

### ABSTRACT

The focus of this paper is to study the influence of consumer purchase decisions for food and, also on its consumption. The objective of this research was to analyze on how product packaging influences consumer behavior, a survey in the form of a questionnaire was conducted.

### I. INTRODUCTION

Fresh fruits and vegetables are essential ingredients of a healthy and balanced diet since they are sources of key nutrients such as vitamins, antioxidants and minerals. Nowadays, various packaging materials and packaging technologies are available for applications in the fresh produce industry. Wood, corrugated fiberboard, paper pulp, and plastics are the most common materials. Among these, plastics are the most versatile that allow maximize the projected shelf life of fresh fruits and vegetables. PET, LDPE, PP, and polystyrene are commonly used plastics. A new category of plastics made from renewable resources like corn, sugar cane, wheat and fruit scrap is also available for food packaging application. Packaging made from plastic materials from renewable resources has been shown to extend the shelf life of fresh produce. While the appearance of the fresh produce is a critical selling point, consumers make purchasing decisions based on multiple factors. Produce selection mainly depends on consumer demographics, marketing strategies, environmental awareness, convenience of use, package design and esthetics, amount of product in the container, and price Packaging is one of the extrinsic attributes that consumers tend to apply when relevant intrinsic attributes cannot be evaluated before the purchase of the food product Thus, packaging is constantly being developed and updated to meet changing consumer demands

### II. RESEARCH METHODOLOGY

The method of research was survey based. First of all a suitable questionnaire was prepared. In order to obtain the result a survey was made on the people. During survey all most all age group of people were taken into account so that an effective result can be drawn positively. The first part of the questionnaire covers consumers' preferences for packaging convenience features, characteristics, materials, disposal method, and the second focuses on attributes like price, container size, produce shelf life for a specific fresh produce, fruit juice etc. to allow us to supply specific values for these factors to the participants.

### III. DATA COLLECTION AND ANALYSIS

In this study, analysis was used to evaluate the affinity of consumers towards specific produce and packaging attributes with the goal to rate them by importance. Price, shelf life, stem, disposal method, material, size, and integrity of the container were evaluated. These specific attributes were chosen because of their significant importance in consumers' choice and they being key elements for a new fresh produce packaging system design. Price is a crucial factor affecting the purchasing decisions of consumers. Shelf life Modern lifestyle has limited the time expended on grocery shopping.

Disposal method Packaging disposal is a growing concern of municipal authorities, governmental agencies, environmental organizations as well as consumers. Recycling or composting used containers could yield multiple advantages, including a more efficient usage of petroleum and fossil fuels, reduction in environmental footprint of each produced container, generation of new employment opportunities, decrease of the energy needed in the manufacturing process, lower the production cost and decreased methane emissions from landfills. The disposal methods preferred by consumers are extremely important because these inform about the

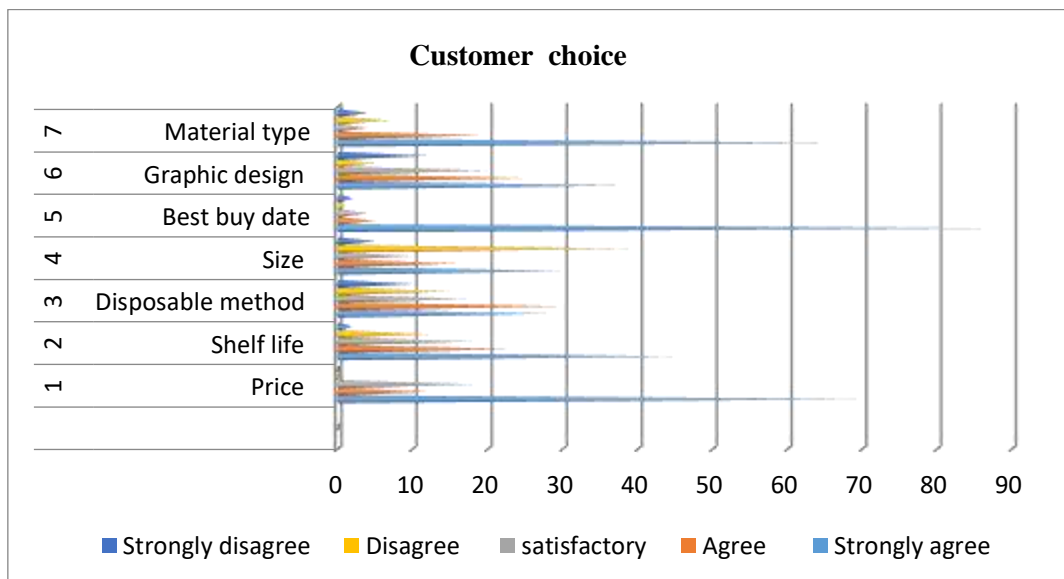
most likely end of life scenario for the container, independently from the recyclability capacity of the material. The disposal methods (recycling, composting and throwing in trash bin) were selected based on possible different end of life scenarios for the package of a fresh produce. Material both petroleum- and bio-based materials are currently available for food packaging applications. However, the perception, acceptance, appeal and preference of the consumer for containers made of petroleum- and/or bio- based materials for fresh produce is unknown. Flexible packaging can be found as bags and pouches, while rigid containers include clamshells, tubs and trays.

**What attracts customer to buy products:**

Sr.no	Parameters	Strongly agree	Agree	Satisfactory	Disagree	Strongly disagree
1	Price	70	12	18	0	0
2	Shelf life	45	23	18	12	2
3	Disposable method	28	30	17	15	10
4	Size	30	16	10	39	5
5	Best buy date	88	5	4	1	2
6	Graphic design	38	25	20	5	12
7	Material type	66	19	4	7	4

**IV. CONCLUSION**

For produce packaging in general, ‘extend the “best by” date’ was ranked as the top convenience feature, The most important attributes that affect the purchasing decisions of consumers regarding a specific fresh produce are price .and the type of packaging material was considered to affect the food product quality and containers made from bio-based materials were highly appealing., shelf life (45%).



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