

## Impact of Packaging on Buying Behaviour of Rural Consumers Towards FMCG Products

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### ABSTRACT

*In the ever boosting competition of the present global market, the necessity for productive product promotion is prominent, and the product packaging has a consequential role to play. To accomplish communication objectives productively, producers must comprehend the reaction of consumers to their packages, therefore, information about consumer psychology is considerable. This paper endeavours to explore the impact of packaging on buying behaviour of rural consumers towards FMCG products. Data for the study has been accumulated through the survey of 150 consumers, selected randomly from different mom & pop stores and retail outlets in Bhopal city of Madhya Pradesh state of India.*

**KEYWORDS:** Packaging, Consumer, Buying behaviour, FMCG, Rural India

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