

**Prof. Vikas Jadhav,**

(Assistant Professor, NCRD'S Sterling Institute of Management Studies, Nerul, Navi Mumbai)

Email Id: [evikasjadhav@gmail.com](mailto:evikasjadhav@gmail.com), Contact No.:9594200190

**Saishwari Pharate,**

(SY MMS Student, NCRD'S Sterling Institute of Management Studies, Nerul, Navi Mumbai)

Email ID: [saishwari02@gmail.com](mailto:saishwari02@gmail.com), Contact no: 9321936638

## Abstract

Think about the last time you walked into a store to pick up a coffee. Did you reach for the familiar red jar out of pure habit, or did something about the way it looked catch your attention? For most of us, packaging plays a much bigger role in our purchase decisions than we consciously realise. It is the first thing we see, and often the only thing that stands between a brand and a lost sale.

This study takes a closer look at how Nescafé's packaging influences the buying behaviour of everyday consumers in Navi Mumbai. As one of India's most recognised coffee brands, Nescafé has built a strong presence over the decades. But in a market that is getting more competitive by the day, even the most trusted brands need to understand what truly connects with their consumers — and packaging is very much a part of that connection.

To explore this, primary data was collected from **117 respondents** across various areas of Navi Mumbai including Panvel, Airoli, Nerul, Seawoods, Kharghar, Belapur, Kamothe, and other localities through a structured questionnaire. **Convenience sampling** was used as the sampling method to select respondents for this study, making it accessible and practical within the scope of an academic research project. The study followed a descriptive research design and was conducted during **2025-2026**.

What the data tells us is quite interesting. When asked what attracts them most about Nescafé's packaging, nearly **half the respondents (49.5%)** pointed to colour and design, showing that visual appeal remains the strongest hook. Clear information on the packet came second at **42.2%**, reminding us that consumers today are informed and want to know what they are buying. Brand logo and appearance (34.9%) and convenient packaging (33.0%) also featured prominently, reflecting that consumers care about both identity and practicality.

The findings also reveal that **67.9%** of respondents believe good packaging helps Nescafé stand apart from other coffee brands — a strong endorsement of packaging as a competitive tool. More importantly, **58.7%** of consumers said that Nescafé's packaging gives them a sense of confidence about the quality of the product, which shows just how deeply packaging shapes trust. And when asked whether they would try Nescafé if it launched new or upgraded packaging, an encouraging **56.9%** said yes — with another **39.4%** saying maybe.

On the shopping front, most consumers — **69.7%** — still prefer picking up their Nescafé from the neighbourhood Kirana store, followed by supermarkets at **56.9%**. The majority of respondents were young adults between **18-25 years (56.4%)**, and women made up **65%** of the sample.

Putting it all together, this study makes one thing abundantly clear — packaging is far more than just a wrapper. It shapes perception, builds trust, sparks curiosity, and ultimately drives purchase decisions. For anyone responsible for building the Nescafé brand in urban India, the takeaway is simple: never underestimate the power of a well-designed pack.

**Keywords:** Packaging, Consumer Buying Behaviour, Nescafé, Navi Mumbai, Brand Perception, Packaging Design, Purchase Decision, Instant Coffee Market.

## **1. Introduction**

### **1.1 Background of the Study**

In today's world, when a consumer walks into a store, they are surrounded by hundreds of products competing for their attention. In such a situation, what makes a person pick one product over another? Very often, it is not just the quality of the product or its price — it is the way the product looks on the shelf. The packaging of a product plays a much bigger role in influencing purchase decisions than most people realise. A well-designed package can attract attention, build trust, and convince a buyer to choose one brand over another within a matter of seconds.

Packaging today is much more than just a container that holds a product. It communicates the brand's identity, conveys important product information, and creates an overall impression in the consumer's mind. Elements such as colour, design, shape, labelling, and convenience of use all come together to form the consumer's first impression of a product. In many cases, this first impression becomes the deciding factor in whether a product is purchased or left on the shelf.

Coffee consumption in India has grown significantly over the years. With changing lifestyles, a younger and more urban population, and a growing preference for convenient beverages, instant coffee has become a popular choice across Indian households. The instant coffee market in India is highly competitive, with several

brands vying for consumer attention. In this environment, packaging plays a particularly important role in helping a brand stand out and maintain its position in the market.

Nescafé, a brand by Nestlé India, is one of the most well-known and widely consumed coffee brands in the country. It has been a trusted name in Indian homes for many decades. However, in today's competitive market, even a well-established brand like Nescafé needs to continuously engage its consumers, and packaging is one of the most direct ways to do so. The look and feel of a Nescafé jar or sachet on a store shelf can either reinforce a loyal customer's decision to repurchase or attract a new customer to try the product for the first time.

Navi Mumbai is one of the most well-planned and rapidly growing cities in India. It is home to a large number of young professionals, students, and families who are educated, brand-conscious, and have a reasonable level of purchasing power. Areas like Vashi, Nerul, Kharghar, Belapur, Seawoods, and Airoli house a diverse urban population that is highly exposed to branded products and is often influenced by visual and aesthetic factors when making purchase decisions. This makes Navi Mumbai an ideal location to study how packaging affects consumer buying behaviour.

While there is considerable research available on consumer behaviour and packaging in general, there is a lack of studies that focus specifically on how packaging of a particular brand influences buyers in a specific urban location like Navi Mumbai. This gap in research makes the present study relevant and valuable.

This study, therefore, aims to understand how the packaging of Nescafé influences the buying behaviour of consumers in Navi Mumbai. Primary data was collected from 117 respondents through a structured questionnaire covering various aspects of packaging such as design, colour, information clarity, convenience, and overall brand appearance. The study seeks to find out which packaging features matter most to consumers, whether packaging influences their decision to buy Nescafé, and how packaging affects their confidence in the product's quality. The findings of this study are expected to provide useful insights for both researchers studying consumer behaviour and brand managers looking to make more effective packaging decisions.

## **2. Statement of the Problem**

When a person walks into a store to buy coffee, they are often faced with many different brands and options. In such a situation, what makes them pick Nescafé over another brand? Is it simply out of habit, or does the way Nescafé's product looks — its packaging — play a role in that decision?

Packaging includes everything about the outer appearance of a product — its colours, design, shape, the information printed on it, and how easy it is to use. For many consumers, especially in busy urban areas,

packaging is the first and sometimes the only thing they notice before making a purchase. A product with attractive and informative packaging is more likely to be picked up than one that looks plain or confusing.

Nescafé is one of the most popular coffee brands in India and has been trusted by consumers for many years. However, the coffee market today is becoming more and more competitive, with many new brands entering the market with modern and eye-catching packaging. This raises an important question — is Nescafé's current packaging still effectively attracting and influencing consumers, particularly in a city like Navi Mumbai?

Navi Mumbai is home to a large number of young, educated, and brand-conscious consumers who are exposed to a wide variety of products on a daily basis. Despite this, there has been very little research done to understand how these consumers specifically feel about Nescafé's packaging and whether it influences their decision to buy the product.

This lack of understanding creates a problem — without knowing how local consumers perceive and respond to Nescafé's packaging, it becomes difficult for the brand to make improvements or decisions that truly connect with its buyers in this region.

Therefore, this study aims to find answers to the following key question:

Does the packaging of Nescafé influence the buying behaviour of consumers in Navi Mumbai, and if so, which packaging features matter the most to them?

### **3. Objectives of the Study**

1. To understand the importance of packaging in the buying decision of Nescafé consumers in Navi Mumbai.
2. To analyse the role of packaging in building brand trust and perceived product quality among Nescafé consumers.
3. To identify the key packaging features of Nescafé that attract and influence consumers at the point of purchase.
4. To examine the overall impact of Nescafé's packaging on the buying behaviour of consumers in Navi Mumbai.

### **4. Scope of the Study**

The study is geographically limited to Navi Mumbai, covering key residential areas such as Vashi, Nerul, Kharghar, Belapur, Sea woods, Airoli, Ghansoli, and Panvel. The findings are specific to this region and may not be generalised to other cities or regions of India.

The study focuses exclusively on Nescafé as a brand and examines how its packaging influences the buying behaviour of consumers in Navi Mumbai. Other coffee brands have not been considered for this research.

The research is based on primary data collected from 117 respondents of varying age groups and genders through a structured questionnaire. It covers key packaging attributes such as colour, design, brand logo, information clarity, and convenience of use, and analyses how these elements influence consumer purchase decisions, brand trust, and perceived product quality.

The scope of this study is purely academic in nature and the findings are intended to provide useful insights for researchers and brand managers interested in understanding the relationship between packaging and consumer buying behaviour.

## **5. Literature Review**

### **5.1 Packaging as a Marketing Tool**

Packaging has evolved significantly over the years from being a simple protective covering to becoming one of the most powerful marketing tools available to brands. Kotler and Keller (2012) defined packaging as all the activities of designing and producing the container or wrapper for a product. They argued that packaging is often the consumer's first encounter with a product and therefore plays a critical role in shaping their initial impression and purchase intention.

**Rundh (2005)** emphasized that packaging serves as a silent salesman on the retail shelf. He argued that in a competitive market where consumers are exposed to hundreds of products simultaneously, packaging is often the single most important factor that differentiates one brand from another. His study concluded that effective packaging not only attracts consumer attention but also communicates brand values and builds a lasting relationship between the brand and the consumer.

**Silayoi and Speece (2004)** conducted an influential study on the role of packaging in purchase decisions and identified two key dimensions of packaging that influence consumer behaviour — visual elements such as colour, design, shape, and size, and informational elements such as product description and usage instructions. Their study found that both dimensions significantly affect consumer buying behaviour.

**Ampuero and Vila (2006)** conducted research on how packaging design elements such as colour, typography, shape, and imagery influence consumer perception of a product. Their findings revealed that different design elements evoke different emotional responses in consumers and that these emotional responses directly influence purchase intentions.

**Kauppinen-Räsänen (2014)** further explored the role of colour in packaging and concluded that colour not only attracts consumer attention but also communicates important brand messages and influences consumer perception of product quality and value.

**Underwood (2003)** studied the role of packaging visuals in consumer decision making and found that attractive and well-designed packaging significantly increases the likelihood of a product being noticed and purchased. The study noted that consumers often use packaging as a proxy for product quality.

**Wells, Farley, and Armstrong (2007)** examined how packaging influences consumer purchase decisions and found that packaging that clearly communicates product benefits and information significantly increases consumer confidence and purchase intention.

**Deliya and Parmar (2012)** conducted a study specifically on the role of packaging in consumer buying behaviour and found that packaging is one of the most important factors influencing purchase decisions, particularly in the case of food and beverage products.

**Keller (2003)** argued that packaging is an integral component of brand equity and that strong and recognisable packaging contributes significantly to a brand's overall value in the eyes of consumers. He noted that iconic packaging such as Nescafé's distinctive red jar and logo design becomes a powerful brand identifier that consumers associate with quality and reliability.

**Mazursky and Jacoby (1986)** found that packaging serves as an important cue for consumers in evaluating product quality, especially when they have limited prior knowledge or experience with a brand.

**Batra and Kazmi (2008)** studied consumer behaviour in the Indian market and observed that Indian consumers are increasingly becoming more conscious of packaging when making purchase decisions, particularly with the growth of modern retail formats.

**Prakash and Pathak (2017)** conducted a study on the influence of packaging on consumer buying behaviour in India and found that packaging elements such as colour, design, and information clarity are among the most important factors influencing purchase decisions of urban Indian consumers.

**Rambabu and Porika (2020)** studied packaging strategies and their impact on consumer buying behaviour in India and found that brands that invest in upgrading their packaging design and functionality tend to see a positive impact on consumer preference and sales performance.

## 6. Research Methodology

### 6.1 Research Design

The present study adopts a **descriptive research design**, which aims to describe the characteristics of the population being studied and the relationship between packaging and consumer buying behaviour. This design is appropriate as the study seeks to understand and analyse consumer perceptions and attitudes toward Nescafé's packaging in Navi Mumbai.

### 6.2 Data Collection

**Primary Data:** Primary data was collected through a structured questionnaire administered to 117 respondents across various areas of Navi Mumbai including Vashi, Nerul, Kharghar, Belapur, Seawoods, Airoli, Ghansoli, and Panvel.

**Secondary Data:** Secondary data was collected from published research papers, journals, books, and online sources related to packaging and consumer buying behaviour.

### 6.3 Sampling

The present study adopted **convenience sampling** as the sampling method to select respondents for the research. A total of **117 respondents** were surveyed for the purpose of this study. The study was geographically confined to **Navi Mumbai**, covering key residential areas across the city. The primary data was collected using a **structured questionnaire** as the main data collection tool, which was distributed among the respondents to gather their opinions and perceptions regarding the impact of Nescafé's packaging on their buying behaviour. The research was carried out during the period of **2025-2026**.

### 6.4 Hypothesis

#### Hypothesis 1: Packaging and Brand Trust

- **H<sub>1</sub>:** Packaging plays a significant role in building brand trust among Nescafé consumers in Navi Mumbai.
- **H<sub>0</sub>:** Packaging does not play a significant role in building brand trust among Nescafé consumers in Navi Mumbai.

Explanation:

Clear information, good quality material, and professional design on packaging make consumers feel confident and trust the brand.

## Hypothesis 2: Packaging and Repeat Purchase

- **H<sub>2</sub>:** Convenient and upgraded packaging positively influences repeat purchase behaviour of Nescafé consumers in Navi Mumbai.
- **H<sub>0</sub>:** Packaging does not influence repeat purchase behaviour of Nescafé consumers in Navi Mumbai.

Explanation:

Easy-to-use, familiar and upgraded packaging encourages consumers to buy the same brand again.

### 6.5 Research Instrument

A structured questionnaire was designed to collect data from respondents. The questionnaire was divided into the following sections:

- **Section A:** Demographic profile of respondents (age, gender, area of residence)
- **Section B:** Coffee consumption habits and Nescafé buying behaviour
- **Section C:** Consumer perception and attitude toward Nescafé's packaging (Likert Scale)
- **Section D:** Impact of packaging on purchase decisions and brand confidence

### 6.6 Data Analysis

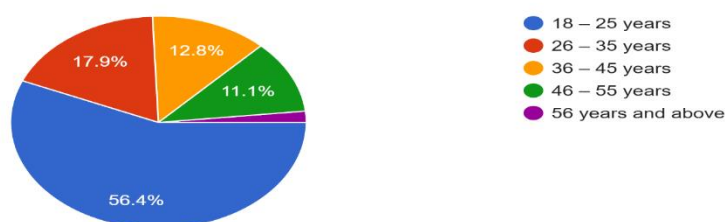
The data collected was analysed using simple statistical tools including percentage analysis, frequency distribution, and Likert scale analysis. The results were presented in the form of pie charts, bar graphs, and tables for easy interpretation.

## 7. Data Analysis and Interpretation

### 7.1 Demographic Profile of Respondents

#### 1. Age Group Distribution

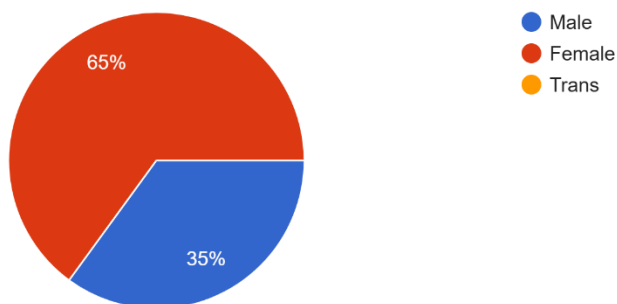
1. Age Group  
117 responses



As per my data, the majority of respondents (56.4%) belonged to the 18-25 years age group, followed by 26-35 years (17.9%), 36-45 years (12.8%), 46-55 years (11.1%), and 56 years and above (1.8%). This indicates that the study primarily captures the views of young urban consumers.

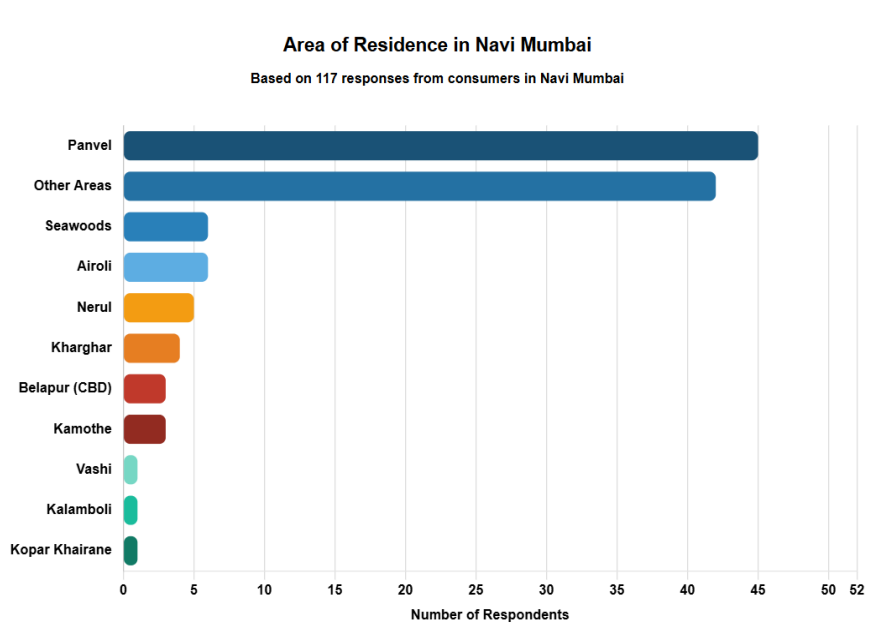
## 2. Gender Distribution

2. Gender  
117 responses



Of the 117 respondents, 65% were female and 35% were male. This suggests that female consumers form the larger segment of Nescafé buyers in Navi Mumbai as per my data.

## 3. Area of Residence



For my research, the above chart represents the distribution of respondents based on their area of residence in Navi Mumbai, with a total of 117 responses. It is observed that the majority of respondents belong to Panvel,

which has the highest number of participants. This indicates that a significant portion of the data collected is from the Panvel region.

The second-highest responses come from **Other Areas**, showing that respondents are also spread across various locations not specifically listed in the questionnaire. Among the listed areas, **Seawoods and Airoli** have a moderate number of respondents, followed by **Nerul and Kharghar** with slightly lower participation.

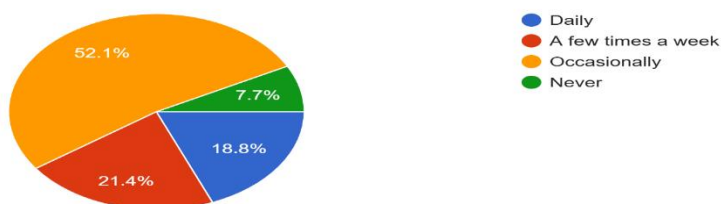
Areas such as **Belapur (CBD) and Kamothe** show relatively fewer respondents, while **Vashi, Kalamboli, and Kopar-Khairane** have the least representation in the study.

Overall, the data indicates that the sample is highly concentrated in Panvel, with limited representation from some other parts of Navi Mumbai. This distribution should be considered while analysing the overall results of the study.

## 7.2 Coffee Consumption and Nescafé Buying Habits

### 1. Coffee Consumption Frequency

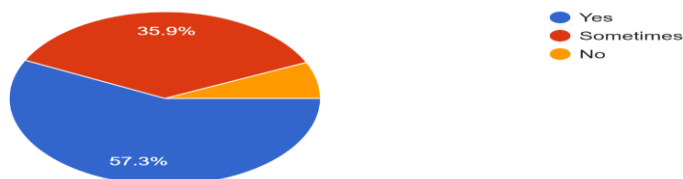
4. Do you consume coffee?  
117 responses



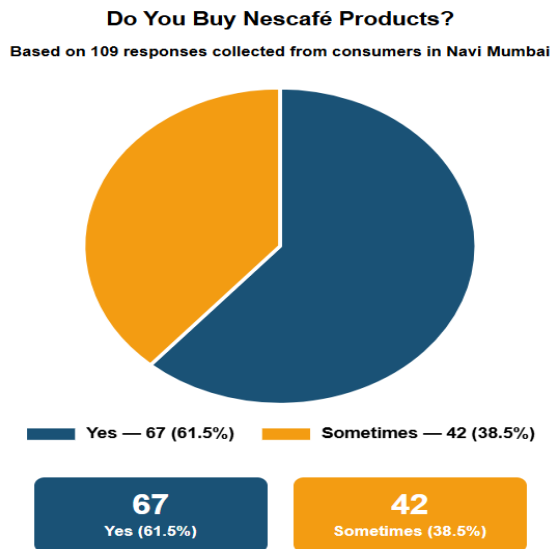
As per my data, among the 117 respondents, 52.1% consumed coffee occasionally, 21.4% consumed coffee a few times a week, 18.8% consumed coffee daily, and 7.7% never consumed coffee. This indicates that occasional coffee consumption is most common among respondents in Navi Mumbai.

### 2. Nescafé Buying Behaviour

5. Do you buy Nescafé products?  
117 responses



When asked whether they buy Nescafé products, **57.3% of respondents said yes, 35.9% said sometimes,** and a **small percentage said no**. This indicates a strong and regular consumer base for Nescafé in Navi Mumbai.



### INTERPRETATION:

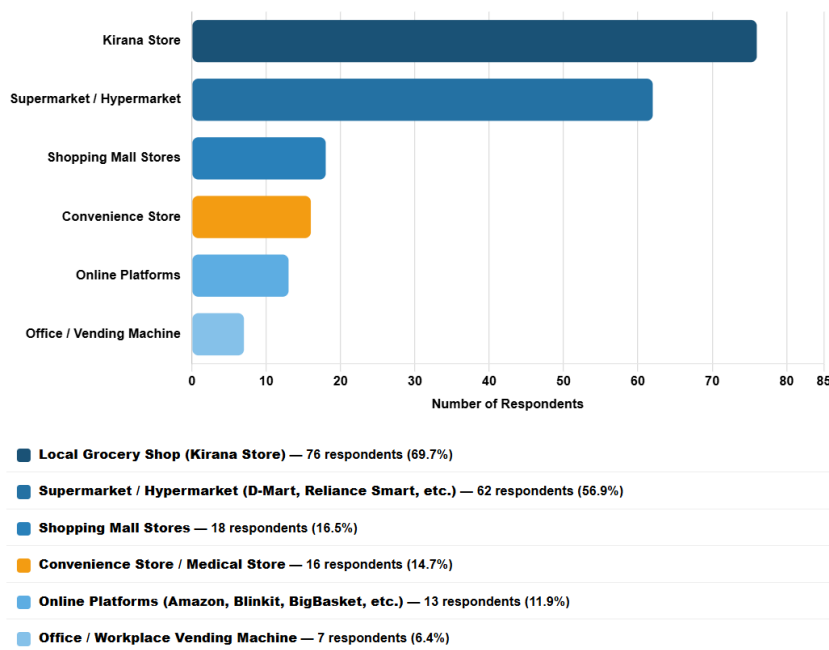
As per my data, the pie chart represents the responses of 109 respondents to the question — **"Do You Buy Nescafé Products?"**

Out of **109 respondents**, a clear majority of **67 respondents (61.5%) answered "Yes"**, indicating that they regularly purchase Nescafé products. This reflects a strong and loyal consumer base for Nescafé among the respondents surveyed in Navi Mumbai.

The remaining **42 respondents (38.5%) answered "Sometimes"**, indicating that they purchase Nescafé products occasionally. This group of consumers may switch between Nescafé and other coffee brands depending on factors such as price, availability, or packaging appeal.

Overall, the chart strongly suggests that Nescafé enjoys a high level of consumer acceptance in Navi Mumbai, with more than 60% of respondents being regular buyers of the brand. This finding further reinforces the importance of studying the role of packaging in sustaining and strengthening Nescafé's consumer base in this region.

### 3. Purchase Location



#### INTERPRETATION:

As per my data, the bar chart represents the responses of 109 respondents to the question — **"Where Do You Usually Buy Nescafé Products?"** Since respondents were allowed to select more than one option, the total number of selections exceeds 109.

**Local Grocery Shop (Kirana Store)** emerged as **the most preferred** purchase location with **76 respondents (69.7%)**. This indicates that traditional Kirana stores remain the most popular and convenient purchase point for Nescafé consumers in Navi Mumbai, reflecting the deep-rooted shopping habit of buying everyday products from neighbourhood stores.

**Supermarket / Hypermarket** was **the second most preferred** location with **62 respondents (56.9%)**. This suggests that a significant number of consumers also prefer buying Nescafé from organised retail formats like D-Mart and Reliance Smart, where a wider variety of products and pack sizes are easily available.

**Shopping Mall Stores** were selected by **18 respondents (16.5%)**, indicating that a relatively smaller proportion of consumers purchase Nescafé during their mall visits.

**Convenience Store / Medical Store** was selected by **16 respondents (14.7%)**, reflecting that some consumers prefer the quick accessibility offered by nearby convenience stores.

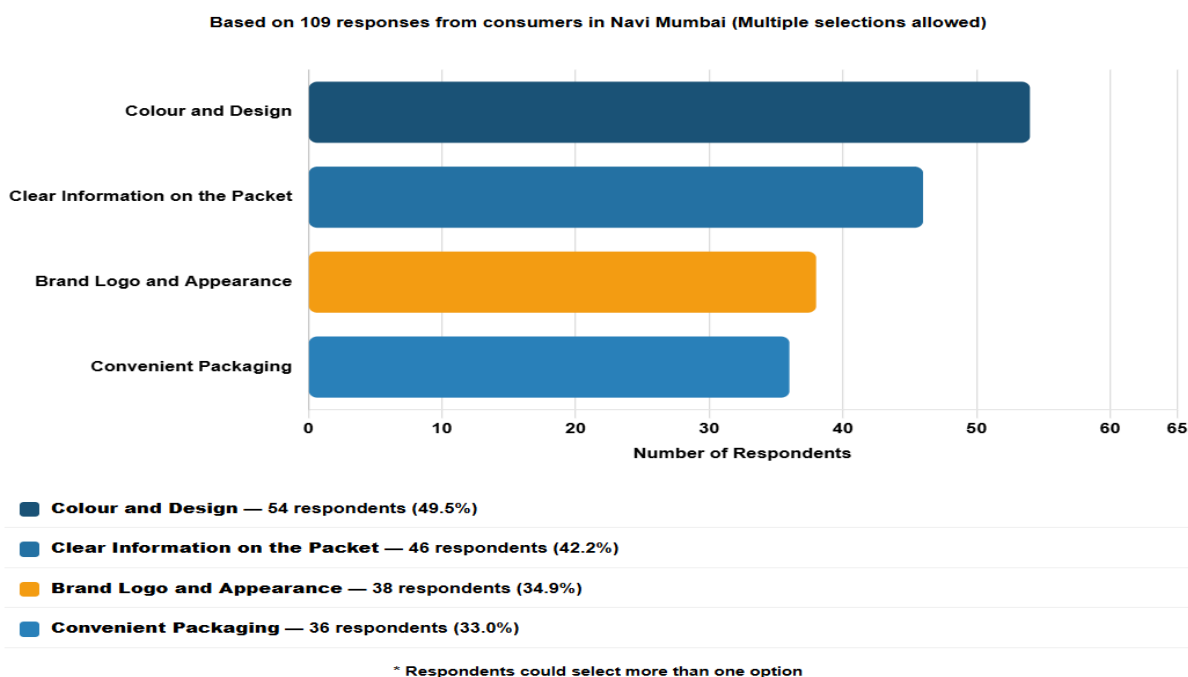
Online Platforms such as Amazon, Blinkit, and BigBasket were selected by 13 respondents (11.9%), suggesting that online purchasing of Nescafé is still limited but gradually growing among consumers in Navi Mumbai.

Office / Workplace Vending Machine was the least preferred option, selected by only 7 respondents (6.4%).

Overall, the chart highlights that Kirana stores and supermarkets are the two dominant purchase channels for Nescafé in Navi Mumbai, emphasising the need for strong product visibility and appealing packaging across both traditional and modern retail formats.

### 7.3 Packaging Features that Attract Consumers

When asked which packaging feature of Nescafé attracts them the most, respondents indicated the following preferences:



### INTERPRETATION:

As per my data, the bar chart represents the responses of 109 respondents to the question — "Which Packaging Feature of Nescafé Attracts You the Most?"

Colour and Design emerged as the most attractive packaging feature with 54 respondents (49.5%), indicating that the visual appeal of Nescafé's packaging plays the most significant role in attracting consumers.

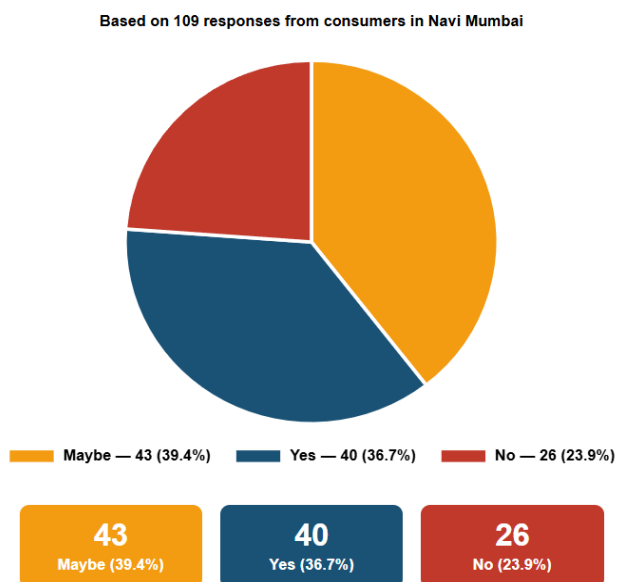
**Clear Information on the Packet** was selected by **46 respondents (42.2%)**, suggesting that consumers also value the clarity and completeness of product information on the packaging.

**Brand Logo and Appearance** was selected by **38 respondents (34.9%)**, reflecting that Nescafé's well-recognised brand logo and appearance also influence consumer attraction at the point of purchase.

**Convenient Packaging** was selected by **36 respondents (33.0%)**, indicating that ease of use and convenience of storage are also considered important by consumers.

Overall, the chart highlights that **colour and design is the most influential packaging feature** among Nescafé consumers in Navi Mumbai, though all four packaging attributes are valued by consumers to a significant extent.

### 7.4 Influence of Packaging on Purchase Decision



#### INTERPRETATION:

As per my data, the bar chart represents the responses of 109 respondents to the question — **"Which Packaging Feature of Nescafé Attracts You the Most?"**

**Colour and Design** was the most preferred packaging feature, **selected by 54 respondents (49.5%)**, indicating that visual appeal is the primary factor attracting consumers to Nescafé's packaging.

**Clear Information on the Packet** was selected by **46 respondents (42.2%)**, showing that product information clarity is also an important consideration for consumers.

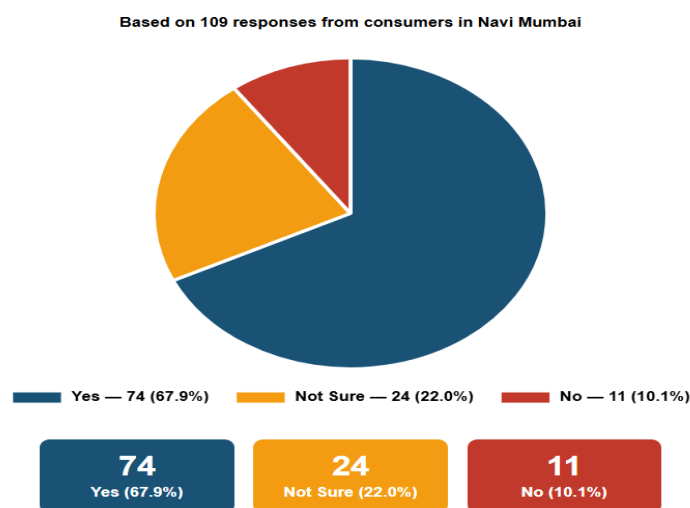
**Brand Logo and Appearance** was selected by **38 respondents (34.9%)**, reflecting the significance of Nescafé's brand identity in attracting consumers.

Convenient Packaging was selected by 36 respondents (33.0%), indicating that ease of use is also valued by consumers.

Overall, colour and design emerged as the most influential packaging feature, though all four attributes play an important role in attracting Nescafé consumers in Navi Mumbai.

## 7.5 Packaging and Brand Confidence

### 1. Does Good Packaging Make Nescafé Stand Out?



#### INTERPRETATION:

As per my data, the pie chart represents the responses of 109 respondents to the question — **"Does Good Packaging Make Nescafé Stand Out from Other Coffee Brands?"**

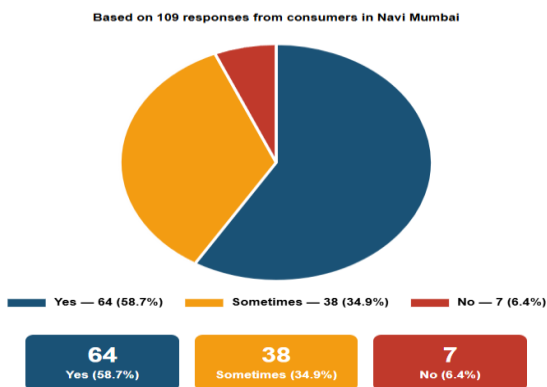
A clear majority of **74 respondents (67.9%) answered "Yes"**, indicating that consumers strongly believe that good packaging helps Nescafé differentiate itself from other competing coffee brands in the market.

**24 respondents (22.0%) answered "Not Sure"**, suggesting that some consumers are uncertain about whether packaging alone is sufficient to distinguish Nescafé from its competitors.

**Only 11 respondents (10.1%) answered "No"**, reflecting that only a small minority of consumers do not consider packaging as a differentiating factor for Nescafé.

Overall, the chart clearly shows that the majority of consumers in Navi Mumbai recognise the importance of good packaging in making Nescafé stand out from other coffee brands, highlighting packaging as a key competitive advantage for the brand.

## 2.Does Packaging Inspire Confidence in Product Quality?



### INTERPRETATION:

As per my data, the pie chart represents the responses of 109 respondents to the question — **"Does Nescafé Packaging Make You Feel Confident About Product Quality?"**

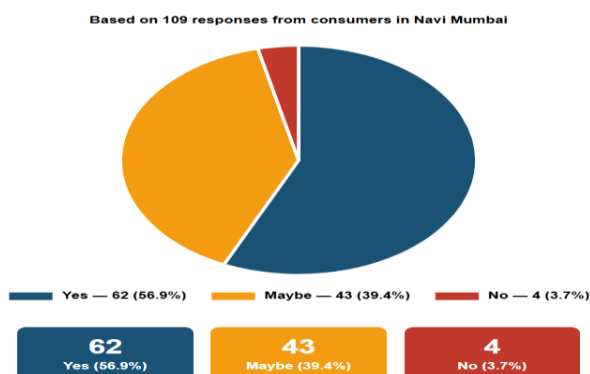
**64 respondents (58.7%) answered "Yes"**, indicating that Nescafé's packaging successfully builds consumer confidence and trust in the quality of the product.

**38 respondents (34.9%) answered "Sometimes"**, suggesting that a significant proportion of consumers are partially influenced by Nescafé's packaging in terms of quality perception.

**Only 7 respondents (6.4%) answered "No"**, reflecting that a very small minority of consumers do not feel confident about product quality based on packaging alone.

Overall, the chart highlights that Nescafé's packaging plays a strong role in building consumer confidence regarding product quality, with more than **93% of respondents either fully or partially agreeing that packaging positively influences their perception of product quality.**

### 7.6 Consumer Interest in New Packaging



As per my data, the pie chart represents the responses of 109 respondents to the question — **"If You See a New or Upgraded Nescafé Packaging, Would You Be Interested in Trying the Product?"**

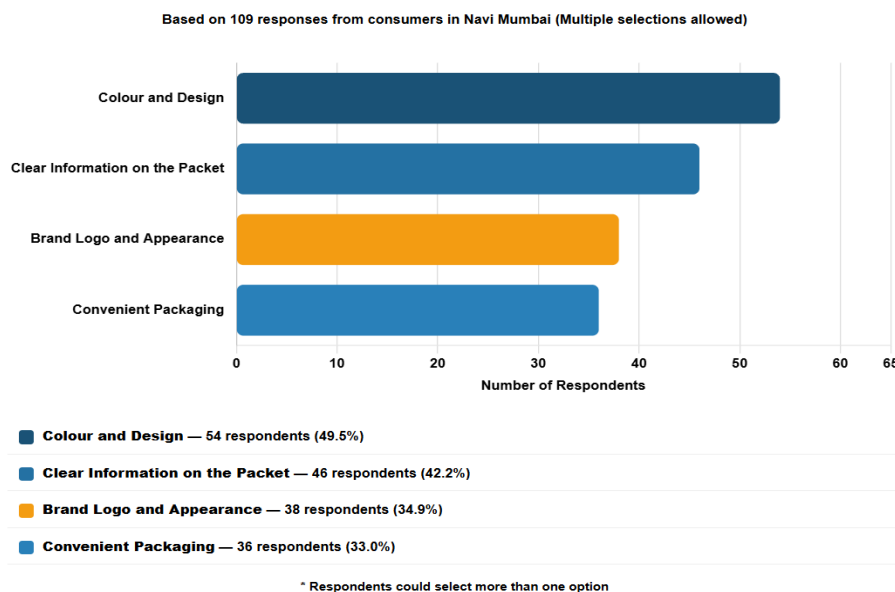
**62 respondents (56.9%) answered "Yes"**, indicating that the majority of consumers in Navi Mumbai are willing to try Nescafé if the brand introduces new or upgraded packaging.

**43 respondents (39.4%) answered "Maybe"**, suggesting that a significant proportion of consumers are open to trying new packaging but may consider other factors before making a final decision.

**Only 4 respondents (3.7%) answered "No"**, reflecting that a very small minority of consumers are not interested in trying Nescafé even with new packaging.

Overall, the chart highlights that **96.3% of consumers** are either willing or open to trying Nescafé with new or upgraded packaging, indicating strong consumer interest in packaging innovation and its positive impact on purchase intention.

### 7.7 Likert Scale Analysis



### INTERPRETATION:

As per my data, a **Likert scale analysis** was conducted to assess consumer attitudes toward various statements related to Nescafé's packaging. The bar chart represents the responses of **109 respondents** to the question — **"Which Packaging Feature of Nescafé Attracts You the Most?"**

**Colour and Design** was the most preferred feature, selected by 54 respondents (49.5%), indicating that visual appeal is the primary factor attracting consumers to Nescafé's packaging.

**Clear Information on the Packet** was selected by **46 respondents (42.2%)**, showing that product information clarity is equally important to consumers.

**Brand Logo and Appearance** was selected by **38 respondents (34.9%)**, reflecting the significance of Nescafé's brand identity in attracting consumers.

**Convenient Packaging** was selected by **36 respondents (33.0%)**, indicating that ease of use is also a valued packaging attribute.

Overall, **colour and design stand out as the most influential packaging feature**, though all four attributes are considered important by consumers in Navi Mumbai.

## 8. Discussion and Findings

The following findings have been drawn based on the data collected from **109 respondents** in Navi Mumbai:

**Finding 1: Demographic Profile** The majority of respondents (56.4%) belonged to the **18-25 years** age group, indicating that Nescafé's primary consumer base in Navi Mumbai consists of young adults. Among the respondents, **65% were female** and **35% were male**, suggesting that female consumers form the larger segment of Nescafé buyers in the region.

**Finding 2: Coffee Consumption Pattern** The study found that **52.1% of respondents** consume coffee occasionally, while **21.4%** consume it a few times a week and **18.8%** consume it daily. This indicates that occasional coffee consumption is the most common pattern among consumers in Navi Mumbai.

**Finding 3: Nescafé Buying Behaviour** A significant **61.5% of respondents** confirmed that they regularly buy Nescafé products, while **38.5%** purchase it sometimes. Notably, none of the respondents said they never buy Nescafé, reflecting the strong brand acceptance of Nescafé among consumers in Navi Mumbai.

**Finding 4: Preferred Purchase Location Local Grocery Shops (Kirana Stores)** emerged as the most preferred purchase point with **69.7% of respondents** buying Nescafé from these stores, followed by **Supermarkets and Hypermarkets** such as D-Mart and Reliance Smart with **56.9%**. Shopping Mall Stores (16.5%), Convenience Stores (14.7%), Online Platforms (11.9%), and Office Vending Machines (6.4%) were the least preferred purchase channels.

**Finding 5: Most Attractive Packaging Feature Colour and Design** emerged as the most attractive packaging feature, selected by **54 respondents (49.5%)**, followed by **Clear Information on the Packet** selected by **46 respondents (42.2%)**, **Brand Logo and Appearance** selected by **38 respondents (34.9%)**, and **Convenient Packaging** selected by **36 respondents (33.0%)**. This clearly indicates that visual appeal is the most influential packaging attribute for Nescafé consumers.

**Finding 6: Packaging Influence on Purchase Decision** The study found that packaging has influenced the purchase decision of a significant proportion of consumers. **39.3% of respondents** acknowledged that Nescafé's packaging has directly influenced them to buy the product, while **35% said maybe** and **25.6% said no**. This indicates that packaging plays a meaningful role in driving purchase decisions among consumers in Navi Mumbai.

**Finding 7: Packaging and Brand Differentiation** A strong majority of **74 respondents (67.9%)** agreed that good packaging makes Nescafé stand out from other competing coffee brands in the market. Only **11 respondents (10.1%)** disagreed, while **24 respondents (22%)** were not sure. This finding strongly confirms that packaging serves as a key competitive differentiator for Nescafé in the urban Indian coffee market.

**Finding 8: Packaging and Perceived Product Quality** **64 respondents (58.7%)** expressed that Nescafé's packaging makes them feel confident about the quality of the product, while **38 respondents (34.9%)** said sometimes and only **7 respondents (6.4%)** said no. This suggests that packaging plays a critical role in building consumer trust and reinforcing perceived product quality for Nescafé.

**Finding 9: Consumer Interest in New Packaging** The study revealed that **62 respondents (56.9%)** expressed willingness to try Nescafé if the brand introduced new or upgraded packaging, while **43 respondents (39.4%)** said maybe and only **4 respondents (3.7%)** said no. This indicates a highly positive consumer attitude toward packaging innovation, with **96.3% of respondents** either willing or open to trying new Nescafé packaging.

**Finding 10: Overall Impact of Packaging on Buying Behaviour** The overall analysis of the data clearly establishes that packaging has a significant and positive impact on the buying behaviour of Nescafé consumers in Navi Mumbai. Visual elements such as colour and design, informational elements such as label clarity, and functional elements such as convenience of use all collectively influence consumer perceptions, purchase decisions, brand trust, and perceived product quality. The findings further suggest that continued investment in packaging innovation and design can yield positive results in terms of consumer trial, brand loyalty, and competitive differentiation for Nescafé in the urban Indian market.

**Data Presentation in Table Format**

Finding No.	Finding	Key Data
Finding 1	Demographic Profile	56.4% belonged to 18-25 years age group; 65% Female; 35% Male

<b>Finding 2</b>	<b>Coffee Consumption Pattern</b>	52.1% consume occasionally; 21.4% a few times a week; 18.8% daily
<b>Finding 3</b>	<b>Nescafé Buying Behaviour</b>	61.5% buy regularly; 38.5% buy sometimes; 0% never buy
<b>Finding 4</b>	<b>Preferred Purchase Location</b>	Kirana Store 69.7%; Supermarket 56.9%; Shopping mall 16.5%; Convenience Store 14.7%; Online 11.9%; Vending Machine 6.4%
<b>Finding 5</b>	<b>Most Attractive Packaging Feature</b>	Colour & Design 49.5%; Clear Information 42.2%; Brand Logo 34.9%; Convenient Packaging 33.0%
<b>Finding 6</b>	<b>Packaging Influence on Purchase Decision</b>	Yes 39.3%; Maybe 35%; No 25.6%
<b>Finding 7</b>	<b>Packaging and Brand Differentiation</b>	Yes 67.9%; Not Sure 22%; No 10.1%
<b>Finding 8</b>	<b>Packaging and Perceived Product Quality</b>	Yes 58.7%; Sometimes 34.9%; No 6.4%
<b>Finding 9</b>	<b>Consumer Interest in New Packaging</b>	Yes 56.9%; Maybe 39.4%; No 3.7%
<b>Finding 10</b>	<b>Overall Impact of Packaging on Buying Behaviour</b>	Packaging significantly influences consumer perceptions, purchase decisions, brand trust, and perceived product quality among Nescafé consumers in Navi Mumbai.

## 9. Limitations of the Study

Every research study has certain limitations, and the present study is no exception. The following limitations must be kept in mind while interpreting the findings:

**1. Limited Geographic Scope:** The study is restricted to Navi Mumbai only and the findings cannot be generalised to other cities or regions of India, as consumer perceptions and buying behaviour may vary across different locations.

**2. Small Sample Size:** The study is based on only **109 respondents**, which may not be fully representative of the entire consumer population of Navi Mumbai. A larger sample size could have provided more accurate and reliable results.

**3. Convenience Sampling Bias:** The use of convenience sampling may have introduced sampling bias, as the respondents selected may not fully represent the diverse demographic composition of Navi Mumbai's consumer population.

**4. Single Brand Focus:** The study focuses exclusively on **Nescafé** and does not include a comparative analysis with other competing coffee brands, limiting the ability to draw broader conclusions about packaging in the overall coffee market.

**5. Self-Reporting Bias:** Since data was collected through a structured questionnaire, respondents may have provided socially desirable answers rather than their true opinions, which may have affected the accuracy of the findings.

**6. Gender and Age Imbalance:** The sample was dominated by **female respondents (65%)** and the **18-25 years age group (56.4%)**, which may have influenced certain findings and limits the representation of other demographic groups.

**7. Limited Packaging Attributes:** The study examined only four packaging attributes — colour and design, clear information, brand logo, and convenient packaging. Other important elements such as packaging material, sustainability, and pack size were not considered.

**8. Time Bound Study:** The study was conducted during **2025-2026** and represents consumer perceptions at a specific point in time. Consumer preferences may change over time due to evolving market trends and new product launches

## **10. Scope for Future Research**

Based on the findings and limitations of the present study, the following areas are suggested for future research:

**1. Wider Geographic Scope:** Future studies could expand the geographic scope to include other major cities in Maharashtra such as Mumbai, Pune, and Nashik, or conduct a pan-India study to provide a more comprehensive understanding of the impact of Nescafé's packaging on consumer buying behaviour across different regions.

**2. Comparative Study:** Future research could conduct a comparative study of packaging across multiple coffee brands to understand how Nescafé's packaging performs relative to its competitors and what packaging strategies are most effective in the Indian coffee market.

**3. Larger Sample Size:** Future studies could use a larger and more diverse sample size to ensure greater representativeness and statistical reliability of the findings.

**4. Qualitative Research:** Future research could complement the quantitative approach of the present study with qualitative methods such as focus group discussions and in-depth interviews to gain deeper insights into consumer perceptions and attitudes toward Nescafé's packaging.

**5. Impact of Packaging Innovation:** As Nescafé continues to innovate and upgrade its packaging, future studies could track and evaluate the impact of specific packaging changes on consumer buying behaviour and brand loyalty over time.

**6. Online Consumer Behaviour:** With the growing trend of online shopping, future research could specifically examine how packaging influences consumer decisions in an online retail environment, where the consumer cannot physically interact with the product before purchase.

## 11. References

1. Ampuero, O., and Vila, N. (2006). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.
2. Batra, S. K., and Kazmi, S. H. H. (2008). *Consumer Behaviour: Text and Cases*. Excel Books, New Delhi.
3. Butkeviciene, V., Stravinskiene, J., and Rutelione, A. (2008). Impact of consumer package communication on consumer decision making process. *Engineering Economics*, 56(1), 57-65.
4. Deliya, M. M., and Parmar, B. J. (2012). Role of packaging on consumer buying behaviour. *Global Journal of Management and Business Research*, 12(10), 49-67.
5. Kauppinen-Räsänen, H. (2014). Strategic use of colour in brand packaging. *Packaging Technology and Science*, 27(8), 663-676.
6. Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Prentice Hall, New Jersey.
7. Kotler, P., and Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education, New Jersey.

8. Kuvykaite, R., Dovaliene, A., and Navickiene, L. (2009). Impact of package elements on consumer purchase decision. *Economics and Management*, 14, 441-447.
9. Mazursky, D., and Jacoby, J. (1986). Exploring the development of store images. *Journal of Retailing*, 62(2), 145-165.
10. Mehrabian, A., and Russell, J. A. (1974). *An Approach to Environmental Psychology*. MIT Press, Cambridge.
11. Orth, U. R., and Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, 72(3), 64-81.
12. Prakash, G., and Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India. *Journal of Cleaner Production*, 141, 385-393.
13. Raghubir, P., and Krishna, A. (1999). Vital dimensions in volume perception: Can the eye fool the stomach? *Journal of Marketing Research*, 36(3), 313-326.
14. Rambabu, L., and Porika, R. (2020). Packaging strategies: Knowledge outlook on consumer buying behaviour. *Journal of Industry University Collaboration*, 2(1), 35-46.
15. Rundh, B. (2005). The multi-faceted dimension of packaging. *British Food Journal*, 107(9), 670-684.
16. Silayoi, P., and Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106(8), 607-628.
17. Singh, S. (2006). Impact of colour on marketing. *Management Decision*, 44(6), 783-789.
18. Underwood, R. L. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, 11(1), 62-76.
19. Underwood, R. L., Klein, N. M., and Burke, R. R. (2001). Packaging communication: Attentional effects of product imagery. *Journal of Product and Brand Management*, 10(7), 403-422.
20. Wells, L. E., Farley, H., and Armstrong, G. A. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail and Distribution Management*, 35(9), 677-690.

**Additional Indian References:**

21. Aggarwal, P., and Gupta, S. L. (2016). *Consumer Behaviour*. Frank Brothers and Co., New Delhi.

22. Banerjee, S., and Rao, S. (2014). Packaging as a tool for product development and brand building in India. *Indian Journal of Marketing*, 44(3), 15-26.
23. Beri, G. C. (2018). *Marketing Research* (6th ed.). Tata McGraw Hill Education, New Delhi.
24. Chandrasekar, K. S. (2010). *Marketing Management: Text and Cases — An Indian Context*. Tata McGraw Hill Education, New Delhi.
25. Dash, S., and Mishra, S. (2019). Impact of product packaging on consumer purchase intention with reference to food products in India. *International Journal of Recent Technology and Engineering*, 8(3), 2277-3878.
26. Gupta, S., and Randhawa, G. (2008). *Retail Management*. Atlantic Publishers, New Delhi.
27. Jain, S. K., and Sharma, D. (2012). Impact of packaging on consumer buying behaviour: A study of selected FMCG companies in India. *Asia Pacific Journal of Marketing and Management Review*, 1(4), 23-38.
28. Kumar, S., and Advani, J. Y. (2005). Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods. *Journal of Customer Behaviour*, 4(2), 251-275.
29. Madhusudan, H. S., and Rahul, T. M. (2015). A study on influence of product packaging on consumer buying behaviour with reference to coffee products in Bangalore. *International Journal of Management and Commerce Innovations*, 3(1), 691-697.
30. Meenakshi, N., and Saikumar, C. (2013). Brand image and its influence on consumer buying behaviour with reference to Nescafé in Chennai. *International Journal of Social Science and Interdisciplinary Research*, 2(4), 112-119.
31. Mishra, P., and Sharma, P. (2014). Green marketing: Challenges and opportunities for Indian business. *BVIMR Management Edge*, 7(1), 78-86.
32. Nair, S. R. (2009). *Consumer Behaviour in Indian Perspective*. Himalaya Publishing House, Mumbai.
33. Patel, R., and Shah, M. (2018). A study on the impact of packaging design on purchase decision of consumers in Ahmedabad city. *Indian Journal of Applied Research*, 8(5), 45-48.
34. Ramaswamy, V. S., and Namakumari, S. (2013). *Marketing Management: Global Perspective — Indian Context* (5th ed.). McGraw Hill Education, New Delhi.
35. Rana, J., and Paul, J. (2017). Consumer behaviour and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.

36. Sharma, A., and Singh, R. (2019). Effect of packaging on consumer buying behaviour: A study of urban consumers in Delhi NCR. *International Journal of Management Studies*, 6(1), 88-95.
37. Shende, V. (2014). Analysis of research in consumer behaviour of automobile passenger car customer. *International Journal of Scientific and Research Publications*, 4(2), 1-8.
38. Singh, A., and Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour of organic food. *Journal of Cleaner Production*, 167, 473-483.
39. Srivastava, R. K. (2015). How differing demographic factors impact consumers' response towards advertising and its influence on their purchase decision for FMCG products in India. *South Asian Journal of Management*, 22(2), 1-23.
40. Tripathi, M. N. (2014). Customer value and customer loyalty: Is there a chain of effects? *Journal of Management Research*, 14(3), 155-166.