

The Effects of surf excel packaging on consumer perception

By

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A thesis submitted to the Department of BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration

BRAC Business School
Brac University
January 2021

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Declaration

It is hereby declared that

1. The thesis submitted is my own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Approval

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Abstract

Product packaging has a huge effect in consumer mind. Consumers often motivated by product packaging in order to buy a product. Surf Excel Brand as the packaging of the product has the huge influence in consumers mind. In this paper there are 4 independent variables identified those are Product design, color, Brand Name and Brand Image which are related to the dependent variable Perception of Product Packaging. The research paper includes descriptive research and formed in total 15 structured question. There were random respondents chosen for the survey and gave the questionnaire to people on Social media sites. In total 50 respondents are collected who has successfully provided their response. There are validity and regression techniques using SPSS and it's found that both hypothesis are accepted. This Research work have the conclusion that all the variables have direct effect towards packaging and Surf Excel should consider more on these variables.

Keywords: Packaging, Surf Excel, Consumer Perception

Paper type: Research Paper

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Chapter 1

Introduction

1.1 Introduction of the study

In the present world and the global market, packaging has returned to play a great deal of vital job. Packaging is as essential as the item itself. Packaging turns into the key factor. At the point when a client enters a basic item shop packaging the prime factor which impacts the purchasing choice. In addition, it likewise makes an impression on the clients about the brand. When consumer has that option to choose product between similar features product, most of the consumers focus on which packaging attract them the most. Our research topic is to find out the effects that surf excel packaging have on the consumer perception.

The Surf brand was the main cleanser powder presented in Pakistan (1948) and India (1959). At first, Surf was situated on the spotless recommendation of "washes whitest". Be that as it may, with the development of various neighborhood cleanser producers and the section of other worldwide brands, Surf experienced different changes in its image correspondence and was supplanted by Surf Excel in 1996. This is in accordance with the Unilever worldwide correspondence stage of "Earth Is Good" for its superior cleanser brands.

1.2 Research objective

The main objective of our research is to find out **what are the effects that Surf Excel Packaging have on the consumer perception in Bangladesh.** Here, several objectives have found that will help us to get more information on our relevant topic. Beside this, the research objective is to find out-

- To know whether surf excel is inventive enough or not for accomplishing the clients consideration

- To know whether Surf Excel's following procedures are exceptional and better enough to snatch more buyers
- To know whether their advancement like TVC and pressing, nature of item can almost certainly drive more clients or not
- To realize the clients survey about the item and to get thought how much upbeat they are with this current item
- To realize who are their "potential clients" and furthermore to know how likely are clients to switch the item
- To know from clients "what changes they need for Surf Excel" for making it an ideal item

1.3 Statement of the problem

When consumer has that option to choose product between similar features product, most of the consumers focus on which packaging attract them the most. In that sense, it can be said that packaging is an important element of a product and its value rapidly growing day by day. However, most of the company do not that much focus on it. According to this, it's needed to find out the core part of problem statement which helps to find out which parts are working and focusing on. So here I am focusing on-

- Does Surf Excel Packaging play a significant role in the sales of the product in Bangladesh?
- Do Brand Image of Surf Excel have a vital role in the packaging of the product?

1.4 Scope of research

The research is basically descriptive research on the effect of packaging on consumer perception. From the study, it can be seen that the people of Bangladesh who frequently purchases surf excel where both male and female were used as sample. Here, the questionnaire

was used as primary data where 15 questions were asked to the 50 respondents. Beside this, SPSS Software was used for getting information as well.

1.5 Limitation of the Research

There are some limitations faced to do research. As a matter of first importance, I have confronted "Time Limitation" to do the task. For this time limitation, focus was on specific topic. Had deadline and within deadline had to submit it. Because of time limitation, could not collect proper information. Moreover, sample size is limited to get information from only 50 respondents and 15 questions were asked to them where 15 questions and 50 respondents was not enough to get proper information.

1.6 Significance of the study

Packaging is a key promoting instrument and it influences shoppers buy propensities. Also, it straightforwardly impacts clients to purchase items. Our minds respond to various improvement and shading, size, marks on the packaging can broadly influences our purchasing choices. Most extreme clients in Bangladesh purchase rolls straightforwardly from racks not knowing the brand itself or not having enough reference. If we talk about detergent it impacts is more.

1. Because of the absence of concentrates numerous organizations neglect to comprehend the significance of packaging, consequently appropriate research and study will help organizations know about the significance
2. Future organizations can take suggestions from our research
3. Organizations will almost certainly comprehend the buyer discernment better
4. Understudies can gain proficiency with the impacts of packaging on buyers and how to adjust them too.

1.7 Definition of terms

SPSS: Statistical Package for the Social Sciences. This software is used by the market researchers, government, survey companies etc.

Absolute threshold: Absolute threshold is the smallest measure of an upgrade that an individual can distinguish a fraction of the time.

Dogmatism: It is the outflow of an assessment or conviction as though it were a reality.

Chapter 2

Literature review

Literature review serves as an indication of the main covered topics in this term paper which can be related with literatures, articles, journal papers, books etc. As there are no specific research papers on packaging of Surf Excel so I have used the topics in different journals, papers and articles etc. which relate to it. Packaging acts multidimensional functions. It offers knowledge about the product and organization, a technique to communicate with consumers and safeguard to the quality of product (Silayoi & Speece, 2007). According to Rita Kuvykaite (2009) the study reveals the self-service and changing consumers' lifestyle having the ultimate effect on consumer choice. Increase in impulse buying behavior labeling is also communicating to the customer. Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2013), integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision (Ahmed & Kazim, 2011). The consumers purchase more quantity of the products, after looking a well-labeled product. Therefore labeling influences the consumer buying behavior, but there are

some other factors also, which influence the consumer buying behavior (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013).

According to Butkeviciene, Stravinskiene and A. Rutelione (2008), impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahmad (2011), integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision (Ahmed, Arif & Meenai, 2012).

Chapter 3

Conceptual Framework & Hypothesis

3. 1 Research Model

For this project, a research model used to show the variables and how they are related to each other. The research model is given below.

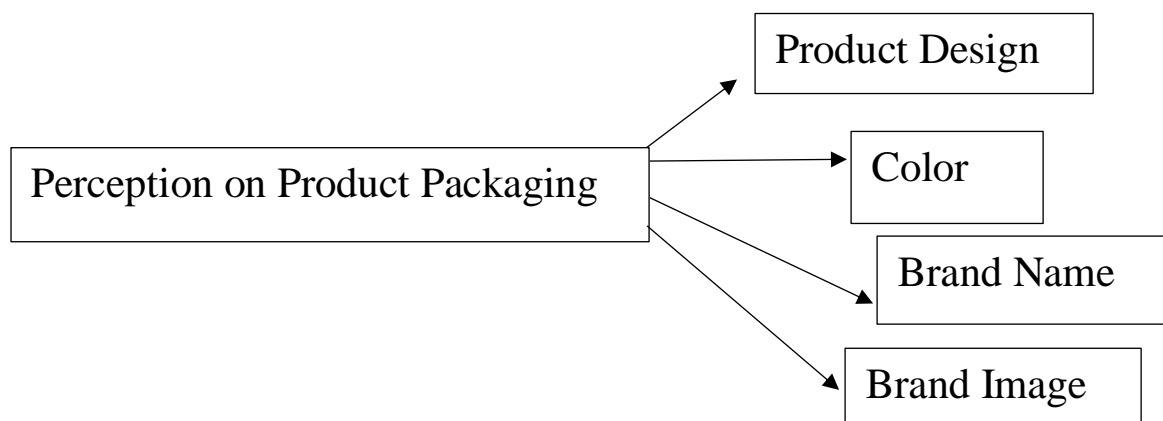


Figure 1: perception on product packaging

In this model, total 5 variables are found that is directly related to the topic “Consumer Perception of Packaging of Surf Excel”. Two types of variables were used, **Independent Variable** and **Dependent Variable**. **Perception on Product Packaging** is the only independent variable in the research work. The other 4 variables **Product Design, Color, Brand Name, and Brand Image** is used as the dependent variable.

The description of the variables of the conceptual framework is given below.

3.1.1 Product Design

Product Design works as one of the important factors in terms of building up perception about a product in consumers mind. For products like Surf Excel, Product design is a key factor as consumers tend to buy detergent because of their attractive product design and shapes. According to perceptual vision, marketers relies heavily on visualizing elements in order to showcase the product as consumer takes the perception mostly from visualized elements. That is why, Product design is important.

3.1.2 Color

Color perception is a rather popular topic in marketing and consumer behavior. (E.g. Grossman and Wisenblit, 1999; Kotler, 2003; Solomon, 2004; Hawkins, Best and Coney, 2004; Fill, 2006). Color also have important role for Surf Excel in order to have positive effects on consumer perception. Most consumers hold a good perception on colorful things that is why marketers emphasizes more on color. Especially for detergent products, marketers hold attention of customers by using color. That is the reason Surf Excel are color conscious on their product.

3.1.3 Brand Name

Brand Name is also an important parameter for creating consumer perception about a product. Consumers tend to buy products from reputed brands. People buy Surf Excel because of the brand name. Therefore, Brand name is important.

3.1.4 Brand Image

Brand Image plays a vital role for building consumer perception towards a product. Positive word of mouth, quality of products and services, helps to develop a positive brand image among consumers which encourages customers to have strong perception towards the brand. That is why, Brand Image has an important role in packaging.

3.1.5 Perception on Product Packaging

Perception of Product Packaging is the only dependent variable used in our research project. For Surf Excel, Perception of consumer towards the product packaging has a huge impact on the sales of the product. Positive perception has helped a lot to increase the sales of their product. However, they are currently facing problems as their amount of sales decreased a lot because of the change of perception of the consumers.

3.2 Hypothesis

Based on the variables, I have come through some of the hypothesis which is given below.

H-1. Surf Excel Packaging plays a significant role in the sales of the product in Bangladesh.

H-2. Brand Image of Surf Excel has a vital role in the packaging of the product.

Research Question

What are the effects that Surf Excel Packaging has on the consumer perception in Bangladesh?

3.3 Operationalization of Variables

In this stage, it is shown how the variables are operationalized in our research work. The variables are organized in the several statements of the questionnaire which is given below.

1. Gender
2. Age Group
3. Occupation
4. Income.
5. Do you purchase Detergent powder?
6. How frequent you purchase Detergent in a month?
7. Do you purchase a detergent by looking at its brand name with the influence of the packaging?
8. Do you like the packaging of Surf Excel detergent powder?
9. Do you feel the comfortable with the packaging color of Surf Excel?
10. Do you think the package of Surf excel help to recognize the product over other competitors?
11. Do you think enough information is provided in Surf excel packages about the ingredients of the product?
12. . Do you think that Surf Excel has properly segmented its packet size according to the need of consumer?
13. Do you think the packaging of Surf excel is better that the other detergent company in the market?
14. Do you think Surf Excel should change its existing package?
15. If the existing packet of Surf Excel has been changed, do you like to buy this product?

Finally, several recommendations are taken from the sample respondents regarding how Surf Excel can improve their packaging and what measures should be taken to improve their packaging. This will surely help in the study to reach conclusion and give proper recommendation that will be helpful for the company.

Chapter 4: Research Methodology

4.1 Methods of research

To conduct the research, primary and secondary research have been done

Primary research	Secondary research
Survey	Journal, conference paper

4.2 Respondent and sampling procedures

Here unknown sampling or Non probability sampling have used for conducting the research.

When I was conducting research mainly focused on the customers who are familiar with existing detergent company of the market. Moreover I have taken respond from the 50 person to conducting the research.

4.3 Research instrument and questionnaire

To conduct the research, taken the help of SPSS (Statistical Package for the Social Sciences) software. Moreover our questionnaire have 15 question out of them the question types are:

Question type	Number of question
Nominal	3
Ordinal	3
Scale	9

Table 1: Research Instruments

4.4 Data collection procedures

For conducting the survey, have taken the help of google docs to collecting the data. I have made a docs form and send it to the respondents and they fill the form and submit through online.

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Please indicate your gender	50	1	2	1.64	.485	.235
Valid N (list wise)	50					

Table 2: Data Collection Procedure

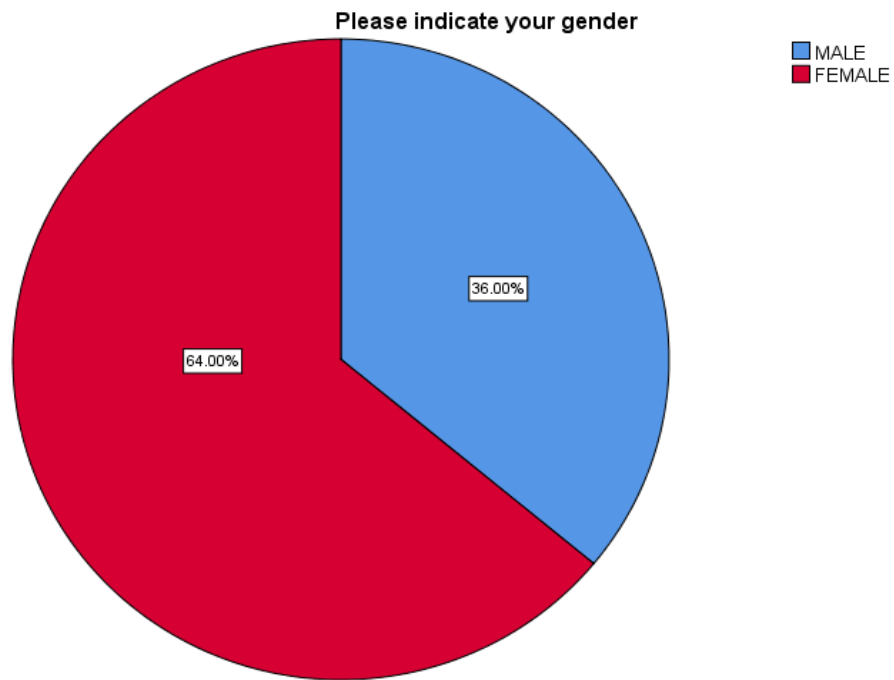
Descriptive Statistics

Please indicate your gender

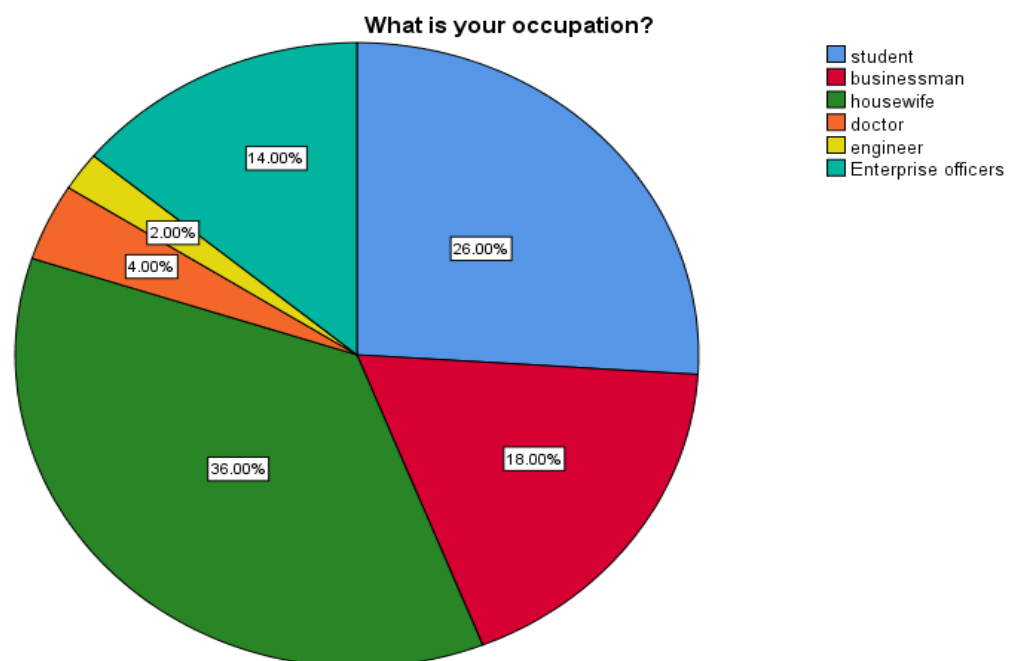
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	18	35.3	36.0	36.0
	FEMAL E	32	62.7	64.0	100.0
	Total	50	98.0	100.0	
Missing	System	1	2.0		
Total		51	100.0		

Table 3: Descriptive Statistics

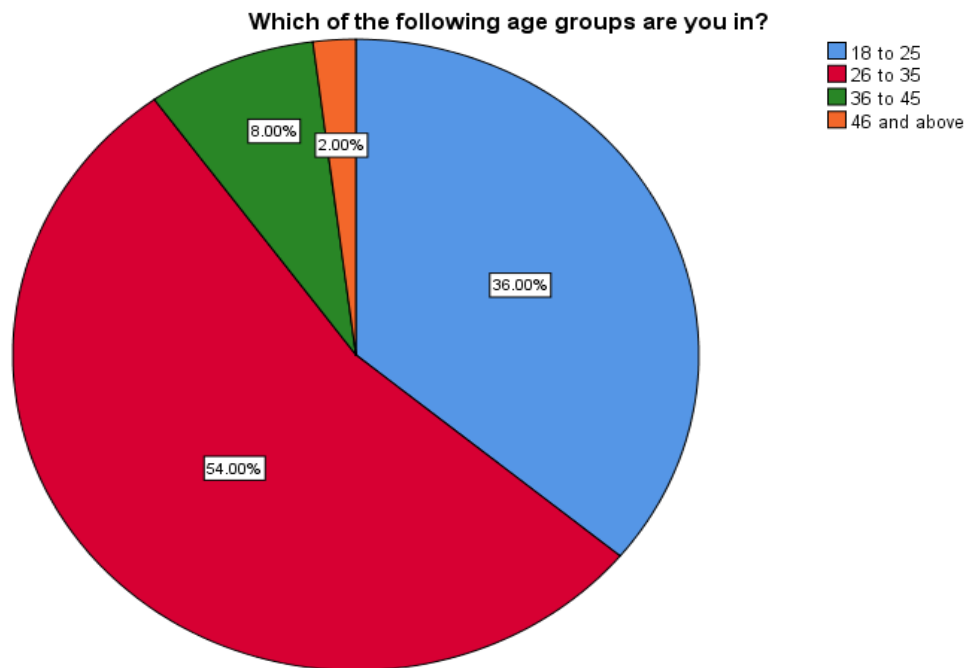
Question 1



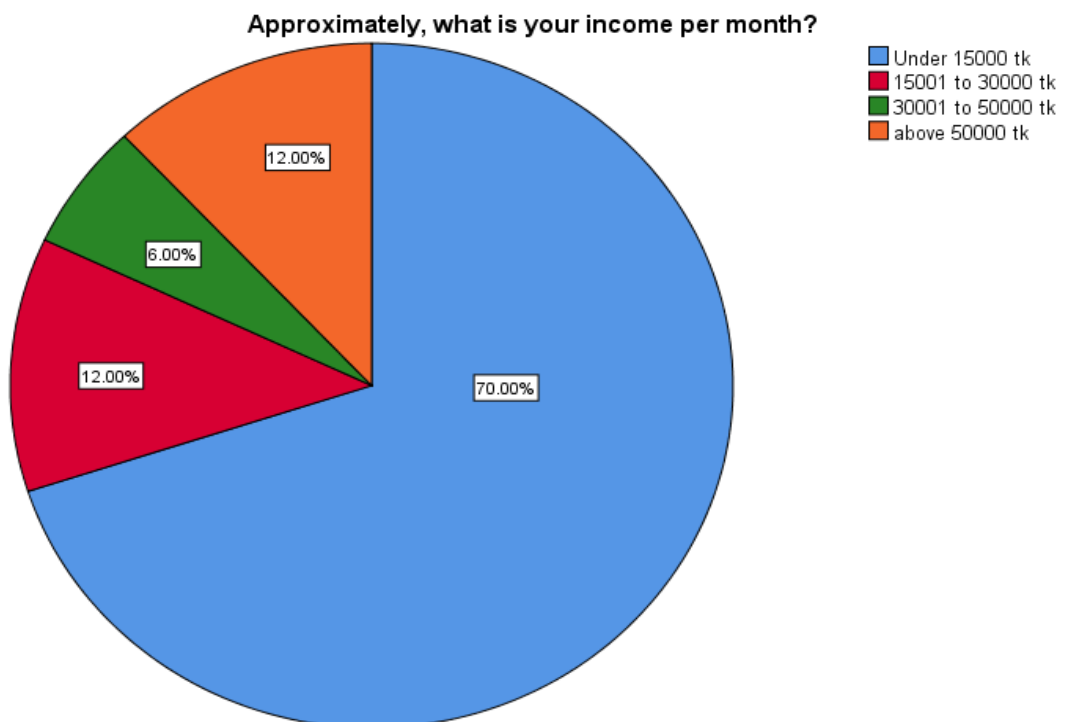
Question 2



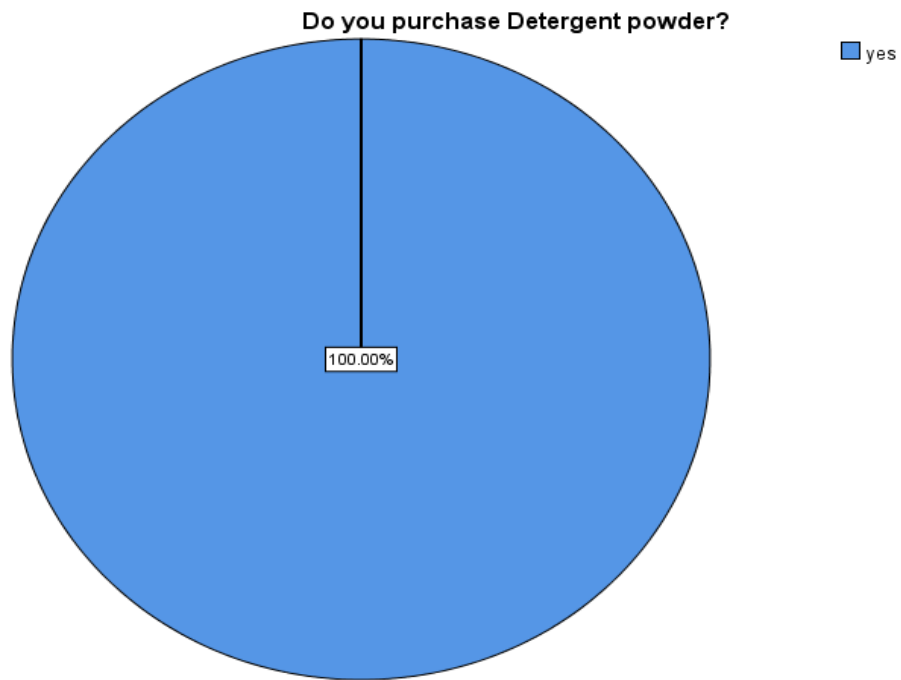
Question 3



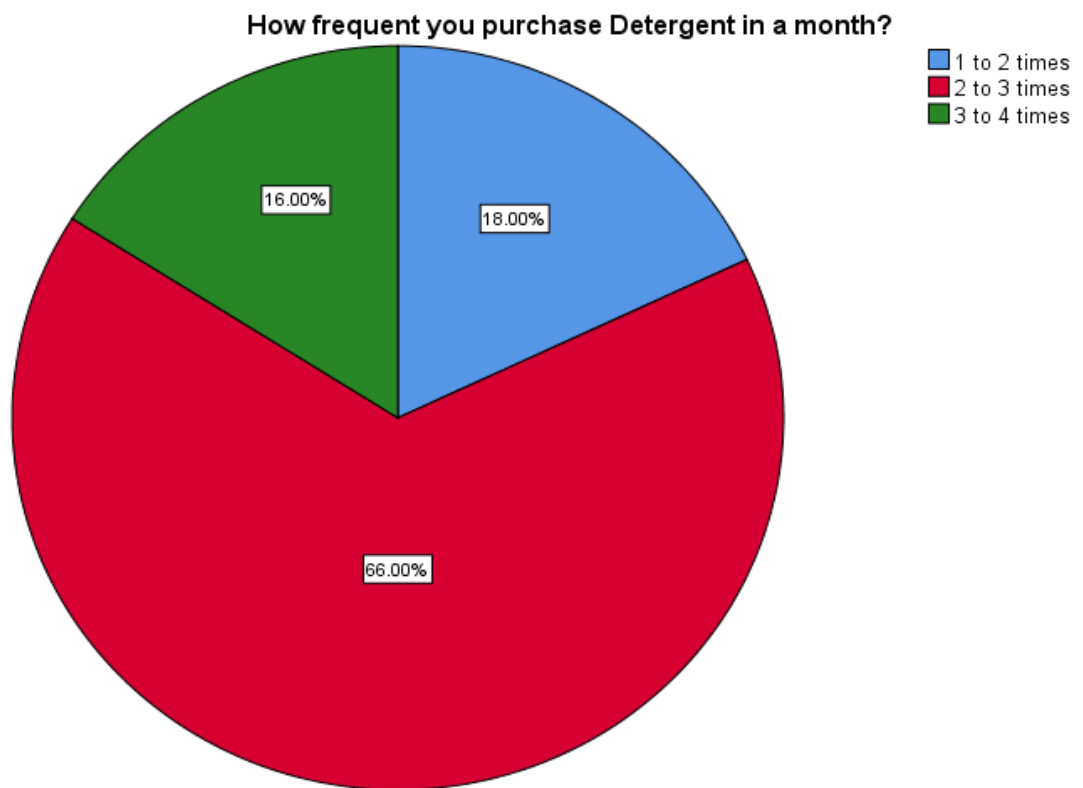
Question 4



Question 5

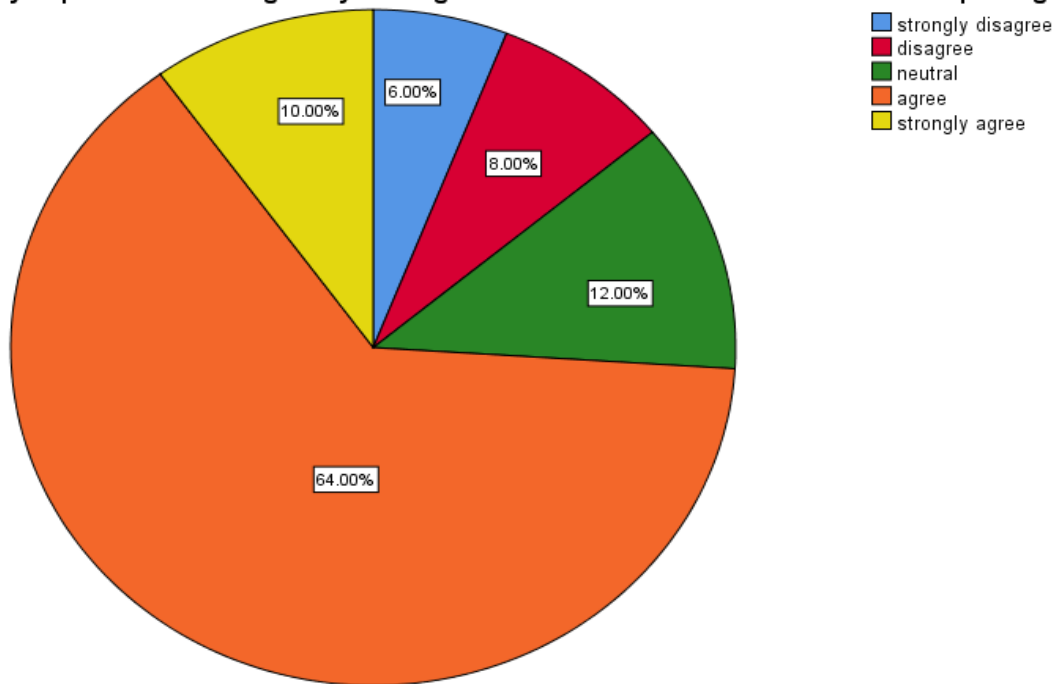


Question 6



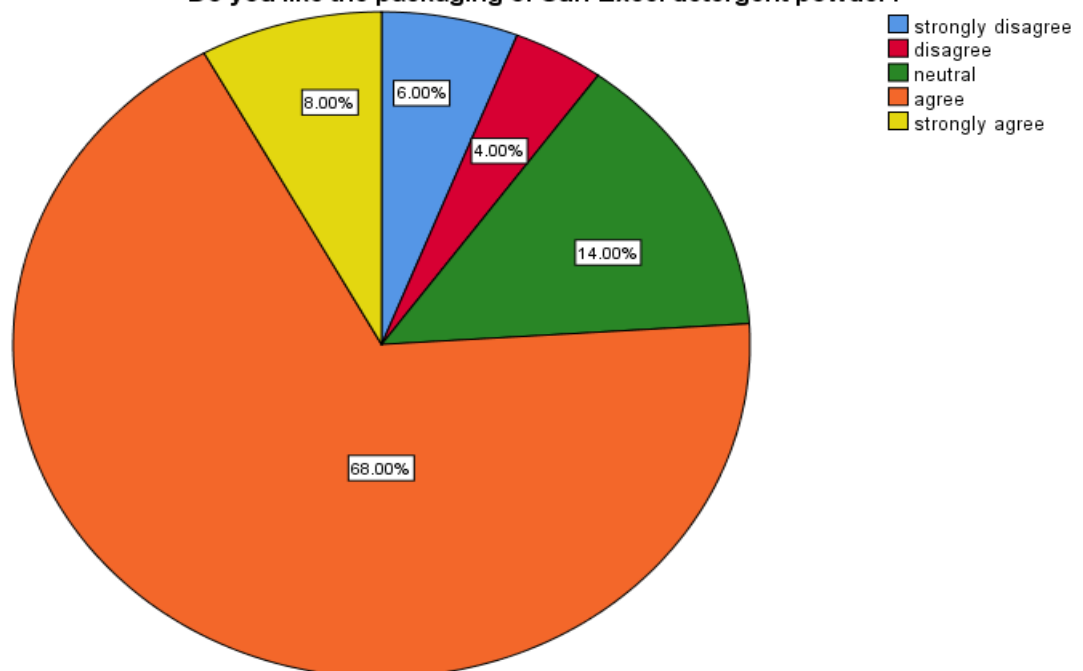
Question 7

Do you purchase a detergent by looking at its brand name with the influence of the packaging?



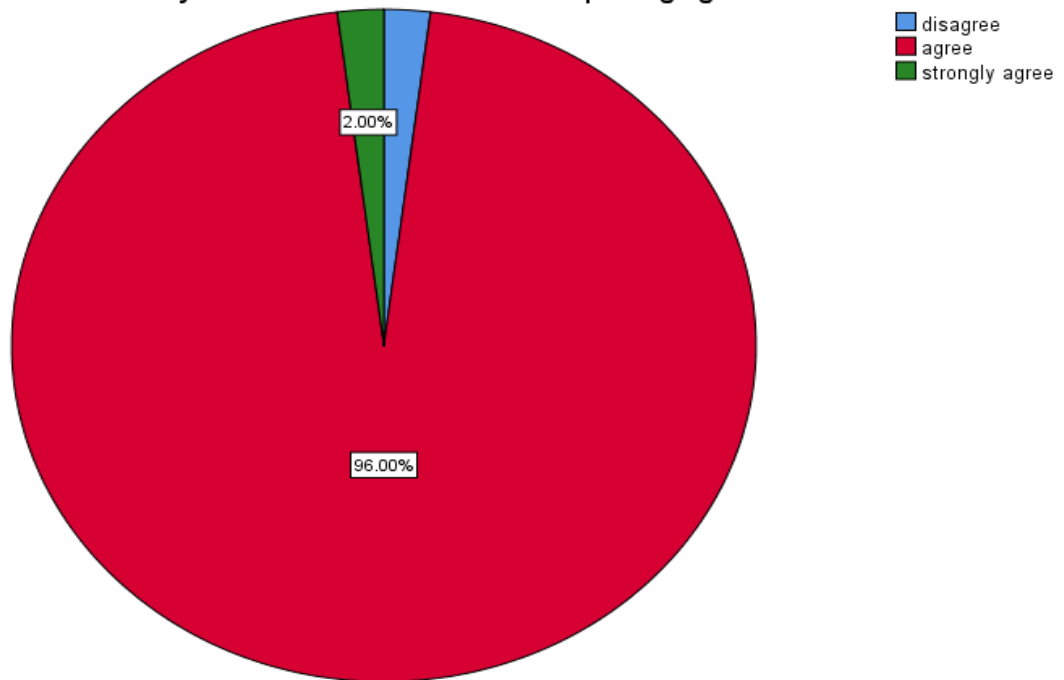
Question 8

Do you like the packaging of Surf Excel detergent powder?



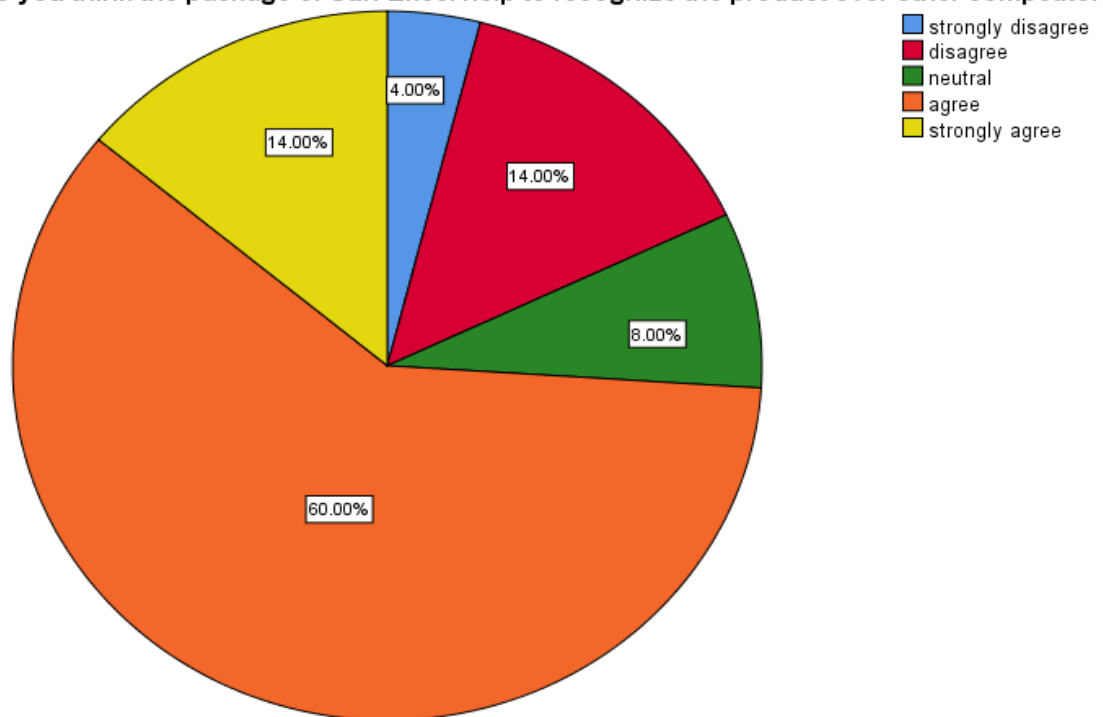
Question 9

Do you feel the comfortable with the packaging color of Surf Excel?



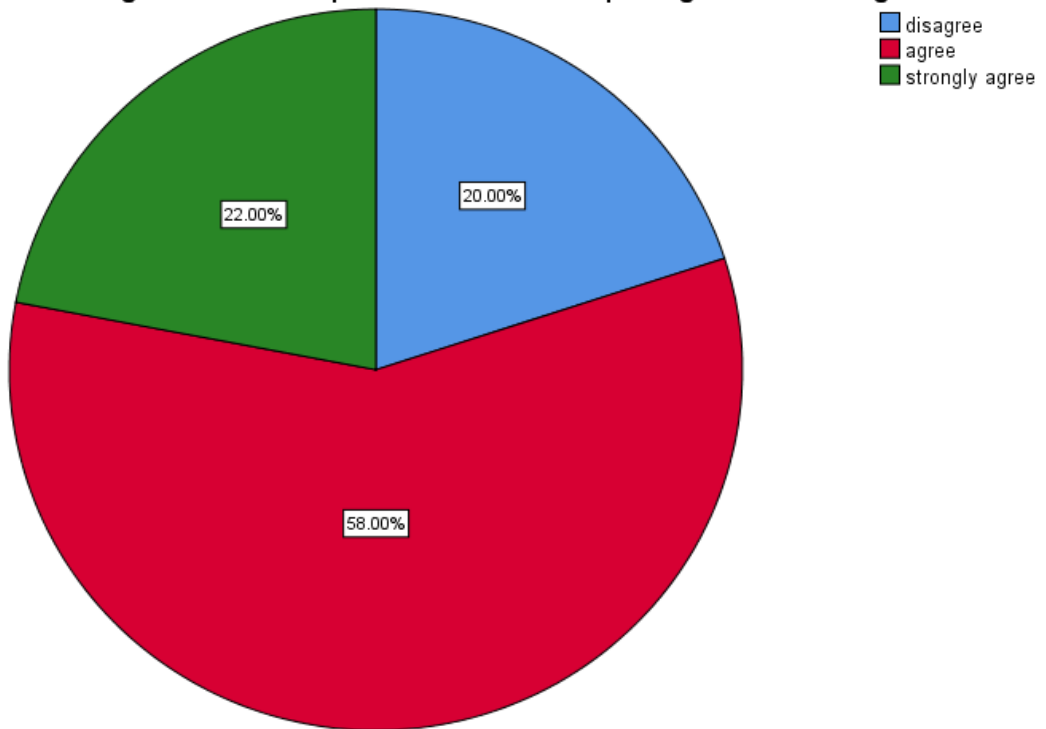
Question 10

Do you think the package of Surf Excel help to recognize the product over other competitors?



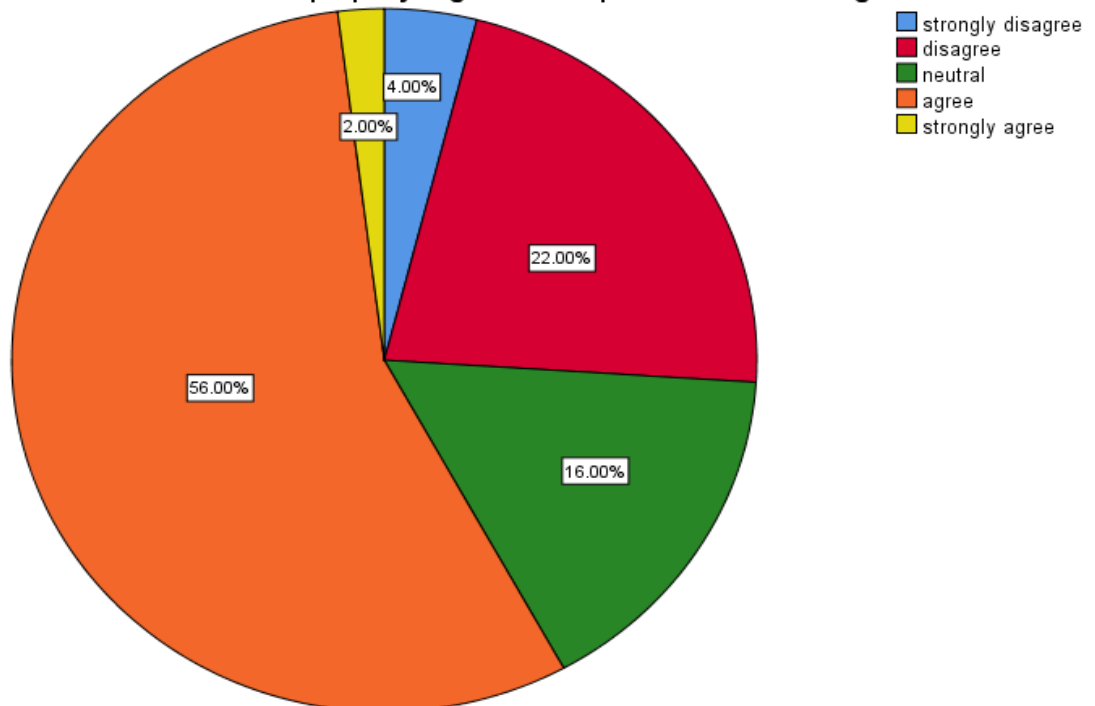
Question 11

Do you think enough information is provided in Surf Excel packages about the ingredients of the product?



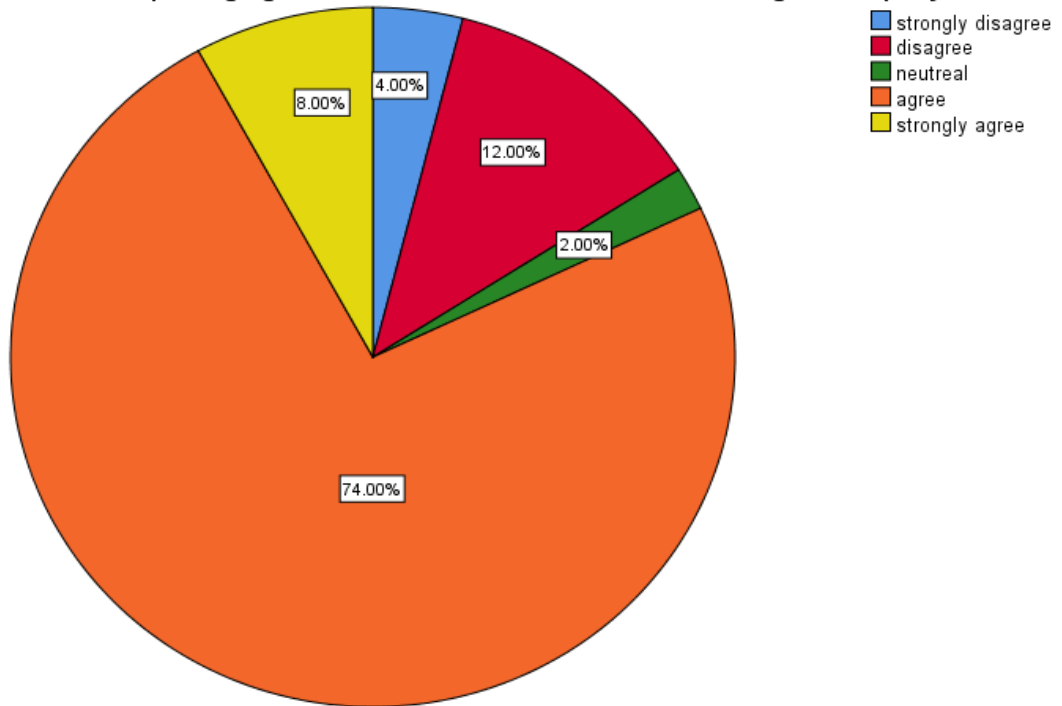
Question 12

Do you think that Surf Excel has properly segmented its packet size according to the need of consumer?



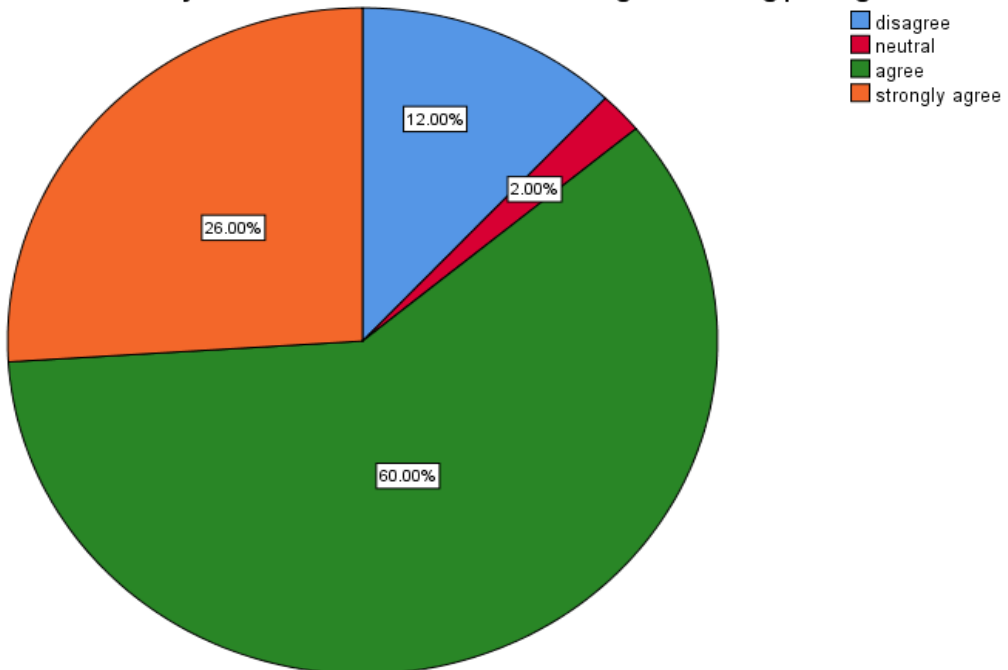
Question 13

Do you think the packaging of Surf Excel is better than the other detergent company in the market?



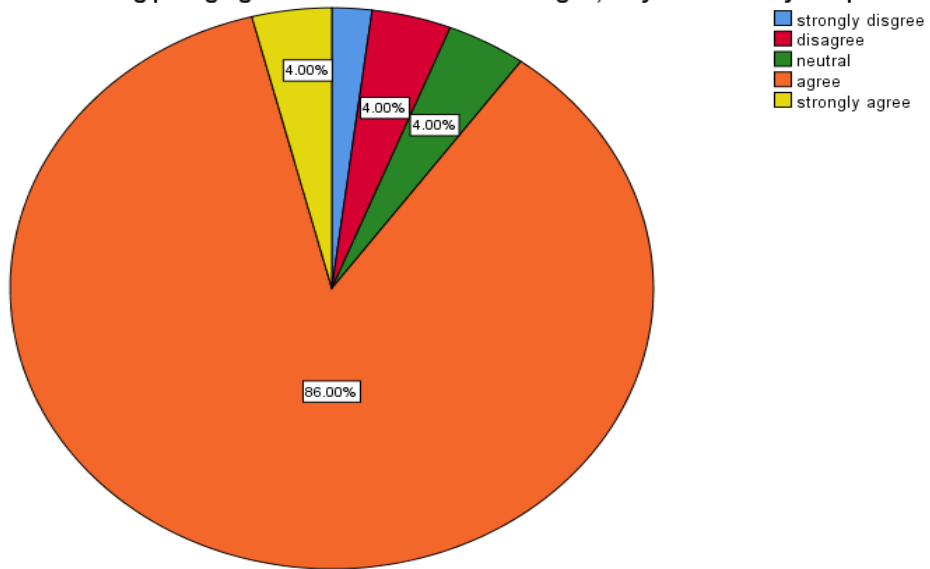
Question 14

Do you think Surf Excel should not change its existing package?



Question 15

If the existing pacaging of Surf Excel has been changed, do you like to buy this product?



Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded	0	.0
	Total	50	100.0

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.591	.541	14

Item Statistics			
	Mean	Std. Deviation	N
Please indicate your gender	1.64	.485	50
Which of the following age groups are you in?	1.76	.687	50
What is your occupation?	2.94	1.910	50
Approximately, what is your income per month?	1.60	1.050	50
How frequent you purchase Detergent in a month?	1.98	.589	50
Do you purchase a detergent by looking at its brand name with the influence of the packaging?	3.64	.985	50
Do you like the packaging of Surf Excel detergent powder?	3.90	.580	50
Do you feel the comfortable with the packaging color of Surf Excel?	3.98	.319	50

Do you think the package of Surf Excel help to recognize the product over other competitors?	3.66	1.022	50
Do you think enough information is provided in Surf Excel packages about the ingredients of the product?	3.82	1.004	50
Do you think that Surf Excel has properly segmented its packet size according to the need of consumer?	3.30	.974	50
Do you think the packaging of Surf Excel is better than the other detergent company in the market?	3.70	.931	50
Do you think Surf Excel should not change its existing package?	4.00	.881	50
If the existing packaging of Surf Excel has been changed, do you like to buy this product?	3.86	.639	50

Inter-Item Correlation Matrix

	Please indicate your gender	Which of the following age groups are you in?	What is your occupation?	Approximately, what is your income per month?	How frequent you purchase Detergent in a month?	Do you purchase a detergent by looking at its brand name with the influence of the packaging?	Do you like the packaging of Surf Excel detergent powder?
Please indicate your gender	1.000	.409	-.046	-.168	.117	.108	.087
Which of the following age groups are you in?	.409	1.000	.051	.062	.089	-.040	-.010
What is your occupation?	-.046	.051	1.000	.537	.090	.108	-.300
Approximately, what is your income per month?	-.168	.062	.537	1.000	-.046	.055	-.469

How frequent you purchase Detergent in a month?	.117	.089	.090	-.046	1.000	-.013	-.006
Do you purchase a detergent by looking at its brand name with the influence of the packaging?	.108	-.040	.108	.055	-.013	1.000	.079
Do you like the packaging of Surf Excel detergent powder?	.087	-.010	-.300	-.469	-.006	.079	1.000
Do you feel the comfortable with the packaging color of Surf Excel?	-.048	-.022	.166	.220	-.220	-.153	-.342
Do you think the package of Surf Excel help to recognize the product over other competitors?	-.334	.027	.031	.023	-.045	.099	-.093

Do you think enough information is provided in Surf Excel packages about the ingredients of the product?	-0.262	.202	.133	-.012	-.006	-.005	.074
Do you think that Surf Excel has properly segmented its packet size according to the need of consumer?	-.544	-.073	.109	.080	-.096	-.013	.090
Do you think the packaging of Surf Excel is better than the other detergent company in the market?	-.244	.172	-.033	-.104	-.048	.169	.094
Do you think Surf Excel should not change its existing package?	.000	.236	.061	.088	.079	.282	-.080

If the existing packaging of Surf Excel has been changed, do you like to buy this product?	-.166	.154	-.107	-.176	.047	.243	.072
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Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.127	1.600	4.000	2.400	2.500	.906	14
Item Variances	.876	.102	3.649	3.548	35.908	.752	14

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
43.78	27.196	5.215	14

4.5 Quantitative Analysis

4.5.1 Absolute threshold

In question 10, it was asked do you think the package of Surf Excel help to recognize the product over other competitors. In reply 60% of them are agreed that the packet color of Surf Excel help them to recognize the product over other competitors. Which is basically tells us that for the different types of color on the Surf Excel packets it is easy to recognize over other

competitors. Moreover, this scenario tells us that for the Absolute threshold it is easy to recognize their product over other competitors.

4.5.2 Verbalizers

In question 11, it was asked to the respondents about do you think enough information is provided in Surf Excel packages about the ingredients of the product. In reply most of them (58%) are agreed that they are provide enough information in the packaging which represents Consumers cognitive factors: Verbalizers. As Surf Excel gives enough information about the ingredients of the product which is satisfied 58% of our respondents that resembles that they are agreed that Surf Excel are providing enough verbalize information on their products.

4.5.3 Utilitarian

In the question number 15, it was asked to the respondents about if the existing packet of Surf Excel has been changed, do you like to buy this product? In the reply most of them are agreed (86%) to purchase the product again. This represents one of the basic motivational function utilitarian. Utilitarian gives emphasize on how the product useful to them. Moreover, by the reply of them I can relate that for the utilitarian function they will purchase the product again

4.5.4 Dogmatism

In the question number 15 it was asked to the respondents about if the existing packet of Surf Excel has been changed, do you like to buy this product? In the reply most of them are agreed (86%) to purchase the product again. This represents one of the personality traits Dogmatism. Moreover it is try to say that they are very much rigid about this brand. Whatever the brand do with the product they will not switch.

4.5.5 Product Specific Goals

In the question, it was asked them about do you purchase a detergent by looking at its brand name with the influence of the packaging? In reply 64% of them replied that they are agree with influence of brand name and packaging. So this refers that they are more product specific regarding wash the cloths. If they are not influenced by the brand name we can understand that they are not influenced. However the survey has told that they are more product specific.

4.6 Descriptive analysis for demographic factors

From the survey, it was found out that there are 18 male and 32 female. The percentage are 36% and 64% respectively. Moreover, most of the respondents are house wife around 36 % in the survey. Moreover, most of their age between 26 to 35 and average monthly income of them are under 15000 taka.

4.7 Hypothesis Testing

Hypothesis 1

Surf Excel packaging plays a significant role in the sales of product in Bangladesh. From our survey in question 8 and 9 most of them are agree about this statement.

Do you like the packaging of Surf Excel detergent powder?

Most of them are agree about 68% of them are agree.

Do you feel the comfortable with the packaging color of Surf Excel?

Most of them are agree about 96%of them are agree.

Hypothesis 2

Brand image of Surf excel have a vital role in the packaging of the product. In our survey question 9, I have asked about do you think the package of Surf Excel help to recognize the product over other competitors.

60 % are agree which significantly tells us that they are agree with this hypothesis statement.

Moreover the Cronbach's Alpha is .591 which is close to 0.6. That refer that our significance level relate to hypothesis is accepted. Moreover our hypothesis is **alternate hypothesis**, hence the relation is positive.

One tailed test

I have done one tailed test hence we know the direction and variables and the relation among them.

Chapter 5: Conclusion and future work

5.1 Summary on the Findings

The result of the demographic factors shows that majority of the respondents are youth, & they belongs to the age group of 18-25 are (36%) & next belongs to 26-35 age group holder(54%),36-45 age groups (8%),46-above(2%). Among them male responders were 36% and females were 64%. Home care products are taking high percentage in market. Students, housewife's, businessman, doctor engineer and enterprise officers are involve in this practices. In this survey the percentage of housewife is high (36%), Student responders are (26%), businessman are (18%), doctors are (4%), engineer are (2%) and enterprise officers are (14%). Income has a vital role to fill up the survey form/questionnaire. According to the income level a person can choose his/her right product. Which helps them to maintain its buying process, choosing brands &many, e.g.: A high income person always preferred branded & quality products where a middle income level person also uses branded product which permits his/her pocket. It guides the responders to go to the depth of the questionnaire & helps to answer properly. Maximum responses came from the people whose income per month is below 15000TK which is 70%. Income level between 15001-30000 TK responses (12%), 30001-50000Tk responses (6%) and above 60000TK responses (12%). 100%

people uses detergent powder. Monthly they purchase detergent for 1 to 2 times (18%), 2 to 3 time (66%) and 3 to 4 times (16%). It's purely a house-hold product. People use this to wash their clothes, so they choose good quality otherwise their clothes will be hell. It can be found in the survey that 68% respondents who likes the packaging of surf excel, 14% neutrally agrees, 8% strongly agree, 4% disagree and 6% responders strongly disagree. People's liking of the packaging is very important for a brand. For this packaging's color is very important. 96% people are comfortable with the packaging color of surf excel in the survey. In the survey, it was asked if people think enough information is provided in surf excel packages about the ingredient of the product.58% respondents agreed, 20% disagreed and 22% strongly agree. In the survey it was asked if people think the package of surf excel help to recognize the product over other competitor, 60% agree and 14% disagree. In the survey it was asked if people think that surf excel has properly segmented its packet size according to the need of consumer .56% respondents agree to this. 74% people agreed that the packaging of surf excel is better than other detergent company in the market, 12% disagree, 4% strongly disagree, 2% strongly agree and 16% are neutral. In the survey, it was asked if people think surf excel should not change its existing package. 60% agree 26% strongly agree, 12% disagree. In the survey questionnaire, it was asked people if the existing packaging of surf excel has been changed ,do you like to buy this product,86% agree4% strongly agree and 4% disagree. This implicates that there is positive relation between variables .So the null hypothesis is positive.

5.2 Recommendations

The respondents were requested to give suggestion on bundling and what makes them detest a particular bundling. Along these lines, subsequent to perusing every one of the appropriate responses and conclusions and the after the exploration passed on where I have couple of suggestions for the neighbourhood Bangladesh scone brands to build their benefit and deals. In

the wake of experiencing every one of the given reactions and furthermore perusing optional information from various sources the accompanying suggestions are given

5.2.1 Ensuring product safety through packaging : As the consumers are willing to pay price for the packaging so I will recommend that the packaging should be done in a way that suppose someone open Surf excel for once and the detergent comes out and fall all around. It should be done in a way so that people can open it without thinking if the product will fall out or not.

5.2.2 Eco-friendly Packaging: To achieve sustainable packaging design, surf excel can be guided by The 5 Rs: Remove, Reduce, Reuse, Recycle and Recover. People nowadays conscious about environmental friendly product and look for product with packaging that are environmental friendly. Plastic packaging is not recyclable. Also plastic causes sewage blocking. So, surf excel should think of such eco-friendly packaging that can make customer increasingly happy with the item.

5.2.3 Packaging should be comfortable enough for the consumers to carry: The packaging should be done in such way so that anyone can carry it easily. It should be packages in such shape and size so that anyone can carry it in his or her bag in comfortable way. So that people who travel them also can take it easily in their bag.

5.2.4 Zipper Bag: Zipper bags can an innovative way of detergent packaging. This will increase the sale of detergent as people will find it handy. It will be easy to use for the people.

5.2.5 Container: Most of the people don't like the plastic packaging because they can't store the product for longer period. So, if surf excel changes their packaging from plastic to container this would attract many customers and thus their sales can be increased.

References

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Appendix A.

Packaging of Surf Excel in Bangladesh

This research is done only for academic purposes, I will not reveal any kind of information from the research work. All the data provided will be protected and remain confidential.

1. Please indicate your gender

--- Male

---Female

2. Which of the following age groups are you in?

--- 18-25

--- 26-35

--- 36-45

--- 46 and above

3. What is your occupation?

--- Student

--- Businessman

--- Housewife

--- Doctor

--- Engineer

--- Enterprise officers

--- Others

4. Approximately, what is your income per month?

--- Under 15000 taka

--- 15001 to 30000 taka

--- 30001 to 50000 taka

--- More than 50000 taka

5. Do you purchase Detergent powder?

--- Yes

---No

6. How frequent you purchase Detergent in a month?

--- 1 to 2 times

--- 2 to 3 times

--- 3 to 4 times

7. Do you purchase a detergent by looking at its brand name with the influence of the packaging?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

8. Do you like the packaging of Surf Excel detergent powder?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

9. Do you feel the comfortable with the packaging color of Surf Excel?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

10. Do you think the package of Surf Excel help to recognize the product over other competitors?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

11. Do you think enough information is provided in Surf Excel packages about the ingredients of the product?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

12. Do you think that Surf Excel has properly segmented its packet size according to the need of consumer?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

13. Do you think the packaging of Surf Excel is better than the other detergent company in the market?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

14. Do you think Surf Excel should change its existing package?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree

15. If the existing packet of Surf Excel has been changed, do you like to buy this product?

--- Strongly agree

--- Agree

--- Neutral

--- Disagree

--- Strongly disagree