



# Online buying behaviour of consumers towards paper boat beverages

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**Abstract**— This study examines the online buying behaviour of consumers towards Paper Boat beverages and identifies the major factors influencing their purchasing decisions in digital marketplaces. Paper Boat, known for its nostalgic branding and traditional Indian beverage flavours, has developed a strong emotional connection with consumers through storytelling, cultural familiarity, and digital engagement. The research focuses on how factors such as convenience, emotional branding, platform trust, online visibility, quick-commerce services, pricing, and social media marketing affect consumer behaviour while purchasing Paper Boat products online.

The study is based on qualitative and descriptive analysis using secondary data, previous research studies, articles, industry reports, and consumer behaviour concepts. Findings reveal that emotional appeal, nostalgic marketing, fast delivery platforms, product visibility, and positive online reviews significantly influence purchase intention and customer satisfaction. The study also highlights challenges such as premium pricing perception, increasing competition from health-focused beverages, and limited reach in smaller markets.

The research concludes that Paper Boat has successfully positioned itself as an emotionally driven digital FMCG brand, and its future growth will depend on strengthening digital distribution, maintaining customer trust, and adapting to changing consumer preferences in the online marketplace.

**Index Terms-** Online Buying Behaviour, Consumer Behaviour, Paper Boat Beverages, Nostalgia Marketing, Emotional Branding, FMCG Industry, E-commerce, Quick Commerce, Brand Loyalty, Digital Marketing.

## I. INTRODUCTION

The Indian FMCG beverage industry has witnessed significant transformation over the past decade due to changing consumer lifestyles, increasing internet penetration, and the rapid growth of e-commerce and quick-commerce platforms. Consumers today are not only influenced by product quality and pricing but also by emotional connection, convenience, digital visibility, and brand experience while making online purchase decisions. In this evolving market, brands that successfully combine emotional appeal with modern digital strategies are gaining a strong competitive advantage.

Paper Boat, owned by Hector Beverages Pvt. Ltd., is one such Indian beverage brand that has successfully created a unique identity through nostalgia-driven marketing and traditional Indian flavours. Established in 2013, the brand focuses on reviving childhood memories and cultural experiences through beverages such as Aam Panna, Jaljeera, Kokum, Thandai, and Rose Tamarind. Its tagline, “Drinks and Memories,” reflects the brand’s emotional positioning and storytelling approach, which differentiates it from conventional beverage competitors.

Unlike many FMCG brands that focus mainly on functional benefits, Paper Boat emphasizes emotional storytelling, cultural familiarity, and



authenticity. The brand uses creative packaging, digital advertisements, influencer engagement, and social media campaigns to build a deeper emotional connection with consumers. This emotional branding strategy has helped Paper Boat gain strong popularity among urban consumers, especially on online platforms such as Amazon, BigBasket, Blinkit, Zepto, and Swiggy Instamart.

The rise of online shopping and quick-commerce services has further changed consumer buying behaviour in the FMCG sector. Consumers now expect convenience, faster delivery, personalized recommendations, easy digital payments, and reliable product reviews before making purchase decisions. In such a competitive digital environment, understanding how consumers perceive and purchase brands like Paper Boat becomes highly important for marketers and researchers.

This study aims to examine the online buying behaviour of consumers towards Paper Boat beverages and identify the key factors influencing their purchase decisions. The research focuses on emotional branding, nostalgia marketing, platform trust, digital visibility, convenience, social media influence, and consumer perception in the online marketplace. The study also highlights the growing role of e-commerce and quick-commerce platforms in shaping modern FMCG consumption patterns in India.

## II. IDENTIFY, RESEARCH AND COLLECT IDEA

The idea for this research emerged from the growing shift of consumers toward online shopping platforms and the increasing popularity of emotionally driven FMCG brands in India. Among several beverage brands, Paper Boat attracted attention because of its unique combination of nostalgic storytelling, traditional Indian flavours, and strong digital marketing presence. The brand's ability to emotionally connect with consumers while operating successfully in the competitive online marketplace created interest for deeper study and analysis.

To develop the research, various secondary sources such as research journals, articles, industry reports, websites, marketing case studies, and online consumer reviews were studied. Existing literature related to consumer behaviour, emotional branding, nostalgia marketing, e-

commerce, and FMCG buying behaviour was carefully analyzed to understand the factors influencing online purchase decisions. Special attention was given to studies focusing on digital marketing strategies, quick-commerce platforms, and changing consumer preferences in India.

The research also examined how Paper Boat products are positioned across online platforms such as Amazon, Blinkit, Zepto, BigBasket, and Swiggy Instamart. Consumer reviews, ratings, digital advertisements, social media campaigns, influencer content, and promotional offers were observed to understand how online visibility and emotional engagement influence buying behaviour.

The collected information helped in identifying major themes such as convenience, emotional connection, trust, product visibility, pricing, platform experience, and social proof as important factors affecting online purchases. These insights formed the foundation for analyzing consumer behaviour towards Paper Boat beverages in the digital marketplace.

## III. STUDIES AND FINDINGS

The research work was developed by combining information collected from multiple secondary sources related to consumer behaviour, digital marketing, emotional branding, and online FMCG purchasing trends. Existing research papers, marketing case studies, journal articles, industry reports, online consumer reviews, and digital platform observations were carefully studied and connected together to build a structured understanding of the topic. This "Bits and Pieces Together" approach helped in organizing scattered information into a meaningful research framework focused on Paper Boat beverages and online consumer behaviour.

The study further benefited from analyzing already published work on nostalgia marketing, storytelling strategies, packaging influence, and e-commerce buying behaviour. These earlier studies acted as a foundation for understanding how emotional connection and digital convenience influence online purchase decisions in the FMCG sector. Insights from previous researchers also helped in identifying important variables such as



platform trust, quick-commerce growth, social proof, digital visibility, and impulse buying behaviour.

To strengthen the quality of the research, different viewpoints and expert discussions available through articles, journals, and marketing analyses were considered throughout the study. This helped in improving the understanding of current market trends and consumer expectations in the digital marketplace. Consumer feedback available on platforms such as Amazon, Blinkit, BigBasket, Zepto, and Swiggy Instamart was also observed to understand practical buying experiences and satisfaction levels.

The findings of the study reveal that emotional branding and nostalgia play a major role in influencing online purchase decisions for Paper Boat beverages. Consumers are strongly attracted towards the brand because of its traditional Indian flavours, childhood memories, and culturally connected storytelling. In addition, convenience provided by e-commerce and quick-commerce platforms, attractive product visibility, combo offers, fast delivery services, and positive online reviews significantly affect purchase intention and repeat buying behaviour.

The study also finds that social media marketing, influencer content, and user-generated reviews create strong digital trust and improve customer engagement. However, factors such as premium pricing, growing competition from health-focused beverages, and limited penetration in smaller markets remain important challenges for the brand's future digital growth.

#### IV. GET PEER REVIEWED

After completing the draft of this study, the research work was carefully reviewed to ensure that the content, structure, language, and findings were properly organized and academically relevant. The review process helped in identifying areas where further clarification, correction, and improvement were required.

Suggestions and feedback from faculty members, academic guides, and subject experts were considered while refining the paper. Their inputs helped improve the overall presentation of the research, strengthen the flow of ideas, and maintain better clarity in explaining concepts related to consumer behaviour, digital marketing, and online buying patterns. The review process also helped in checking the consistency of references, grammatical accuracy, and proper formatting according to journal requirements.

Constructive comments received during the review stage contributed to improving the analysis of findings and strengthening the conclusions drawn from the study. Special attention was given to maintaining originality, improving readability, and ensuring that the research objectives were clearly connected with the findings and conclusions of the study.

The peer review process ultimately helped enhance the overall academic quality of the research paper and increased confidence in presenting the study for publication in a research journal.

#### V. IMPROVEMENT AS PER REVIEWER COMMENTS

After receiving feedback and review comments, necessary improvements were made to enhance the overall quality and effectiveness of the research paper. All suggestions provided by reviewers and subject experts were carefully analyzed and understood before making corrections and modifications in the study. This process helped in improving the clarity, structure, presentation, and academic accuracy of the research work.

Several changes were incorporated to strengthen the explanation of consumer behaviour concepts, emotional branding strategies, online buying patterns, and digital marketing practices related to Paper Boat beverages. Additional refinements were also made in the language, formatting, references, and logical flow of the content to



ensure better readability and professional presentation according to journal standards.

The review process also helped in identifying areas that required deeper explanation and stronger connection between research objectives, findings, and conclusions. Constructive criticism was treated as an opportunity for improvement rather than a limitation, which contributed positively towards refining the study. Clarifications were considered wherever necessary to maintain accuracy and avoid ambiguity in the interpretation of findings.

Through continuous revision and improvement, the research paper became more structured, informative, and academically reliable. This process reflects the importance of reviewer feedback in enhancing the standard of research work before final publication. International journals follow a detailed evaluation process to ensure that only quality research contributions are selected for publication and wider academic recognition.

## VI. CONCLUSION

The study concludes that online buying behaviour towards Paper Boat beverages is strongly influenced by emotional branding, nostalgia, convenience, and digital platform experience. Consumers are increasingly attracted towards brands that offer not only quality products but also emotional connection and cultural familiarity. Paper Boat has successfully differentiated itself in the competitive FMCG beverage market by combining traditional Indian flavours with modern digital marketing and storytelling strategies.

The research findings show that factors such as quick-commerce availability, social media influence, positive online reviews, attractive packaging, and fast delivery services significantly affect online purchase decisions. The brand's strong emotional appeal and nostalgic communication help build trust and customer loyalty, especially among urban consumers using e-commerce and quick-commerce platforms.

At the same time, the study highlights important challenges such as price sensitivity, increasing competition from health-focused beverages, and limited digital penetration in smaller markets. These factors may affect the long-term growth of the brand if not addressed strategically. Therefore, Paper Boat should continue strengthening its digital presence, improve value-based pricing strategies, expand online accessibility, and focus on changing consumer health preferences.

Overall, the research emphasizes the growing importance of emotional branding and digital convenience in shaping modern consumer behaviour in the FMCG sector. The findings of this study may help marketers, researchers, and FMCG companies better understand evolving online buying patterns and develop more effective customer engagement strategies in the digital marketplace.

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