



**INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH  
TECHNOLOGY**

**ROLE OF PACKAGING ON CONSUMER'S BUYING BEHAVIOR OF SOFT  
DRINK**

**Ms. Pinki\***

\*ScholarM.tech (Printing Technology), Dept. of Printing Technology, GJUS&T, Hisar

DOI: 10.5281/zenodo.834520

**ABSTRACT**

Food Packaging is the packaging of the food product, to protect from contamination & damage besides conserving taste & quality during the shelf life of a food product. The food packaged material should be made of high quality and it should be free from any chemical contamination. This paper emphasis on role of graphics in soft drink packaging and its impact on customers.

**I. INTRODUCTION**

Packaging exists to deliver products to consumers in perfect condition. Well-designed packaging meets the requirements of the product while minimizing economic and environmental impacts of both the product and its package. Good packaging uses only as much of the right kind of material as necessary to perform the task.

**Functions of Packaging:**

Packaging prevents breakage (mechanical protection), Prevent spoilage (barrier to moisture, gases, light, flavours and aromas), Prevent contamination, Increase shelf life. Help in Promotion, Description of product, Promotional messages and branding, Information Product identification, Product preparation and usage Safety warnings.

A soft drink is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavoring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colorings, preservatives, and other ingredients.

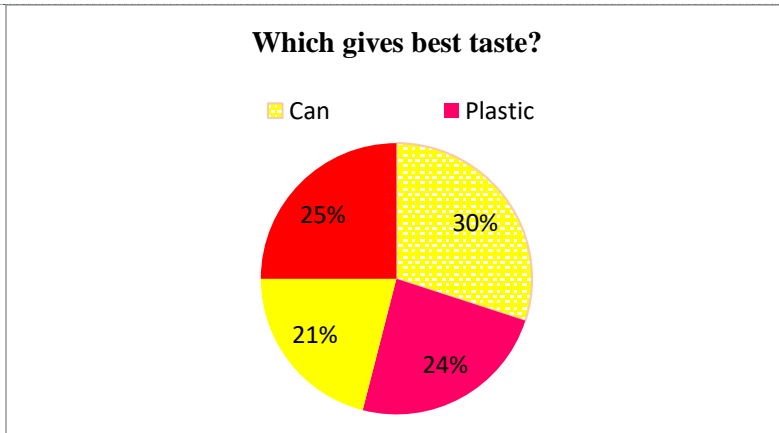
Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic. Fruit punch, tea, and other such non-alcoholic beverages are technically soft drinks by this definition but are not generally referred to as such. Soft drinks may be served chilled, over ice cubes or at room temperature. In rare cases, some soft drinks, such as Pepsi can be served warm. Soft drinks are available in many formats, including cans, glass bottles, and plastic bottles (the latter in a variety of sizes ranging from small bottles to large 2-liter containers).

**II. RESEARCH METHODOLOGY**

The method used in research was survey based. First of all a suitable questionnaire was prepared from research point of view So in order to obtain the result a survey was made on hundred people. During survey all age group of people were taken into account so that an effective result can be drawn. After accomplishing the survey data was collected and analyzed.

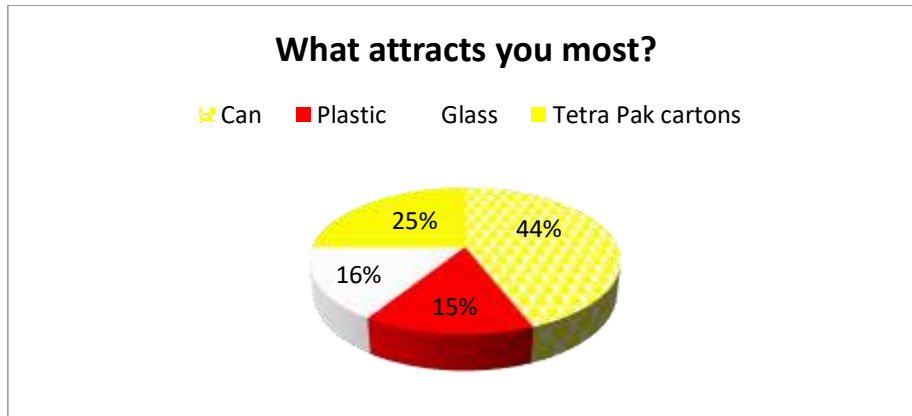
**III. DATA ANALYSIS**

1. Preference of people regarding flavour: This result (Fig.1) shows about the preferences of different people while buying soft drinks. On the bases of the survey it was found that 30% people prefer to buy soft drinks in can packaging instead of others.



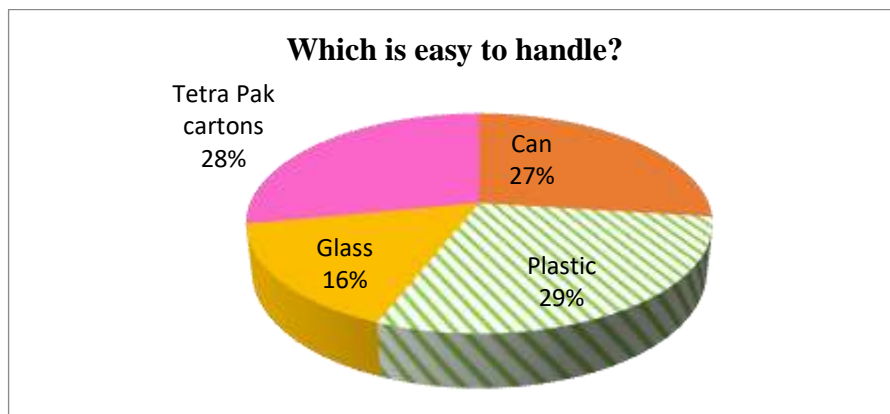
(Fig.1) People choice for flavor

- This shows that can packaging of soft drinks attracts most instead of the others.44% people like can package(Fig.2)



(Fig.2) Package that most attracts customers

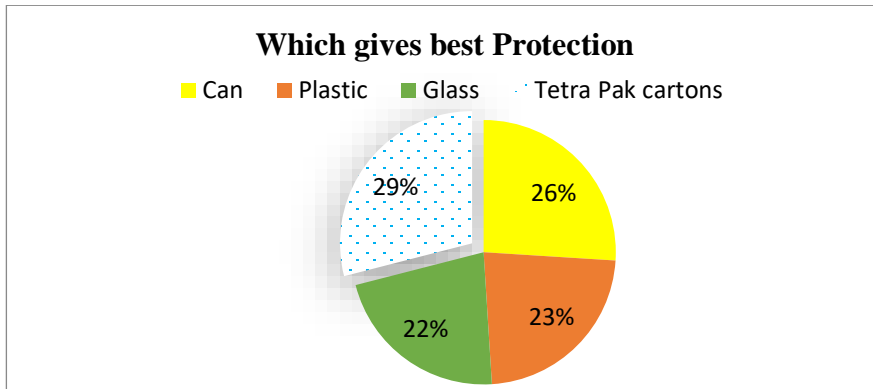
- This shows that people like plastic packaging in terms of handling of product.29% of people like plastic packaging 28% like tetra pak and 27% like can packaging. (Fig.3)



(Fig.3)

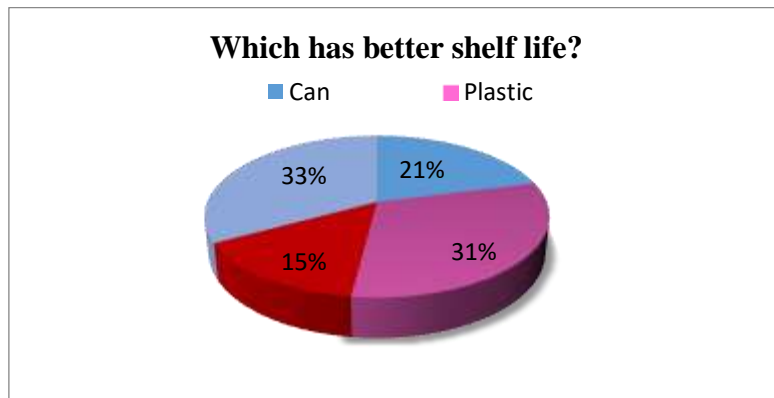
Customer choice for easy handling the product.

4. It shows that in term of best protection people like tetra pak packaging.(Fig.4)



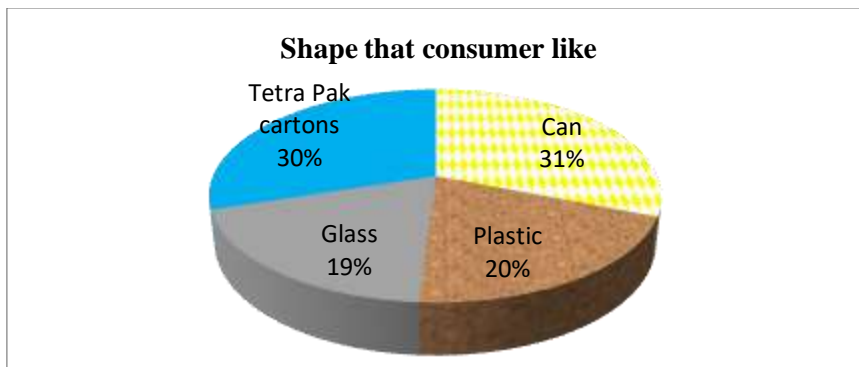
Product the gives best protection. (Fig.4)

5. People like plastic packaging in terms of better shelf life of product.31% people like plastic packaging.(fig.5)



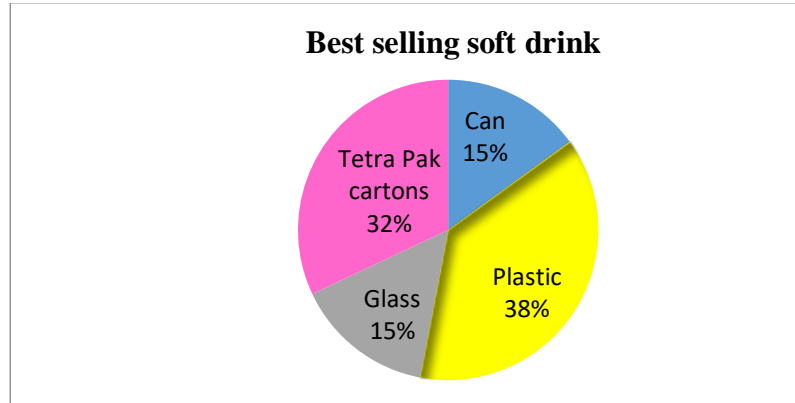
(Fig.5)

6. 31%people like can shape and 30 %people like tetra pak shape whereas 20%people like plastic shape better as a packaging of product. Can shape of packaging attractthem.(Fig.6)



(Fig.6)

- It shows that plastic package has highest selling impact instead of all these.38% people like to buy plastic package product. (Fig.7)



(Fig.7)

#### IV. CONCLUSION

After the analysis of data it comes out that packaging is an important part of the product and it increase the demand for the product and attracts the customers to buy product. Different people have different choice of the package. In the result of the survey it comes out before us that 27.71% people like can packaged soft drink , 25.72 like plastic packaging, 17.71% like glass packaging, and 28.85% like tetra pak packaging of soft drink.

Sr.no	Customer preference	Survey result (%)			
		Can	Plastic	Glass	Tetra pak
1	Which is better in taste?	30	24	21	25
2	Which is attracts you most?	44	15	16	25
3	Which is easy to handle?	27	29	16	28
4	Which has best shape?	31	20	19	30
5	Which gives best protection?	26	23	22	29
6	Which has best self-life?	21	31	15	33
7	Which is best-selling soft drink?	15	38	15	32

#### V. REFERENCES

- Jenkins, W.A. and Harrington, J.P., Packaging Foods with Plastics, Technomic Publishing, Lancaster, PA, 1991.
- Food Packaging: Principles and practice, Second Edition, Gordon L. Robertson.
- Packaging system and probiotic dairy foods. By – Adriano G da Cruz, A.F. Faria and Ariene G.F. Van Dender.

#### CITE AN ARTICLE

Pinki, Ms. "ROLE OF PACKAGING ON CONSUMER'S BUYING BEHAVIOR OF SOFT DRINK ." *INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH TECHNOLOGY* 6.7 (2017): 790-93. Web. 25 July 2017.