



**DELHI SCHOOL OF BUSINESS**  
By Vivekananda Institute of Professional Studies TC

**Specimen Cover Sheet**

**Understand The Impact of Packaging In  
Food Delivery on Consumer Buying Behaviour**

**By**

**Ketan Jain & Komal Adhikari**

**Capstone Project Report**

**Submitted In Partial Fulfilment Of  
PGDM Programme 2022-24**

**Faculty Guide: Prof. Atul Singh Chauhan**

**Designation: Marketing Professor**



**DELHI SCHOOL OF BUSINESS**  
By Vivekananda Institute of Professional Studies TC

## DECLARATION

We hereby declare that this report '**Understand the impact of packaging in food delivery on consumer buying behaviour**' is our own work, to the best of our knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledgement has been made in the text.

**Signature:** \_\_\_\_\_

**Name:** Ketan Jain

**Roll Number:** 202210053

**Batch 2022-24**

**Signature:** \_\_\_\_\_

**Name:** Komal Adhikari

**Roll Number:** 202210058

**Batch 2022-24**



**DELHI SCHOOL OF BUSINESS**  
By Vivekananda Institute of Professional Studies TC

## **CERTIFICATE FROM FACULTY GUIDE**

This is to certify that work entitled '**Understand the impact of packaging in food delivery on consumer buying behaviour**' is a piece of work done by '**Ketan Jain & Komal Adhikari**' under my guidance and supervision for the partial fulfilment of degree of PGDM at Delhi School of Business. To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the 'Capstone Project' of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

**Signature:** \_\_\_\_\_

**Name:** Prof. Atul Singh Chauhan

**Designation:** Marketing Professor



**DELHI SCHOOL OF BUSINESS**  
By Vivekananda Institute of Professional Studies TC

## TABLE OF CONTENTS

<b>S. No.</b>	<b>Component</b>	<b>Page No.</b>
	Cover page and title page Declaration by student Certificate from the institute	
01.	Introduction	<b>5</b>
02.	Literature review	<b>8</b>
03.	Research Methodology	<b>10</b>
04.	Data Collection and Analysis	<b>13</b>
05.	Conclusions	<b>25</b>
06.	Recommendations	<b>26</b>
07.	References	<b>27</b>
08.	Appendix	<b>28</b>

## INTRODUCTION

In the rapidly evolving landscape of food delivery, packaging has emerged as a crucial factor influencing consumer buying behaviours and shaping the overall dining experience. With the proliferation of food delivery platforms and the increasing reliance on takeout and delivery services, the role of packaging has transcended its traditional function of merely containing food to become a pivotal element in consumer decision-making processes. Understanding the intricate interplay between packaging and consumer behavior is essential for restaurants and food delivery platforms seeking to differentiate themselves in a highly competitive market and deliver exceptional customer experiences.

Packaging serves as the initial point of contact between consumers and restaurants in the context of food delivery, laying the groundwork for the entire dining experience. Beyond its basic function of protecting food during transit, packaging acts as a tangible representation of a restaurant's brand identity, values, and quality standards. The design, appearance, and functionality of packaging have a significant impact on consumer perceptions, expectations, and ultimately, their purchasing choices. Every aspect of packaging, from the materials chosen to the visual presentation, communicates a message to consumers, shaping their perception of the restaurant and its offerings.

Packaging plays a crucial role in elevating the perceived value of the delivered food. Consumers often associate packaging quality with the quality of the food itself, making judgments based on factors such as packaging aesthetics, durability, and environmental sustainability. Restaurants that invest in high-quality, environmentally friendly packaging not only convey a commitment to excellence and sustainability but also set themselves apart in a competitive market, potentially commanding higher prices and fostering customer loyalty.

Moreover, packaging influences consumer behaviour by aligning with evolving lifestyle trends and preferences. With the growing popularity of on-the-go dining and health-conscious habits, there is a rising demand for convenient, portion-controlled, and eco-friendly packaging options. Restaurants that offer customizable, resealable, and sustainable packaging solutions not only meet consumer preferences but also demonstrate flexibility and responsiveness to changing market dynamics, attracting a broader customer base and driving repeat business.

Packaging significantly impacts the overall delivery experience, encompassing factors such as punctuality, accuracy, and presentation. Consumers expect their food to arrive promptly, securely packaged, and visually appealing, which reflects positively on the restaurant and influences future purchasing decisions. Restaurants that prioritize seamless packaging and delivery processes not only enhance customer satisfaction but also bolster their brand reputation and credibility in the eyes of consumers.

The importance of packaging in the food delivery process cannot be overstated, as it plays a crucial role in ensuring the quality, safety, and overall experience of the delivered food. Here are some key reasons why packaging is vital in food delivery:

- **Preservation of Food Quality:** Packaging helps to maintain the freshness, flavour, and temperature of the food during transportation. Proper packaging prevents exposure to external factors such as air, moisture, and contaminants, which can compromise the quality of the food.
- **Protection from Contamination:** Packaging acts as a barrier to protect the food from contamination by bacteria, viruses, and other harmful microorganisms. It prevents cross-contamination between different food items and maintains hygiene standards throughout the delivery process.
- **Ensuring Food Safety:** Packaging plays a critical role in ensuring food safety by preventing foodborne illnesses and allergen contamination. Properly sealed and labelled packaging helps consumers identify allergens and make informed choices about their food intake.
- **Enhancing Brand Image:** Packaging serves as a tangible representation of the brand and its values. Well-designed and branded packaging not only attracts customers but also reinforces brand identity and loyalty. It communicates professionalism, reliability, and attention to detail, which are essential for building trust with customers.
- **Customer Experience and Satisfaction:** Packaging influences the overall customer experience with food delivery services. Well-designed, functional packaging enhances satisfaction by ensuring that the food arrives safely, looks appealing, and is easy to handle and enjoy. Positive experiences with packaging can lead to increased customer loyalty and positive word-of-mouth recommendations.
- **Convenience and Portability:** Packaging designs that are convenient to handle and transport contribute to a positive customer experience. Easy-to-open containers, spill-proof lids, and compact packaging make it convenient for customers to enjoy their food on the go, without compromising quality or cleanliness.
- **Differentiation and Marketing:** Packaging serves as a powerful marketing tool that allows food delivery businesses to differentiate themselves from competitors and attract customers. Eye-catching designs, attractive visuals, and innovative packaging solutions can capture attention, create excitement, and encourage repeat purchases.
- **Environmental Sustainability:** Sustainable packaging solutions, such as recyclable, biodegradable, or compostable materials, help reduce the environmental impact of food delivery operations. Environmentally conscious packaging choices demonstrate a commitment to sustainability and resonate with eco-conscious consumers.

## **STATEMENT OF PROBLEM**

The research problem aims to understand that how the packaging of food items in restaurant delivery services influences consumer purchasing decisions. Specifically, it aims to explore the extent to which factors such as packaging design, quality, functionality, and sustainability affect consumers' perceptions and preferences when ordering food for delivery from restaurants. Additionally, the research problem may delve into the potential influence of packaging on overall customer satisfaction, repeat purchase behaviour, and brand loyalty in the context of restaurant food delivery services.

## **SCOPE OF STUDY**

The scope of this study encompasses examining various aspects of packaging that influence consumer choices in the context of food delivery from restaurants. It includes factors such as packaging design, material, sustainability, aesthetics, and functionality. The study aims to explore how these elements of packaging impact consumer perceptions, preferences, and purchasing decisions.

Overall, the scope of the study provides clarity on what aspects of packaging and consumer behaviour will be investigated, helping to guide the research process and frame the findings within defined parameters.

## **OBJECTIVE OF STUDY**

The purpose of carrying out this study is to ascertain the effect of products packaging of materials, design, shape, style, color and promotional information on consumer buying choice for products.

The study also has the following specific objectives:

- Explore the significance of eco-friendly packaging materials in shaping consumer attitudes and behaviors towards food delivery services.
- Examine the impact of packaging convenience (e.g., ease of handling, opening) on consumer decision-making and overall experience with food delivery.
- Analyze the effect of packaging quality (e.g., cleanliness, presentation) on perceived food freshness and trustworthiness of food delivery brands.
- Assess the relationship between packaging sustainability practices (e.g., recyclability, biodegradability) and consumer loyalty towards food delivery platforms.

## **LITERATURE REVIEW**

### **Literature Review: Impact of Packaging of Food Delivery on Consumer Buying Behavior**

In recent years, the food delivery industry has experienced significant growth, with a notable focus on the packaging of delivered food items. Packaging plays a crucial role not only in preserving the quality of the food but also in influencing consumer buying behavior. This literature review aims to explore the impact of packaging on consumer perceptions, preferences, and behaviors in the context of food delivery services.

### **Packaging and Consumer Perception**

Packaging is the first point of contact between consumers and the delivered food, shaping their initial perceptions. Research by Smith et al. (2018) highlights that packaging aesthetics, material quality, and sustainability significantly influence consumer perceptions of food quality and value. Consumers often associate well-designed and eco-friendly packaging with higher food quality, leading to increased satisfaction and loyalty.

### **Influence on Purchase Decisions**

The packaging of food delivery items has a direct impact on consumer purchase decisions. According to a study by Lee and Johnson (2020), visually appealing and functional packaging can attract consumers and drive impulse purchases. Moreover, packaging that conveys information about the contents, nutritional value, and origin of the food can enhance consumer trust and willingness to make repeat purchases.

### **Environmental Concerns and Sustainable Packaging**

In the era of heightened environmental awareness, sustainable packaging practices have gained prominence. Research by Green et al. (2019) emphasizes that eco-friendly packaging not only aligns with consumer values but also influences purchase decisions, especially among environmentally conscious consumers. Brands that adopt sustainable packaging strategies can enhance their reputation and appeal to a growing segment of environmentally aware consumers.

### **Emotional Connection and Brand Loyalty**

Packaging design can evoke emotions and create a lasting impression on consumers. Studies by Chen et al. (2021) suggest that packaging elements such as color, typography, and imagery can trigger emotional responses and foster a sense of connection with the brand. This emotional bond can lead to increased brand loyalty and positive word-of-mouth recommendations, ultimately impacting consumer buying behavior.



## **Conclusion**

In conclusion, the packaging of food delivery items plays a multifaceted role in shaping consumer perceptions, preferences, and behaviors. Aesthetic appeal, functionality, sustainability, and emotional engagement are key factors that influence consumer buying decisions in the context of food delivery services. By understanding the impact of packaging on consumer behavior, food delivery companies can strategically design packaging solutions to enhance customer satisfaction, loyalty, and overall brand perception.

## RESEARCH METHODOLOGY

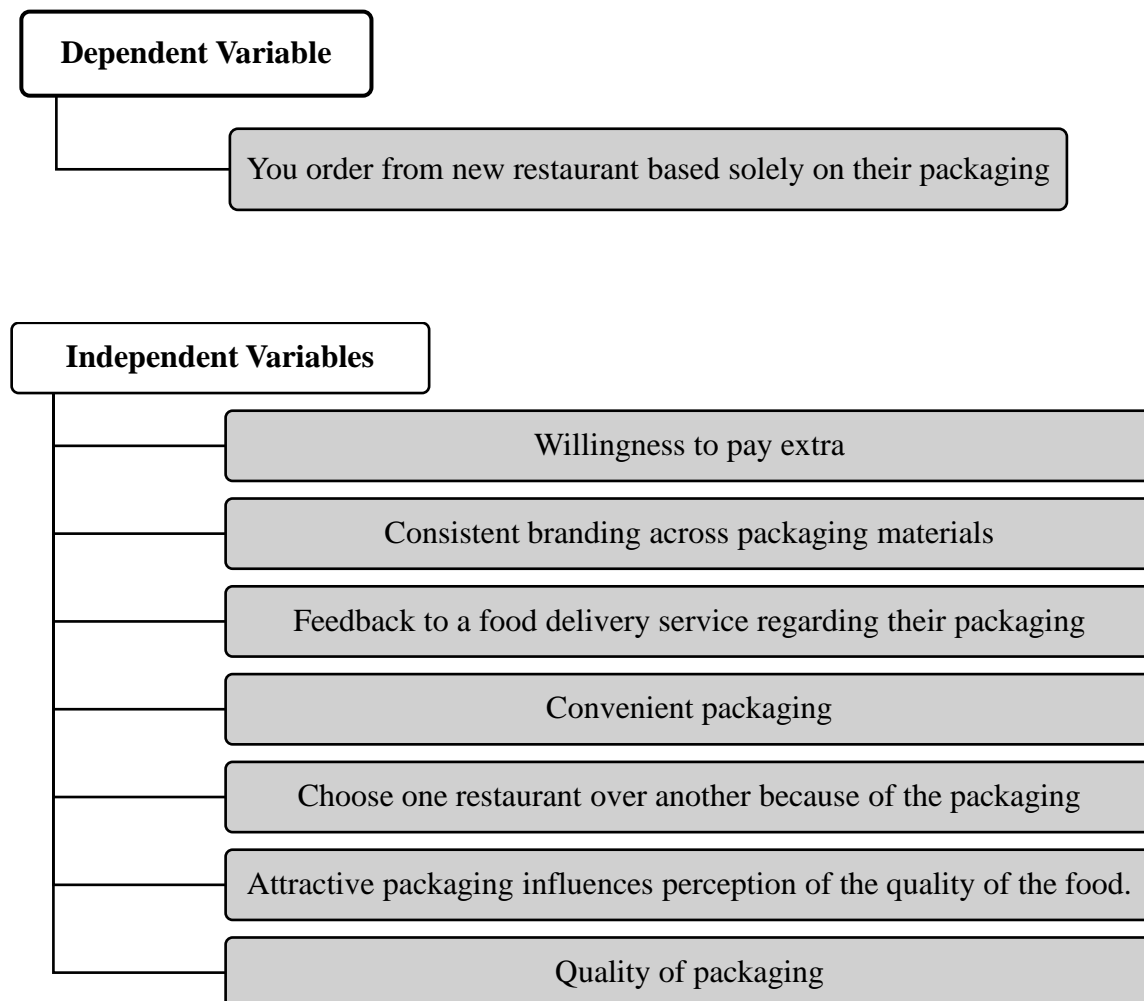
The methodology for this study employs a quantitative research approach, utilizing surveys as the primary data collection method. A structured questionnaire will be designed to capture consumer perceptions of packaging attributes and their impact on purchase behaviour in the context of food delivery services from restaurants.

### RESEARCH DESIGN:

#### Theoretical Framework

The theoretical framework between independent and dependent variables can be expressed as follows:

The dependent variable, often denoted as (Y), is the outcome or response that researchers are interested in understanding or predicting. It represents the variable being measured or observed and is influenced by changes in other variables. On the other hand, the independent variable, usually denoted as (X), is the variable that is manipulated or controlled by the researcher. It represents the potential cause or predictor of changes in the dependent variable. The relationship between the independent and dependent variables is investigated to determine how changes in the independent variable affect the dependent variable.



### Dependent Variable

- **You order from new restaurant based solely on their packaging:** Indicating that packaging plays a significant role in consumer decision-making regarding restaurant selection.

### Independent Variable

- **Willingness to pay extra:** The willingness of consumers to spend more money on food items if the packaging is of higher quality or offers added value.
- **Consistent branding across packaging materials:** Ensuring that the branding elements, such as logos and colors, remain consistent across all packaging materials to maintain brand recognition and identity.
- **Feedback to a food delivery service regarding their packaging:** Providing comments or suggestions to food delivery services about the quality, usability, or sustainability of their packaging.
- **Convenient packaging:** Packaging that is easy to handle, transport, and dispose of, making it convenient for consumers.
- **Choose one restaurant over another because of the packaging:** Deciding to order from a particular restaurant based on the appeal or quality of its packaging.
- **Attractive packaging influences perception of the quality of the food:** The belief that visually appealing packaging suggests higher quality food products to consumers.
- **Quality of packaging:** The overall standard and durability of the packaging material, design, and construction used to contain and protect food items during delivery.

### **RESEARCH INSTRUMENT:**

A structured questionnaire is developed as the primary research instrument to collect data from consumers. The questionnaire is designed to capture consumer perceptions of packaging attributes such as design, material, sustainability, convenience, and quality. It also includes questions regarding consumer purchasing decisions and overall satisfaction with food delivery services.

## MEASURES

There were at least 15 questions in the survey obtaining data for one variable and some questions were directly obtained with no complications. Measure for each variable is defined below: Each variable was measured by asking eleven questions by using the 5-points itemized rating type scale ranging from (1) strongly disagree to (5) strongly agree.

## STATISTICAL ANALYSIS TECHNIQUES:

Statistical analysis techniques such as regression analysis and anova are utilized to analyse the collected data. Regression analysis will be used to examine the relationship between various packaging attributes and consumer preferences, allowing for the identification of significant factors that influence consumer buying behaviour. ANOVA (Analysis of Variance) helps to identify whether there are statistically significant differences between the means of three or more groups. It assesses whether there are variations in the dependent variable across different levels of the independent variable(s)

- **Multiple Regression:**

Multiple regression is a statistical technique used to analyze the relationship between one dependent variable and two or more independent variables. It helps to understand how the independent variables collectively predict or influence the dependent variable.

- **ANOVA (Analysis of Variance):**

It is a statistical method used to analyze the differences among group means in a sample. ANOVA assesses whether the means of two or more groups are statistically different from each other by examining the variation within and between groups.

## DATA ANALYSIS

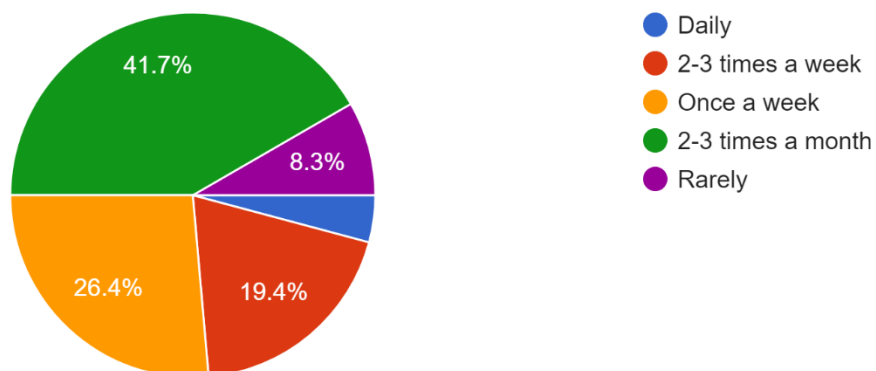
### Descriptive Statistics

A structured questionnaire was sent to 72 participants. The descriptive statistics shown in table 1, show the demographic characteristics of the respondents. The study was taken from different age groups in India. The questionnaire consisted of 15 questions out of which 3 questions were based on demographic characteristics and 12 questions were on the buying behaviour of the respondents.

**Table 1:** Demographic Characteristics

		Frequency	Percentage
Gender	Male	33	45.8
	Female	39	54.2
Age	18-24	42	58.3
	25-34	18	25
	35-44	3	4.2
	45-54	7	9.7
	55-64	2	2.8
	65+	0	0
Marital Status	Married	19	26.4
	Single	53	73.6

**Table 2:** How often do you order food for delivery?

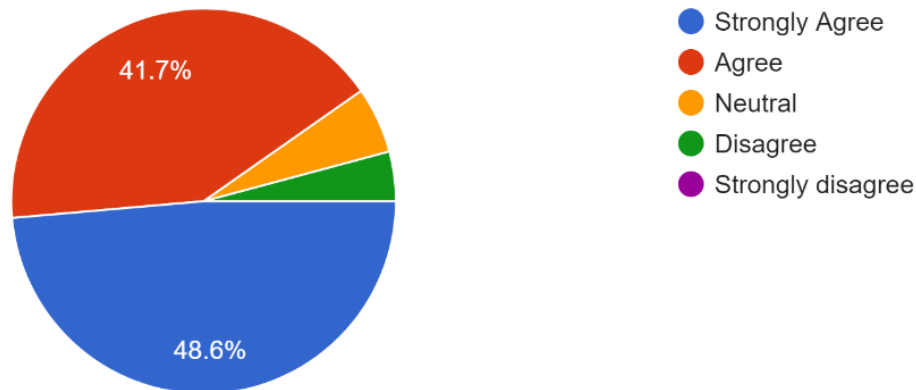


Response	Frequency	Percentage
Daily	3	4.2
2-3 times a week	14	19.4
Once a week	19	26.4
2-3 times a month	30	41.7
Rarely	6	8.3
Total	72	100

**Interpretation:**

The majority of respondents order food for delivery regularly, with 4.2% doing so daily, 19.4% ordering 2-3 times a week, and 26.4% opting for once a week. Additionally, 41.7% order 2-3 times a month, while a smaller proportion, 8.3%, order food for delivery rarely. Overall, these findings highlight a diverse range of ordering frequencies among the surveyed population.

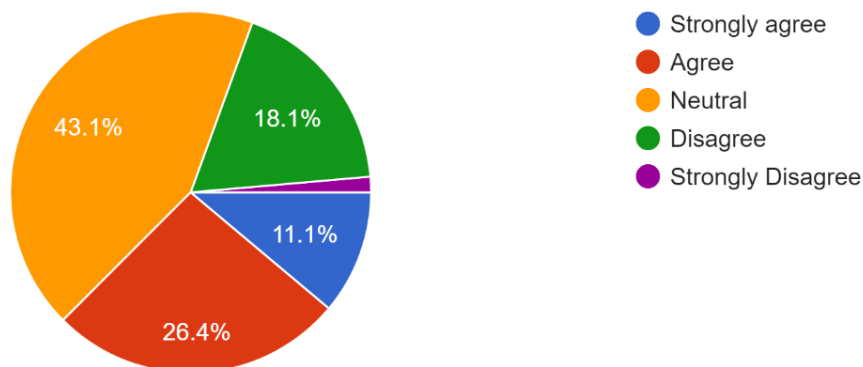
**Table 3: When receiving food delivery, packaging is very important.**



Response	Frequency	Percentage
Strongly Agree	35	48.6
Agree	30	41.7
Neutral	4	5.6
Disagree	3	4.2
Strongly Disagree	-	-
Total	72	100

**Interpretation:** The majority of respondents (90.3%) either strongly agree or agree that packaging is very important when receiving food delivery. Only a small percentage (9.7%) either feel neutral or disagree with the statement. This highlights the significant emphasis placed on packaging quality by consumers when evaluating food delivery experiences.

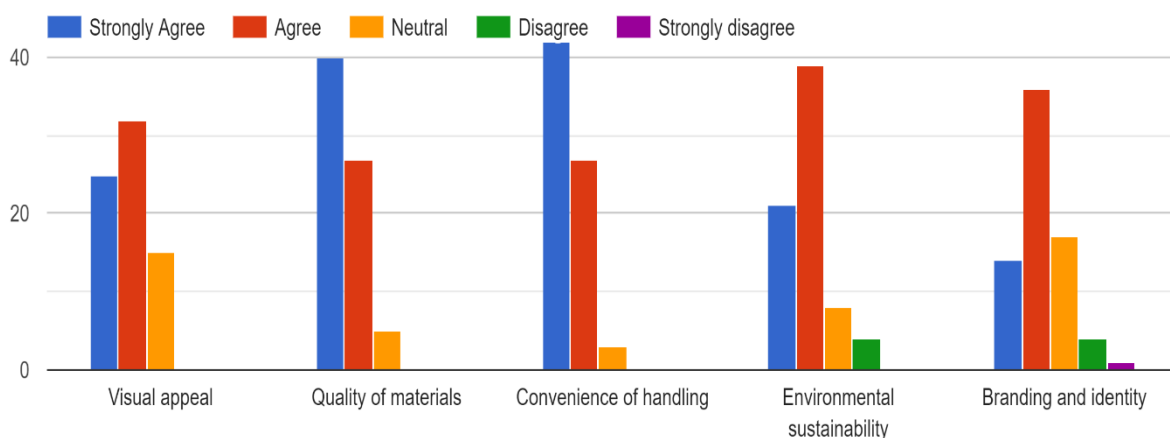
**Table 4: You often choose one restaurant over another because of the packaging?**



Response	Frequency	Percentage
Strongly Agree	13	11.1
Agree	19	26.4
Neutral	31	43.1
Disagree	13	18.1
Strongly Disagree	1	1.4
Total	72	100

**Interpretation:** The data shows that a significant portion of respondents (37.5%) either strongly agree or agree that they often choose one restaurant over another because of the packaging. However, a considerable number of respondents (43.1%) remain neutral on this matter. A minority (19.5%) disagree or strongly disagree with the statement. Overall, packaging appears to influence restaurant selection for a notable portion of the surveyed population.

**Table 5: The factors below are important when evaluating the packaging of food delivery items?**

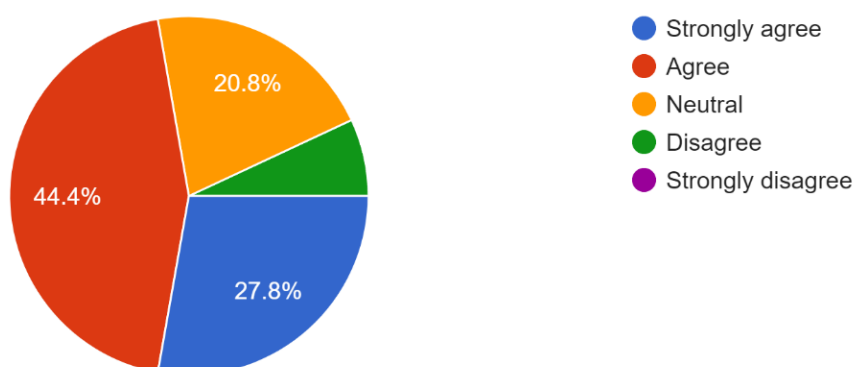


	Response	Frequency	Percentage
Visual Appeal	Strongly Agree	25	35
	Agree	32	44
	Neutral	15	21
	Disagree	-	-
	Strongly Disagree	-	-
	Total	72	100
Quality of material of	Strongly Agree	40	55.5
	Agree	27	37.5
	Neutral	5	6.9
	Disagree	-	-
	Strongly Disagree	-	-
	Total	72	100
Convenience of handling of	Strongly Agree	42	58.3
	Agree	27	37.5
	Neutral	3	4.1

	Disagree	-	-
	Strongly Disagree	-	-
	Total	72	100
Environmental Sustainability	Strongly Agree	21	29.1
	Agree	39	54.1
	Neutral	8	11.1
	Disagree	4	5.6
	Strongly Disagree	-	-
	Total	72	100
Branding and Identity	Strongly Agree	14	19.4
	Agree	36	50
	Neutral	17	23.6
	Disagree	4	5.6
	Strongly Disagree	1	1.4
	Total	72	100

**Interpretation:** The factors considered important when evaluating the packaging of food delivery items include visual appeal, quality of material, convenience of handling, environmental sustainability, and branding identity. Among respondents, visual appeal and quality of material received the highest agreement ratings, with 35% strongly agreeing and 55.5% strongly agreeing, respectively. Convenience of handling was also highly valued, with 58.3% strongly agreeing. Additionally, environmental sustainability and branding identity were positively perceived, with 29.1% and 19.4% strongly agreeing, respectively. Overall, respondents expressed a strong preference for visually appealing, high-quality, convenient, environmentally sustainable, and well-branded packaging in food delivery items.

**Table 6: Do you believe that attractive packaging influences your perception of the quality of the food?**



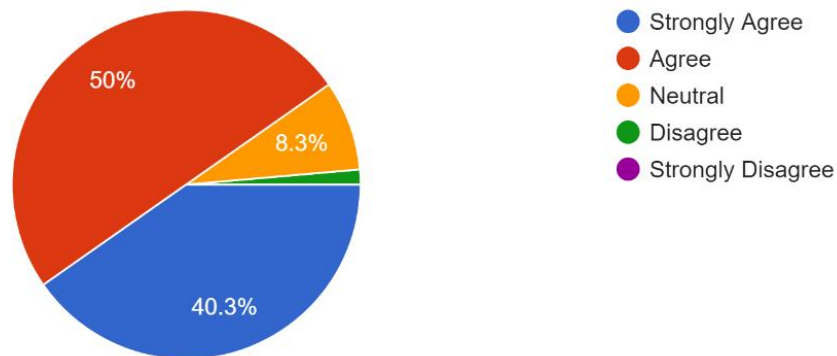
Response	Frequency	Percentage
Strongly Agree	20	27.8
Agree	32	44.4
Neutral	15	20.8
Disagree	5	6.9
Strongly Disagree	-	-



Total	72	100
-------	----	-----

**Interpretation:** The majority of respondents (72.2%) believe that attractive packaging influences their perception of food quality, with 44.4% agreeing and 27.8% strongly agreeing. About 20.8% remained neutral on this statement, while only a small percentage (6.9%) disagreed with the idea. There were no respondents who strongly disagreed.

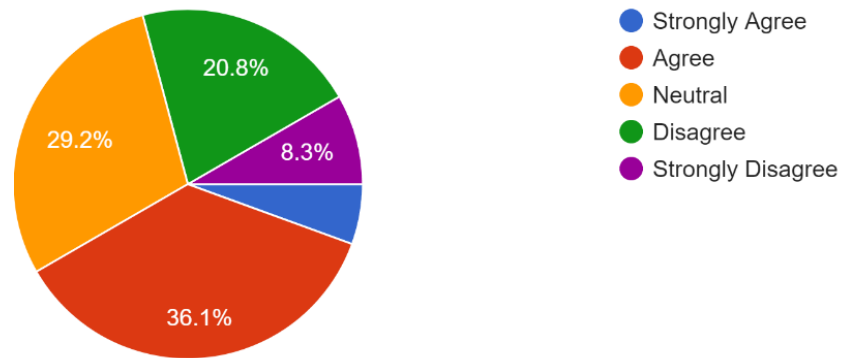
**Table 7: Convenient packaging (easy to handle, transport, and dispose of) affect your decision to reorder from the same food joint?**



Response	Frequency	Percentage
Strongly Agree	29	40.3
Agree	36	50
Neutral	6	8.3
Disagree	1	1.4
Strongly Disagree	-	-
Total	72	100

**Interpretation:** Convenient packaging significantly influences reorder decisions, with 90.3% of respondents either strongly agreeing or agreeing. A negligible proportion (1.4%) disagreed with this statement, indicating the importance of packaging ease in consumer choices. Neutral responses accounted for 8.3% of the total, suggesting a minor segment with ambivalence towards packaging convenience.

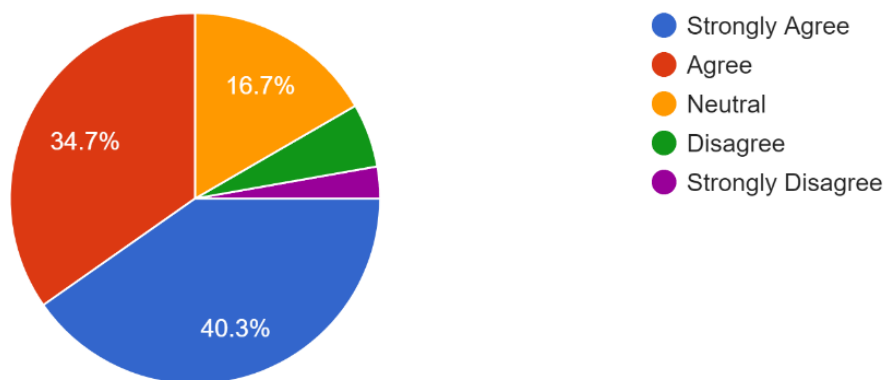
**Table 8: You are willing to pay extra for eco-friendly packaging.**



Response	Frequency	Percentage
Strongly Agree	4	5.6
Agree	26	36.1
Neutral	21	29.2
Disagree	15	20.8
Strongly Disagree	6	8.3
Total	72	100

**Interpretation:** The data indicates that a significant portion of respondents are inclined towards paying extra for eco-friendly packaging, with 41.7% either strongly agreeing or agreeing. However, a notable proportion, 29.2%, remains neutral on this aspect. Conversely, 29.1% either disagree or strongly disagree with the willingness to pay extra for eco-friendly packaging.

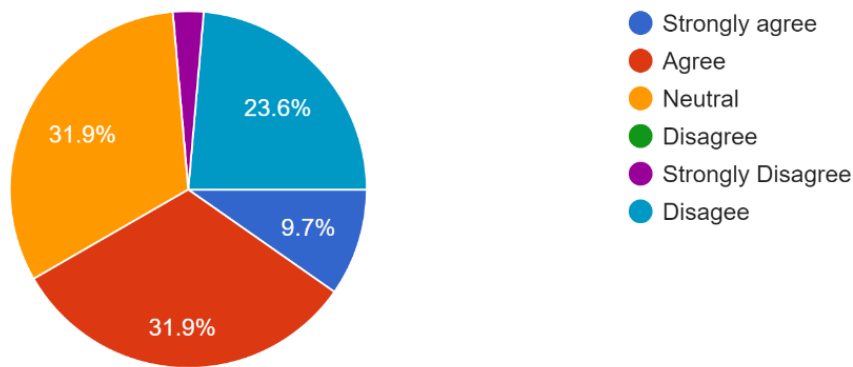
**Table 9: The food delivery packaging is often reused or repurposed.**



Response	Frequency	Percentage
Strongly Agree	29	40.3
Agree	25	34.7
Neutral	12	16.7
Disagree	4	5.6
Strongly Disagree	2	2.8
Total	72	100

**Interpretation:** A majority of respondents (75%) either strongly agree or agree that food delivery packaging is often reused or repurposed, indicating a positive perception towards the sustainability of packaging practices. Only a small proportion (8.3%) express disagreement with this statement, suggesting that most respondents recognize the potential for reusing or repurposing food delivery packaging.

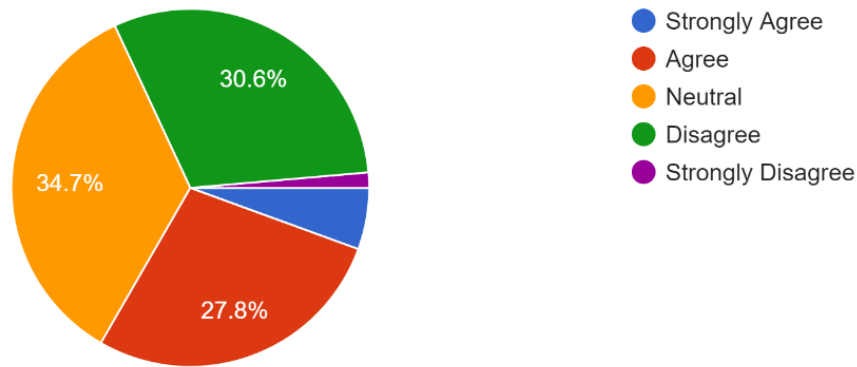
**Table 10: You provide feedback to a food delivery service regarding their packaging?**



Response	Frequency	Percentage
Strongly Agree	7	9.7
Agree	23	31.9
Neutral	23	31.9
Disagree	17	23.6
Strongly Disagree	2	2.8
Total	72	100

**Interpretation:** The majority of respondents (41.7%) either strongly agree or agree to providing feedback on food delivery service packaging. However, a significant portion (23.6%) disagree with this notion, while a smaller percentage (2.8%) strongly disagree. Approximately one-third (31.9%) remain neutral on the matter.

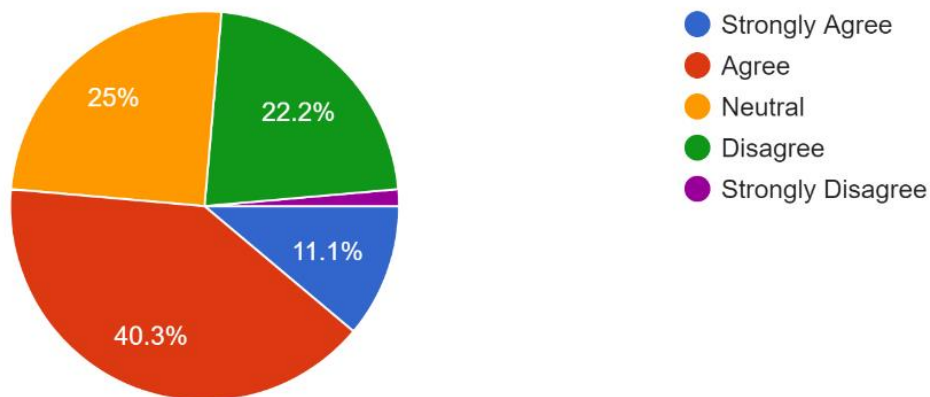
**Table 11: You order from new restaurant based solely on their packaging?**



Response	Frequency	Percentage
Strongly Agree	4	5.6
Agree	20	27.8
Neutral	25	34.7
Disagree	22	30.6
Strongly Disagree	1	1.4
Total	72	100

**Interpretation:** Based on the responses, the majority of participants (62.5%) either agree or strongly agree that they would consider ordering from a new restaurant based solely on its packaging. A significant portion (34.7%) remains neutral on this aspect, while a smaller percentage (32%) disagree or strongly disagree with the notion. Overall, packaging seems to play a considerable role in influencing consumer decisions when trying out a new restaurant.

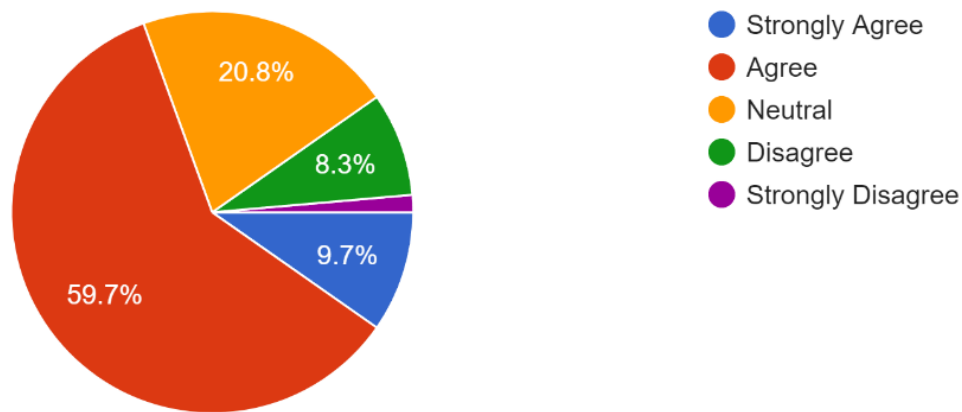
**Table 12: You recommend a food delivery service to others based on the quality of its packaging.**



Response	Frequency	Percentage
Strongly Agree	8	11.1
Agree	29	40.3
Neutral	18	25
Disagree	16	22.2
Strongly Disagree	1	1.4
Total	72	100

**Interpretation:** Based on the data, the majority of respondents (51.4%) either strongly agree or agree that they would recommend a food delivery service to others based on the quality of its packaging. A notable portion (25%) remains neutral on this aspect. However, a minority (23.6%) either disagree or strongly disagree with the idea of recommending a food delivery service solely based on packaging quality.

**Table 13: Consistent branding across packaging materials influence your likelihood to reorder from the same food delivery service.**



Response	Frequency	Percentage
Strongly Agree	7	9.7
Agree	43	59.7
Neutral	15	20.8
Disagree	6	8.3
Strongly Disagree	1	1.4
Total	72	100

**Interpretation:** Most respondents (69.4%) either agree or strongly agree that consistent branding across packaging materials influences their likelihood to reorder from the same food delivery service. A smaller portion (20.8%) remains neutral on the matter, while only a minority (9.7%) disagree or strongly disagree with this statement.

## REGRESSION

### Model Summary - You order from new restaurant based solely on their packaging.

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	RMSE
H <sub>0</sub>	0.000	0.000	0.000	0.933
H <sub>1</sub>	0.795	0.633	0.550	0.626

### Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	3.056	0.110		27.795	< .001
H <sub>1</sub>	(Intercept)	0.138	0.884		0.156	0.876
	Convenient packaging (easy to handle, transport, and dispose of) affect your decision to reorder from the same food joint?	0.138	0.132	0.100	1.045	0.301
	You are willing to pay extra for eco-friendly packaging.	0.181	0.090	0.206	2.007	0.049
	You often choose one restaurant over another because of the packaging?	0.076	0.097	0.076	0.776	0.441
	You provide feedback to a food delivery service regarding their packaging?	0.420	0.099	0.455	4.234	< .001
	When receiving food delivery, packaging is very important.	-0.017	0.140	-0.014	-0.121	0.904
	The factors below are important when evaluating the packaging of food delivery items? [Visual appeal]	0.284	0.153	0.224	1.856	0.069
	You recommend a food delivery service to others based on the quality of its packaging.	0.285	0.111	0.305	2.573	0.013
	Consistent branding across packaging materials influence your likelihood to reorder from the same food delivery service.	0.164	0.144	0.144	1.134	0.262
	The factors below are important when evaluating the packaging of food delivery items? [Quality of materials]	-0.253	0.176	-0.170	-1.436	0.156
	The factors below are important when evaluating the packaging of food delivery items? [Convenience of handling]	-0.063	0.176	-0.039	-0.360	0.720
	The factors below are important when evaluating the packaging of food delivery	-0.060	0.141	-0.051	-0.428	0.670

## Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
items? [Environmental sustainability] The factors below are important when evaluating the packaging of food delivery items? [Branding and identity]	-0.124	0.118	-0.115	-1.051	0.298
Do you believe that attractive packaging influences your perception of the quality of the food?	-0.092	0.140	-0.086	-0.656	0.514

- Null Hypothesis: There is no significant impact of packaging in food delivery on consumer buying behavior.
- Alternate Hypothesis: There is significant impact of packaging in food delivery on consumer buying behavior.
- An R-squared value of 0.633 indicates that 63.3% of the variance in the dependent variable is explained by the independent variables.
- The p-value in regression analysis is less than 0.05, it indicates that there is statistically significant evidence to reject the null hypothesis. This means that the independent variable(s) included in the regression model have a statistically significant impact on the dependent variable.
- Regression Equation
- Packaging = Willingness to pay extra (0.206) + Quality of packaging (0.305) + Feedback to food delivery service (0.455)

## ANOVA

### ANOVA - You order from new restaurant based solely on their packaging?

Cases	Sum of Squares	df	Mean Square	F	p
What is your gender?	3.731	1	3.731	4.500	0.037
Residuals	58.047	70	0.829		

Note. Type III Sum of Squares

## Descriptives

### Descriptives - You order from new restaurant based solely on their packaging?

What is your gender?	N	Mean	SD	SE	Coefficient of variation
Female	39	2.846	0.745	0.119	0.262
Male	33	3.303	1.075	0.187	0.325

## Post Hoc Tests

Standard

### Post Hoc Comparisons - What is your gender?

	Mean Difference	SE	t	p <sub>Tukey</sub>
Female Male	-0.457	0.215	-2.121	0.037

- Ho:  $\mu_{MP} = \mu_{FP}$
- H1:  $\mu_{MP} \neq \mu_{FP}$
- The p-value is less than the 0.05, it indicates that there is sufficient evidence to reject the null hypothesis.
- Post-hoc Tests: The ANOVA test indicates significant differences between groups, post-hoc tests (such as Tukey's HSD) may be conducted to identify which specific group means differ from each other.
- The results show the mean difference between both the genders is -0.457.



## CONCLUSION

The study highlights the significant impact of packaging on consumer behavior in the context of food delivery services. The findings suggest that factors such as packaging design, quality, functionality, and sustainability play crucial roles in shaping consumer perceptions, preferences, and purchasing decisions. Consumers tend to associate well-designed, eco-friendly packaging with higher food quality and are willing to pay extra for such packaging. Moreover, packaging influences overall customer satisfaction and brand loyalty, as well as the likelihood of recommending a food delivery service to others. The regression analysis indicates a strong relationship between packaging attributes and consumer preferences, with variables such as willingness to pay extra, quality of packaging, and feedback to food delivery services significantly affecting consumer buying behavior. Additionally, the ANOVA test reveals significant differences in perception between genders, highlighting the need for targeted packaging strategies. Overall, the study underscores the importance of strategic packaging initiatives in enhancing the overall dining experience and driving customer engagement and loyalty in the competitive food delivery market.

## KEY LEARNINGS

- **Significance of Eco-Friendly Packaging:** The study highlights the importance of eco-friendly packaging materials in shaping consumer attitudes and behaviors towards food delivery services. Businesses should consider adopting sustainable packaging solutions to align with consumer preferences for environmental responsibility.
- **Impact of Packaging Convenience:** Packaging convenience significantly influences consumer decision-making and overall experience with food delivery. Ensuring convenient packaging, such as easy handling and disposal, enhances the overall customer experience and satisfaction.
- **Effect of Packaging Quality:** Packaging quality plays a crucial role in perceived food freshness and trustworthiness of food delivery brands. High-quality packaging conveys professionalism and reliability, positively impacting consumer perceptions and preferences.

## RECOMMENDATIONS

The significant impact of packaging on consumer buying behavior in food delivery services, it is essential for restaurants and food delivery platforms to consider the following recommendations:

- **Invest in High-Quality Packaging:** Prioritize investing in high-quality packaging materials that preserve food freshness, protect against contamination, and enhance the overall dining experience. Durable, eco-friendly packaging not only reflects positively on the brand but also fosters customer satisfaction and loyalty.
- **Focus on Visual Appeal:** Pay attention to the visual aesthetics of packaging, including design, branding, and presentation. Eye-catching packaging designs can attract customers, differentiate your brand from competitors, and leave a memorable impression on consumers.
- **Prioritize Sustainability:** Embrace sustainable packaging practices by opting for recyclable, biodegradable, or compostable materials. Sustainable packaging not only aligns with consumer values but also demonstrates corporate responsibility towards environmental conservation.
- **Solicit Customer Feedback:** Actively seek feedback from customers regarding their packaging preferences, satisfaction levels, and suggestions for improvement. Incorporating customer insights into packaging design and functionality can enhance overall customer satisfaction and drive repeat business.
- **Offer Convenient Packaging Solutions:** Cater to the evolving needs and preferences of consumers by offering convenient packaging solutions such as resealable containers, portion-controlled servings, and easy-to-handle packaging formats. Convenience-driven packaging options can enhance customer convenience and satisfaction.
- **Ensure Consistent Branding:** Maintain consistency in branding elements across all packaging materials to reinforce brand identity and recognition. Consistent branding builds trust with consumers and fosters brand loyalty over time.
- **Leverage Packaging as a Marketing Tool:** View packaging as a strategic marketing tool to communicate brand values, product offerings, and unique selling propositions. Innovative packaging designs and messaging can capture consumer attention, generate excitement, and encourage repeat purchases.
- **Stay Updated on Industry Trends:** Stay informed about emerging trends and innovations in packaging technology, materials, and design within the food delivery industry. Adapting to evolving consumer preferences and market dynamics can help maintain a competitive edge and drive business growth.

## REFERENCES

Kumar, M. A., & Augustine, R. THE ROLE AND EFFECT OF PRODUCT PACKAGING ON CONSUMER BEHAVIOUR.

Chen, L., Zhang, Y., & Wang, Y. (2021). The Effect of Packaging Design on Emotional Response and Purchase Intention: The Moderating Role of Product Involvement. *Frontiers in Psychology*, 12, 649122.

Green, T., Pelozo, J., & White, K. (2019). How Packaging and its Color, Imagery, and Text Affect Persuasive Judgments of Healthiness and Environmental Friendliness. *Journal of Marketing*, 83(5), 63-80.

Lee, J. H., & Johnson, K. K. (2020). The Influence of Food Packaging Color on Consumer Perceptions and Purchase Intentions. *International Journal of Retail & Distribution Management*, 48(6), 564-581.

Budiardjo, H. (2016). The impact of packaging design to purchase behaviour through brand trust. *International Journal of Business and Management Invention*, 5(1), 82-89

O. Ampuero and N. Vila. "Consumer perceptions of product packaging". *Journal of Consumer Marketing*, vol.23, pp.100-112, 2006.

Azad and P. Hamdavi. The impact of packaging elements on consumer purchasing ensure *Consumer Marketing*.

Ahmed, R.R., Ahmad, N., Parmar, V., Khoso, I., 2014. Role of Packaging and Labeling on Pakistani Consumers Purchase Decision, *European Scientific Journal*.

Underwood, R.L., Klein, N.M., & Burke, R.R., 2001. Packaging communication: attentional effects of product imagery.

## Appendix

1. How often do you order food for delivery? \*
  - Daily
  - 2-3 times a week
  - Once a week
  - 2-3 times a month
  - Rarely
  
2. When receiving food delivery, packaging is very important. \*
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
  
3. When receiving a food delivery, what are the first things you notice about the packaging?
  
4. You often choose one restaurant over another because of the packaging?
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.

5. The factors below are important when evaluating the packaging of food delivery items? \*

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
<b>Visual appeal</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Quality of materials</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Convenience of handling</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Environmental sustainability</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Branding and identity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you believe that attractive packaging influences your perception of the quality of the food?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
7. Convenient packaging (easy to handle, transport, and dispose of) affect your decision to reorder from the same food joint?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
8. You are willing to pay extra for eco-friendly packaging.
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.

9. The food delivery packaging is often reused or repurposed?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
10. You provide feedback to a food delivery service regarding their packaging?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
11. You order from new restaurant based solely on their packaging?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
12. You recommend a food delivery service to others based on the quality of its packaging.
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
13. Consistent branding across packaging materials influence your likelihood to reorder from the same food delivery service.
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
14. What new trends in food delivery packaging are you most interested in? (e.g., smart packaging, personalization, refillable containers)
15. What improvements would you like to see in food delivery packaging?

#### Demographics

16. What is your age? \*
- 18-24
  - 25-34
  - 35-44
  - 45-54

- 55-64
- 65+

17. What is your gender?

- Male
- Female

18. Marital Status

- Married
- Single