets of needs. Ultimately, the dynamic between children's attraction to visually stimulating packaging and parents practical considerations creates a powerful tool for influencing food choices and purchasing behavior. Food manufacturers can leverage this by designing packaging that appeals to both demographics, potentially driving sales and fostering brand loyalty. This highlights the importance of strategic packaging design in shaping family dietary habits and consumption patterns.

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WEBSITE

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**QUESTIONNAIRE ON THE IMPACT OF PACKAGING DESIGN ON CHILDREN'S
FOOD PREFERENCES AND PARENTAL BUYING BEHAVIOUR**

Dear Respondents,

This survey is being undertaken as a part of fulfillment of Post Graduate Degree in commerce research project. Kindly please fill up this Google form questionnaire. Collected data can only be used for this project purpose only and it will be confidential. If any doubts arise, feel free to contact me through phone number/Email.

1. Gender:

Male

Female

2. How much do you think packaging influences your child's interest in a product?

Highly influential

Moderately influential

Slightly influential

Not influential

3. What specific element in packaging attract your child the most?

Colourful design

Character imagery

Interactive features

Unique shapes

Others

4. How often do you buy products solely because of your child's preference for the packaging?

Frequently

Occasionally

Rarely

Never

5. Does your child interact with the packaging beyond just opening it?

| Particulars | Not at all | Rarely | Sometimes | Often | Always |
|---|------------|--------|-----------|-------|--------|
| They might use it for imaginative play | | | | | |
| They could repurpose it for crafting projects | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| They may incorporate it into building structure | | | | | |
| They might engage in sorting and organizing activities with the packaging materials | | | | | |

6. Can your child recall and express a preference for products based on their packaging?

Visual appeal

Familiarity

Size and shape

Interactive elements

Theme and storytelling

7. What aspects of packaging do you find most appealing to your child?

Bright colours

Character/Animation

Interactive elements

Clear product information

Others

8. Does your child express preference for product based on packaging?

Yes

No

9. How likely are you to choose a product from a brand your child recognises due to packaging?

Very likely

Likely

Neutral

Unlikely

Very unlikely

10. What factors influences your decision when purchasing products for your child?

Price

Brand

Quality

Packaging

Recommendation

11. How satisfied is your child with product they receive?

Very satisfied

Satisfied

Neutral

Dissatisfied

12. Do you think packaging influences your child's early learning or understanding of branding?

Yes

No

13. To what extent do you believe the packaging influences your decision to purchase a product for your child?

| Particulars | Strongly Agree | Somewhat Agree | Neutral | Somewhat Disagree | Strongly Disagree |
|---|----------------|----------------|---------|-------------------|-------------------|
| Packaging plays a crucial role in my decision, significantly influencing my choice | | | | | |
| Packaging has some important on my decision, but it's not the primary factor | | | | | |
| Packaging has minimal influence on my decision, other factors matter more | | | | | |
| Packaging doesn't affect my decision at all, focus solely on product quality and features | | | | | |

14. Can your child identify specific colours, characters, or images on packaging that they prefer?

Not at all

Occasionally

Moderately

Frequently

Always

15. What changes or improvements would you like to see in the packaging of children's products?

More eco- friendly materials

Clearer product information

Engaging and educational designs

Smaller, more convenient packaging

16. Have you ever bought a product specifically because your child like the packaging?

Yes

No

17. When choosing food for your child how do you balance between packaging appeal and nutritional value?

Packaging appeal is more important

Nutritional value is more important

Both are equally important

Depends on the occasion or product

18. How important is environmentally friendly packaging to your when considering food products for your child?

Very important

Somewhat important

Not very important

Doesn't influence my decision