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Influence of package size on consumer buying decision

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Abstract

When consumer goes for shopping for general groceries or fast moving consumer goods they have lots of choice. Choice includes variety of flavors, size and price differences. Consumer need to decide which product to buy, which flavor and which size. If requirement is affected by income of consumer, consumer will buy the product which suits their pocket i.e. low income consumer will buy small size and high income earning consumer will buy large size products. Same is case with family size, family with large number of people will buy large size products and family with small number of people will buy small size of products. Package size has a great role to play in consumer buying decision. Relationship between package size and consumer buying decision is an important aspect of consumer buying behavior. In this research the main topic to be addressed is the influence of package size on consumer buying decision.

Keywords: Package size, Consumer buying decision, Buying behavior

1. Introduction

Prior work on consumer decision making has focused on use of large size package, large packages might be expected to encourage greater use is because consumers would be less concerned about running out of the product (Folkes, Martin, and Gupta (1993)). This means consumer prefer to buy large size package so that they don't have to buy the product again and again as it is finish off. So to have sufficient supply of stock at home consumer prefers to buy large size package.

The greater the supply of a product (e.g., large package), the lower the transaction (replacement) costs for using the product and the greater the volume people are willing to use (Lynn 1992; Worchel, Lee, and Adewole 1975) .Generally Consumer looks cost factor before purchasing a product i.e. is large size package are purchased as their per unit cost will be less eventually saving money for consumer and increasing purchasing power for consumer. For example 1 kg washing detergent cost \$10 and 2 kg washing detergent cost \$17, so consumer will prefer to buy 2 kg instead of 1 kg washing detergent.

These research work focuses on large size package are economical and consumer purchase large size package rather than small size to reap the benefit of per unit less cost. If consumer will buy large size package they can save their money, in the form of less replacement cost. This type of purchase focuses on economies of scale which means large units gives more per unit benefit than small units.

On the other hand there are some authors who believe small package will help in self – control and self-regulation. Those consumers who want to control their purchasing and habit will purchase small package instead of large package.

Small packages may act as a kind of external control, which can substitute for internal control of self-regulation (Fishbach and Trope 2005). Consumer, who wants to restrict themselves from certain products, will buy products in small package to impose self –control condition on them. Small packages helps consumer to buy in small quantity, which directly helps consumer to consume in small quantity, ultimately consumer enjoys self regulation condition which otherwise they want be able to regulate if they purchase large size products. This means package size can influence consumer in buying process. Package size can play an important role in choosing the product, as per need consumer chooses the package size.

Consumers are willing to pay price premiums for smaller packages of tempting products to voluntarily impose constraints on the amount consumed (Werthenbroch 1998). Consumer deliberately purchases products in small package to impose condition of self-control on them. Small package contains small quantity so consumer will consume small ultimately level of consumption will be also less resulting in self regulation. Consumer by purchasing small size is paying extra money for the product because small size package are more costly

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than large size products. By paying more consumer are getting less quantity, still consumer are buying it to impose self-control.

Consumer may voluntarily ration their purchase quantities of certain popular goods to control consumption by imposing transactions costs and perhaps associated feelings of guilt on additional consumption (Wertenbroch 1998). Self minimizing purchase by consumer is done by purchasing small size package of the products. Less quantity will encourage consumer to consume less and consumer voluntarily impose self-regulation on them. For example if price of cartoon of cigarette is \$100 (10 packets per cartoon) and single pack of cigarette cost is \$15, but consumer will buy single pack of cigarette worth \$15 to impose self-regulation. But if they buy the full cartoon they may save \$50 (on purchase of 10 pack of cigarette). To control cigarette smoking consumer will pay extra and buy small package size.

As per this literature review consumer prefers to buy large size package to save money and time on the other hand consumer prefer to buy small package to impose self-control condition.

This literature doesn't focus on the demographic classification of consumer and their buying behavior regarding package size. I suggest that there is difference in buying behavior between male and female regarding package size buying decision. Both male and female will buy large size package to save money and time, but I suggest their might be change in the case small package buying, which helps in imposing self-control condition. Male will not follow buying of small package for self regulation as positively as females will do. Female will purchase small package to impose self constraint themselves from buying more, but male will still buy small package in more number as compare to female.

Small package helps female to impose self-regulation more positively as compare to male, who may purchase more small packets resulting in less self-regulation overall. My argument is based on the fact that male generally has less self-control over certain products like cigarette and tobacco as compare to female who can control their buying behavior more strongly.

Self regulation is imposed on the products which harm our body if consumed excessive in quantity. Small package helps to impose self regulation, but more in case of female and less in case of males.

Research question

My topic of research is influence of package size on consumer buying decision. Both large and small size package has different influence on consumer buying behavior. Both male and female also reacts with different size of packages while purchasing the products.

My research question is small package will create less self-regulation in the mind of male and will create more self-regulation condition in mind of female consumer. The degree of self -regulation while buying small package will vary between male and female.

Female will purchase small size package to impose self-regulation on them, this will on regularly basis and more persistently, while male will purchase small package to impose self -regulation but they after use of one pack will buy other frequently so the degree of self-regulation is less as compare to female.

Female are more conscious when buying small size products because they want to impose self-regulation restriction. But male due to anxiety will purchase more of small size package, which will not really help in creating self-regulation condition.

Package size really matters when consumer goes for purchasing the products. Gender differences also influence the decision of package size, especially when consumer chooses small package for imposing self-regulation on them.

The research preposition

The research preposition for the topic influence of package size on consumer buying decision will be discussed here. This research suggests that there is influence of package size on consumer buying behavior. Consumers always have to choose from various size of product available to them. Either they can choose large size products and enjoy per unit less cost or consumer can choose small size product to impose self-regulation and try to control their over usage of the product.

But under small size package size there is difference in purchasing decision among male and female. Small size package impose self-regulation on both male and female but the degree may vary. Male are less impose to self-regulation while purchasing small size packages, as they can buy more of small size packages resulting in less self -regulation. But on the contrary female impose self-regulation by purchasing small size package.

Hypothesis is developed as under:

H1: Package size influence consumer while taking purchase decision.

This hypothesis states that package size influence consumer while taking purchase decision. Consumers always choose from large and small size package. Large size package attract consumer with less per unit cost and less replacement cost, on the other hand small size package impose self regulation on consumer.

The second hypothesis focuses more on the small size package which attracts consumer to have self-regulation on them. Second hypothesis states the following:

H2: Small size package impose self-regulation on consumer while taking buying decision. But degree of self-regulation varies between male and female. Male are less impose to self-regulation while purchasing small size packages, as they purchase multiple small size packages consequential in less self -regulation. On the other side female impose self-regulation by purchasing small size package.

There is relationship between small size package and consumer buying behavior. Small size package impose self-regulation condition on consumer, but the degree of self-regulation may vary. Male are less impose to self-regulation while purchasing small size package, as they may buy multiple small size package which results in less self-regulation in them,

Female purchase small size products to impose self-regulation on themselves. They are more concern about the self-control i.e. they want the best result for buying small size product. Both male and female creates self-control among them, to be away from certain products, female are more aggressive in keeping themselves away from these products but male are less aggressive or they create less self-control among themselves.

Plan for empirical studies & Conclusion

As this research suggests that package size has influence on consumer buying decision and small package size impose self-regulation on consumer. The degree of self-regulation is more in female as compare to male, as male may buy multiple small size products resulting in less self-regulation.

To test this empirically questionnaire method can be used to collect sample of male and female consumer. Consumer shopping at retail chain may be act as respondents to collect the sample. Question related to different package size should be asked to the respondents and their feedback should be used to test the studies.

Marketers may look this as challenge to evaluate male and female having different buying behavior regarding small package size, which impose self –regulation on consumer. It's quite difficult to check the influence of package on both male and female differently regarding self – regulation practically.

Finally I suggest that there is influence of package size on consumer buying behavior. Small size package impose self-regulation on consumer. Especially male are having less degree of self-regulation as compare to female.

There may be certain limitation regarding this research such as different products may have different influence on consumer purchase decision, irrespective of their size.

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