

A Study on Packaging Design in Consumer Purchase Intentions at Hul Company Ltd

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Abstract

Packaging design has become one of the most influential marketing tools in today's highly competitive consumer goods industry. Beyond its traditional role of protecting products during storage and transportation, packaging now serves as a powerful medium for communication, brand differentiation, and consumer engagement. Attractive packaging design influences customers by creating positive first impressions, communicating product quality, providing essential product information, and strengthening brand recognition. In the fast-moving consumer goods (FMCG) sector, where consumers are exposed to numerous competing brands, packaging plays a vital role in influencing purchase intentions and final buying decisions. Hindustan Unilever Limited (HUL), one of India's leading FMCG companies, manufactures a wide range of products including personal care items, food products, beverages, home care products, and health & hygiene products. HUL continuously invests in innovative packaging designs that combine visual appeal, functionality, convenience, sustainability, and consumer safety to attract customers and improve brand loyalty. Modern packaging incorporates attractive colors, creative graphics, informative labels, premium materials, ergonomic shapes, eco-friendly packaging solutions, and tamper-proof features that enhance customer confidence and satisfaction. Consumer purchase intention refers to the likelihood that a consumer will purchase a product based on several influencing factors such as packaging design, brand image, product quality, price, promotional activities, and personal preferences. Packaging design influences consumer behaviour by communicating product benefits, increasing perceived value, differentiating products from competitors, and creating emotional connections with customers. Eco-friendly packaging has also become increasingly important because environmentally conscious consumers prefer products packaged using recyclable, biodegradable, and sustainable materials.

Keywords: Packaging Design, Consumer Purchase Intention, Hindustan Unilever Limited (HUL), Consumer Behaviour, Brand Image, FMCG, Sustainable Packaging.

I. INTRODUCTION

Packaging has evolved from being a simple protective covering for products into one of the most important marketing tools influencing consumer behaviour in modern

business environments. In highly competitive markets, consumers are often presented with numerous products offering similar quality, features, and prices. Under such circumstances, packaging design

becomes a critical factor that differentiates products and attracts consumer attention at the point of purchase [1]. Packaging serves multiple functions, including product protection, transportation, storage, information communication, branding, and promotional support. More importantly, attractive packaging creates positive first impressions that influence consumer perceptions regarding product quality, reliability, and overall value. Packaging design includes various elements such as color combinations, typography, graphics, logos, product shape, size, material quality, labeling, and convenience features that collectively affect consumer purchasing decisions. Hindustan Unilever Limited (HUL), one of India's largest Fast-Moving Consumer Goods (FMCG) companies, markets a wide range of products including soaps, shampoos, detergents, cosmetics, skincare products, tea, coffee, food products, and household cleaning products. The company continuously introduces innovative packaging designs to enhance product visibility, improve customer convenience, strengthen brand identity, and meet evolving consumer expectations. HUL focuses on designing visually attractive packaging while simultaneously ensuring product safety, ease of use, durability, and environmental sustainability. The growing awareness of environmental issues has also encouraged organizations to adopt eco-friendly packaging materials such as recyclable plastics, biodegradable materials, paper-based packaging, and reduced plastic usage. Sustainable packaging not only minimizes environmental impact but also enhances corporate reputation and increases consumer trust among environmentally conscious customers. Consumer purchase intention refers to the probability that consumers will purchase a product based on their evaluation of various internal and external factors. Packaging design significantly influences purchase intention because consumers frequently evaluate products based on visual

appearance before assessing product quality. Attractive packaging stimulates curiosity, communicates product benefits, and creates emotional appeal that encourages consumers to select one product over competing alternatives. Packaging also provides essential product information including ingredients, nutritional values, manufacturing details, usage instructions, expiry dates, certifications, safety warnings, and environmental labels that assist consumers in making informed purchasing decisions. Digital marketing and social media have further increased the importance of packaging because visually appealing products are frequently shared online, enhancing brand visibility and customer engagement. HUL integrates packaging innovation with branding strategies by maintaining consistent visual identity across its product portfolio while adapting packaging designs to changing consumer preferences and market trends. Advanced technologies, including smart packaging, QR codes, augmented reality, and interactive product information, are increasingly being adopted to improve customer experiences and product authenticity. Despite these advantages, organizations also face challenges such as rising packaging costs, environmental regulations, consumer expectations for sustainability, and competition requiring continuous innovation. Excessive packaging, misleading labels, and non-recyclable materials may negatively affect brand perception and reduce customer trust. Therefore, companies must balance aesthetics, functionality, sustainability, and cost-effectiveness while designing product packaging. As consumer preferences continue to evolve, understanding the relationship between packaging design and purchase intention has become increasingly important for organizations seeking to improve customer satisfaction, strengthen brand loyalty, increase sales, and maintain long-term competitiveness. Hence, this study examines the impact of packaging design on

consumer purchase intentions at Hindustan Unilever Limited by evaluating the influence of packaging attractiveness, color, labeling, sustainability, convenience, product information, and overall packaging quality on consumer buying behaviour and purchasing decisions [2], [3], [4], [5].

Research Objectives

The primary objective of this study is to examine the impact of packaging design on consumer purchase intentions at Hindustan Unilever Limited (HUL). The study aims to analyze how packaging elements such as color, graphics, shape, size, material quality, labeling, product information, convenience, and eco-friendly packaging influence consumer purchasing decisions. It also seeks to evaluate the relationship between packaging attractiveness, brand image, customer satisfaction, and repeat purchase behaviour. Furthermore, the research identifies the major factors affecting consumer perception toward HUL product packaging, examines the importance of sustainable packaging in influencing buying behaviour, and provides practical recommendations for improving packaging strategies to enhance customer satisfaction, strengthen brand loyalty, and increase product sales.

Research Methodology

The present study adopts a descriptive research design to examine the impact of packaging design on consumer purchase intentions at Hindustan Unilever Limited. The research utilizes both primary and secondary sources of information to obtain comprehensive insights into consumer perceptions regarding product packaging. Primary information was collected from consumers using a structured questionnaire designed to evaluate their opinions regarding packaging attractiveness, product labeling, color combinations, packaging materials, convenience, environmental sustainability,

and overall satisfaction with HUL product packaging. Secondary information was gathered from books, peer-reviewed journals, company reports, government publications, conference papers, industry reports, and authentic online databases related to packaging design, consumer behaviour, branding, marketing management, and sustainable packaging. The collected information was analyzed using percentage analysis and presented through bar graphs and a line graph to facilitate interpretation. The study focused on variables such as packaging attractiveness, product information, brand image, eco-friendly packaging, consumer satisfaction, and purchase intention. Based on the analysis, conclusions and recommendations were developed to help Hindustan Unilever Limited improve packaging innovation, strengthen consumer confidence, enhance product differentiation, support sustainable business practices, and achieve long-term growth in the competitive FMCG market.

II. REVIEW OF LITERATURE

Philip Kotler and Kevin Lane Keller: This study examined the relationship between packaging design and consumer purchase behaviour in the Fast-Moving Consumer Goods (FMCG) industry. The researchers explained that packaging has evolved beyond its traditional function of protecting products and now serves as a powerful marketing communication tool. Packaging elements such as color combinations, typography, graphics, product shape, material quality, labeling, and brand logos significantly influence consumer perceptions and purchase decisions. The study found that consumers often evaluate products based on packaging appearance before assessing product quality. Attractive packaging captures consumer attention, enhances product visibility, and creates positive emotional responses that encourage purchasing behaviour.

Jacquelyn Ottman and Co-authors: This research focused on consumer perception of sustainable packaging and its influence on purchasing decisions in the FMCG sector. The study investigated consumer awareness regarding recyclable materials, biodegradable packaging, reduced plastic usage, reusable containers, and environmentally friendly manufacturing practices. The findings revealed that environmental awareness has significantly increased consumer preference for products packaged using sustainable materials. Consumers perceive eco-friendly packaging as an indication of corporate environmental responsibility and product quality.

Michael R. Solomon and Co-authors: This study examined the influence of packaging design on brand recognition and consumer decision-making. The researchers explained that packaging acts as a silent salesperson by communicating brand identity, product benefits, and quality through visual elements. Packaging features such as attractive graphics, color schemes, typography, product shape, and innovative structural design significantly improve product differentiation in highly competitive retail environments. Consumers often make purchasing decisions within a few seconds after noticing product packaging on retail shelves.

Gary Armstrong and Co-authors: This research investigated the relationship between packaging innovation and consumer satisfaction in the consumer goods industry. The study analyzed innovative packaging features including easy-to-open designs, resealable packaging, ergonomic product shapes, tamper-proof seals, smart packaging technologies, and interactive QR codes. The findings revealed that consumers highly value packaging that combines convenience, functionality, safety, and aesthetic appeal. Innovative packaging improves user experience, reduces product waste, enhances product protection, and increases customer satisfaction.

V. Kumar and Co-authors: This study analyzed the relationship between packaging design and consumer purchase intention in the FMCG sector. The research identified packaging attractiveness, product information, labeling, color combinations, brand reputation, material quality, and sustainability as major factors influencing purchasing behaviour. Consumers frequently evaluate packaging before comparing price and product features, particularly when purchasing everyday household products. The findings indicated that informative packaging containing ingredient details, safety instructions, manufacturing information, expiry dates, and environmental certifications increases consumer confidence and reduces purchase risk.

III. DATA ANALYSIS & INTERPRETATION

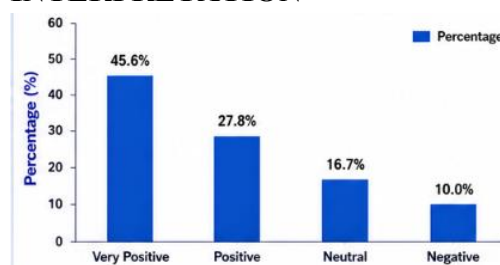


Figure 1: Consumer Perception of HUL Product Packaging

Figure 1 The table indicates that 46.7% of respondents believe packaging design has a very high influence on their purchasing decisions, while 26.7% reported a high influence.

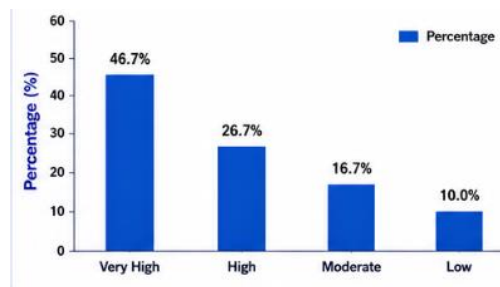


Figure 2: Influence of Packaging Design on Consumer Purchase Intention

Figure 2 The table indicates that 46.7% of respondents believe packaging design has a very high influence on their purchasing

decisions, while 26.7% reported a high influence.

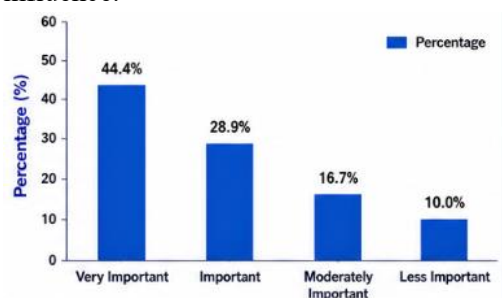


Figure 3: Importance of Packaging Elements

Figure 3 The above table shows that 44.4% of respondents consider packaging elements such as color, labeling, shape, and material to be very important when selecting HUL products.

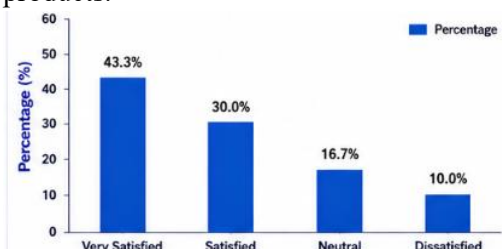


Figure 4: Customer Satisfaction with HUL Packaging Design

Figure 4 The table reveals that 43.3% of respondents are very satisfied with the packaging design of HUL products, while 30.0% expressed satisfaction.

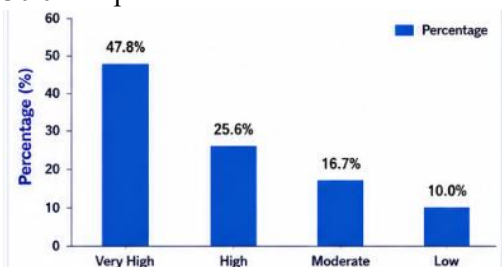


Figure 5: Impact of Eco-Friendly Packaging on Consumer Buying Decisions

Figure 5 The above table demonstrates that 47.8% of respondents believe eco-friendly packaging has a very high impact on their buying decisions, while 25.6% reported a high impact.

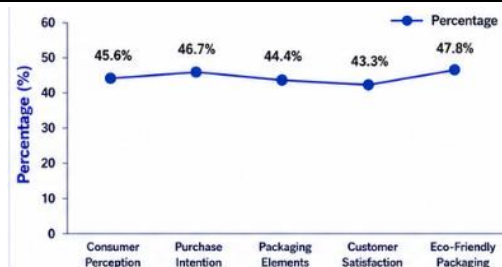


Figure 6: Overall Impact of Packaging Design on Consumer Purchase Intentions

Figure 6 The line graph illustrates the overall impact of packaging design on consumer purchase intentions at Hindustan Unilever Limited

IV. FINDINGS

The study reveals that packaging design has a significant influence on consumer purchase intentions at Hindustan Unilever Limited (HUL). The analysis indicates that a majority of consumers have a positive perception of HUL's product packaging, considering it attractive, informative, and easy to identify. Packaging elements such as color combinations, graphics, typography, product shape, labeling, and material quality play an important role in attracting consumer attention and influencing buying decisions. The research findings show that visually appealing packaging creates a strong first impression, enhances product visibility, and positively affects consumers' perception of product quality and brand value. Consumers also place high importance on informative labels that clearly display ingredients, usage instructions, manufacturing details, expiry dates, nutritional information, and safety certifications. The study further indicates that innovative and convenient packaging increases customer satisfaction by improving product handling, storage, transportation, and ease of use. Eco-friendly packaging emerged as one of the strongest factors influencing purchase intention, as consumers increasingly prefer recyclable, biodegradable, and environmentally responsible packaging materials. Sustainable packaging not only reflects corporate social responsibility but also strengthens customer trust and enhances

brand image. The findings also reveal that high-quality packaging contributes to repeat purchases and long-term customer loyalty by improving the overall consumer experience. However, the research identified certain challenges such as increasing packaging costs, excessive packaging, environmental concerns related to plastic waste, and misleading packaging claims that may negatively influence consumer perception. Overall, the study confirms that effective packaging design functions as a strategic marketing tool that enhances brand recognition, strengthens customer confidence, increases purchase intention, and contributes significantly to the sales performance of HUL products.

V. CONCLUSION

The study concludes that packaging design has become one of the most influential marketing factors affecting consumer purchase intentions in the Fast-Moving Consumer Goods (FMCG) industry. Hindustan Unilever Limited has successfully adopted innovative packaging strategies that combine visual attractiveness, product protection, convenience, informative labeling, and environmental sustainability to improve consumer satisfaction and strengthen brand loyalty. Attractive packaging enables products to stand out in competitive retail environments while effectively communicating product quality, functionality, and brand identity. The research confirms that packaging elements such as color, graphics, typography, product shape, packaging material, and eco-friendly features positively influence consumer purchasing behaviour. Consumers increasingly evaluate packaging before making purchasing decisions because it provides valuable product information and creates confidence regarding product quality and authenticity. Sustainable packaging has become particularly important due to growing environmental awareness,

encouraging organizations to adopt recyclable and biodegradable materials that minimize environmental impact while improving corporate reputation. Although challenges such as rising packaging costs, strict environmental regulations, consumer expectations for sustainability, and market competition continue to exist, these challenges can be addressed through continuous innovation, advanced packaging technologies, transparent labeling, and environmentally responsible business practices.

VI. FUTURE SCOPE

The future scope of this research is extensive because packaging technologies and consumer expectations continue to evolve rapidly. Future studies may examine the role of advanced technologies such as Artificial Intelligence (AI), smart packaging, QR-code-enabled packaging, Internet of Things (IoT), Augmented Reality (AR), blockchain, and digital product authentication in enhancing consumer experiences and purchase intentions. Comparative studies can be conducted among leading FMCG companies such as Hindustan Unilever, ITC Limited, Nestlé India, Dabur India, Procter & Gamble, and Colgate-Palmolive to identify best practices in packaging innovation. Future research may also investigate the influence of demographic factors such as age, gender, education, income, occupation, and lifestyle on consumer perceptions of packaging. Additional studies can evaluate consumer willingness to pay premium prices for sustainable packaging, the effectiveness of minimalist packaging designs, refillable packaging systems, biodegradable materials, and circular economy practices. Researchers may further analyze the role of packaging in e-commerce, where durability, tamper resistance, and ease of delivery have become increasingly important. Exploring these emerging trends will provide valuable

insights for organizations seeking to improve packaging innovation, strengthen customer engagement, promote environmental sustainability, and achieve long-term competitive advantage.

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