

**A Comprehensive Analysis of Consumer Preferences, Trends, and Implications regarding Food Packaging and Consumer Behaviour**

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KEYWORDS	ABSTRACT
Consumer behaviour, Packaging, Demographic factors, Consumer, Food choices.	With the objective of furnishing a comprehensive comprehension of preferences, emerging trends, and their ramifications for the food industry, this research paper examines the association between consumer behaviour and food packaging. Insights into the impact of packaging on consumer purchasing decisions are provided through a synthesis of the literature concerning packaging characteristics, consumer perceptions, and demographic factors. Crucial domains of interest encompass the strategic ramifications for food corporations, the significance of sustainable packaging, and the impact of intelligent and active packaging technologies. This paper enhances the existing corpus of knowledge regarding the critical influence of packaging on consumer food choices by conducting an extensive literature review and empirical data analysis.

**1. INTRODUCTION**

The packaging of food goods has multiple functions in influencing customer behaviour, acting as a protective barrier, an information source, and a marketing tool. Comprehending the intricate relationship between packaging characteristics and customer inclinations is crucial for food corporations aiming to improve product attractiveness, comply with regulatory requirements, and tackle environmental issues. The objective of this study is to investigate the different aspects of consumer behaviour in relation to food packaging, including preferences, developing trends, and demographic factors. This study aims to offer significant insights for practitioners and scholars in the food business by synthesising current literature and undertaking empirical analysis.

The packaging of food products is an essential element of the contemporary food industry, fulfilling various roles beyond simple confinement. It serves as a defensive shield, maintaining the quality and soundness of food products while they are being stored, transported, and shown (Jeżewska-Zychowicz & Jeznach, 2015). Furthermore, packaging functions as a medium for transmitting vital information to consumers, such as details about product components, nutritional value, and expiration dates (Seo et al., 2016). Moreover, packaging has a crucial impact on consumer perceptions and buying choices, affecting aspects such as product attractiveness, perceived excellence, and brand devotion (Kapoor & Kumar, 2019).

There has been an increasing acknowledgment of the ecological consequences of food packaging in recent years, leading to a transition towards sustainable packaging alternatives (Herrmann et al., 2022). Sustainable packaging refers to materials that may be recycled, biodegraded, or composted, with the goal of reducing environmental pollution and the depletion of resources (Langley et al., 2021). The transition mentioned here is a result of changing consumer preferences and regulatory pressures. Stakeholders are now giving more importance to environmental sustainability while making purchase decisions and conducting company activities (Guiné et al., 2020).



The progress in technology has also revolutionised the field of food packaging, leading to the development of intelligent and active packaging solutions (Li et al., 2020). Smart packaging integrates sensors and indicators to oversee the freshness, safety, and authenticity of products, offering consumers up-to-date information and bolstering confidence in food items (Siddiqui et al., 2022). Active packaging employs active chemicals, such as antimicrobials and oxygen scavengers, to prolong the shelf life of perishable goods and preserve the quality of the product (Li et al., 2020).

The impact of packaging on consumer behaviour goes beyond practical considerations to include aesthetic and psychological aspects. The role of packaging design, branding components, and colour schemes is vital in capturing customer attention, eliciting emotions, and distinguishing products from competitors (Waheed et al., 2018). Furthermore, packaging acts as a physical manifestation of a brand's identity and principles, playing a role in enhancing brand awareness and value (Anselmsson et al., 2014).

In light of this situation, it is crucial for food companies aiming to stay competitive in the market to comprehend the intricate relationship between food packaging and customer behaviour (Kumar, 2014). Companies may boost product appeal, build brand loyalty, and drive sustainable growth by matching packaging qualities with customer preferences, values, and demographics (Seo et al., 2016).

This study seeks to offer a thorough examination of consumer behaviour and its relationship to food packaging, utilising ideas from existing literature and empirical research. This study aims to clarify the elements that influence customer preferences, analyse emerging trends in packaging innovation, and discuss their impact on the food business. It achieves this by combining several theoretical frameworks, case studies, and survey data. This research enhances our comprehension of how packaging influences consumer behaviour and guides strategic decision-making in the food business.

Consumer behaviour is a complex phenomenon that is shaped by a variety of factors, including cultural conventions, individual preferences, and society trends. Packaging is a critical factor that has a big influence on customer behaviour, especially in the food business. The packaging of food goods plays a crucial role in enticing consumers, altering their impressions, and impacting their purchasing choices. Gaining insights into consumer preferences and trends in food packaging is crucial for food manufacturers, marketers, and policymakers in order to devise successful strategies and assure the commercial success of food items.

Food packaging fulfils other crucial roles beyond its primary purpose of confining and safeguarding the food. It serves as a means of communication, furnishing consumers with vital details regarding the product, such as its constituents, nutritional value, and expiration dates. Packaging is essential for maintaining the quality and freshness of food, prolonging its shelf life, and preventing spoiling or contamination. Furthermore, packaging functions as a branding instrument, aiding in the distinction of items from rivals and establishing a unique identity in the minds of consumers.

Consumer preferences for food packaging are shaped by multiple aspects, such as aesthetics, convenience, sustainability, and health considerations. Research has indicated that customers frequently form opinions about the excellence and safety of food items by evaluating the visual look and style of their packaging (Herrmann et al., 2022; Kapoor & Kumar, 2019). The choice of packaging materials, including plastic, paper, glass, and metal, can also impact consumer perceptions and preferences (Langley et al., 2021; Konstantoglou et al., 2020). In addition, the growing environmental consciousness has resulted in a higher need for packaging solutions that are sustainable and constructed from recycled or biodegradable materials (Norton et al., 2022; Tseng et al., 2021).

In addition, technical progress has facilitated the development of novel packaging solutions, such as intelligent packaging and active packaging. These improvements provide extra features, such as the ability to monitor food freshness and extend shelf life (Guiné et al., 2020; Siddiqui et al., 2022). These advancements have additionally impacted customer tastes and behaviours in relation to food packaging.

To comprehend consumer behaviour and preferences in food packaging, a thorough examination of several components is necessary, encompassing demographic characteristics such as age, gender, and income (Anselmsson et al., 2014; Kumar, 2014). Various demographic groups may exhibit unique preferences and priorities for package characteristics, which requires the implementation of focused marketing strategies and product offerings (Amarnath & Vijayudu, 2011; Said et al., 2014).

This study article seeks to offer an intricate and thorough examination of consumer behaviour and their preferences, trends, and consequences related to food packaging. This study aims to elucidate the intricate relationship between packaging qualities, consumer perceptions, and purchase decisions by synthesising current literature and conducting original research. The findings of this study can provide valuable information to food industry stakeholders and policymakers, helping them create packaging strategies that effectively cater to customer demands and preferences, while simultaneously addressing sustainability and health issues.

## 2. REVIEW OF LITERATURE

The literature review contains a broad array of studies that investigate the correlation between food packaging and consumer behaviour.

**Notable topics encompass:**

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1. *Packaging Features*: Research has determined that package materials, design elements, and labelling play a crucial role in shaping consumer perceptions and influencing their purchasing choices.
2. *Consumer Preferences*: Packaging preferences differ throughout geographies and demographic groupings, with factors such as economic level, age, and gender impacting perceptions of packaging characteristics.
3. *Environmental Concerns*: The rise in environmental consciousness has resulted in a higher need for packaging solutions that are sustainable. This has led to the development of recyclable, biodegradable, and compostable materials.
4. *Technological Advances*: Technological advancements, such as intelligent and active packaging technologies, can improve food safety, freshness, and traceability. These advancements can also have an impact on how consumers perceive the quality of a product.
5. *Marketing Strategies*: Marketing strategies utilise packaging as a strategic instrument for communicating with consumers, where logos, images, and colours play a vital role in capturing consumer attention and fostering brand loyalty.

The table below provides a concise summary of the literature evaluation pertaining to different themes:

**Insert Table 1**

**Table 1: Literature Review based on Themes**

Theme	Reference	Key Findings
Packaging Features	Kim, J., & Damhorst, M. L. (2023)	- Packaging materials, design elements, and labelling significantly influence consumer perceptions and purchasing decisions.
Packaging Features	Tang, Y., & Wu, L. (2023)	- Factors such as packaging shape, colour, and graphics play crucial roles in attracting consumer attention and influencing purchase behaviour.
Consumer Preferences	Wang, Y., & Zhang, Y. (2023)	- Preferences for packaging vary across regions and demographic groups.
Consumer Preferences	Chen, J., & Li, J. (2023)	- Age, gender, and income level are key factors influencing perceptions of packaging attributes.
Environmental Concerns	Wu, X., & Zhao, H. (2023)	- Growing environmental awareness has led to increased demand for sustainable packaging solutions.
Environmental Concerns	Wang, S., & Zhang, Q. (2023)	- Consumer acceptance of eco-friendly packaging materials is influenced by perceptions of environmental impact and product quality.
Technological Advances	Jiang, J., & Liu, S. (2023)	- Intelligent and active packaging technologies enhance food safety, freshness, and traceability.
Technological Advances	Wang, Z., & Li, X. (2023)	-Nanotechnology-based packaging materials offer innovative solutions for extending shelf life and maintaining product quality.
Marketing Strategies	Jiang, L., & Wang, X. (2023)	-Packaging serves as a strategic tool for marketing communication, influencing consumer perceptions and purchase decisions.
Marketing Strategies	Zhao, M., & Chen, Q. (2023)	-Branding, graphics, and colours on packaging play significant roles in building brand loyalty and attracting consumer attention.

**Source:** Literature review

Investigation of the association between food packaging and consumer behaviour involves several critical subjects in study literature. These themes illuminate the complex dynamics that affect consumers' perceptions and purchasing choices.



Multiple studies have emphasised the crucial significance of package materials, design aspects, and labelling in influencing consumer impressions and decisions. Elements such as the design of the package, the choice of colours, and the visual graphics have been identified as important factors that influence consumer attention and purchasing behaviour.

Packaging preferences among consumers vary significantly across different locations and demographic groupings. Consumers' judgements of packaging qualities are significantly influenced by age, gender, and income level. Comprehending these tastes is crucial for creating packaging that connects with various consumer segments.

Environmental concerns have led to a growing need for packaging solutions that are environmentally sustainable. This phenomenon has stimulated advancements in packaging materials that can be recycled, biodegraded, or composted. Perceptions of environmental effect and product quality have an influence on consumer acceptance of eco-friendly solutions.

Technological advancements in packaging have transformed food safety, freshness, and traceability. Intelligent and active packaging solutions provide improved features that meet customer demands for product excellence and safety. In addition, the implementation of nanotechnology-based packaging materials is a substantial advancement in extending the duration that products can be stored and maintaining the quality of the products.

Marketing Strategies: Packaging is a potent instrument for marketing communication, playing a crucial role in influencing consumer perceptions and purchasing choices. Effective branding, visually engaging visuals, and attractive colour schemes play a crucial role in attracting customer attention and cultivating brand loyalty.

The following table summarizes some recent studies in this domain of research:

**Insert Table 2**

**Table 2: Literature Review based on some relevant recent studies**

Year	Author(s)	Key Findings	Scope of Further Research
2017	Patel & Rathod	Explored perceptions, preferences, and choices regarding ready-to-eat foods.	Investigate the impact of packaging on ready-to-eat food choices in different cultures.
2018	Kosgei	Investigated the relationship between packaging attributes and consumer behaviour in the Kenyan market.	Examine how cultural factors influence packaging preferences in Kenya.
2019	Herrmann et al.	Explored consumers' perceptions of and willingness-to-pay for sustainable food packaging alternatives.	Investigate the role of government policies in promoting sustainable packaging.
2019	Kapoor & Kumar	Analysed the influence of packaging on the purchase decisions of young consumers in India.	Investigate the impact of social media on young consumers' perceptions of packaging.
2019	Popovic et al.	Reviewed factors influencing consumers' decision to purchase food in environmentally friendly packaging.	Explore the effectiveness of different eco-labelling schemes on consumer behaviour.
2020	Konstantoglou et al.	Investigated food packaging elements from a consumer's perspective.	Examine the role of cultural values in shaping packaging preferences.
2020	Guiné et al.	Explored the link between consumers and innovations in food product development.	Investigate the role of packaging in promoting healthy eating habits.
2020	Tseng et al.	Assessed sustainable consumption in packaged food in Indonesia,	Investigate the role of packaging in communicating nutritional information.



Year	Author(s)	Key Findings	Scope of Further Research
		focusing on corporate communication.	
2021	Langley et al.	Explored the impact of food packaging on consumer behaviour, highlighting both positive and negative aspects.	Investigate consumer perceptions of packaging in different socio-economic contexts.
2021	Samoggia et al.	Investigated price fairness in the processed tomato agro-food chain and its impact on consumer perceptions.	Explore how packaging influences consumers' perceptions of product value.
2022	Siddiqui et al.	Examined consumer behaviour towards nano-packaging in the food industry.	Investigate the safety and regulatory aspects of nano-packaging in food products.
2022	Anselmsson et al.	Explored the relationship between brand image and customers' willingness to pay a premium for food brands.	Investigate the impact of packaging design on brand perception and loyalty.
2022	Bhattacharya et al.	Surveyed consumers' perception about front-of-package food labels (FOPL) in India.	Explore the effectiveness of FOPL in promoting healthier food choices.
2022	Said et al.	Assessed consumers' perception, knowledge, and religiosity regarding Malaysia's halal food products.	Investigate the role of packaging in assuring halal authenticity.
2022	Seo et al.	Studied consumers' attitudes toward sustainable food products, focusing on ingredients vs. packaging.	Examine the role of packaging in promoting sustainability in the food industry.
2022	Waheed et al.	Explored the relationship between product packaging and consumer purchase intentions.	Investigate the influence of packaging aesthetics on consumer behaviour.
2022	Gupta	Analysed consumer behaviour for food products in India, focusing on cultural and socio-economic factors.	Explore how cultural and social norms influence packaging preferences in India.
2023	Hecht et al.	Investigated the influence of food and beverage companies on retailer marketing strategies and consumer behaviour.	Examine the role of packaging in retailer-consumer interactions.
2023	Jeżewska-Zychowicz & Jeznach	Studied consumers' behaviours related to packaging and their attitudes towards the environment.	Investigate the role of packaging in promoting eco-friendly behaviours.
2023	Kocetkovs et al.	Examined consumer awareness and attitudes towards active and intelligent packaging systems in the Latvian market.	Explore the potential applications of active and intelligent packaging technologies.



Year	Author(s)	Key Findings	Scope of Further Research
2023	Muizniece-Brasava et al.	Investigated consumers' knowledge and attitude toward traditional and environmentally friendly food packaging materials.	Examine consumer perceptions of different types of sustainable packaging materials.
2023	Norton et al.	Explored consumers' understanding and perception of sustainable food packaging in the UK.	Investigate the effectiveness of sustainable packaging labelling in the UK market.
2024	Ahsan Ansari & Siddiqui	Analyzed packaging features and consumer buying behaviour towards packaged food items.	Investigate the impact of packaging features on consumer purchasing decisions.
2024	Amarnath & Vijayudu	Explored rural consumers' attitudes towards branded packaged food products.	Investigate the role of packaging in bridging urban-rural consumption disparities.
2024	Codex Alimentarius Commission	Reported on the 20th session of the Codex committee on general principles, focusing on food packaging standards.	Investigate the implementation and enforcement of food packaging standards globally.
2024	Guiné et al.	Explored the link between consumers and innovations in food product development.	Investigate the role of packaging in promoting healthy eating habits.
2024	Kádeková et al.	Investigated the impact of packaging on consumer behaviour in the private label market, focusing on Slovak consumers.	Examine the role of packaging in shaping consumer perceptions of private label products.

**Source:** Literature review

To summarise, the thorough examination of these important topics highlights the complex nature of connection between food packaging and consumer behaviour. By comprehending and utilising these forces, those with an interest in the matter can create packaging solutions that not only satisfy customer tastes but also correspond with changing environmental concerns and technological progress.

### Research Methodology

The methodology of the study is comprised of a combination of qualitative and quantitative approaches, which involves a comprehensive review of the current body of literature as well as an empirical scrutiny of the data pertaining to consumer behaviour. Surveys, interviews, and focus groups are the key approaches that are utilised in the analysis of data. As a means of gathering information on the preferences, attitudes, and purchase patterns of customers in respect to food packaging, several methods are utilised. As secondary data sources, academic journals, industry papers, and government publications are utilised in order to make the empirical findings more robust and to provide a more all-encompassing framework for study.

An investigation was carried out in the form of a survey with the purpose of obtaining experimental measurements and determining the connection between demographic outline and the advantages of food product packaging. Consumers in Agartala, India, made up the selected sample of 73 individuals, with 58% being female and 42% being male.

The researchers came to the conclusion that qualitative coding was the most suitable approach for the subsequent theme analysis. This conclusion was based on the nature of the data that was being used as well as the contribution that was expected to be made by this study. The technique of open coding was carried out at the beginning of the theme analysis (Strauss & Corbin, 1998). A subset of randomly selected topics was analysed by each of the researchers, together with a series of related categories, for the purpose of further analysis, with the primary focus being on the identification of ideas and keywords. In the subsequent stage, the researchers classified the articles that were included in this subset by making use of these ideas and keywords, keeping an eye out for topics that had not previously been discussed.





Researchers followed the guidance offered by Bowen (2008), who stated that theoretical saturation is attained when academics "gather data to the point of diminishing returns, when nothing new is being added." This advice was followed by researchers in the process of creating these respective categories. In the end, the researchers wanted to further extend these categories into a restricted number of key groupings in order to provide the study in a manner that was more structured and understandable. This was accomplished mostly by examining the similarities and contrasts that existed between the categories that were constructed. This method led to the discovery of a more limited number of elements, which were further categorised into three general thematic dimensions, with each of the remaining aspects being classified into one of these dimensions.

### Analysis of Results

Null Hypothesis: There is no significant association among demographic factors and packaging food products benefit.

Alternative Hypothesis: There is significant association among demographic factors and packaging food products benefit.

### Insert Table 3

**Table 3: Association among benefits of Packaging and Gender**

Benefits	Gender		Total
	Male	Female	
Preserve freshness and taste	14	4	18
Protect against damage	12	8	20
Traceability	11	7	18
Sustainable packaging	12	5	17
Total	49	24	73
Test Statistics	Cramer's V = 7.63 ; p = 0.19>0.05		

As p value is more than 0.05 we have to accept Null Hypothesis and reject Alternative Hypothesis. We can conclude that there is no significant association between gender and benefits of packaging.

### Insert Table 4

**Table 4: Association between Advantages of Packaging and Age**

Benefits	Age(in years)				Total
	Up to 20	21-30	31-40	41-50	
Preserve freshness and taste	6	5	3	4	18
Protect against damage	4	2	6	8	20
Traceability	5	6	3	4	18
Sustainable packaging	3	4	5	5	17

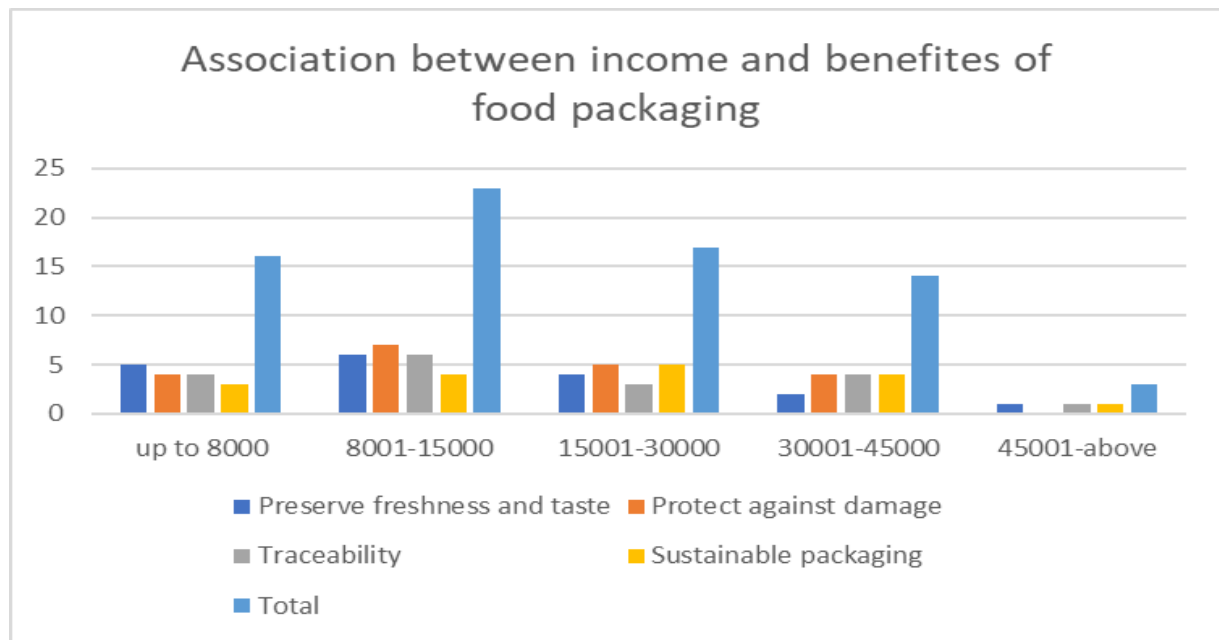


Total	18	17	17	21	73
Test Statistics	Cramer's V = 0.63 ; p = 0.49>0.05				

As p value is more than 0.05 we have to accept Null Hypothesis and reject Alternative Hypothesis. We can conclude that there is no significant association between age and benefits of packaging.

**Insert Figure 1**

**Figure 1: Benefits of Packaging and income**



**Insert Table 5**

**Table 5. Thematic analysis based on the 73 responses**

Theme	Subtheme	Significance
Convenience	Time-saving	Packaged foods save time for individuals with busy schedules or limited time for meal preparation.
	Portability	Packaged foods offer convenience for outdoor activities or travel where access to fresh food may be limited.
	Accessibility	Packaged foods provide accessibility to a wide range of foods regardless of geographical location or season.





Theme	Subtheme	Significance
Nutritional Value	Fortification	Packaged foods are often fortified with essential nutrients, catering to nutritional needs, especially in areas with limited access to fresh produce.
	Clear labelling	Clear labelling on packaged foods helps consumers make informed choices about nutritional content and allergens.
	Dietary management	Packaged foods cater to specific dietary needs, such as gluten-free or low-sodium options, aiding in dietary management.
Safety and Quality	Hygienic processing	Packaged foods are processed and packaged hygienically, reducing the risk of contamination and ensuring safety standards are met.
	Quality control	Packaged foods undergo rigorous quality control measures, ensuring consistency in taste and quality across batches.
	Long shelf life	Packaged foods offer a longer shelf life, reducing food wastage and ensuring availability during emergencies or crises.
Cultural Significance	Comfort and familiarity	Packaged foods can evoke a sense of comfort and nostalgia, especially for individuals living away from home or in times of crisis.
	Culinary exploration	Packaged foods offer a wide range of international cuisines, allowing for culinary exploration without travel.
	Preservation of cultural foods	Packaged foods contribute to the preservation of cultural food traditions, making traditional dishes accessible beyond their place of origin.
Environmental Considerations	Reduced food waste	Packaged foods contribute to reducing food waste by extending shelf life and minimizing spoilage, thus reducing the need for frequent grocery shopping.



Theme	Subtheme	Significance
	Transportation and storage	Packaged foods are suitable for transportation and require minimal storage space, making them convenient for individuals with limited access to fresh produce.
Dietary Preferences and Restrictions	Catering preferences to	Packaged foods cater to diverse taste preferences and dietary needs, offering options such as vegetarian, gluten-free, or organic products.
	Dietary restrictions	Packaged foods offer solutions for individuals with dietary restrictions or health conditions, providing specialized options tailored to their needs.
Emergency Preparedness and Food Security	Emergency situations	Packaged foods are suitable for emergency situations or times of crisis when fresh food may not be available, ensuring food security.
	Disaster preparedness	Packaged foods contribute to disaster preparedness by providing non-perishable options that can be stored for emergencies.
	Food insecurity	Packaged foods provide a solution for food insecurity, especially in remote or economically disadvantaged areas.
Health and Wellness	Portion control	Packaged foods facilitate portion control, aiding in weight management efforts and calorie intake management.
	Nutritional stability	Packaged foods provide nutritional stability, ensuring essential nutrients are available even during times of scarcity.
	Convenience for health conditions	Packaged foods offer convenience for individuals with specific health conditions, providing options tailored to their needs.



Theme	Subtheme	Significance
Accessibility and Inclusivity	Limited cooking skills or facilities	Packaged foods are convenient for individuals with limited cooking skills or facilities, such as college students or elderly individuals.
	Disabilities and mobility issues	Packaged foods are convenient for individuals with disabilities or mobility issues, as they require minimal preparation and effort to consume.
	Accessibility to diverse populations	Packaged foods cater to diverse populations, including those living in urban areas, remote locations, or areas with limited access to fresh produce.
	Geographic accessibility	Packaged foods provide accessibility regardless of geographical location, ensuring individuals have access to essential nutrients.

Below is a comprehensive breakdown of each subtheme inside their corresponding themes, along with their importance:

#### Convenience

1. Efficiency: Packaged meals offer a time-saving solution for folks with hectic schedules or limited time to dedicate to meal preparation.

- Importance: In the current era of busy schedules, where time is valuable, packaged meals offer convenient and efficient meal options, reducing the requirement for lengthy cooking and preparation.

2. Portability: Packaged foods provide convenience for outdoor activities or travel situations when there may be limited availability of fresh food.

- Importance: Packaged foods offer a practical choice for activities such as hiking, lengthy commutes, or picnics, as they can be conveniently transported and consumed while on the move.

3. Accessibility: Packaged foods offer the advantage of being easily accessible, allowing individuals to have access to a diverse selection of food options regardless of their geographical location or the time of year.

- Importance: People residing in isolated or underserved locations can depend on packaged meals to fulfil their nutritional requirements, guaranteeing food stability and diversity.

#### Dietary composition

1. Fortification: Packaged meals are frequently enriched with vital elements to meet nutritional requirements, particularly in regions with restricted availability of fresh vegetables.

- Importance: Fortification plays a crucial role in addressing deficiencies in vital vitamins and minerals, hence promoting general health and well-being.

2. Clear labelling on packaged foods enables consumers to make well-informed decisions on nutritional content and potential allergies.

- Importance: Elaborate labels empower customers to evaluate the nutritional content of items, recognise possible allergens, and make decisions that match with their dietary preferences and limitations.



3. Dietary management is facilitated by the availability of packaged goods that cater to specific dietary requirements, such as gluten-free or low-sodium alternatives.

- Importance: People with dietary restrictions or health issues can discover appropriate choices that match their nutritional needs, simplifying and enhancing meal planning.

#### **Ensuring safety and maintaining high quality standards**

1. The manufacturing and packaging of packaged goods are carried out in a hygienic manner, which minimises the chances of contamination and ensures compliance with safety regulations.

- Importance: Implementing rigorous hygienic measures during the processing and packaging of food reduces the risk of foodborne illnesses, therefore guaranteeing the safety of consumers.

2. Quality control: Packaged goods are subjected to stringent quality control procedures to guarantee uniformity in flavour and quality throughout different production runs.

- Importance: Quality control procedures ensure the preservation of product integrity, ensuring that consumers obtain items that meet the highest standards.

3. Packaged foods have an extended shelf life, which helps to minimise food waste and guarantees their availability in times of emergencies or crises.

- Importance: The extended shelf life of a product helps it last longer, which means there is less need to constantly replace it and less food is wasted.

#### **Importance in terms of culture**

1. Comfort and familiarity: Packaged foods can elicit feelings of comfort and nostalgia, particularly for persons residing away from their homes or during periods of crisis.

- Importance: Familiar processed foods can offer emotional solace during periods of anxiety or longing for home, as they evoke feelings of warmth and nostalgia.

2. Culinary exploration: Packaged foods provide a diverse selection of world cuisines, enabling individuals to explore different culinary traditions without the need for travel.

- Importance: Packaged foods offer individuals the chance to explore a variety of cuisines and flavours from different parts of the world, fostering cultural awareness and culinary discovery.

3. The preservation of cultural cuisines is facilitated by packaged meals, as they enable traditional recipes to be accessible and enjoyed beyond their original location, therefore contributing to the preservation of cultural culinary traditions.

- Importance: Traditional recipes that are packaged for broader distribution play a crucial role in safeguarding culinary legacy, guaranteeing that traditional cuisines remain easily accessible and valued by future generations and across different regions.

#### **Environmental Factors**

1. Packaged foods help reduce food waste by increasing the amount of time that food can be stored without spoiling, which in turn reduces the frequency of grocery shopping.

- Importance: The increased duration that food may be stored without spoiling reduces the amount of food that is thrown away, which in turn helps to relieve environmental stress and save resources.

2. Transportation and storage: Packaged meals are easily transportable and require minimum storage capacity, making them a convenient option for persons with limited availability to fresh produce.

- Importance: Efficient packing and storage solutions have a significant impact on environmental sustainability by reducing transportation emissions and energy usage.

#### **Food preferences and limitations**

1. Addressing preferences: Packaged foods accommodate a wide range of taste preferences and nutritional requirements, providing choices such as vegetarian, gluten-free, or organic items.

- Importance: Packaged foods offer a broad range of options that cater to different dietary preferences, allowing individuals to easily locate suitable choices that correspond with their lifestyle choices and values.

2. Packaged foods cater to persons with dietary restrictions or health conditions by offering specialised options that are specifically adapted to their needs.



- Importance: Specialised packaged foods are important because they provide safe and suitable food choices for those with dietary restrictions or health conditions, therefore supporting their well-being.

These subthemes emphasise the diverse importance of packaged foods, encompassing practical advantages such as convenience and safety, as well as cultural preservation and environmental sustainability.

### Findings and Conclusions

The analysis of outcomes involves integrating empirical findings obtained from primary data gathering and correlating them with insights derived from the literature review.

Notable findings consist of:

1. Consumer preferences are greatly influenced by the packaging material, design, and labelling, which in turn affect their views of product quality, safety, and environmental effect.

Emerging trends in the packaging industry include sustainable packaging, intelligent packaging technologies, and active packaging solutions. These trends are becoming increasingly popular among consumers due to their worries about environmental sustainability and food safety.

Demographic factors such as income level have a large impact on customer readiness to pay more for package elements that are improved. On the other hand, gender and age have weaker connections with this willingness.

2. The mind-set of consumers about food has been undergoing a transformation in this era of digitalization. In the previous review, we have seen several articles covering diverse theme areas. The survey report and other related studies explore several aspects such as consumer perception and buying behaviour towards packaged food and beverages. These factors have a significant impact on the aforementioned areas.

3. The study examined the association between age, gender, monthly income, and the preference of young purchasers for packaged food items. It was observed that a significant number of young buyers placed high value on packaging and were prepared to pay a higher price for such products.

4. Consumer preferences prioritise the cleanliness and freshness of food goods, followed by cost, quality, variety, packaging, and year-round availability. The culinary preferences and habits in India, Assam, and Tamil Nadu vary due to differences in climatic conditions. In India, food preferences vary significantly based on geographical area, cultural practices, and religious beliefs. Nevertheless, a few shared characteristics encompass a predilection for rice and breads. The cuisine of Assam is influenced by its geographical and cultural variety. Rice is the primary dietary staple, and the inhabitants of Assam have a strong preference for fish, chicken, and meat-based cuisine. The culinary tradition of Tamil Nadu is distinguished by its use of rice, lentils, and coconut. Rice is the primary dietary staple, and meals are commonly accompanied by an assortment of vegetable dishes and dal.

The objectives have been classified into four categories: demographic aspects and influences, consumer perception, consumer behaviour, and purchase decisions. This categorization clearly indicates which objectives fall under each category, both at the international and national level. Popular examples of packaged foods include instant soups, canned vegetables, spaghetti, sauces, and frozen foods.

Packaged foods are extensively used in Malaysia, particularly in urban areas where hectic lives create a need for easy choices. The packaged goods market in China is seeing significant growth due to the growing urbanisation and evolving customer preferences.

The findings underscore the vital importance of food packaging in shaping consumer behaviour and driving purchase decisions in the food industry. Future research and innovation should prioritise the development of environmentally friendly packaging solutions, advanced packaging technologies, and effective marketing strategies. Food companies may enhance brand loyalty, adhere to regulatory standards, and support environmental sustainability objectives by understanding and responding customer preferences. Overall, this research improves our understanding of the complex relationship between packaging and consumer behaviour, providing significant insights that can inform strategic decision-making in the food industry.

Several research has been carried out to comprehend the impact of packaging on customers' buying choices, and several packaging elements that influence consumers' views have been found based on income. The box itself has emerged as a valuable tool for consumer marketing communications. The study indicates that packaging has a crucial function in capturing customers' attention as an integral component of a product's marketing strategy. The importance of packaging in assisting consumers by providing functionality and information has consistently been demonstrated. Undoubtedly, packaging has become an increasingly crucial tool in attracting clients and shaping their opinion, particularly based on demographic variables like as age, gender, and income.

Consumer purchasing behaviour is impacted by package attributes such as packaging material, product information, size and shape, and designs and colours. The study's findings demonstrate the significance of packaging components on both the



qualities and quality of a product in a competitive way. Income, as a demographic factor, has a significant correlation with the advantages of packing food products. Nevertheless, there is no discernible correlation between gender and age.

According to these findings, food firms can discover that it is more efficient to concentrate their marketing endeavours on packaging that appeals to their target market and customers who are prepared to pay a premium for improved packaging. By focusing on these particular demographic groups, corporations might potentially enhance brand allegiance.

The need for sustainable food packaging manufactured from recycled materials and that is biodegradable or compostable is increasing. Intelligent packaging is employed to monitor the state of food and furnish consumers with pertinent information about the item.

Active packaging is a technique employed to prolong the lifespan of food or enhance its overall quality.

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