

CUSTOMER BEHAVIOR TOWARDS TIN PACKAGED CHOCOLATES IN JAMSHEDPUR, INDIA

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Abstract

In the modern era of globalization, it has become a challenge to keep the customer as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. This article is focusing on sustainable marketing. The aim of this article is to study and analyze consumer's behavior towards tin packaged chocolates and non-tin packaged chocolates, to know the awareness of consumers regarding eco-friendliness and hygiene of tin packaging, to find consumer's willingness to pay premium for tin packaged chocolates, to find how consumers can be motivated towards use of tin packaging, to suggest promotional strategy to increase the sales of tin packaged chocolates and other tin packaged products for tin manufacturing companies and to suggest viable recommendations to be implemented in the area. The study focuses on consumer behavior towards tin packaged chocolates and non tin packaged chocolates in Jamshedpur, Jharkhand, India.

Keywords: Consumer behavior, Eco-friendly, Hygiene, Sustainable marketing.

1. INTRODUCTION

1.1 Background of Study

Tin Cans or 'Green Cans' as they are called are the most environment-friendly alternative to other forms of packing because of their recyclable quality. The first alloy used on a large scale since 3000 BC was bronze, an alloy of tin and copper. After 600 BC, pure metallic tin was produced. Pewter, which is an alloy of 85–90 per cent tin with the remainder commonly consisting of copper, antimony and lead, was used for flatware from the Bronze Age until the 20th century. In modern times, tin is used in many alloys, most notably tin/lead soft solders, which are typically 60 per cent or more tin. Another large application for tin is corrosion-resistant tin plating of steel. Because of its low toxicity, tin-plated metal

was used for food packaging as tin cans, which are now made mostly of steel.

1.2 Statement of Problem

Environmental sustainability and business do not always go hand in hand, especially when it comes to product packaging. Some of the most common household packages especially plastic packages often are not recyclable. Consumers concerned about environment can be motivated to use 100 per cent recyclable packages or eco-friendly packages if options are available to the consumers. In this paper, plastic packages are compared to tin packages. Tin packages are 100 per cent recyclable whereas plastic packages are not. In case of some packaged eatables, customers have option to buy any of the two, plastic packaged food products or tin packaged foods products. This research paper is a sincere effort to study and analyze the consumer behavior towards tin packaged chocolates and non-tin packaged chocolates in Jamshedpur.

1.3 Objective of study

The objective is to get feedback from current customers of tin and non-tin packaged chocolates, study and analyze the consumers' behavior towards tin packaged chocolates and non-tin packaged chocolates, to add up new customers and to suggest viable recommendations to be implemented in the area.

1.4 Scope of study

The study focuses on consumer behavior towards tin packaged chocolates and plastic packaged chocolates in Jamshedpur, Jharkhand, India..

2. REVIEW OF LITERATURE

Research Study Conducted for The Strategy Unit, Cabinet Office (2002) in their study on "Public Attitudes towards Recycling and Waste Management" found that public does not always think that recycling is their problem. However, this is not entirely supported by other studies. In London, only 18% thought it was not their responsibility to recycle, compared to 61% who did. Rather, the issue appears to be that people realize the limitations of their action alone and demand demonstrable actions by other key players; whether it is a collective public response, supermarkets encouraging environmentally-friendly packaging, or Government legislation and guidelines. The qualitative research suggests that as other stakeholders become more active locally (for example the local council's comprehensive kerbside scheme in Daventry), so participants are more likely to accept that recycling is also their responsibility.

Where participants do not perceive other parties to be active, they tend to place the blame elsewhere.

Marsh and Bugusu (2007) in their study on “Food Packaging—Roles, Materials, and Environmental Issues” found that the primary purpose of food packaging must continue to be maintaining the safety, wholesomeness, and quality of food. The impact of packaging waste on the environment can be minimized by prudently selecting materials, following EPA guidelines, and reviewing expectations of packaging in terms of environmental impact. Knowledgeable efforts by industry, government, and consumers will promote continued improvement, and an understanding of the functional characteristics of packaging will prevent much of the well-intentioned but ill-advised solutions that do not adequately account for both pre-consumer and postconsumer packaging factors.

Cotte (2009) in his study on “Will consumers pay a premium for sustainability?” found that the average premium for socially conscious products and services is 10%. Some consumers will demand a discount for ‘unsustainability’, even greater than the premium for sustainability.

Bas et al. (2010) in their study on “Optimizing Dry Grocery Packaging for Sustainability in Walmart Private Label” found out that consumer profiles would define the packaging of the product. They had the 1st group linked by singles living alone, or families with specific consumer habits that prefer small packages as these are practical, multifunctional and easy to store. The 2nd group comprising senior consumers prefers packaging with shorter shelf life, ergonomic characteristics, safety, and convenience and with clear, easy to read information and instructions. The 3rd group linked by their desire for a healthy lifestyle with high levels of safety and hygiene choose more complex packaging with greater information. The 4th group characterized by their ecological conscience demands biodegradable and recyclable packaging. The final group consisting of busy, overworked and stressed individuals prefers convenient packaging that is reusable and ready to cook. They found that sustainability is a common term used in popular media and that customers are aware of sustainable products and their packaging. However, their actions and customer purchase behavior do not necessarily correlated with the level of awareness reported.

Shilpi and Maneesha (2012) in their study on “Eco-friendly Packaging of Selected Consumer Goods and Environmental Concern of Homemakers” found that a higher percentage of the respondents were having moderate exposure to the sources of information. It was found that majority of the respondents were having a moderate extent of ecofriendly buying behavior. The selected variables such as age, income, sources of information, employment status and education of the respondents were not found to be significant with the buying behavior of the respondents, hence there may be some extraneous variable than those considered under the present study which may be influencing the buying behavior of

the respondents. Hence, there arises a need to create awareness among the consumers about environmental concern at the stage of buying goods. The awareness can be brought about regarding refusing, reducing, reusing and recycling of packaging of consumer goods.

3. RESEARCH METHODOLOGY

3.1 Type of Research

The type of research done was descriptive research. The practical approach consists of the empirical study of the topic under research and chiefly consists of hands on approach. This involves first hand research in the form of questionnaires, surveys, interviews, observations and discussion groups.

3.2 Sampling method

The sampling method used is non-random convenience sampling. The sample consisted mostly of young people, adolescents and children.

3.3 Data collection

Primary and secondary data were collected. The sources of secondary data collection were internet, Magazines, Journals, etc. For primary data collection, a sample size of 40 was surveyed in Jamshedpur.

3.4 Data collection tool

The data collection tool used was questionnaires. Questionnaires are series of questions and other prompts for the purpose of gathering information from respondents.

3.5 Type of Questionnaire

The questionnaire used was structured and close ended questionnaire. Likert scale was also used in some of the questions.

4. ANALYSIS AND INTERPRETATION

4.1 Hypothesis testing

The statistical tool selected for this project is Chi-square test.

4.2 Findings

All the respondents buy both i.e., Cadbury Celebrations Rich Dry Fruit collection tin boxes and Cadbury Celebrations Rich Dry Fruit collection paper (with plastic coating) boxes.

In the sample surveyed, 97.5 per cent of the sample is aware that plastics are not eco-friendly but 40 per cent of the sample is unaware that tins are eco-friendly.

Only five per cent of the sample strongly agrees and 27.5 per cent agrees that chocolates in tin boxes are more hygienic than chocolates in paper (with plastic coating) boxes. 35 per cent of the sample neither agrees nor disagrees, 30 per cent of the sample disagrees and 2.5 per cent of the sample strongly disagrees with the statement that chocolates in tin boxes are more hygienic than chocolates in paper (with plastic coating) boxes.

10 per cent of the sample strongly agrees, 27.5 per cent of the sample agrees, 27.5 per cent of the sample neither agrees nor disagrees, 27.5 per cent of the sample disagrees and 7.5 per cent of the sample strongly disagrees with the statement that Chocolates in tin boxes are more secure (they can resist tampering) than chocolates in paper (with plastic coating) boxes.

15 per cent of the sample strongly agrees, 55 per cent of the sample agrees, 12.5 per cent of the sample neither agrees nor disagrees, 15 per cent of the sample disagrees and 2.5 per cent of the sample strongly disagrees that they are not ready to compromise at their health if they have to spend 50 per cent more on 150 grams of Cadbury Celebrations Rich Dry Fruit Collection.

15 per cent of the sample strongly agrees, 60 per cent of the sample agrees, 10 per cent of the sample neither agrees nor disagrees, 15 per cent of the sample disagrees and zero per cent of the sample strongly disagrees with the statement that Cadbury Celebrations Rich Dry Fruit Collection tin box is more appealing over the paper (with plastic coating) box.

15 per cent of the sample strongly agrees, 52.5 per cent of the sample agrees, 7.5 per cent of the sample neither agrees nor disagrees, 10 per cent of the sample disagrees and 2.5 per cent of the sample strongly disagrees with the statement that they prefer buying Cadbury Celebrations Rich Dry Fruit Collection tin box over paper (with plastic Coating) box for gifting someone. 12.5 per cent of the sample does not buy Cadbury celebrations rich dry fruit for gifting someone.

25 per cent of the sample strongly agrees, 47.5 per cent of the sample agrees, 7.5 per cent of the sample neither agrees nor disagrees, 7.5 per cent of the sample disagrees and zero per cent of the sample strongly disagrees with the statement that they prefer buying Cadbury Celebrations Rich Dry Fruit Collection tin box over paper (with plastic Coating) box for consumption. 12.5 per cent of the

sample does not buy Cadbury celebrations rich dry fruit for consumption.

17.5 per cent of the sample strongly agrees, 45 per cent of the sample agrees, 20 per cent of the sample neither agrees nor disagrees, 10 per cent of the sample disagrees and 7.5 per cent of the sample strongly disagrees that they are not ready to compromise at environment protection if they have to spend 50 per cent more on 150 grams of Cadbury Celebrations Rich Dry Fruit Collection.

Irrespective of the area to which respondents belong, there are 24 respondents who are aware that tins are eco-friendly and 16 respondents who are unaware that tins are eco friendly.

Irrespective of the gender of respondents, there are 12 respondents who disagree and 1 who strongly disagrees with the statement that chocolates in tin boxes are more hygienic than chocolates in paper (with plastic coating) boxes as per the hypothesis test.

Respondents below the age of 15 are mostly unaware that tins are eco-friendly.

6 respondents strongly agree and 22 respondents agree with the statement that they are not ready to compromise at their health if they have to spend 50 per cent more on 150 grams of Cadbury Celebrations Rich Dry Fruit Collection by buying tin box instead of paper (with plastic coating) box.

7 respondents strongly agree and 18 respondents agree with the statement that they are not ready to compromise at environment protection if they have to spend 50 per cent more on 150 grams of Cadbury Celebrations Rich Dry Fruit Collection by buying tin box instead of paper (with plastic coating) box.

5. SUGGESTIONS

People who are not aware about the eco-friendliness and hygiene of tin packaged chocolates and other food products should be made aware by publishing articles in newspapers related to the eco-friendliness of tin and its advantage over plastics in detail as well as placing hoardings in famous market areas of Jamshedpur like Sakchi, Bistupur, etc.

People should be made aware about the eco-friendliness, hygiene, strength, durability and versatility of tin packaged chocolates and other food products by publishing articles in newspapers and magazines which should contain in detail information about the advantages of tin packaged chocolates and other food products over plastic packaged chocolates and other food products.

Social media marketing like creating facebook pages should also be used to create awareness of advantages of tin packaged chocolates and other food products among people.

Promotional campaign should be launched on 5th of June (World Environment Day) every year in Jamshedpur to create awareness of eco-friendliness of tin packaged chocolates and other food products.

If celebrity endorses tin packaged chocolates and other food products, then as per modelling learning theory of consumer behavior, consumers will imitate them which will increase the use of tin packaged chocolates and other food products. The targeted group here will be normative group as celebrity will have influencing power. The appeal in this case will be celebrity appeal. So, this step should be taken by tin packaging companies.

Tin packaged products can also be endorsed by some environmental expert and health expert to create awareness about the eco-friendliness and hygiene of tins. The targeted group will be normative group. The power of the group will be expert power. So, this step should be taken by tin packaging companies.

6. CONCLUSIONS

Plastic packaged chocolates and other food products are consumed in large quantities by the consumers which are neither eco-friendly nor hygienic. On the other hand, tin packaged chocolates are both eco-friendly and hygienic. Tin packaging has many advantages over plastic packaging which has to be conveyed to people as per the suggestions above so that they prefer tin packaged chocolates and other food products.

7. LIMITATIONS

The study was conducted in Jamshedpur region only, so the limited area of the study may affect the conclusions.

Though some questions were asked related to tin and non- tin packaged eatables, some other questions needed an eatable into consideration which is available in both tin packages and non-tin packages. The eatable taken into consideration was Cadbury Celebrations Rich Dry Fruit Collection. Other food products which are available in both tin and non-tin packages were not taken into consideration.

Some of the respondents could not give their proper response due to lack of time. They at times tend to get biased and project a rosy picture which may affect the reliability and relevance of the study.

It might also be so that some respondents were not motivated enough to respond properly although full

attempt was made to keep it as unbiased as possible.

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