

1.1 INTRODUCTION

Effective packaging can help a company to attract consumers to their products. So, the goal of this is to investigate the impact of packaging on consumer purchase intentions. This study helps to understand the critical aspects that influence a brand's success. The study is going to conduct through the questionnaire method. The most important essential component, according to the findings of the study is packaging. Colour, packaging material, wrapper design, and innovation are the crucial factors for consumers when making purchasing decisions. Packaging is the one of the most important factors, which influences consumer's purchase decisions.

There are many factors that can increase the sales of a product. A product consists of various factors, including quality, protection, customer satisfaction and packaging, which will enhance the existence of the product and create a strong image in the minds of consumers. Packaging is extremely important to attract customers to any product. Colour, material, design and more qualities are included in the packaging, which is also used as a promotional tool for businesses. The packaging is the company's complete offering of packaging to customers, which encourages impulse purchases. Packaging attracts customers and promotes sales. It also reduces the marketing and advertising costs of the product. In previous decades, companies did not pay attention to product packaging. Consumers were not attracted to the product and did not buy it, resulting in under-sales. However, due to the fierce competition among all FMGC products, companies are now focusing more on product packaging. Previous studies have found a mismatch between packaging quality and consumer purchasing behaviour. Consumers love new things that appeal to them, and the first thing they notice is attractive packaging. Much research focuses on packaging elements, colour, material, and other packaging materials that influence consumer purchase intentions. It also focuses on the features and components of the package.

Packaging design is one of the important reasons for on spot buying decision as the packing develops consumer's attitudes towards the brand. It also depends upon the personality of the customers and lifestyle culture. There are various products in the market, available in a variety of sizes and shapes. It depends upon the need; the customer chooses the product that will be most beneficial to him. However, the desire of a consumer to purchase a product can be influenced by the outside packaging.

1.2 STATEMENT OF THE PROBLEM

This study is being undertaken to understand how the packaging effect on the purchase intention of PDDP (PEOPLES DAIRY DEVELOPMENT PROJECT). In recent years, the country's ice cream industry has seen rapid growth. The level of competition has increased significantly. As a result, market leaders must constantly refine and improve their brand recognition. Understanding product packaging and its impact on consumer purchasing behaviour is critical to market planning. As a result, the study provides information on consumer buying habits regarding the PDDP products, as well as whether product packaging influences consumer purchasing decisions.

1.3 PURPOSE OF THE STUDY

The study conducted on the topic packaging and purchase intention towards PDDP People's Dairy Ice Cream. Through this study, researcher is trying to identify the purchase intention of milk products of PDDP in Ernakulam & Thrissur district. The purpose of this study is to know about the packaging and purchase intention towards the PDDP People's Dairy Ice Cream.

1.4 OBJECTIVE OF THE STUDY

- To understand the consumer perception towards the packaging of PDDP products.
- To understand the purchase intention of PDDP products.

1.5 SIGNIFICANCE OF THE STUDY

People have an emotional reaction to effective packaging. Consumers purchasing decisions are frequently based on a feeling or emotional response the appeal of product packaging to their preferences. This is why conducting qualitative research on your target market is crucial.

Packaging plays a vital role in marketing, promoting or even discouraging consumers from purchasing a product, particularly at the point of sale or when consumers are deciding between several brands of identical products. This could be considered one of the most influential factors in a customer's purchase choice. After researching many features and components of packaging, this study was undertaken

with the goal of determining the relevance of product packaging and the significant impact it can have on purchasing decisions. Packaging is frequently the last impression a consumer or consumer will have of your items before making a final purchase decision, so it's essential making sure it's working as hard as it can to secure that sale, whether that's through imagery, brand values, product functionality, or sheer innovation.

1.6 SCOPE OF THE STUDY

In today's competitive world of goods and services provider companies and industries, they want to get success and maintain their market presence for long terms, they can easily maintain themselves according to current demands, wants, and drawbacks if they understand the buying intentions of consumers by using product packaging as a key element.

1.7 INDUSTRY PROFILE

THE EVOLUTION OF ICE CREAM

Ice cream's origins are known to reach back as far as the second century B.C., although no specific date of origin or inventor has been undisputedly credited with its discovery. We know that Alexander the Great enjoyed snow and ice flavoured with honey and nectar. Biblical references also show that King Solomon was fond of iced drinks during harvesting. During the Roman Empire, Nero Claudius Caesar (A.D. 54-86) frequently sent runners into the mountains for snow, which was then flavoured with fruits and juices. Over a thousand years later, Marco Polo returned to Italy from the Far East with a recipe that closely resembled what is now called sherbet. Historians estimate that this recipe evolved into ice cream sometime in the 16th century. England seems to have discovered ice cream at the same time, or perhaps even earlier than the Italians. "Cream ice," as it was called, appeared regularly at the table of Charles I during the 17th century. France was introduced to similar frozen desserts in 1553 by the Italian Catherine de Medici when she became the wife of Henry II of France. It wasn't until 1660 that ice cream was made available to the general public. The Sicilian Procopio introduced a recipe blending milk, cream, butter and eggs at Café Procope, the first café in Paris.

DAIRY INDUSTRY

The dairy industry is recognized as one of the largest and most important food industries. The dairy industry exists for the sole purpose of providing milk and milk at a reasonable price product that satisfy the consumer's needs and meet his nutritional requirements. The industry means different things to different participants – producers, milk processors and consumers.

Dairying now means a wide range of activities starting from the production of milk on the farm to the extent that it reaches the consumer in the form of a liquid together with a diverse field discipline such as dairy science, animal husbandry, crop production and dairy engineering. Management science is applicable in each of these disciplines and integrates them to achieve with the aim of providing the consumer with milk by optimal use of the land renewable resources for milk production. The importance of dairying follows from the role milk in human nutrition. Food fulfils two

main functions in human nutrition, namely to provide energy and provide the elements necessary for the growth and replacement of body tissues. All the three main forms of food – carbohydrates, fats and proteins provide energy, but only proteins can supply the nitrogen and amino acids necessary for tissue growth and replacement. There are two possible phases in planning human nutrition, the first of which has a limited objective curbing hunger while the other is achieved by providing a balanced diet which contains a certain amount of animal protein to include essential amino acids in the diet. Developed countries have reached the second stage. Developed countries need plan their agriculture to provide adequate balanced nutrition from available resources within the country. The dairy industry is important at this stage of food planning while supporting the offer of a balanced diet for the population.

DIARY INDUSTRY IN KERALA

Milk is an inevitable element in the life of Keralites. In the old days, Kerala was way ahead milk production. But for several reasons milk production is defined. Milk manufacturers in Kerala are in the grip of a major crisis following the influx of large quantities milk from abroad at lower prices. According to the survey, the state produces 20.61 thousands of tons of milk per year. According to market sources, production is insufficient to meet the demand of the state's residents. As a result, Kerala has become a major market for milk produced in neighbouring states. Supplies from Tamil Nadu cover around 60% of the stock daily milk requirement. The result is a rapid increase in milk processing and marketing companies in tough competition leading to price reductions. So, the availability of milk at low prices from other states have created a crisis for milk producers in the state, the farmers said. Dairy an expert told Business Line that the only solution to the crisis was to produce “good and pure milk’ which would enable Kerala milk producers to compete and regain the market Dairy Development Board was established in 1962. Development of livestock and milk. A Marketing Board for Milk Purchase and Marketing was established, followed by the Kerala Cooperative Milk Marketing Federation. However, all this could not save the dairy sector and farmers. One of the main problems we face is the unavailability of modern facilities for processing and storing all milk produced during the main season (in the rain months). As a result, not only are quantity restrictions imposed during these months. Procured but there is a cut in the prices by the co-operatives. The State has over 2,972 milks marketing their functioning unfavourable

to the development of the sector. When the societies run by NGOs procure milk at Rs.10 per litre from the farmers by providing subsidy for cattle feeds, in Kerala they were being discouraged with taxes. Kerala requires 68.5 lakh tons of cattle fodder, of which they only 40 tons are available within the State. Non- availability of land and improved variety of fodder grass has become major impediments

IMPORTANCE OF DIARY INDUSTRY

Milk and milk products are an important secondary source of income for farmers Earth. A large population of India is engaged in manufacturing, processing and dairy marketing and many more are required for processing, bottling and delivery liquid milk and other dairy products. One fact is that milk is an excellent source of complete protein, as well as calcium and riboflavin (a vitamin). It also contains smaller amounts other B vitamins, small amounts of vitamin C and usually added vitamin D. Milk and milk products are very rich in protein, calcium, vitamins and milk sugar and provide this nutrition in the right proportion to satisfy our bodily demands, the importance of the bride or the fattened powdered milk cannot be emphasized in this complex and busy world.

1.8 COMPANY PROFILE

PEOPLES' DAIRY DEVELOPMENT PROJECT (PDDP) is a Charitable Society under the Travancore Cochin Literary Scientific and Charitable Societies Registrations Act of 1955. The Society was registered in 1983. It is an ISO 22000:2005 Certified Dairy.

It was in the year 1973, when Fr Joseph Muttumana was the secretary of Welfare Services, Ernakulam, and the Dairy development programme was launched with the objective of enabling small and medium dairy farmers and agricultural labourers to find self-employment and a supplementary source of income. Fr. Joseph Muttumana was the Founder Chairman of PDDP.

The Impetus behind the activities of Fr. Joseph Muttumana was Rt. Rev.Dr.Joseph Cardinal Parecattil, then Archbishop of Archdiocese of Ernakulam. He appointed Fr. Joseph Muttumana formerly as The Secretary of Welfare Services, Ernakulam and afterwards the Chairman of PDDP.

Fighting against heavy odds, Fr. Joseph Muttumana organized and sustained PDDP as a people's movement, which has now become a model in people's empowerment process. There are around 700 employees, both in the Central Society and primary societies, who depend for their sustenance on PDDP.

P.D.D.P was an extension project of Ernakulam Welfare Services, the organization responsible for the promotion of Welfare activities in the Archdiocese of Ernakulam. When Fr. Muttumana, the secretary of Ernakulam Welfare Services took initiative, St. Thomas Church Malayattoor granted a loan of Rs. 55,000 to him to buy hybrid cows to be distributed to the farmers of the locality. Thus in 1973, Peoples' Dairy Development Project, first dairy development project in Kerala was started. The primary members were 10 and the daily collection was 60ltrs of milk. By 1983, the collection increased to 5,000 litres of milk from different 30 societies. PDDP has now become providing 62, 000 litres of processed milk with an annual turnover of Rs. 100 Core.

PDDP became a registered society in 1983. PDDP searched for its own marketing strategy and that lead to a new well accepted, PDDP BRAND MILK in the market. The hardworking of Fr. Muttumana and the efforts of farmers and staff

became a strong foundation in the relationship between PDDP and customers. In June 7, 1987 the first Chilling Plant was inaugurated in Marottichode, Kalady. Later in 1991, the pasteurization plant also was started. The present fully fledged plant was inaugurated on January 30, 2010. Numbers of employees are 120. They have another branch located in Tamil Nādu.

OBJECTIVES

The objective of the society is to render maximum help to marginal farmers and agricultural laborers who are depending on cow rearing for their livelihood.

VISION

Best quality milk for better health and living.

MISSION

PDDP central society is committed to achieve continual improvement in the procurement, processing and marketing of quality milk and milk products in the harmony with our customers' needs and regulatory requirement through the involvement of dedicated and trained employees.

TYPES OF MILK

1. Toned Milk
2. Homogenized Milk

TYPES OF PACKETS

1. 500 ml
2. 450 ml

SUPPLY OF MILK

They supply milk during Morning and Evening Session.

QUANTITY OF MILK SUPPLY

42,000 lit/day

CRITERIA FOR AGENCY

The agent has to pay Rs.1000/- in advance for getting PDDP milk agency. The presence of refrigerator is needed. They should have interest in selling milk.

SALES PROMOTION

For the sales promotion they are using boards, banners and even newspapers for advertisement.

Products Offered by the Company

- ❖ **Milk** – Toned & Pasteurized milk (Premium, Standard, Tea special)



- ❖ **Ice Cream** (People's Ice Cream) – 24 Flavours (Natural flavours like Jackfruit, Tender coconut, banana etc.)



- ❖ **Curd**



❖ Paneer



❖ Ghee



❖ Butter



COMPETITOR ANALYSIS

MAJOR COMPETITORS IN MILK

1. MILMA

Well-known by the popular sobriquet 'milma', Kerala Co-operative Milk Marketing Federation (KCMMF) was formed in 1980 as a state adjunct of the National Dairy Programme 'Operation Flood'. It is a three-tiered organization. The farmer memberships that stood at 45000 during take over from the erstwhile KLD&MM Board during 1983 has grown to over 15.2 lakhs through 3071 milk Co-operatives by March 2022. These primary societies are grouped under three Regional



Co-operative Milk Producers' Unions viz TRCMPU for Thiruvananthapuram region, ERCMPU for Ernakulam region and MRCMPU for Malabar region. At the apex level KCMMF functions from the headquarters at Thiruvananthapuram. From the different units managed directly by KCMMF and the various units under regional unions MILMA produces and distributes pasteurized Vitamin – A enriched milk and various milk-based products as well as mango drink throughout the state.

2. MOTHER DAIRY

It was started in 1974. It is a subsidiary company of the NDDB, National Dairy Development Board started as an initiative under Operation Flood. Mother Dairy manufactures, markets and sells milk and milk products, and has also expanded its portfolio to other edibles like oil, fruits, vegetables etc., that are sold through Mother Dairy outlets.



3. ELANADU MILK



Elanad Milk is an ISO 22000 certified company, committed to international standards of product quality. Our product portfolio includes milk, ghee, processed butter, etc. Elanad Milk Located in the lush greenery of Elanad, close to Thrissur, The Cultural Capital of Kerala. The Pride of Elanad Milk is a reflection of our passion for milk. We believe in the significant part played by milk, strengthening and protecting the body and mind to live a fuller, more complete life each day. We know that cow's milk at its best represents the pinnacle of nutrition and health!sing, conforming to international dairy practices. Butter is a dairy product made by churning fresh or fermented cream or milk. It is

generally used as a spread and/or a condiment, as well as in cooking applications such as baking, sauce making, and frying. Butter consists of butterfat, water and milk proteins, salt and flavourings.

4. GOKULAM DAIRY

SHUKLA DAIRY PVT. LTD. is the largest Food Company producing, distributing and marketing milk & milk products during last 15 years under the brand name of “Shree Gokulam” with an annual



Turnover exceeding Rs. 75 crores. The company is under the guidance of Vimal Kumar D. Shukla as A Chairman & Managing director sharing their immense knowledge and a vast experience of 35 years. With a vision to make India healthier and more nourished so that all the dairy products can reach every corner of our country. SHUKLA DAIRY PVT. LTD. is a unique organization working since 2002, based in Surat, Gujarat. It has firm base created by Farmers, managed by competent skilled professionals serving a very competitive and challenging consumer market, within a short duration of timespan the company has excellent potential growth in dairy sector serving people with benchmark quality of dairy products. It is a true testimony of synergistic national development through the practice of modern management methods.

5. AMUL MILK

Amul is an Indian dairy state government cooperative society, based at Anand, Gujarat. Formed in 1946, it is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is controlled jointly by 36 lakh milk producers in Gujarat and the apex body of 13 district milk unions, spread across 13,000 villages of Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. The Word AMUL stands for Anand Milk Union Limited. Kaira Union has introduced the brand "Amul" for marketing its product range. The word "Amul" is derived from the Sanskrit word 'Amulya' which means 'priceless' or 'precious', a name proposed by the founding leader of Anand Agriculture College, Maganbhai Patel.



MAJOR COMPETITORS IN ICE-CREAM

1. LAZZA ICE CREAM

The company was founded in 1972 by Mr. MC John a retired senior bureaucrat in the Kerala government. It is currently led by Mr. Simon John, his brother Francis John and their team of eminent directors. The company is a pioneer in the ice cream industry in South India. The first factory was started in Kochi and today has over 28 factories spread across South India. The 22 factories put together have a production capacity that is among the top in the country. The company has also started overseas operations in parts of the Middle East and Africa.



2. AMUL ICE CREAM

Amul-cooperative registered on 14 December 1946 as a response to the exploitation of marginal milk producers by traders or agents of the only existing dairy, the Poison dairy, in the small city distances to deliver milk, which often went sour in summer, to Poison. The prices of milk were arbitrarily determined. Moreover, the government

had given monopoly rights to Poison to collect milk from milk and supply it to Bombay city. Nowadays Amul ice creamers has many branches located in Kerala too.



3. MERIIBOY ICE CREAM

Meriiboy (Nutricreams Pvt Ltd) is one of the largest producers of fresh ice cream, based on South India. A division of cousins group, the business

venture was established on 2003 in Kalady. It is classified as a non-government company and is registered at the Registrar of the company, Ernakulam. Its authorized share capital is Rs. 50,000,000 and its paid-up capital is Rs. 10,000,000. It is involved in the production, processing, and preservation of meat, fish, fruit, vegetable, oils, and fats. Directors of Nutricreams Pvt Ltd are Nijin Thomas, Maniachery Esthappanu Varghese, Stephen Maniachery Devassy, and Binoy Joseph. Meriiboy ice creams have three factory outlets in Kannur, Vazhakkulam and Perumbavoor. Also, have one cold room in Calicut. The distribution network spreads across 1200 dealers and 400 distributors in Kerala, Tamil Nadu, and Karnataka. Establishes own retail outlets in Lulu & Oberon malls in Ernakulam, Wonderla, Food Mall at Revenue Tower, R P Mall at Calicut, and Bakker junction at Kottayam. Meriiboy is one of the largest producers of fresh ice cream, based in South India.



4. UNCLE JOHN

Uncle John was founded in 1995 and started by m/s. Jojo frozen foods (p) Ltd is the present owner of the brand name. The name was coined from the name john-M.C. John is the founder of the company. The company is managed by a team of four consulting companies namely fintech consultants, a market research planning group. Freeze fast technologies and lotemp systems.



These consulting companies are highly professional. The brand owner company is Jojo frozen foods (p) Ltd. And is situated at Kundannoor, Maradu, Ernakulam - 682 304 and with 14 franchisee factories in India and one in central Africa.

5. JOY ICE-CREAM

Joy Ice Cream was set up in 1948 by L. C. Java, a London returned mining graduate, and some associates. The company started out in Bombay, and holds the distinction of being the first to industrially manufacture and market ice creams in India.



From its inception, Joy ensured that its products were affordable to people of all strata of society. Yet, high quality was never sacrificed either. An instance of this can be seen in the implementation of the 1946 Heat Treatment Act of the U.K. in India in the 1960s which made it mandatory for all ice creams to be pasteurized and heat-treated.

Awards & Achievements

- World Malayalee Federation Award 2017
- Janam TV Global Excellence Award
- Best Productivity Award
- Best productivity Award
- Pollution control board Award and so on.

ACTIVITIES AND SERVICES

❖ Veterinary Service

They have 7 Veterinary Hospital and, in each hospital, there is a Veterinary Doctor and 2 or 3 Live Stock Assistants. Through these hospitals, they are giving medical aid and artificial insemination to the cows of the farmers at low of cost.

❖ Cattle Insurance

They are giving subsidy on cattle insurance premiums. Majority of our farmers ensure their cows and are benefited financially. Moreover, on the occasion of the unexpected death or PTD of cows, they become eligible for Death/PTD claims.

❖ Medi-claim Insurance

They are giving subsidy to Medi-Claim Insurance. By this, majority of the farmers enrol their family members in the scheme and so when they are hospitalized, they get reimbursement benefit.

❖ Calf Rearing Scheme

Under this scheme, cattle feed and medical treatment with medicines are supplied at free of cost to selected farmers who are financially very poor.

❖ Special Incentive to farmers

They are giving special incentives to society and farmers who are giving more milk to us. It will motivate them to sustain in dairying and to work hard for better yield of milk.

❖ Special Financial Assistance equivalent to Pension

Government has implemented a pension scheme to cow farmers. But this aid is given to the farmers who are giving milk to MILMA only. In order to overcome this situation, we have implemented a financial assistance scheme. Through this scheme, a farmer who above 60 will get Rs.1800/- per year.

PROMOTIONAL STRATEGY

Promotion is the method used to spread the word about the product or service to customers, stakeholders and the broader public. In Peoples ice cream company advertisements is the widely used promotional strategy. They use media like television, radio, newspaper, magazines etc. The company mainly relies on ATL (Above the Line) Promotional strategies



PRICING STRATEGY

A business can use a variety of pricing strategies when selling a product or service. The Price can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. Businesses may benefit from lowering or raising prices, depending on the needs and behaviours of customers and clients in the particular market. Finding the right pricing strategy is an important element in running a successful business. The pricing strategy adopted by Peoples Ice Cream Company was cost plus pricing and market-oriented pricing.

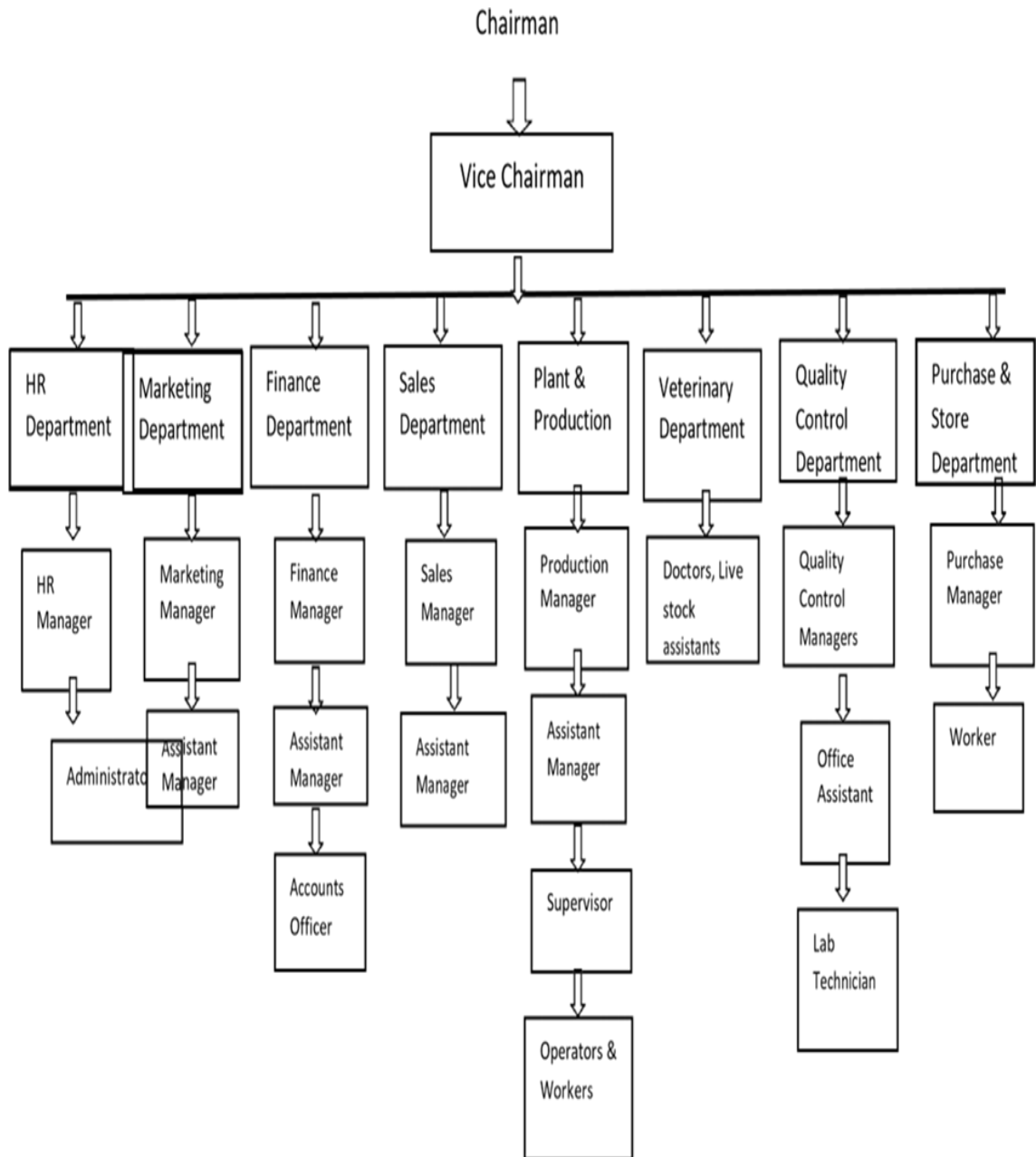
➤ Cost plus pricing

Cost-plus pricing is a pricing strategy companies use to maximize their rates of return. Firms may accomplish their objective of profit maximization by increasing their production until marginal revenue equals marginal cost and then charging a price which is determined by the demand curve. However, in practice, most firms use either value-based pricing or cost-plus pricing which is also known as mark-up pricing. (Cost + mark-up = selling price). There are several variations of cost-plus pricing, but the most common method is to calculate the cost of the product then add a percentage of the cost as markup. This approach sets prices covering the cost of production and provides enough profit margins for the firm to reach its target rate of return. It also provides a way for companies to calculate how much profit they will make.

➤ Market oriented pricing

Setting a price based upon analysis and research compiled from the target market. This means that marketers will set prices depending on the results from the research. For instance, if the competitors are pricing their products at a lower price, then it's up to them to either price their goods at an above price or below, depending on what the company wants to achieve.

ORGANIZATION CHART



FUNCTIONAL DEPARTMENTS

The organization made up of different departments. Number of departments in a business can be divided depends upon the size of the establishment and its nature. According to the performance of each department we can easily understand the position and current status of the company. Departments of PDDP

- Human resource department
- Finance department
- Marketing department
- Sales department
- Plant& production department
- Veterinary department
- Quality control department
- Purchase & store department

1) HR DEPARTMENT

Human resources are the people that work for an organization and human resource management is concerned with how these people are managed. However, the term Human Resource Management (HRM) has come to mean more than this because people are different from the other resources that work for an organization. People have thoughts and feelings, aspirations and needs. PDDP employees are treated fairly and consider them as a part of the organization. In order to retain the employees PDDP provides different employee welfare facilities and other allowances. They provide canteen facilities, accident insurance, festival allowances.

There are 11 staffs.8 males and 3 females

DEPARTMENTAL STRUCTURE

HR Department ➡ **HR Manger** ➡ **Administrator** ➡ **Employees**

DEPARTMENTAL FUNCTIONS

❖ Man power planning

It involves the planning for the future and finding out how many employees will be needed in the future by the business and what types of skills should they possess. It depends on the factors like number of employees leaving the job, technological changes, productivity level of the workers etc.

❖ Job analysis and job description

HR department is also involved in designing the job description for the prospective vacancies.

❖ Determining wages and salaries

HR department is responsible for determining the wages and salaries for different position in the organization. These decisions may be taken in consultation with top management and finance department.

❖ Recruitment and selection

One of the most important jobs of HR department is to recruit right people, at right time and to right position. This is of very important as the success of any organization depends on the quality of its work force.

❖ Performance appraisal

Once the employees are recruited, the HR department has to review their performance on a regular basis through proper performance appraisals. It is the process of obtaining, analysing and recording information about the employee performance. On the basis of the performance appraisal, HR department will set up an action plan for each employee.

❖ Training and development

In order to improve the efficiency level of the employees, they have to undergo regular training and development programmes. Training includes on the job training and off the job training.

❖ **Employee welfare and motivation**

HR department tries to maintain welfare activities and more motivational benefits to its employees in order to retain them in the organization.

❖ **Addressing employees' grievances**

HR managers are the link between the workers and the management. Employees grievances related to work environment are usually handled and resolved by the HR department.

❖ **Labour management relations**

In case of any labour management conflicts, the HR department will play a vital role in bringing both management parties to the negotiation table and resolve the issue.

DUTIES AND RESPONSIBILITIES OF HR MANAGER

Recruitment

The objective of recruitment policy is to source the best talent from the resources to achieve business objectives and goals of the company.

Sources of Recruitment:

- I. Advertisement
2. Personal Contact

In order to do the recruitment effectively, there are a number of steps involved

- Preparing a job description
- Preparing a person specification
- Advertising the vacancy

Determining if job should be internally or externally recruited. Internal recruitment, an existing employee is given the job (promotion). Whereas in external a successful candidate comes from outside the organization.

Selection

HR department is responsible for selecting the best candidate for the job. For this the HR head has to perform following steps;

- a. Gather all application forms received and identify most suitable candidates.
- b. Arrange interviews for the selected candidates.
- c. Most successful candidates are selected for the job and then they are informed and offered the job.

Calculating wages

HR department should ensure that each employee receives the correct amount of pay. The rate of pay depends on number of hours the employee has worked.

- Flat rates
- Time rates
- Piece rates

Training

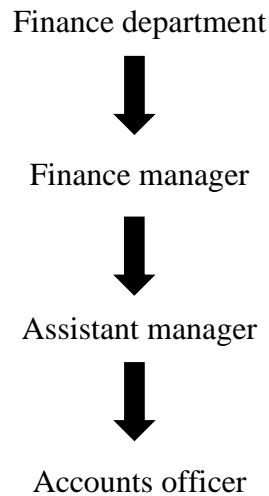
The department should ensure whether each employee receives adequate training. And ensure that they know how to do their job and make sure that their skills are developed regularly. Training courses are provided in-house.

2) FINANCE DEPARTMENT

Finance is the life blood of a business. The operations of the business cannot be carried on without adequate resources. So, it is essential for a firm to ensure the availability of funds when it is required. Finance is concerned with acquisition and utilization of capital in meeting the financial needs and the overall objective of a business enterprise. The finance department of a business has the responsibility to organize the financial and accounting activities including the preparation of appropriate accounts and provide financial information to the managers.

PDDP is a Charitable Society under the Travancore Cochin Literary Scientific and Charitable Societies Registrations Act of 1955. The Society was registered in 1983. It is an ISO 22000:2005 Certified Dairy. Today PDDP collects processes and distributes over 62,000 liters of milk and milk products per day on behalf of more than 200 societies owned by around 30-thousand-member farmers. The major source of finance in PDDP is bank loan. Numbers of employees are 13. Males are 6 and females are 7.

DEPARTMENTAL STRUCTURE



FINANCE FUNCTIONS

➤ **Paying bills on behalf of the organization/departments**

The finance team is responsible for paying for all the purchases made within the organization.

➤ **Preparing and presenting final accounts**

The finance department is responsible at the end of each financial year, to record how well the organization has performed financially.

➤ **Keep and maintain record**

Finance department is preparing records on the sales figures and expenditure of the organization.

➤ **Prepare and plan internal financial information**

Financial team has to plan and prepare the budget for each activity held in the organization and take corrective measures if needed.

➤ **Analyse the current financial performance**

The finance department analyses the current financial performance of the organization and provide this information for other departments for further decision makings.

DUTIES AND RESPONSIBILITIES OF FINANCE MANAGER

➤ Purchase

The finance manager verifies the vouchers relating to purchase. It includes purchase order, quotations, purchase requisitions, purchase invoice etc.

➤ Sales

finance manager verifies the various vouchers relating to the sales.

➤ Accounting of cash and bank

Cash and bank related accounts are verified and calculated by finance manager.

➤ Accounting of debtors and creditors

Receipts and payments relating to debtors and creditors are calculated by financial managers. It includes calculation of sundry debtors, provision for doubtful debts, bad debts, creditor's amount, credit payment period etc.

3) MARKETING DEPARTMENTS

The marketing department must act as a guide and lead the company's other departments in developing, producing, fulfilling, and servicing products or services for their customers. Communication is vital. The marketing department typically has a better understanding of the market and customer needs.

Marketing policy adopted by PDDP is that they are reducing the number of marketing intermediaries which directly help the organization as well as the customers to get the products at reasonable rate and also the organization can reduce the cost. The products are distributed towards different places and the supply is made by their own vehicles. Another thing is that the company is not making any direct sales to the customers, even though there are some sales are made to the local people. They use competitive pricing. Number of employees are 9.

DEPARTMENTAL STRUCTURE



DEPARTMENTAL FUNCTIONS

➤ Demand generation

The pricing of the products is reasonable. Discount on prices is based on the orders they got and also, they gave discount to dealers because they bought bulk products.

➤ Marketing research

The company focuses their marketing research to make their products qualitative. As the part of their research, they introduce different variations and varieties in the products.

DUTIES AND RESPONSIBILITIES MARKETING MANAGER

➤ Manage customer relations

One of the most important functions of a marketing department is to keep current customers happy. Because it is easier and less expensive for a company to keep an existing customer than it is to find new customers, marketing professionals must focus on relationship management.

➤ Support Strategic Plan

An effective marketing department develops their promotional efforts to support the goals that the company lays out in its strategic plan. Often, those goals

include increased sales, targeting new audience groups, or launching new products or services. The company lays out a marketing plan that it develops after it identifies strategic business.

➤ **Develop Promotions**

A marketing department's main responsibility is to promote the products, services and brand identity of a company. They must identify marketing goals and develop promotional activities that will help the business move in that direction. Marketing efforts are a way to increase awareness, create brand recognition and build a strong customer base.

➤ **Boost Sales**

Often a marketing department is responsible for supporting the efforts of the sales department. They meet with the sales staff and develop materials that will assist in selling the company's products and services. By consulting with salespeople, the marketing department is able to develop more effective materials and promotions. In response to feedback, they may update brochures and spec sheets, target different audience groups, or design new campaigns that support the sales staff's duties.

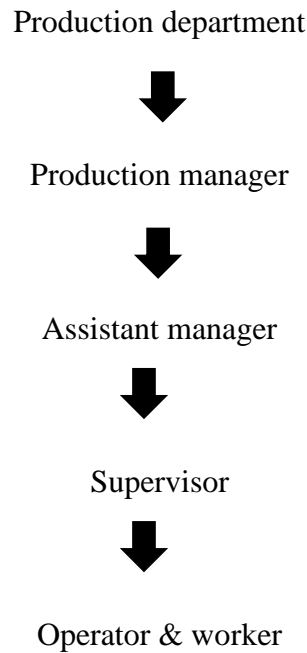
➤ **Develop pricing strategies**

Pricing strategy development is another responsibility. During this process, start by studying prices competitors charged like products or services. Then conduct surveys to determine price elasticity among consumers. Price elasticity studies determine how sensitive consumers are to price changes.

4) PRODUCTION DEPARTMENT

Production department is responsible for converting inputs to outputs through the stages of production process. The production manager is responsible for making sure that the raw materials are provided and made into finished goods effectively. PDDP have another plant located in Tamil Nādu. Number of employees is 48 males are 38 and females are 10.

DEPARTMENTAL STRUCTURE



DEPARTMENTAL FUNCTIONS

➤ **Temperature monitoring**

Production manager monitors the temperature of the machines which necessary for the products. It is one of the basic factors which are vital for freezing process of ice creams.

➤ **Purchase dispatch and product management**

They manage the dealers, plan and execute the requirements of raw materials and control the various unwanted wastage of products.

➤ **Maintain relations**

Production department maintains a good relationship with their various dealers. They also deal the grievances of dealers and take rapid decision in order to avoid future problems.

DUTIES AND RESPONSIBILITIES OF PRODUCTION MANAGER

➤ Production planning

Production manager plans the routine activity which is necessary for the production process and communicate the planned details to his supervisors.

➤ Executing plans

Production manager execute and follow up each and every activity and make sure that everything is done as per the predetermined standards.

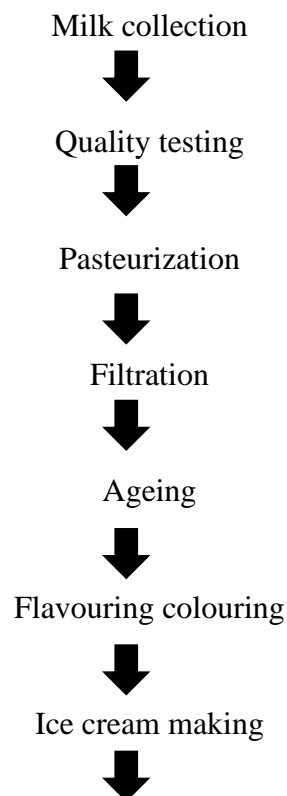
➤ Making reports

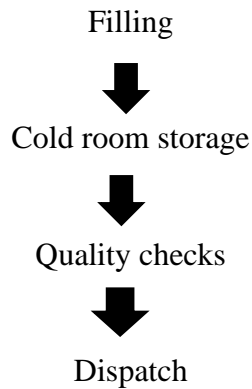
Production manager should make reports regarding the goods produced and the raw material required for it.

➤ Production analysis

Production manager has to analyse each and every activity related to production. He evaluates his workers also.

PRODUCTION PROCESS





➤ **Milk collection**

Milk is procured locally and analysed for fat percentage, pH, and MSNF. Good quality raw materials (butter) are purchased from different suppliers and subjected to quality assessment test.

➤ **Quality testing**

Quality check and Storage of Raw materials. Approved raw materials are then stored in hygienic, temperature-controlled storage units.

➤ **Pasteurization**

The mixed contents are then subjected to pasteurization at a temperature above 72°C for 30 minutes. Thus, eliminates all biological hazards.

➤ **Filtration**

The contents are passed through a filter to remove harmful extraneous matters, if any.

➤ **Ageing**

After cooling, the mixture is stored in the storage tank at 5° - 8°C with agitation till further processing.

➤ **Flavouring & Colouring**

According to the requirement, the ice cream mixture is put in the flavouring tank. Flavour and colour solution, derived from natural sources, are added and stirred well. No artificial colour or flavour is added.

➤ **Ice cream making**

The flavoured mixture is then poured into the ice cream making machine.

➤ **Filling**

The ice cream coming out of the machine is then filled into the containers and in set quantities. Dry fruits, nuts etc. are added during this process.

➤ **Cold room storage**

The packed products are stored in cold storage, maintained at -14°C or below.

➤ **Quality Check**

Samples are drawn from each lot to ensure that it meets the requirements.

➤ **Dispatch**

The products are dispatched to various outlets depending upon the requirements.

5) **QUALITY CONTROL DEPARTMENT**

Quality control is a set of producers intended to ensure the manufactured product or performed service adheres to a defined of quality criteria or meets the requirements of the customer. In QC department there are qualified quality controllers to test the quality of raw materials as well as the quality of the ice creams.

DEPARTMENTAL STRUCTURE

Quality control Department



Quality control manager



Office assistant



Lab technician

DUTIES AND RESPONSIBILITIES OF QUALITY CONTROLLERS

➤ Testing the product

The testing process is carried down on various steps that is raw material checking, checking the mixing process, again process and at the finishing stage of ice cream. They had done both microbiological testing and chemical testing.

➤ Maintain the record of test results

They maintain the records daily which is related to their quality checking.

➤ Maintain the laboratory

They maintain the laboratory and it is restricted for others to enter into the laboratory. Continuous research is carried out there in the laboratory to identify whether bacterial effects are there or not.

6) PURCHASE AND STORE DEPARTMENT

The store all the mechanical spare parts, company brochures, hand gloves etc. The material is issued from this department to various departments on the receipts of requisition form duly signed by the authority. There are two employees. If the stock of material is less than the minimum required quantity, the store keeper gives purchase requisition to the store through works manager.

DEPARTMENTAL STRUCTURE

Purchase & store department



Purchase manager



Worker

DEPARTMENTAL FUNCTIONS

➤ Procuring material

One role of the purchasing department is to procure all necessary material needed for production or daily operation of the company.

➤ Evaluating price

Purchasing department is also charged with continuously evaluating whether it is receiving these materials at the best possible price in order to maximize profitability.

➤ Paper work

Purchasing department handle all of the paper work involved with purchasing and delivery of supplies and materials.

➤ To store and preserve materials

To provide necessary inputs to the production departments at minimum cost.

DUTIES AND RESPONSIBILITIES OF PURCHASE & STORE DEPARTMENT

➤ Receipts of incoming goods

Process of checking and accepting from all source, all materials and parts which are used in the organization

➤ Inspection of all receipts

It involves the examination of incoming consignment for quality

➤ Maintenance of stock records

Stock records are the documents which records.

7) SALES DEPARTMENT

“Product, pricing and distribution planning”. Sales focus on Ernakulam, Alappuzha, Thrissur, Kottayam. Distribution is done through the agency or distributors.

DEPARTMENTAL STRUCTURE



DEPARTMENTAL FUNCTIONS

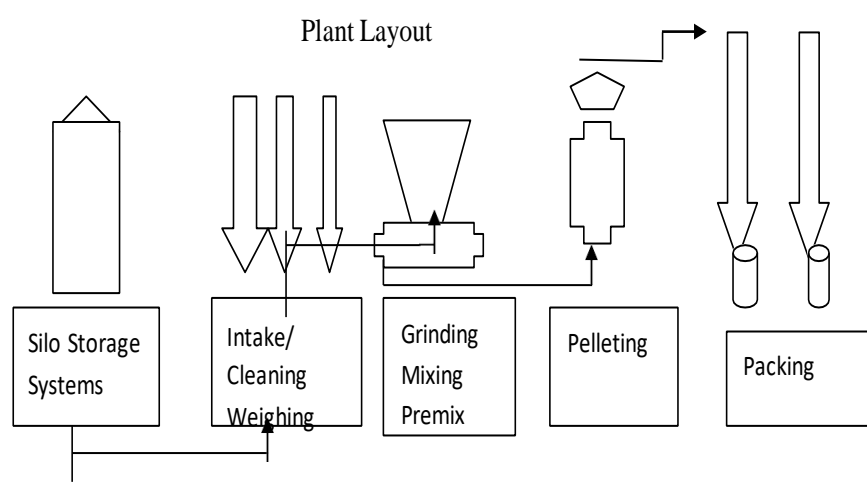
- Achieving sales target in terms of value and units.
- Work with all level of customer management, developing long relationship, increase custom self-satisfaction and build loyalty and confidence.
- Sales promotion activities

DUTIES AND RESPONSIBILITIES

- Listening to customer needs
- Track trends and monitor competition
- Help improve sales processes and customer
- Manage marketing budgets
- Managing customer relationship

8) PLANT LAYOUT OF HAPPY FEEDS

Feed mill technology indigenously available and the main plant and machinery suppliers will provide the technical support for the erection and installation of the plant and trial runs. Milling experts are also available within the state and hence man power availability is also assured.



The proposed plant has the following components

➤ **Plant design concept**

The plant design is such that it will be possible to double the production capacity by the addition of few machines in grinding section and addition of a complete pelleting like horizontal plant layout being considered.

➤ **Plant control**

The plant operation will be controlled from a centralized computer, which will be equipped with a graphic interface to monitor and control all the plant sections as per your existing plant.

➤ **Intake section**

One intake has been provided in the warehouse, space provision for the addition of an additional raw material intake from bulk storage silos is provided for the future expansion.

➤ **Batching Section**

1 weigh hopper is included for simultaneous weighment of major & minor ingredients respectively, besides increasing the accuracy in weighment, simultaneous weighing will reduce the cycle time, especially when the plant capacity is doubled at a later date.

➤ **Grinding section**

Pre-sifting system is included which will help save on energy costs now and help to increase the net output from the grinding section even at the expansion stage. For the present capacity, a Vertical hammer mill is provided, equipped with a dual speed 90 KW motor for production of fine mash for pelleting.

➤ **Mixing section**

A “Speed mix”, is provided which is paddle type mixer. The mixer will be equipped with 1 set of fat spraying device. In addition, for extra fat addition, 1 nos of Homogenizer are provided prior to the pelleting.

➤ **One pelleting line is proposed**

The offered pellet mill is designed for production of up to 12 TPH OF 6 mm pellets. The pellet mill is equipped with our new automatic controller type DFBA that will control the addition to steam as well as molasses into the machine.

➤ **Cooling**

An energy efficient counter current cooler is included in the system for the uniform cooling of pellets. The cooler is equipped with a conical hopper at the bottom resulting in uniform cooling across the entire cross-section of the cooler.

➤ **Pellet sifter**

Pellet sieve type DFTA is provided for the purpose of sifting out the fines from the product. The fines are re-cycled back to the pellet mill via a screw is a discharger.

➤ **Bagging off section**

2 no semi-automatic, electronically operated gross weighing machines along with a stitching machine and a slat conveyor is considered under this section.

2.1 INTRODUCTION

A literature review or narrative review is one of the two main types of review articles, the other being a systematic review. Literature searches cover the current state of knowledge, including content-related findings, as well as theoretical and methodological contributions to a particular topic. The literature review is a secondary source and does not report new or original experimental studies. Such reviews mostly relate to the academic literature and can be found in scientific journals. Literary studies form the basis of research in almost every field of science. A thorough literature review may be included as part of a peer-reviewed journal article to help present new research, position current research in the relevant literature, and provide context for the reader. In such cases, the review usually precedes the methodology and results part of the work.

Kotler, (1984) defined packaging as the activities of designing and producing the containers I product. He added that the containers are called the packaging and it might include their levels the primary (that contains the conduit) the secondary (that covers the primary containers) and the territory (that protect the entire product designing haulage).

According to **Ahmed, Billo & Lakhan (2012)**, Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind; therefore, it is very important that packaging is working hard to secure the sale, this may be in the form of brand image, brand values, product quality and innovations.

Silayoi & Speece, (2007). Packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product. For example, packaging of the product talks about different ingredients, usage of the product and also it talks about some precautions if the product has any side effects. The packaging sometimes includes different features like attractive colours, pictures, symbols that will enhance the attractiveness of any product.

Neeta & Sudha, (2014) The role of packaging as a medium for communication and branding is increasing in competitive markets for FMCG products. Packaging is the jar or a container or a protection for a product. Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, using method of the product, company name, company place etc. and the main function of the packaging is to easily and safely distribute the products.

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (**Shah et al., 2012**). **Morinez et al. (2007)** define purchase intention as a situation where consumer tends to buy a certain product in certain condition.

Customers purchase decision is a complex process. Purchase intention usually is related to the behaviour, perceptions and attitudes of consumers. Purchase behaviour is a key point for consumers to access and evaluate the specific product. **Ghosh (1990)** states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (**Gogoi, 2013**).

Shruti, (2014) An honest and effective packaging will absorb a lot of consumers and will increase people's intentions on buying products. If the product has a good quality and unique packaging it remains in the mind of the consumers for a long period of time and by this the consumers want to buy that product at the time of shopping, so it itself did the promotion of that product by its packaging. Packaging should also be designed to promote product sales.

Deliya & Parmar, (2012) As the packaging will influence consumers and hence change their buying behaviour towards that brand which will help company to generate revenue. Some researchers explain about packaging of colour is the most important factor that attracts the consumers and change their intentions towards any brand and then their buying behaviour will automatically change from no purchases to start purchases.

Behzad (2014) describe in his research that colours and graphics play important key roles in promoting product sales. Colour is an excellent source of information to

communicate with the consumers either negatively or positively and it is estimated that 62-90% of people assessment and evaluation is based on colours alone.

Labrecque, Patrick & Milne, (2013). Colours have many effects on consumer's thoughts, feelings and behaviours; so, marketer should focus on the long employed of colours as a visual device to support cognition and thoughts and grasp consumer's attention towards the product.

Another research of **Baik, (2011)** explained that whenever a company design a high-level product having superior elements and to look a superb impact of labelling on consumers buying behaviour so they will target the upper class. Because upper class people are those targeted market who are more conscious about their self-image in the society and for this reason, they want to be extra ordinary careful while choosing any brand or product. Mostly they show themselves as a very classy group of the society so if the packaging of any product will be designed according to mind set and demands of the people so it change the behaviour or purchasing and increase the revenue. Producers have to build the applicable changes in product to satisfy the consumers need and differentiate them with their competitors. Innovation in a product measure some important rising potency and effectiveness.

Packaging could be defined as developing the container and the package of the product so by adding the value to the product wrapper with graphics and labelling. Packaging is considered as the silent salesman of the product as it promotes the product silently and efficiently (**Azeredo, 2009**).

The intention or willingness of the consumer to buy the product is the buying intention of the consumer. The buying intention of the consumer changes with time and with the changes in tastes and preferences, with span of time, with the society or with the past experiences (**Shiau & Luo, 2012**).

Purchase intention or referring to willingness to buy is widely defined as the likelihood of a consumer to purchase a product or service (**Dodd & Supa, 2011; Sam & Tahir, 2009**). It is also being defined as a conscious plan made by an individual to make an effort to purchase a brand (**Spears & Singh, 2004**).

Inspiration, recommendations, aspirating values as well as experiences the consumer changes their needs and wants and tend to shift from one product to another. Buying

intention is the dependent variable that affects other independent variable and is influenced by the external and internal variables (**Cheng & Huang, 2013**).

The concept of purchase intention is rooted in psychological and is extensively used in behavioural studies (**Dodd & Supa, 2011**). Purchase intention is being characterized as a behavioural tendency that the consumer will purchase the product (**Monroe & Krishnan, 1985**) and as an important indicator for the actual purchasing decision (**Tan, 1999**). This statement is then further supported by **Li, Davies, Edwards, Kinmen and Duan (2002)**, stated that purchase intention is a common measure that usually employed to assess effectiveness of purchase behaviour.

Theory of Planned Behaviour (TPB) stated that purchase intention is basically determined attitude, subjective norm and perceived behavioural control. These three factors predict intention and the ensuing predicts behaviour (**Ajzen, 1991**). Hence, purchase intention is being determined as the probability of customers to purchase organic food products in this research.

Packaging of cosmetics is to attract the customer towards the beauty of the package so that only the display of the product could attract the customers towards them. The cosmetic companies end their product with the most handy and affordable package so that customer feel the convenience with attraction both at the same time (**Mohamed Syazwan Ab & Mohd Remie Mohd, 2012**).

2.2 PACKAGING

“Packaging refers to the process of designing the packages such as containers, wrappers etc. It plays a very significant role in the marketing success or failure of many products especially for non-durable consumer products”. It not only provides protection to the product but also acts as a promotional tool. Sometimes, customers assess the quality of the product from its packaging.

Packaging has played an important role in the success of many products like Colgate Toothpaste, Taj Mahal Tea, Lays Wafers etc. It has been described as silent salesman. As we know first impressions go a very long way in how people perceive anything. This is the same idea that companies implement via their packaging. The outer appearance of the product (the package) is the first thing a potential customer will see, and so it can be a great marketing tool for the product.

IMPORTANT PACKAGING:

The importance of packaging is as follows:

➤ Standard health and sanitation

The rising standard of living in the country has resulted in greater use of packaged goods and that too reduces the chances of counterfeiting.

➤ Self-service stores

Currently, packaging is taking the place of silent sales, especially in self-service points of sale.

➤ Innovation opportunity

Various innovative packaging ideas, especially in the field of medicine, soft drinks, milk, etc increased the scope of marketing these products. Now, pasteurized milk comes in packages that can be stored for several days.

➤ Product differentiation

Packaging helps in product differentiation. This is helped by the colour, size, material, etc. of the packaging customer to assess the quality of the product. For example, potato wafers of a local brand branded companies have different impact on the minds of customers.

FUNCTIONS OF PACKAGING:

Following are the main functions performed by packaging:

1. Product identification:

Packaging ensures easy identification of a product. For example, Taj Mahal Tea can be easily identified from a distance due to its blue colour box.

2. Product protection:

The most important function of the packaging is to protect the product from deterioration, leakage, breakage, etc. It also provides effective protection during storage and transportation and product.

3. Facilitating the use of the product

Packaging helps customers handle and use the product easily. For example, the tube of the teeth pastes, bottles of cold drinks, etc.

4. Product promotion:

Packaging acts as an important promotional tool. Attractive colour scheme or photo used in packaging helps to attract people's attention and make them buy product. Therefore, he plays the role of a silent salesman.

LEVELS OF PACKAGING:

Following are the three levels of Packaging:

➤ Primary packaging

Primary package refers to the product's immediate package. In certain cases, such package is retained till the consumer is ready to use the product. For example, plastic packet for socks while in some other cases such package is used throughout the life of the product such as the bottle carrying jam or tomato sauce etc.

➤ Secondary packaging

Secondary packaging is the additional packing given to a product to protect it. Such packing is retained till the consumer wants to start using the product. For example.

Pears Soap usually comes in a card board box. Consumer first throws the box when he desires to use it & than discards plastic wrapper too to get hold of the soap.

➤ **Transportation packaging**

It refers to packages essential for storing, identifying or transporting. For example, use of corrugated boxes, wooden crates etc.

Product packaging also serves many practical purposes. Let's take a look at it some of the uses and functions they serve.

- ❖ **Protection:** The first and most obvious use of packaging is protection. Physically protects goods from damage that may be caused by environmental factors. It is protection against breakage, moisture, dust, temperature changes, etc.
- ❖ **Information transfer:** Packaging and labelling are essential tools for informing the customer about the product. They convey important information about instructions for use, storage instructions, ingredients, warnings, helpline information and any required by the government warning.
- ❖ **Convenience:** Goods must be transported, distributed, stored and stored during transit the path from production to consumption. Packaging will carry out the process of handling the goods more beneficial for all parties involved.
- ❖ **Security:** To ensure that there is no tampering with the goods packaging is crucial. The package of a product will secure the goods from any foreign elements or alterations. High-quality packages will reduce the risk of any pilferage.

2.3 PRODUCT PACKAGING

Product packaging has been the most significant marketing tool which helps in communicating and influencing the behaviour of customers. The packaging is the first visible thing in a product that communicates the message of a brand and shows why a particular product is better than the other alternatives.

Among hundreds of shelves in a common supermarket, a person stops in front of a particular product mainly because of its packaging. People who have never heard

of your product get the first impression only from your packaging. This first impression is something which you can never erase from a buyer's mind.

Product packaging is considered as the ultimate opportunity for marketers to communicate the brand's message visually, positioning the same as a better choice than any of its competitor. In the modern world, consumers are being presented with ever increasing number of alternatives. As such, the American Supermarket holds more than 20,000 products, all competing to attract the attention of the consumer. A typical 30-minute shopping session is all they have to attract, impress and make them "take it". With so much of competition, product packaging seems to be among the best marketing tool to directly communicate and influence customers.

Packaging has also been directly related to the quality of the product. It also affects whether a product is noticed on the shelf. As such, marketers need to integrate all types of buying influences into the package. According to reports by the University of Miami and California Institute of Technology, packaging has been proven as a crucial factor in decision making. Aesthetic aspects like colour, typography, brightness, and other graphics influence where a potential buyer is attracted to on the shelf. Products that are attractively packed are looked closer and the competition is already narrowed down. Perpetual processes run parallel in the brain of the consumer along with economic value computations. All of this together influence how the final decision is made.

Advantages of packaging are:

➤ Attracts buyers

Here are many elements of packaging that holds the power to attract customers. Yes, the elements like colours, images, typography, print styles and overall design can attract more buyers. That's why people sometimes end up purchasing a product which they have never thought of buying. For example, products having bright colours, unique shaped containers, and distinctive written material get more attention than normal ones.

➤ Develop a spontaneous urge to buy

The package can also invoke an impulsive urge in people to buy the product even if they don't have an immediate requirement. Have you seen kids craving and yearning

to buy a particular toy which is packed in a big colourful box? Or have you ever encountered with a lady who went into the market to buy a particular product (example: cereal) and ends up buying some entirely different product (example: pickle).

➤ **Invokes anticipation of customers**

An attractive product displayed on the shelf of the supermarket also provides a unique kind of mysterious appeal to the customers. A good packaging sows the seed of good expectations from the entire product. Just like a good movie trailer make people believe that the movie is going to be entertaining. Same goes with the packaging.

➤ **Triggers certain emotions in customers**

Some companies add such elements into their packaging that help in establishing an emotional connection between the buyer and the product, like Packman, that offers various packing solutions. It could be a written message, an image or the shape that can trigger particular emotions in the buyers.

PACKAGING AS A MARKETING TOOL

Effective packaging can actually help a company attract consumers to their product. It can be the tool that sets apart their product in a vast sea of options that the consumer has at their disposal. A good packaging can actually add to the perceived value of a product. There are some effective techniques one can use to ensure that your product package is a great marketing tool for your product. Let us take a look at some elements that you can incorporate into a package to make it more effective.

➤ **Capturing attention**

One important aspect of a package is that it must draw the attention of a potential customer when it is sitting on a shelf. It does not have to be the loudest or brightest package, but it must be unique in some way. Sometimes simplicity could be what sets it apart. Other factors could be the shape, the colour scheme or even the texture of the package.

➤ **Brand and product names should be very clear**

It is of absolute attention that your packaging draws maximum attention to your brand name. The customer will not buy a product if they do not know whose product they are buying. And clearly displaying your brand name is also a good branding strategy.

➤ **Point out to benefits**

Your product may have certain unique elements or benefits. Your packaging should draw attention to such benefits; it is a huge selling point. For example, if the product is 'organic' or has 'no preservatives' it should say so on the package and be displayed prominently.

➤ **Designed with the target audience in mind**

The company must be clear on whom the packaging is designed to attract and impress. Say the target audience is youth, then the design can be abstract and modernistic. But say the target customers are senior citizens, then the design should be clear and specific. Designing your packaging for a target audience is not always easy but certain criteria can be followed.

2.4 PURCHASE INTENTION

Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service.

Purchase intentions are a very important metric in marketing. In fact, marketing based on intentions or intent marketing is about marketing goods & items based on the intentions of the consumers or the consumer's intent to accept, buy or use a particular product or service which may or may not have been clearly mentioned by the company or brand. Purchase intentions as a measurement are effective in designing marketing activities or promotions. The intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement. The intentions can reflect information about the knowledge levels of the consumer's mind. And on the basis of this measurement the design of marketing

activities can be formed. Purchase intentions of a customer base can be analysed to make an integrated map of how to go about an advertising campaign.

Factors Affecting Purchase Intention

A new company in the market, cannot influence the purchase intention of customers who are already looking forward to purchasing a particular brand. Example – I have always been a Macintosh fan and I don't look forward to windows laptops anymore. But on the other hand, i love Android phones so in a phone shop, Apple will not influence me because i have no purchase intention to buy the same.

➤ **Build a Social Image**

To begin with, you should build a social face for your products with a brand. And the brand should have a unique personality. The products you supply should be original and not available with anyone else. The whole process of building a brand face requires through planning and implementation of strategies that will counteract the competition.

Marketing campaigns are a huge part of building up a trusted brand. So, is the Brand Identity building? Logo, brand mark, design, taglines, brand ambassadors and collaborations with already established brands are methods to build up a media face. People should have an emotional bond with the brand. This will bring in loyal customers for you. Without such an attachment, you could losses your customers to competitors.

➤ **Build Trust in the brand**

Another determinant of purchase intention is trust. This is closely related to the brand itself. The customers should have complete trust in your brand. Time is a major factor that will build trust. If your brand has been in the market for a long time now, chances are you have a greater number of faithful customers.

This is because your business has had time to evolve with the market requirements and grow accordingly. If you look at the most successful of brands out there, such as Puma, Nike or Allen Solly, you will see that they have been here for a

very long time now. The customers probably were introduced to these products by their parents or even grandparents. This can build up a strong trust factor.

➤ **Build word of mouth**

Talking of parents and grandparents, a recommendation is another factor which can affect your product's growth for better or for worse. A potential customer always tends to ask for opinions or suggestion before they buy anything of value.

If they are given positive reviews by your customers, you have a chance to stay in the market further. The negative comments can put off those who have not made a purchase with you yet. This will drive away your buyers, which will indeed be a bad thing for business.

➤ **Quality**

To ensure you get positive reviews every single time, the one thing you should supply is quality. Hence, quality of your products is one of the most powerful factors affecting purchase intention.

It is the most important factor because no matter how many recommendations or endorsements your products may receive, a customer who has experience of receiving low-quality products from you once, will not give you another chance. Compromising on the quality you supply or going back to the quality after you have gained a steady customer base are some things which will lead to bad business.

➤ **Price**

Over time, after you have established a place for you in your niche and among the competitors, you may increase the price value of the products. This will not affect the purchase intention of the brand very much. But it could lose you customers who will no longer be able to afford the increases prices. Thus, although price value is a factor which can affect purchase intention, it does not make such a huge impact on any change in quality will cause.

➤ **Feedback**

To maintain the purchase intention of your products among customers, you should invite in more reviews. Taking feedbacks will make the customers feel

involved in your brand. This will bring in emotional investments from customers, which is a positive factor for you. Additionally, the packaging of your products can make a change.

The seemingly unimportant things like a shopping bag with your logo or brand mark, multiple tags with brand marks, friendly messages or even information about how and where the products were created will make an immense difference. These are steps which will make the customers perceive your brand as more of a human one than just a name.

With these factors in mind, it is important you conduct Severus to know how your brand is performing. Analysis of the kind will let you know about the brand's purchase intention. You can then make such changes as will render your brand more popular and successful in the market.

3.1 INTRODUCTION

Research refers to search of knowledge. It is a systematic enquiry seeking facts through objective verifiable methods in order to discover the relationship among them and to presume basic principles or laws from them.

The purpose of research is to discover answers to questions through the application of scientific procedures. Research in common parlance to search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. According to Redman and Moray (1923) defined research as a “systematized effort to gain new knowledge”. Some people consider research as a voyage of discovery that involves movement from the known to the unknown.

According to Kothari (2004), research design is a plan, a roadmap and blueprint strategy of investigation conceived so as to obtain answers to research questions; it is the heart of any study. Research methodology is the systematic, theoretical analysis of the procedures applied to a field of study (Kothari, 2004). Methodology involves procedures of describing, explaining and predicting phenomena so as to solve a problem. Research methodology comprehends perception such research designs, target population, sample size and sampling procedures, data collection instruments and data analysis procedure.

Research in technical sense is an academic activity. ‘Clifford Woody (Kothari 1988) defined research as “an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and carefully testing the conclusions to determine if they support the formulated hypothesis. According to D. Slazenger and M. Stephenson (1930), in the encyclopaedia of social science, defined as the manipulation of things, concepts or symbols for the purpose of generalizing, extending, correcting or verifying the knowledge, whether that knowledge aids in the construction of theory or in the practice of an art. Research is thus an original contribution to the existing stock of knowledge making for its advancement.

Research is also a way of preparing the mind to look at things in a fresh or different way. Out of such an orientation would come new and innovative observation about everyday events and happenings?

The formidable problem that follows the task of the define the research problems is the preparation of the design of the research project, popularly known as the “research design “. Decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design.

3.2 RESEARCH DESIGN

Research design is the conceptual structure with in research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. The research design specifies the method of study. Research design is prepared after formulating the research problem. According to Claire sellitz “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure”. **The research design adopted here is descriptive research.** Descriptive research is a fact-finding type of research. It is generally used in physics, natural science, and social science. The major purpose of descriptive research is description of the state of affairs as it exists at present.

A research design provides a framework for the collection and analysis of data. A research design is also known by different names such as outline. It implies the plan, structure and strategy of investigation proposed to be undertaken. According to Pauline V. Young, “A research is the logical and systematic planning and a piece of research”.

Research designs provide a framework for the collection and analysis of data. Research design is, therefore, the base on which we proceed towards the study of the problem after formulating the hypothesis.

The methodology used in a study is integral to the reliability of the findings and validity of the study. Therefore, this section focuses on the research technique adopted and used for this study with the aim of achieving the research objectives. This

section of the document also contains description of instruments used to measure various constructs applicable to this study.

Research design is basically classified as exploratory or descriptive research. Exploratory research, the main objective of exploratory research is to explore or search through a problem or situation to provide insight and understanding. In general, exploratory research is meaningful in any situation where the researcher does not have enough understanding to proceed with research project. The research process that is adopted is fixing and unstructured. It rarely involves structured questionnaires. The primary data are qualitative in nature and are analysed accordingly.

The method which I used for study is Descriptive research. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject.

In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens.

Descriptive research, when a particular phenomenon is under study, the research is needed to describe it, to clarify and explain its inner relationships and properties. The descriptive research will portray an accurate profile of people, surveyed and the method of analysis prior to beginning of data collection. In other words, people, events and situations. Descriptive research in contrast with exploratory research defines questions, people surveyed and method of analysis prior beginning of data collection.

3.3 SAMPLE SURVEY OR SAMPLING

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project, the researcher selected Convenience sampling because the population is large. Sample Design is a method of collecting data in which information is collected from a small portion of the total population.

3.4 POPULATION OF THE STUDY

Population here is the PDDP customers in Ernakulum and Thrissur district. The population is not finite.

3.5 SAMPLING UNIT

The sampling unit in this study is customers of PDDP.

3.6 SAMPLE SIZE

Sample size refers to items to be selected from the population to constitute a sample. When dealing with people, it can be defined as a set of respondents (people) selected from a large population for the purpose of a survey. A sampling method is a procedure for selecting sample members from a population. The sample size selected here is 150 customers of PDDP.

3.7 DATA COLLECTION

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues. to pass information on to others. Primarily data is collected to provide information regarding a specific topic. The planning of data collection for research work is generally developed in early stage of the research for its important and impact on the research work. For this research, the data is collected from the respondents through a survey questionnaire.

The purpose of this study mainly focusses to understand the packaging and purchase intention of customers towards People's Dairy ice cream of PDDP. This study was conducted in Ernakulum and Thrissur districts. Sample of 150 people selected from Ernakulum and Thrissur districts and surveyed through questionnaire method. For this research report, percentage analysis was used. On the basis of data collection & analysis we would come to know the packaging and purchase intention of customers towards People's Dairy ice cream.

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data, they are:

- a) primary data
- b) secondary data

Primary data

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. The data is collected by using questionnaire and direct personal interview. To accomplish the objective of the study, the researcher had to depend on the primary data. Primary data those which are collected a fresh and for the first time with the help of questionnaire" In order to giving response to the questions free and frankly, honestly and sincerely, they made aware there are no right or wrong answer to these questions and their professional career would not be kept strictly confidential.

Secondary data

Secondary data means the data's that are already has been collected by someone and which have already been passed through the statistical process. This study contains secondary data collected from textbooks, journals, magazines, and websites.

INTRODUCTION

The process of analysing, cleaning, manipulating, and modelling data with the objective of identifying usable information, drawing conclusions, and assisting in decision-making is known as data analysis. Data analysis includes several dimensions and approaches, including a wide range of techniques in various business, science, and social science disciplines under various names. Cleaning, converting, and modelling data to identify useful information for business decision-making is defined as data analysis. Data analysis' goal is to extract usable information from data and make decisions based on that knowledge. The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. Data is obtained from a variety of sources, examined, and then analysed to arrive at some sort of conclusion or findings. Data mining, text analytics, business intelligence, and data visualization are only a few examples of various data analysis methods. The precise and appropriate analysis of study findings is a critical component of ensuring data integrity.

Data analysis is the most important aspect of any study. The data analysis process summarizes the information gathered. It entails the use of analytical and logical reasoning to data in order to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyse the acquired data after all of the data has been collected. The type of data analysis tool employed is determined by the data type. The completed questionnaire was edited for completeness and consistency before being processed. The information was then coded to allow the responses to be categorized. The data in this study were analysed using percentage analysis and graphical representation. The information gathered was tabulated and then converted to percentages. The percentage is then represented graphically using graphs such as bar charts. Finally, based on the tabulated data and graph, conclusions are drawn

Table 4.1 Sample composition based on gender

Criteria	Frequency	Percentage
Male	45	30
Female	105	70
Prefer not to say	0	0
Total	150	100

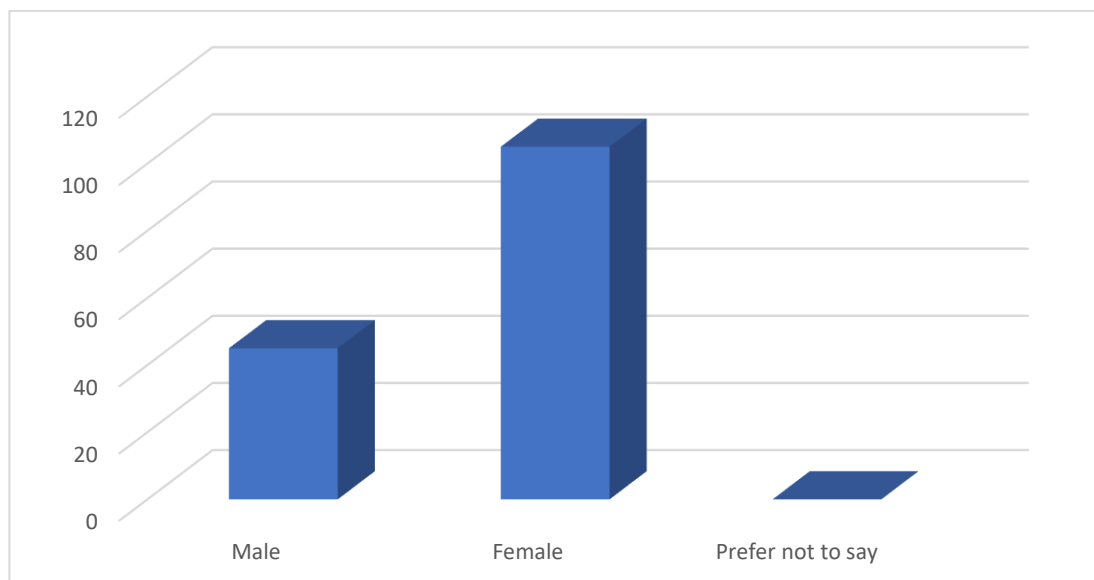


Figure 4.1 Sample composition based on gender

Interpretation

The above table shows that the gender differences among the sample selected for the study, 30% respondents are male and 70 % respondents are female.

Table 4.2 Sample composition based on age groups

Criteria	Frequency	Percentage
Below 20	28	13
20 – 30	75	75
40 – 50	22	6
50 – 60	17	4
Above 60	8	2
Total	150	100

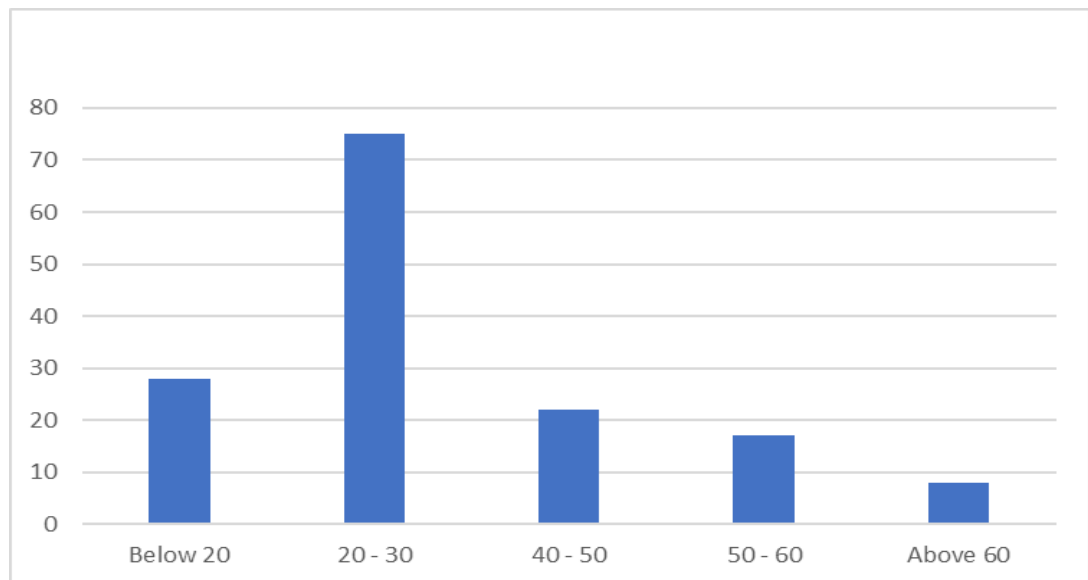


Figure 4.2 Sample composition based on age groups

Interpretation

The table shows that the 13% of the respondents are from below 20 group, 75% are from the age group of 20 to 30, 6% are from the age group 40 to 50, 4 % are from the age group of 50 to 60, 2 % is from the age group of above 60.

Table 4.3 Sample based on duration of using PDDP products

Criteria	Frequency	Percentage
0 -2 months	10	7
2 – 4 months	13	8
4 – 6 months	25	17
6 – 8 months	37	25
Above 8 months	65	43
Total	150	100

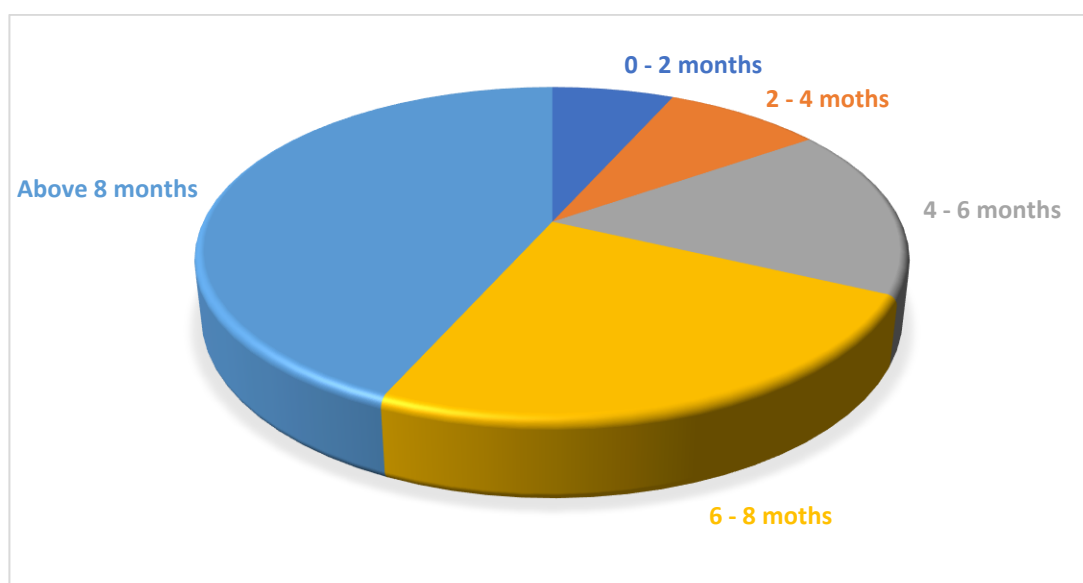


Figure 4.3 Sample based on duration of using PDDP products

Interpretation

From the above table 7 % of respondents are using PDDP products for 0 – 2 months, 8 % of respondents are using for 2- 4 months, 17 % of respondents are using PDDP products for 4 – 6 months, respondents using this brand for 6 – 8 months are 20%, and 43 % of respondents are using the PDDP products more than 8 months.

Table 4.4 Based on the customers of PDDP products

Criteria	Frequency	Percentage
Customer	126	84
Non customer	24	16
Total	150	100

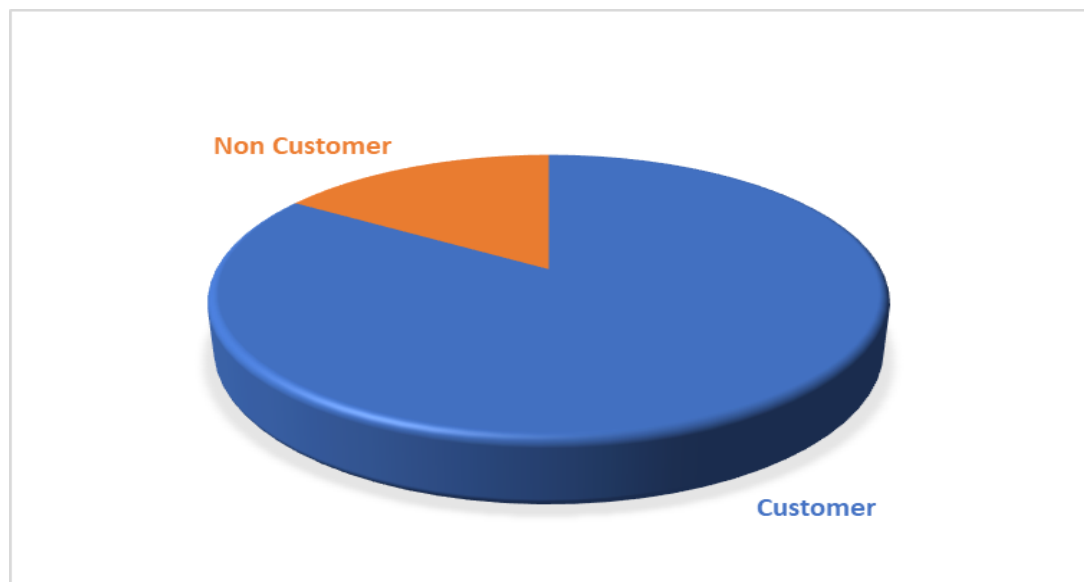


Figure 4.4 based on the customers of PDDP products

Interpretation

It is found that 84% of the respondents are the customers of PDDP products, 16% of the respondents are not the customers of PDDP products.

Table 4.5 Sample based on purchasing of PDDP products

Criteria	Frequency	Percentage
Dealers	7	5
Factory outlet	15	10
Retail shops	123	82
Others	5	3
Total	150	100

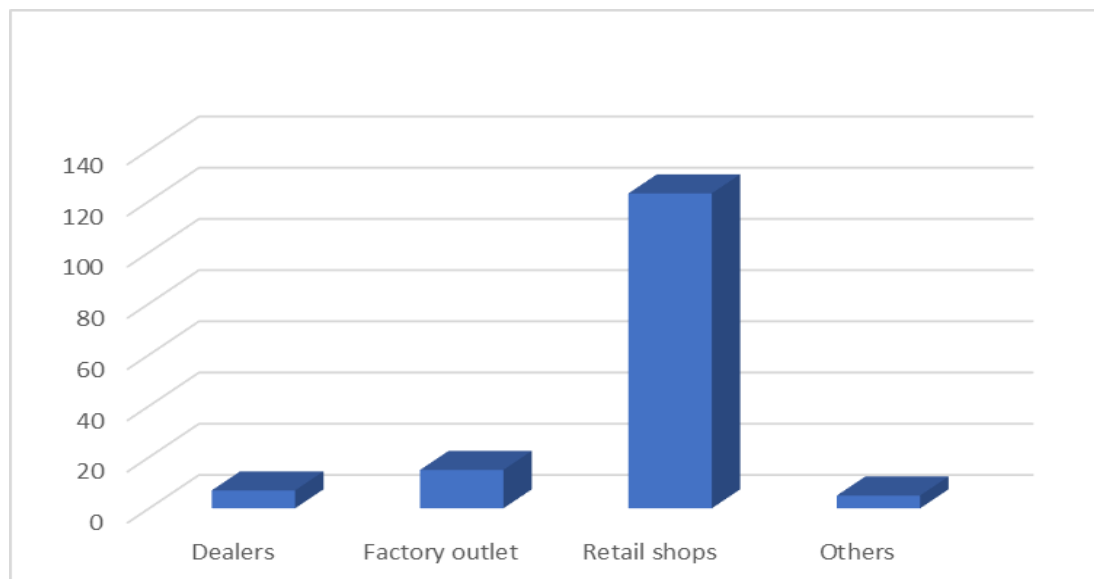


Figure 4.5 sample based on purchasing of PDDP products

Interpretation

From the above table 82% of the respondents of customers purchase PDDP products from the retail shops, 10% respondents purchase from the factory outlet and 5% of customers purchase from the dealers.

Table 4.6 sample composition based on products of PDDP

Criteria	Frequency	Percentage
Ice-cream	84	56
Butter	14	9
Milk	45	30
Ghee	7	5
Total	150	100

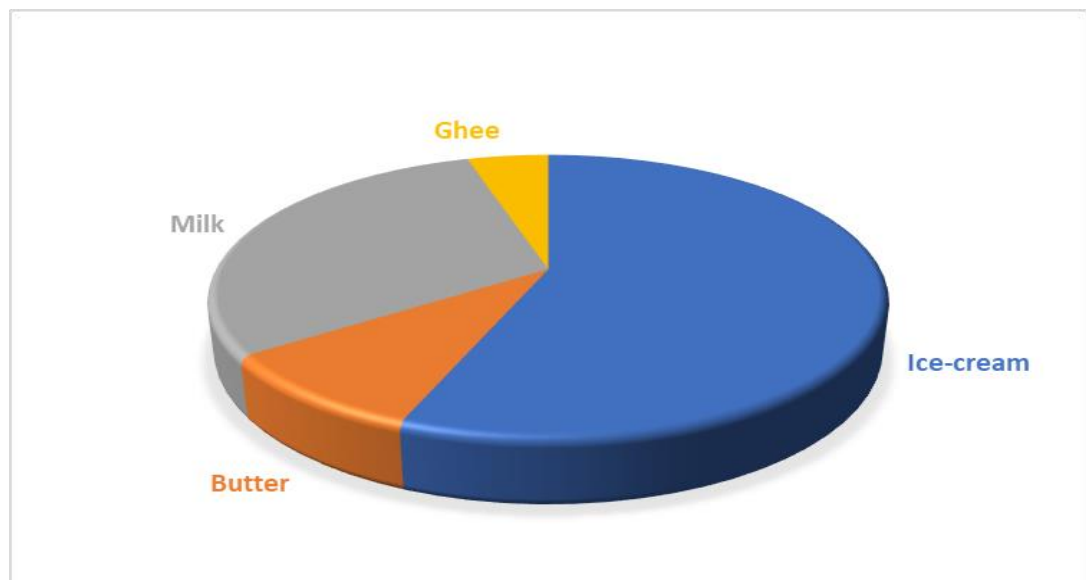


Figure 4.6 sample composition based on products of PDDP

Interpretation

From the above diagram we can understand that 56% of customers are purchasing ice cream mostly and 30 % of the respondents are the customers of milk.

Table 4.7 Sample based on price comparison of PDDP

Criteria	Frequency	Percentage
Strongly agree	25	17
Agree	80	53
Strongly disagree	4	4
Disagree	3	2
Neutral	36	24
Total	150	100

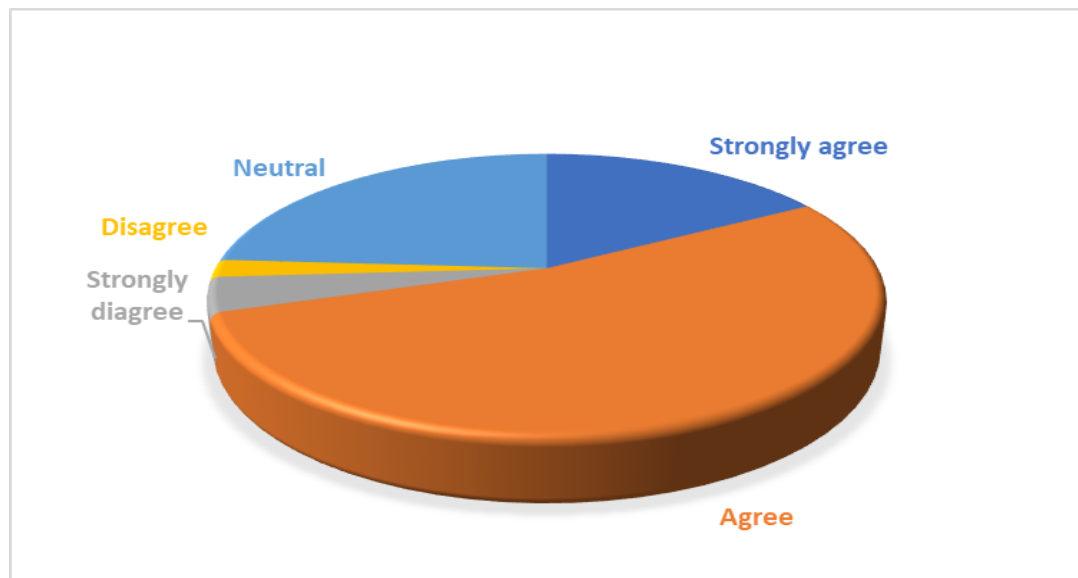


Figure 4.7 Sample based on price comparison of PDDP

Interpretation

From the above table 53% of the respondents are agree with the PDDP products offers better price, 24% of respondents took a neutral stand 2% disagrees to the statement.

Table 4.8 sample composition based on the knowledge of the product

Criteria	Frequency	Percentage
Advertisement	32	21
Friends & family	76	51
Shop keeper	23	15
Others	19	13
Total	150	100

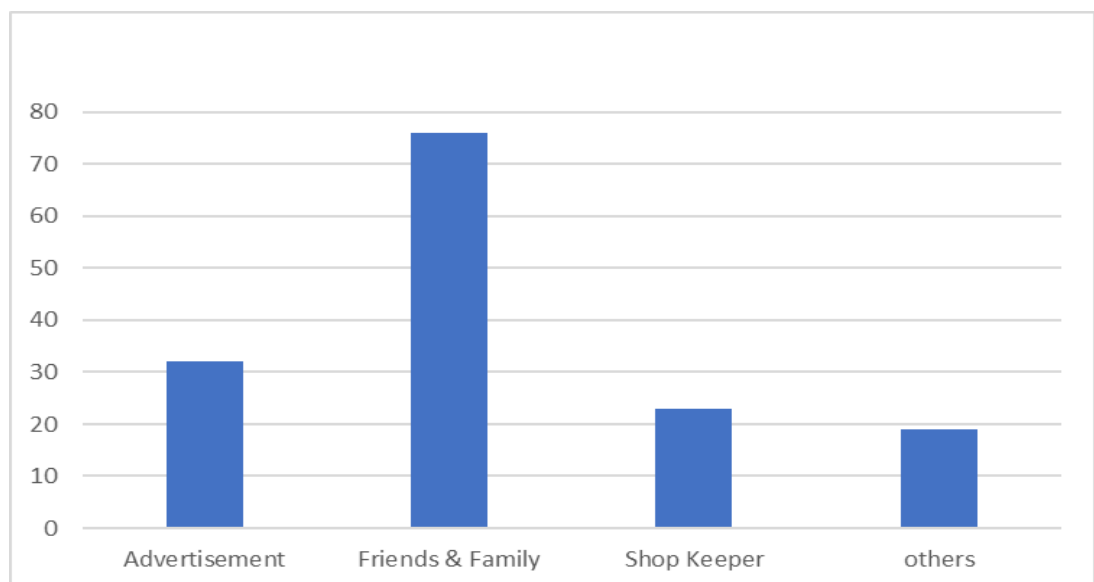


Figure 4.8 sample composition based on the knowledge of the product

Interpretation

51% of the customers getting knowledge about the PDDP products from the friends & family. And 21% of them are getting knowledge about PDDP products from advertisement.

Table 4.9 Based on factors influenced to purchase the PDDP products

Criteria	Frequency	Percentage
Price	22	15
Design of packaging	29	19
Quality	82	55
Flavour	17	11
Total	150	100

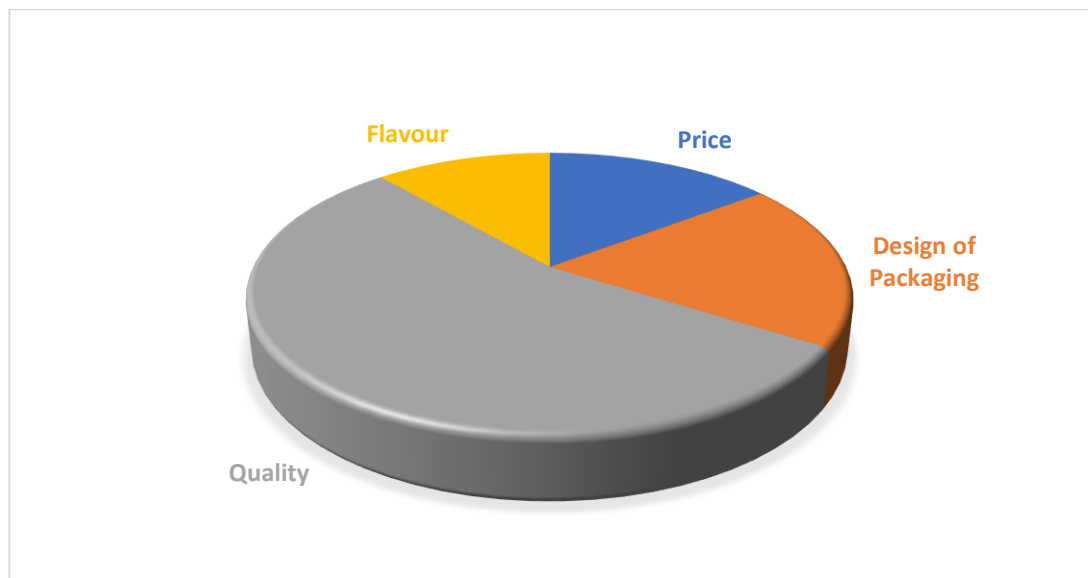


Figure 4.9 Based on factors influenced to purchase the PDDP products

Interpretation

Quality is the mostly affecting factor for 55% of respondents, 19% is affected by the design of package of product, 11% looks for flavour of product and last 15% of respondents is affected by product price.

Table 4.10 sample composition based on the priority

Criteria	Frequency	Percentage
Protective	59	39
Eco-friendly	46	31
Attractive	26	17
Others	19	13
Total	150	100

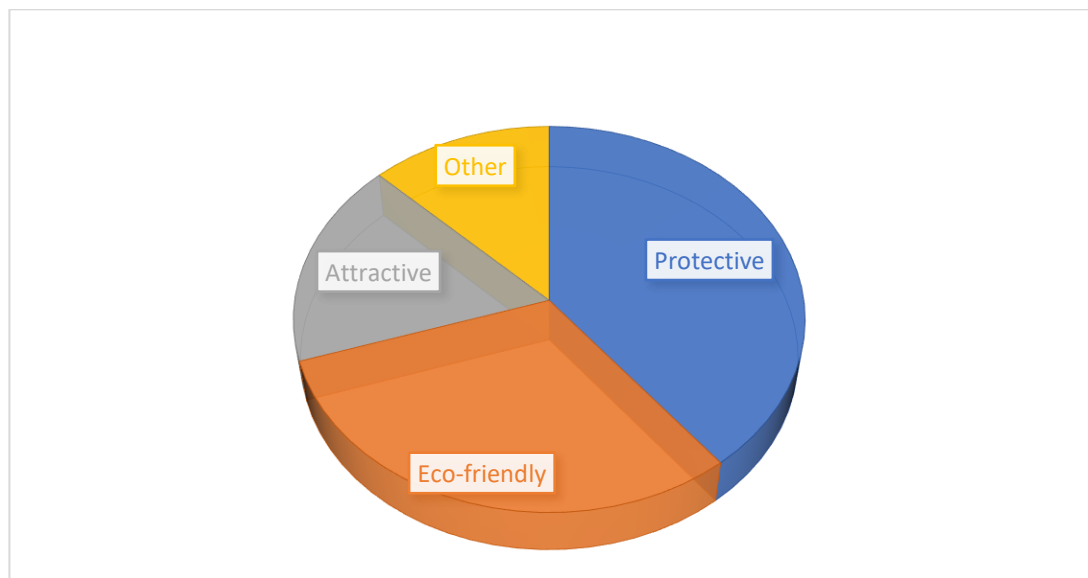


Figure 4.10 sample composition based on the priority

Interpretation

39% of the respondents give importance to protective packaging while 31% of respondents gives importance to eco-friendly packaging and 17% needs attractive packaging and 13% gives importance to others.

Table 4.11 sample composition based on packaging material

Criteria	Frequency	Percentage
Glass	37	25
Paper	74	49
Plastic	17	11
Other	22	15
Total	150	100

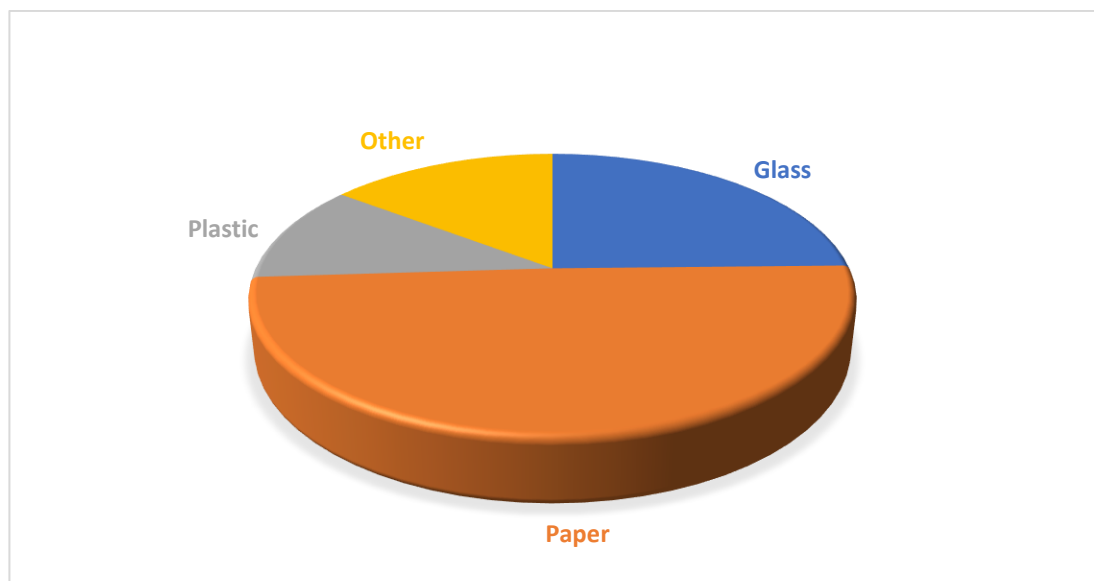


Figure 4.11 sample composition based on packaging material

INTERPRETATION

49% of the respondents give importance to paper packaging material while 25% of respondents gives importance to glass packaging materials and 11% focus on the plastic packaging material and 15% gives importance to others.

Table 4.12 Sample composition based on label of packaging

Criteria	Frequency	Percentage
Agree	95	63
Neutral	49	33
Disagree	6	4
Total	150	100

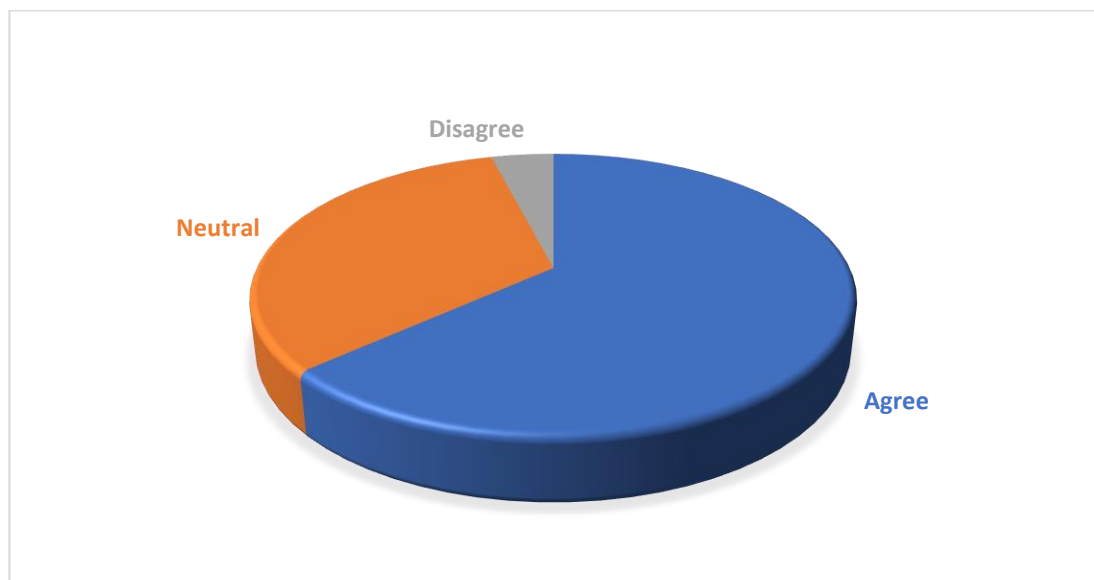


Figure 4.12 Sample composition based on label of packaging

Interpretation

63% of respondents agrees to the importance of label of packaging in buying decision process while 33% of respondents took a neutral stand. 4% of respondents stands disagrees with the importance of label of packaging in buying decision process.

Table 4.13 sample based on features of packaging

Criteria	Frequency	Percentage
Packaging colour	23	15
Printed information	30	20
Packaging quality	82	55
Packaging design	15	10
Total	150	100

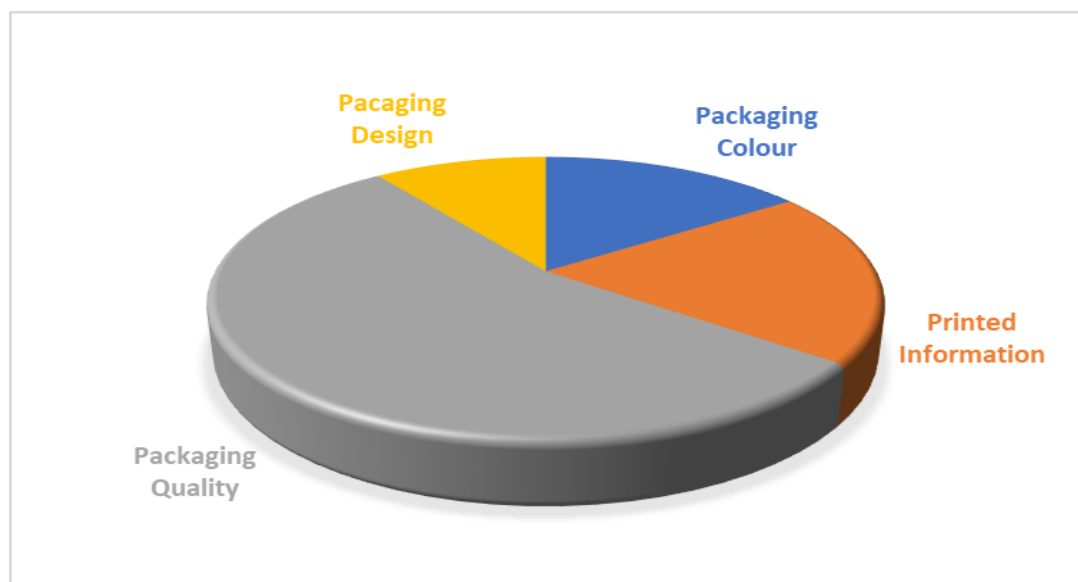


Figure 4.13 sample based on features of packaging

Interpretation

From the above table 55% of the respondents influenced packaging quality in purchase ice creams, 20% influenced by the printed information, 15 % of respondents influenced in packaging colour and 10% of them mostly influenced by the packaging design.

Table 4.14 sample composition based on whether customer switch the existing brand

Criteria	Frequency	Percentage
Strongly agree	26	17
Agree	60	40
Strongly disagree	10	7
Disagree	18	12
Neutral	36	24
Total	150	100

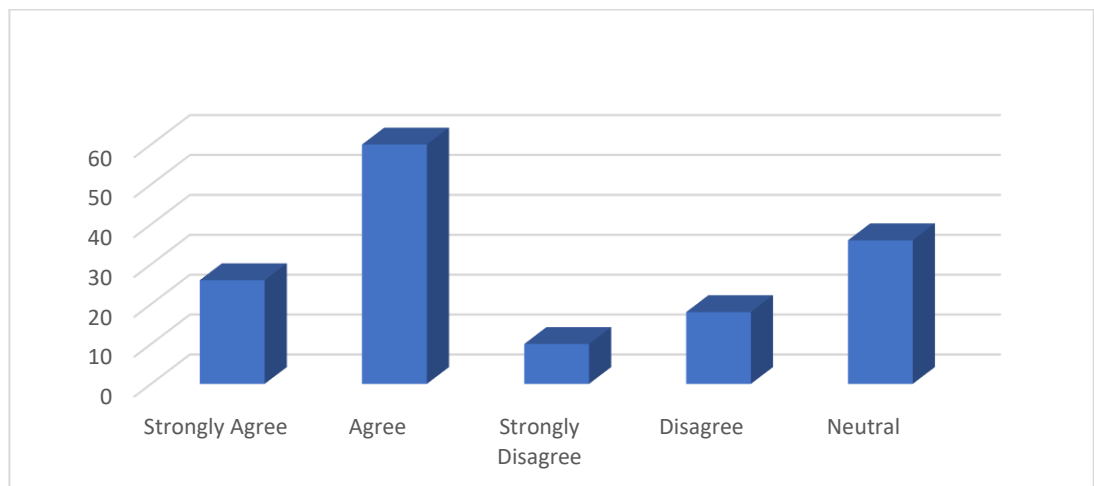


Figure 4.14 sample composition based on whether customer switch the existing brand

Interpretation

From the above table 40% of the customers switch the brand due to changes in packaging, 24% of respondents took a neutral stand and 12% disagrees to the statement.

Table 4.15 Sample composition based on preference of the PDDP products

Criteria	Frequency	Percentage
Strongly agree	24	16
Agree	48	32
Strongly disagree	19	13
Disagree	27	18
Neutral	32	21
Total	150	100

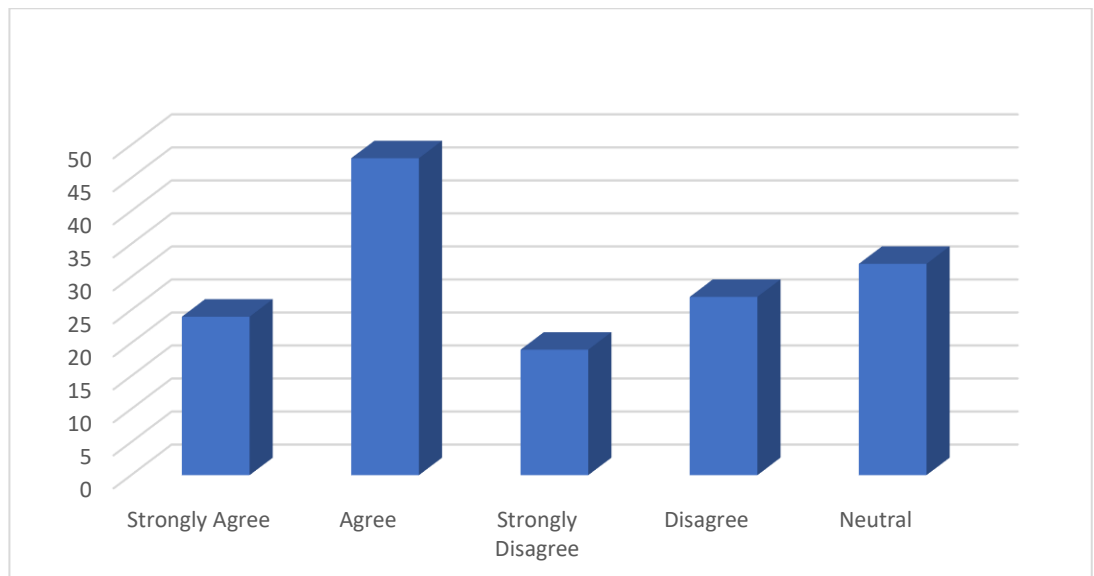


Figure 4.15 Sample composition based on preference of the PDDP products

Interpretation

16 % of the respondents of customers are strongly agree to the preference to the PDDP products, and 32% of the respondents also agree to the same statement while 18% & 13% of respondents are disagreed and strongly disagree to the statement.

Table 4.16 Sample based on the availability of PDDP products

Criteria	Frequency	Percentage
Strongly agree	28	19
Agree	81	54
Strongly disagree	8	5
Disagree	6	4
Neutral	27	18
Total	150	100

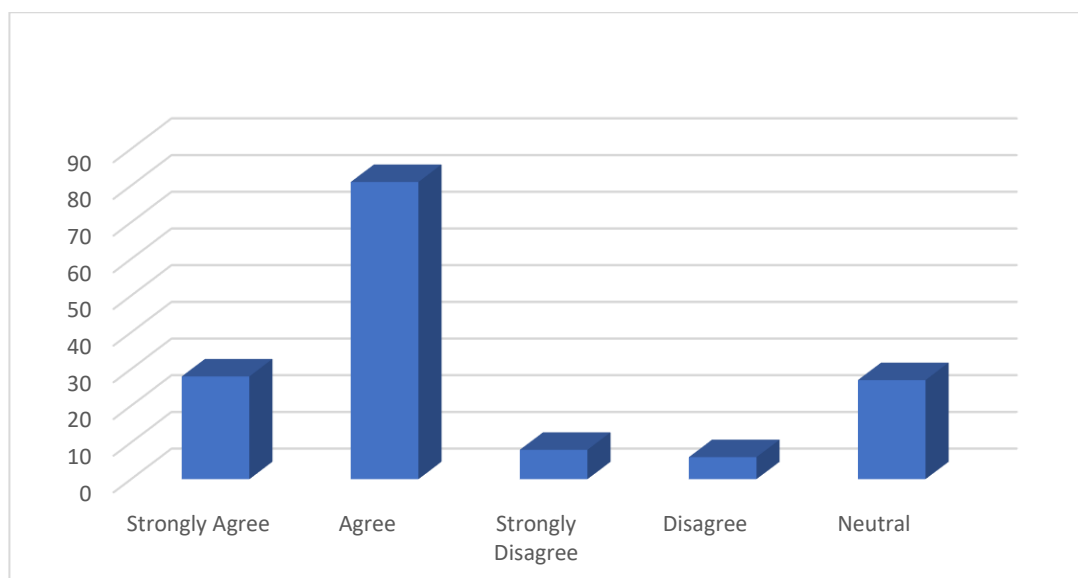


Figure 4.16 Sample based on the availability of PDDP products

Interpretation

From the above diagram 54% respondents agree with the availability of the PDDP products in the locality, 19 % of respondents strongly agree with the availability of the products, 18% of respondents stands neutral and 4% disagree with the availability of the products.

Table 4.17 Sample composition based on evaluation of the products

Criteria	Frequency	Percentage
Strongly agree	22	14
Agree	77	51
Strongly disagree	16	11
Disagree	4	3
Neutral	31	21
Total	150	100

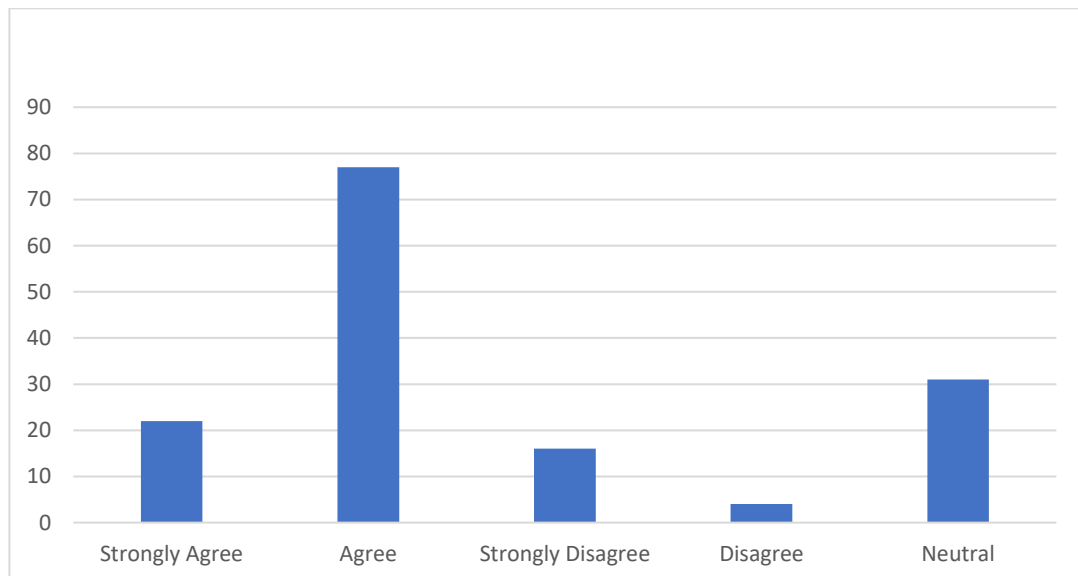


Figure 4.17 Sample composition based on evaluation of the products

Interpretation

51% of the respondents evaluate products according to the printed information while purchasing while 11% strongly disagree to evaluates products based on printed information on product and 21% of respondents stands neutral.

Table 4.18 Based on the most influencing factor of packaging in purchase decision

Criteria	Frequency	Percentage
Strongly agree	28	19
Agree	76	50
Strongly disagree	10	7
Disagree	11	7
Neutral	25	17
Total	150	100

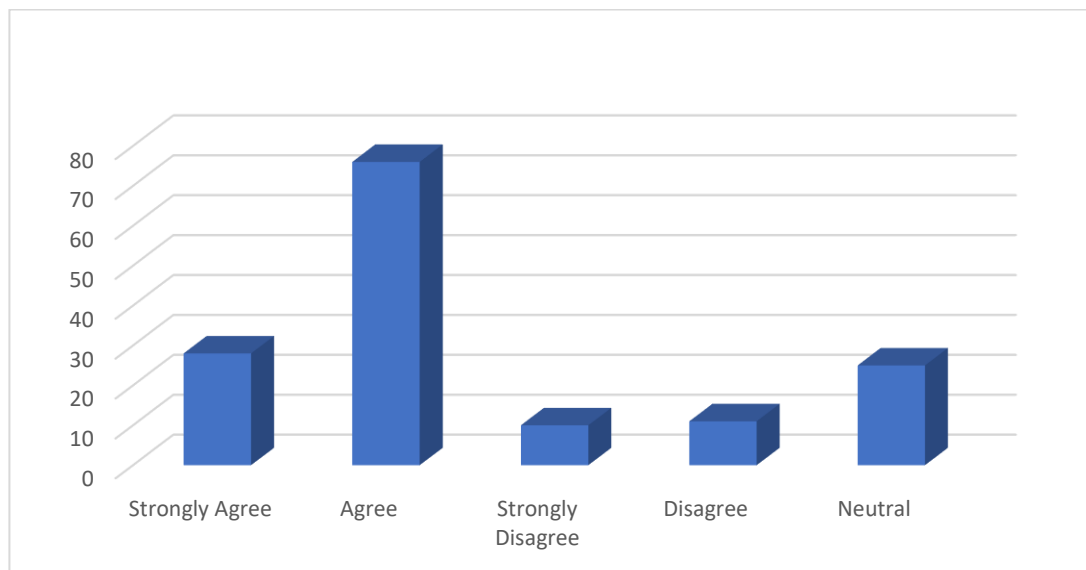


Figure 4.18 Based on the most influencing factor of packaging in purchase decision

Interpretation

The packaging of PDDP products is the major influencing factor in purchase decision and 50 % agree with this. While 19 % stands neutral and 7% of respondents disagree with the statement.

Table 4.19 Sample composition based on quality of packaging

Criteria	Frequency	Percentage
Strongly agree	26	17
Agree	89	59
Strongly disagree	9	6
Disagree	1	1
Neutral	25	17
Total	150	100

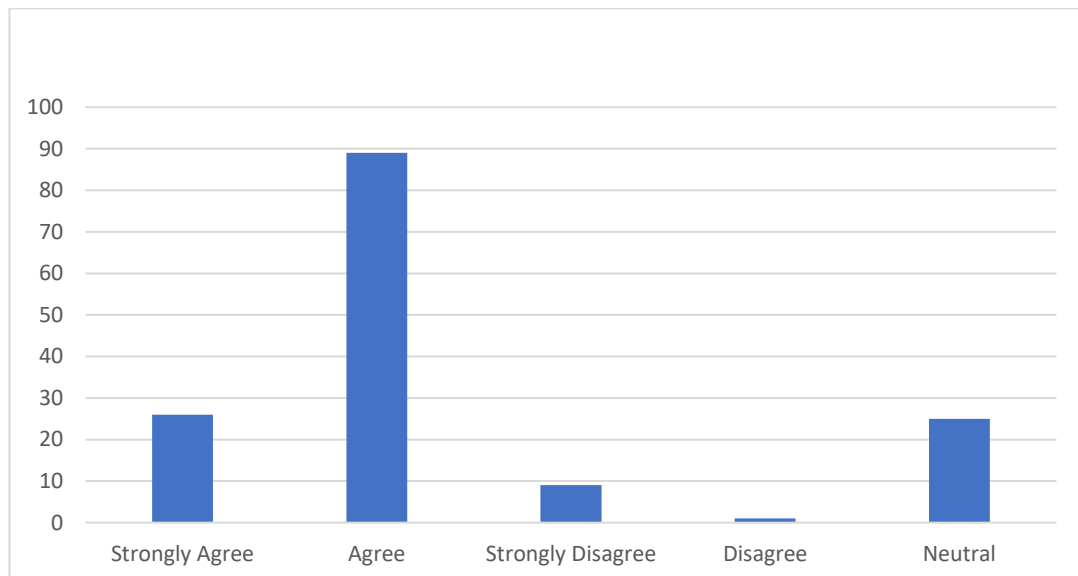


Figure 4.19 Sample composition based on quality of packaging

Interpretation

59% of the customers agree with the quality of the packaging material of the PDDP products. While only 1% percentage of respondents disagree with the quality of packaging.

Table 4.20 Sample composition based on design

Criteria	Frequency	Percentage
Strongly agree	23	15
Agree	92	62
Strongly disagree	8	5
Disagree	4	3
Neutral	23	15
Total	150	100

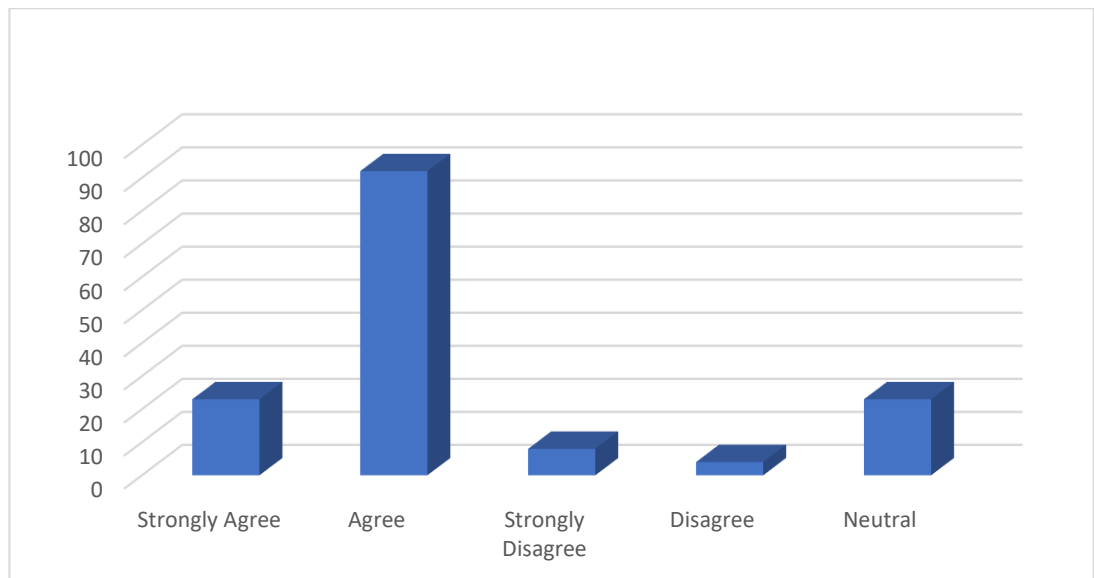


Figure 4.20 Sample composition based on design

Interpretation

From the above table it was found that 62% respondents agree with the packaging designs. While 15% respondents stand neutral and strongly agree, 3% % disagrees and 5% strongly disagrees with it.

Table 4.21 Sample composition based on the appropriate packaging

Criteria	Frequency	Percentage
Strongly agree	29	19
Agree	89	60
Strongly disagree	6	4
Disagree	6	4
Neutral	20	13
Total	150	100

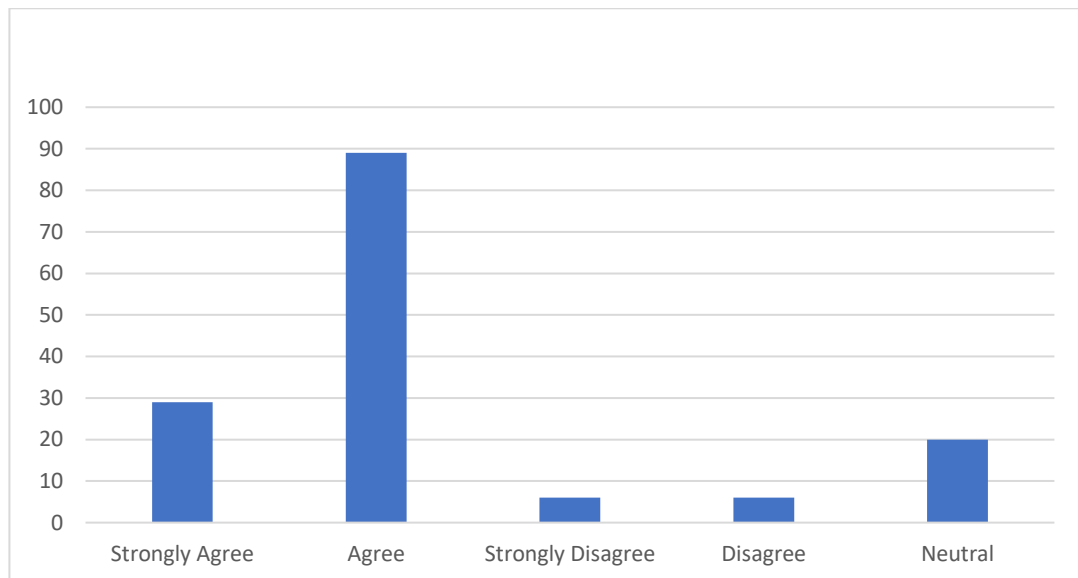


Figure 4.21 Sample composition based on the appropriate packaging

Interpretation

The diagram shows that 60 % of respondents agree with the PDDP products are offered an appropriate packaging, and only 4% of respondents are stands with disagree and strongly disagree.

Figure 4.22 Sample composition based on quantity of packaging

Criteria	Frequency	Percentage
Strongly agree	24	16
Agree	86	57
Strongly disagree	4	3
Disagree	6	4
Neutral	30	20
Total	150	100

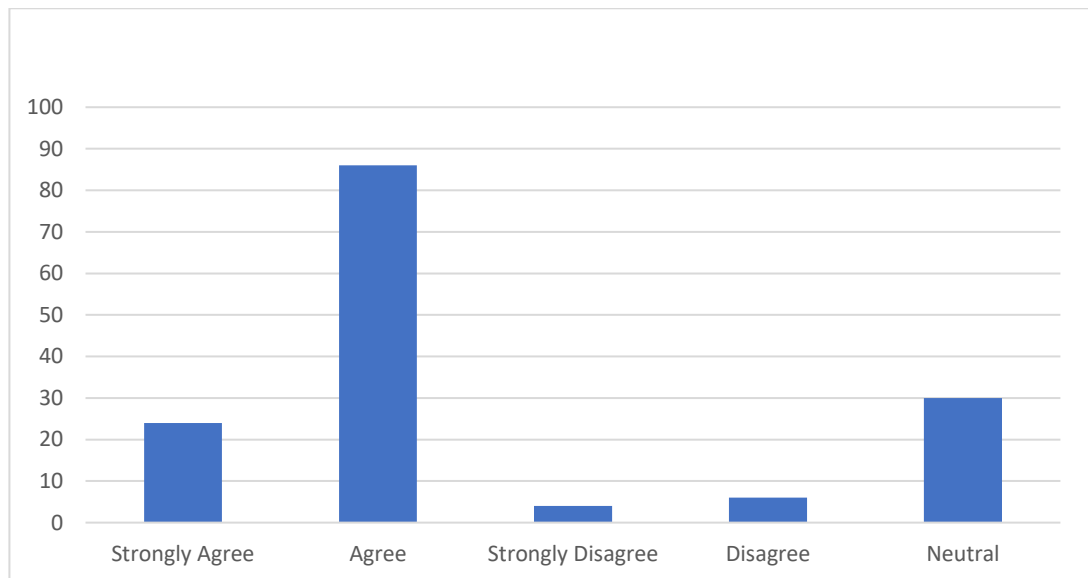


Figure 4.22 Sample composition based on quantity of packaging

Interpretation

57% of respondents agree with the quantity of packaging, while 20% of respondents stands with the neutral statement. And only few percentages of respondents are disagreed with the statements.

Table 4.23 willingness of customers to pay extra amount for packaging

Criteria	Frequency	Percentage
Strongly agree	19	13
Agree	60	40
Strongly disagree	16	11
Disagree	26	17
Neutral	29	19
Total	150	100

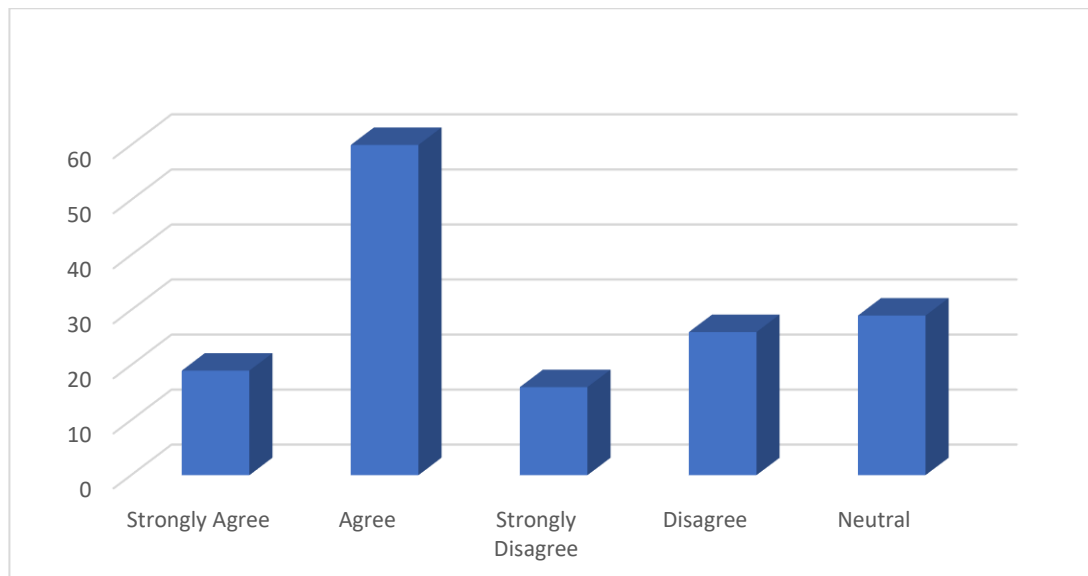


Figure 4.23 willingness of customers to pay extra amount for packaging

Interpretation

From the above table we can see that 40 % of respondents are willing to pay extra amount for good packaging, and 17% & 11% of respondents disagree and strongly disagree with the statements.

Table 4.24 sample based on whether PDDP products recommend to the families & relatives

Criteria	Frequency	Percentage
Strongly agree	30	20
Agree	82	54
Strongly disagree	3	2
Disagree	7	5
Neutral	28	19
Total	150	100

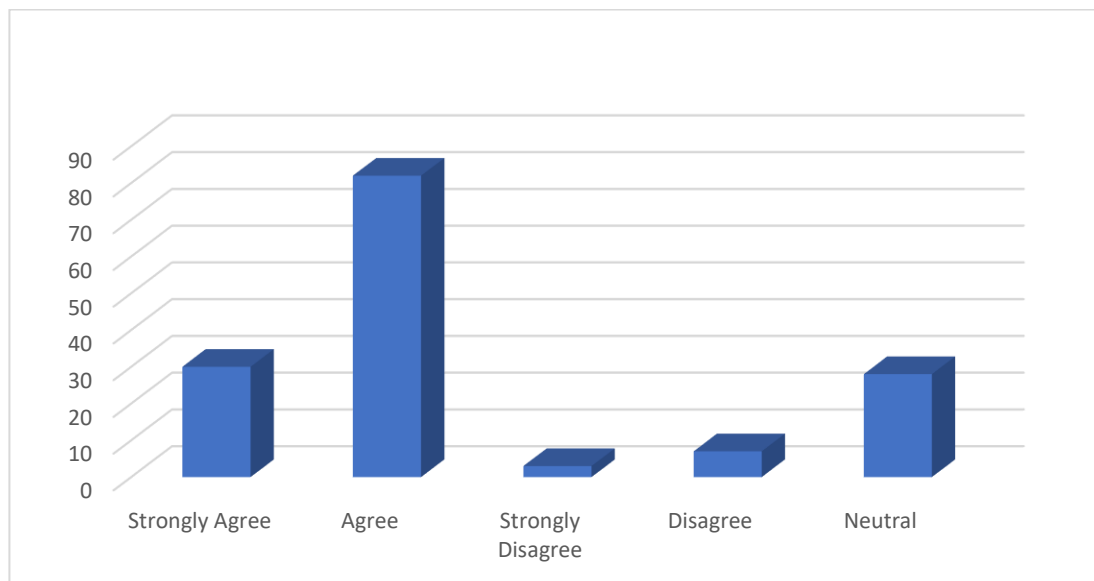


Figure 4.24 sample based on whether PDDP products recommend to the families & relatives

Interpretation

54% of the respondents are willing to recommend the PDDP products to the families & relatives, while 20% of the respondents stands with neutral and 20 % of the respondents are strongly agree to recommend the products of others.

Table 4.25 Based on the first choice while purchasing the milk products

Criteria	Frequency	Percentage
Strongly agree	23	15
Agree	70	47
Strongly disagree	7	5
Disagree	11	7
Neutral	39	26
Total	150	100

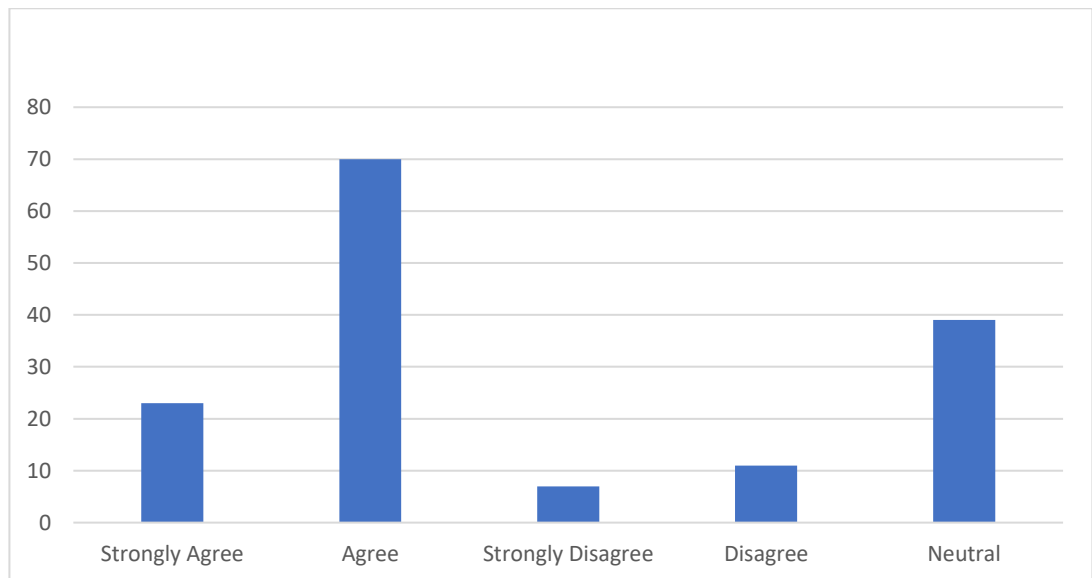


Figure 4.25 Based on the first choice while purchasing the milk products

Interpretation

In the diagram 47% of the respondents first choice of purchasing the milk products is from the PDDP, while 26% of the respondents stands neutral with the statement. And 15 % of the customers are strongly agree with the above statement.

Table 4.26 Sample composition based on the intention to purchase in future

Criteria	Frequency	Percentage
Strongly agree	26	17
Agree	86	57
Strongly disagree	6	4
Disagree	4	3
Neutral	28	19
Total	150	100

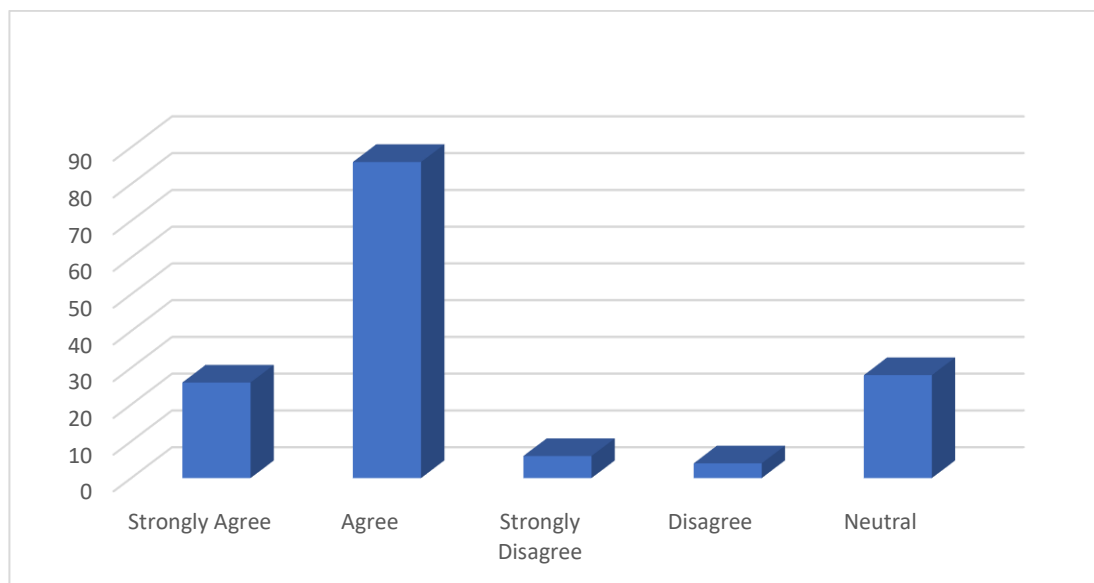


Figure 4.26 Sample composition based on the intention to purchase in future

Interpretation

From the above table it was found that 17% respondents strongly agree that the intention of customer to purchase the PDDP products in the future. While 57% respondents agree, 4% disagrees and 3% strongly disagrees with it.

5.1 INTRODUCTION

The discussion chapter is where you delve into the meaning, importance, and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after you've taken the findings into consideration. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about an issue, to develop creative solutions to problems based on the findings, and to formulate a deeper, more profound understanding of the research problem you are studying.

This study has been conducted after the analysis with the sample size of 150 which included customers, by questionnaire method to find out the packaging and purchase intention towards People's Dairy ice cream.

5.2 FINDINGS

- It is found that majority of respondents are female (70%).
- Majority (75%) of the respondents are between ages 20 - 30.
- Majority (43%) of respondents are using the PDDP products for more than 8 months.
- It says that 84% of respondents are the customers of PDDP.
- Eighty-two percentage of respondents say that customers purchase the PDDP products from retail shops.
- It was found that 56% of respondents are mostly buy the ice-creams.
- It was found that 53% of respondents agree with pricing of the PDDP.

- Majority of the respondents of 51% came to know through the friends & family.
- Fifty-five percentage of the respondents influenced by the quality of the product.
- Majority of the respondents of 39% gives priority to the protective products.
- It was found that 49% of respondents prefer paper material.
- Most of the respondents (63%) says that label is important in packaging.
- Fifty-five percentage of respondents are influenced by the packaging design.
- It was found that 57% of respondents says that they switch the brand due to changes in packaging.
- Most of the respondents of 48% prefer to have PDDP products.
- Seventy-three percentage of respondents agree with the availability of the PDDP products.
- Majority of the respondents (65%) says that consumer evaluate products according to printed information.
- It was found that 69% of respondents says that packaging is the most influencing factor.
- Seventy-six percentage of respondents like quality of packaging material.
- It was found that 77% of respondents like packaging designs.
- Seventy-nine percentage of respondents says that the PDDP products are offered an appropriate packaging.
- Most of the respondents of 73% like the quantity of packaging.
- It was found that 53% of respondents are willing to pay extra amount for good packaging.
- Seventy-four percentage of respondents says that they recommend PDDP to their families & relatives.
- Most of the respondents of 62% says that the PDDP are the first choice while purchasing milk products.
- It was found that 74% of respondents agree to purchase the PDDP products in future.

5.3 SUGGESTIONS

- The major concern by the customer is that, the customers mostly buy the ice-creams. Therefore, the company should also focus on other products to increase the profit.
- The main issue going to face by the company is that, the customers will switch the brand due to changes in packaging. So, if the company implement more attractive packaging it will be more advantage for the company.
- Most of the customers came to know about the PDDP through the friends and family. Therefore, if the company provides better advertisement and other promotional measures it helps to increase the number of customers.
- Majority of the customer have good opinion about the packaging of the product but 35% of the consumers not evaluate the products according to printed information. Therefore, the company has to provide more attention towards the printed information.
- Nearly 27% of the customers are not happy with the availability of the PDDP products and also, they are not happy with quality (24%) of the products. Hence, the company has to give more focus on this.

5.4 LIMITATIONS OF THE STUDY

- The main limitation of this study are constraints of resources and access to information. The researcher intends to answer these questions considering only a limited size of the sample and area. The material resources needed for larger sample size for this study are inadequate.
- The study was conducted at Thrissur and Ernakulam districts only; it may not be applicable for the whole country.
- The study was purely confined to 150 samples. May not be applicable to entire customers.

5.5 CONCLUSION

PDDP products has got its dominance. The company has done a remarkable job in satisfying its end customers. It is clear from this study that the PDDP products is giving lot of significance to quality, quantity and availability of its products. This study helps in understanding the factors influencing customers in their purchase decision, by its variables, and the significance of each variable. Hence the company can focus on those factors which are considered important by the customers and eventually achieve higher level of purchase on PDDP products.

Appropriate packaging helps prevent or reduce product waste and facilitates centralized processing and distribution. Proper packaging assures the availability, of safe, hygienic and undamaged goods. Correct design and use of packaging also helps reduce the environmental impacts of transportation. The proposed research has been conducted “**A STUDY ON THE PACKAGING AND PURCHASE INTENTION WITH SPECIAL REFERNCE TO PDDP**”. The result of the study indicates that the quality and packaging design can increases the purchase intention of the customers. So, packaging is the most influencing factor in purchase decision.

REFERENCES

BOOKS

- ❖ Kotler, “Marketing Management” 30th edition.
- ❖ T.N Chabra, “Marketing Management”, 2005.
- ❖ B Gupta, “Marketing Management”,2006.

JOURNALS

- Baik, S., (2011). “Package design management in SMEs”, Diversity and Management, pp:1-6.
- Jaafar, S. N., & Lalp, P. E. (2013). Consumers’ Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia.
- Hu, H. H., & Ho, Y. C. (2006). A Study of Consumers Purchase Intentions toward Retail Store Brands in the Food Sector. Unpublished Master’s thesis, Ming Chuan University, Taiwan.
- Deliya, M.M. & Parmar, B.J. (2012), ‘Role of packaging on consumer buying behaviour: Patan District’, Global Journal of Management and Business Research, Vol.12 (10), ISSN: 122–137.
- Behzad, M., (2014), “The art of packaging: An investigation into the role of colour in packaging, marketing, and branding”, International Journal of Organizational Leadership pp. 92-102.
- Borin, N., Cerf, D.C., & Krishnan, R. (2011). Consumer effects of environmental impact in product labelling. *Journal of Consumer Marketing*, 28(1), pp. 76-86
- Labrecque, L., Patrick, V. M., & Milne, G. R. (2013). The marketers’ prismatic palette: A review of colour research and future directions. *Psychology & Marketing*, Vol. 30(2), ISSN: 187–202.
- Noorani, H.S., & Setty, K. (2007). “Three Steps for Successful implementation of Sales Portals in CPG companies”. *International Journal of Retail and Distribution Management*, Vol. 35, 746-749.
- Rundh, B. (2005). The Multi-faceted dimension of packaging: marketing logistic or marketing tool? *British Food Journal*, 107(9), 670-84.
- Saeed, R., Lodhi, R.N., Rauf, A., Rana, M.I., Mahmood, Z., and Ahmed, N. (2013). Impact of Labelling on Customer Buying Behaviour in Sahiwal, Pakistan, *World Applied Sciences Journal*, Vol: 24 (9), ISSN: 1250-1254.

- Sharma, N., Sudha, R., (2014), International journal of enhanced research in educational development (IJERED), Vol.2, Issue 5, pp: 16-20, ISSN: 2320-8708.
- Silayoi, P., & Speece, M., (2007). The importance of packaging attributes: aconjoint analysis approach, European Journal of Marketing, Vol.41, pg:11/12, ISSN: 1495-1517.

WEBSITES

<https://www.businessmanagementideas.com/packaging/product-packaging-meaning-levels-functions-importance/2271>

<https://www.inc.com/joshua-conran/why-your-product-s-packaging-is-as-important-as-the-product-itself.html>

<https://fleximize.com/articles/012727/the-importance-of-product-packaging>

QUESTIONNAIRE

1. Gender: Male Female Prefer not to say
2. Age: Below 20 20 - 30 40 - 50
50 - 60 Above 60
3. How long you have been using PDDP products?
0 - 2 months 2 - 4 months 4 - 6 months
6 - 8 months above 8 months
4. Are you a customer of PDDP products?
Customer Non customer
5. Where do you purchase the PDDP products?
Dealers Factory outlet
Retail shops Others
6. Which of the PDDP product you buy mostly?
Ice-cream Milk
Butter Ghee
7. I find PDDP products offers better price than their competitors?
Strongly agree Agree
Strongly disagree Disagree
Neutral
8. How do you come to know about PDDP products?
Advertisement friends & Family Shop keeper
Others

9. Which factors has influenced you mostly to purchase the PDDP products?

Price Design of packaging

Quality Flavour

10. What is your priority towards packaging of PDDP products?

Protective Eco-Friendly

Attractive other

11. Which types of packaging material you prefer more in a product packaging?

Glass Paper

Plastic Other

12. Does the label of the package is important in purchase decision?

Agree Neutral Disagree

13. Which features of packaging are influencing you to purchase ice creams?

Packaging colour Printed information

Packaging quality Packaging design

14. Do you switch your brand due to changes in packaging of existing brand?

Strongly agree Agree

Strongly disagree Disagree

Neutral

15. If the PDDP products are not available I will not buy the alternative?

Strongly agree Agree

Strongly disagree Disagree

Neutral

16. I am satisfied with availability of the PDDP products in my locality?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

17. Do you evaluate products according to printed information while purchasing?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

18. Do you think that the packaging is the most influencing factor in purchase decision?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

19. I like the quality of the packaging material?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

20. I like the packaging designs?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

21. According to me, PDDP products are offered an appropriate packaging?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

22. I like the quantity of packaging?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

23. Are you willing to pay extra amount for good packaging?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

24. I would like to recommend PDDP products to my families & relatives?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

25. PDDP products are my first choice when I purchase check of milk products?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		

26. I am intended to purchase PDDP products in future?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Neutral	<input type="checkbox"/>		