

IMPACTS OF PACKAGING

Abstract

As I researched, I see scholars think that the packaging area is not getting much noticed by researchers. However, the very first motive of this paper is to examine the rank of research related to the functions of marketing of packaging by the critical review of available literature. In earlier time the packaging was just used to protect the product and to provide functional benefits. Despite, the purpose of packaging now changing with time. With the recent marketing trends, Packaging become more crucial from the marketing point of view, as, raising decisions of buying non durable product at the point of a purchase, etc. It is especially used for differentiation at the time when the consumer has to choose between the products on the shelves. In a recent literature packaging is usually classified within the 4P's. In certain cases packaging is even considered as a part of the communication mix. Without any doubt, packaging is having great impact on consumer thanks to its communicational facet. Creating link with consumer and building brand image is one of the vital functions of packaging.

Keywords: packaging, marketing communications.

Authors

Yogita Yadav

Student

PG Department of Commerce

A.S College, Khanna

Punjab, India

Dr. Yashmin Sofat

Assistant Professor

P.G Department of Commerce

A.S College, Khanna

Punjab, India

I. INTRODUCTION

In attracting consumers towards any product Packaging plays a vital role. Even as promotional tool packaging is also used by the companies and it includes: Colour, material, designs & other characteristics. To impulse buying behavior of customer Packaging is offered by the companies to its consumers. Packaging increases sales by fascinating the customer. It also helps to decline the cost of marketing and advertisement.

The last impression that consumer will have before that final purchase decision rely on packaging. Therefore, it is a proof that ensures packaging is working as hard as possible to secure that sale. This may be in the form of imagery, brand values, products functionality or pure innovation. There are many ways in which packaging can add value.

Moreover, few things marketers must know in order to make packaging aids their brands positioning, create competitive advantage, and increase their price premium, packaging development can provide a number of business benefits including:

1. Tangible representation of brand or company values
2. Important enhancement of product deliver, experiencing or enjoyment
3. Raised impact at point of purchase

II. REVIEW OF LITERATURE

Alice louw (2006) says that packaging is also vital in the environment of marketing. According to him the good image of the product in the consumer's mind can be departed by good packaging. **Nilsson & Ostrom (2005)** state that there are three constitutive elements of packaging design i.e. color, shape and graphic. Later, **Ampuero & Vila (2006)** says that design of packaging has two proportions: graphic and structure. **According to the research of Polyakova Ksenia** on "Packaging plan as an advertising instrument and want to buy", the product packaging of milk used a expert to understand the view of customer on product packaging component and its meant for their behavior of purchasing. The packaging layout used a device to evaluate the amount of the nature of brand disclose through the packaging and how the customers came to understand this. Results shows that 76.6% of customers were fascinated to the designed symbol used on package and 3.36% of customers rely on the constituent of plan, that influence brand dedication customers towards brand. From 30 members 23 were slope to buy product (B) than (A) on the grounds that they felt that instead of genuine data on the organization the plan used convey more about the brand. 16 members called attention to that the plan utilized on the packaging affected their buy since they felt that the plan components conveyed the nature of the milk, which as indicated by them was a definitive determinant on if to buy the product.

III. RESEARCH METHODOLOGY

The objective of the study:

1. Find out the contribution of packaging on consumer behavior on product.
2. Analyze the impact of packaging on marketing product.

IV. DATA COLLECTION

Under this, two methods were adopted for data collection. One is Primary Data and second is Secondary data.

1. Primary Data was collected through survey method by distributing questionnaire to students.
2. Secondary data was collected from various News paper, journals, books or websites and other research report.

The data collected from both the sources with the help of questionnaire method and is analyzed and interpreted in the systematic manner with the help of statistical tool like percentages, likert scale.

V. SAMPLE SIZE

If refers to the number of people surveyed for this topic, in the study 120 people were surveyed and responses are drawn.

VI. FINDINGS

Table 1: Showing the Gender of Respondents

Response	No. of Respondent	% of Response
Male	69	57.5%
Female	51	42.5%
Total	120	100%

The **Table 1** represents that nearly 42.5% of the responded are founded to be male and 57.5% are female who have been randomly selected to answer the questionnaire.

Table 2: Showing the Age of Respondents (in Years)

Response	No. of Respondent	% of Response
Below 20 years	8	6.7%
21 to 30	96	80%
31 to 40	11	9.2%
41 to 50	4	3.3%
Above 51	1	0.8%
Total	120	100%

In the given **Table 2** the respondents fall into the category of Below 20 years are 6.7% of the total respondents. The highest respondents belong to the category 21 to 30 years with 80%, 9.2% are those whose age are between 31 to 40 years and 3.3% are those whose age are between 41 to 50 years. The Least value of response is 0.8% who are above 51 years of age.

Table 3: Attributes you consider while buying a Product?

Category	No. of Respondents	% of Respondents
Price	14	11.7%
Packaging	23	19.2%
Quality	72	60%
Brand Image	11	9.2%
Total	120	100%

According to given **TABLE 3** 60% of people prefer good quality whereas, 19.2% of people goes for a well package product. However, 11.7% and 9.2% of people looks for price and brand image respectively.

Ultimately, the percentage of quality looking customers is higher.

Table 4: Which factors you feel are Important Related to Packaging?

Factors	No. of Respondents	% of Respondents
Attractiveness	22	18.3%
Safety	60	50%
Information	22	18.3%
Re-usability	16	13.3%
Total	120	100%

According to **TABLE 4**, 50% of people say safety is crucial, Instead 18.3% people feel attractiveness and information on product is more important. However, 13.3% of people used to say they feel re-usability of package is vital.

In nutshell more, people go for safety because it has higher percentage.

Table5: Do you think that more you buy Eco-Labeled Products the more Positive Impact it Will Have on the Environment?

Opinion	No. of Respondents	% of Responses
Strongly agree	51	42.5%
Agree	52	43.3%
Neutral	12	10%
Disagree	1	0.8%
Strongly Disagree	2	1.7%
Neither agree	2	1.6%
Total	120	100%

The given **Table5** presents the 42.5% respondents are strongly agreed whereas, 43.3% are also in support with them. On the other hand, 10% people are neutral about that. However, 0.8% and 2% respondents are disagreed with this statement and neither agree in respect of post impact of eco level products in environment.

VII. SUGGESTIONS

1. Keep the design simple and placement of the logo should be right, attractive and easily visible. Information about the product should be short and crisp.
2. Packaging should be done accordingly, that it should not harm the environment. It should be safe to carry for long distances.
3. Packaging should be eco friendly and does not lead any extra cost on the part of customer and producer.
4. Packing will be pleasant in colour.
5. It should be eye catching; more reliable for later use.
6. It should be recyclable.
7. Every company must focus on quality of sealing box to keep product safe.
8. Thermoplastic used for packing material may keep product more safe.
9. Keep it simple and design it to look distinct from similar products.
10. Always keep in mind to be stand out on your consumer requirements.
11. Water Soluble Paper or plastic packaging should be implemented.
12. Can use ribbon, pearls and attractive stickers.
13. Design the packet in moderate form, new design may attract more people.

VIII. CONCLUSION

Report concluded the importance of packaging has come to be increasingly recognized in marketing of consumer goods and industrial products within the country. The quality of product is not just examined by the brand but, it can be estimated by packaging of product sometimes. Due to bad packaging if Goods destroyed in transit and are in an unacceptable condition so it can stain the goodwill of the manufacturer as well as the country. Packaging plays an important role in appealing higher unit values for goods of consumer through the exchange of the bulk by consumer packs. Freshly, packaging has been conceded as a crucial factor in the state export promotion effort. There must be some endeavors to acknowledge the significance of packaging thereby to overcome the cost of damage incurred during delivery. Keep remember that a conscious effort on the part of marketing managers can raise the dimensions of sales and there by improve the reputation of the organization.

BIBLIOGRAPHY

BOOKS

- [1] Marketing Management-Philip Kotler
- [2] Research Methodology- C.R Kothari
- [3] Research Methodology in Commerce – Gupta, Shashi K.

FOR JOURNALS

- [1] Albers, Josef. Interaction of Color. Rev. Ed. New Haven: Yale University Press, 2006.
- [2] Angeli, Primo. Making People Respond: Design for Marketing and Communication. New York: Watson-Guptill, 1997.
- [3] Baumann, Henrikke, and Anne-Marie Tillman. The Hitchhiker's Guide to LCA. Lund, Sweden: Studentlitteratur, 2004.

- [4] Bouchoux, Deborah E. Protecting Your Company's Intellectual Property: A Practical Guide to Trademarks, Copyrights, Patents & Trade Secrets. New York: AMACOM/American Management Association, 2001.
- [5] Bringhurst, Robert. The Elements of Typographic Style. Port Roberts, WA: Hartley & Marks, 2004.
- [6] Brody, Aaron L., and Kenneth S. Marsh. The Wiley Encyclopedia of Packaging Technology. Hoboken, NJ: John Wiley & Sons, 1997.
- [7] Cirker, Blanche, ed. 1,800 Woodcuts by Thomas Bewick and His School. New York: Dover, 1962.
- [8] DePaul, Richard. Ideas and Innovation. 2nd ed. Springfield, MA: Paperboard Packaging Council, 2004.
- [9] Fehrman, Kenneth R., and Cherie Fehrman. Color: The Secret Influence. Upper Saddle River, NJ: Prentice Hall, 2000.
- [10] FDA. "Food." Labeling & Nutrition. Web. 19 May 2012. <<http://www.fda.gov>>
- [11] Gill, Eric. An Essay on Typography. Boston: David R. Godine, 1993.
- [12] Gladwell, Malcolm. Blink: The Power of Thinking Without Thinking. New York: Little, Brown, 2005.
- [13] The Tipping Point. New York: Back Bay Books, 2002.
- [14] Gobe, Marc. Brandjam: Humanizing Brands Through Emotional Intelligence. New York: Allworth Press. 2006.
- [15] Emotional Branding. New York: Allworth Press. 2010. Heath, ...

WEBSITES

- [1] Safe company. (2013). Toilet Tissues. [http://www.especiallyoffice.com\(20/11/13\)](http://www.especiallyoffice.com(20/11/13))
- [2] Planet Ark company. (2013) Planet Ark Products. [http://products.planetark.org\(20/11/13\)](http://products.planetark.org(20/11/13))
- [3] NIEHS. (2013). National Institute of Environmental Health Sciences. [http://kids.niehs.nih.gov/sitemap/index.htm\(13/11/13\)](http://kids.niehs.nih.gov/sitemap/index.htm(13/11/13))
- [4] ABS. (2013). Australian Bureau of Statistics. [http://www.abs.gov.au\(11/11/13\)](http://www.abs.gov.au(11/11/13))
- [5] Transpacific Industries Group. (2013).
- [6] Transpacific. [http://www.transpacific.com.au\(09/11/13\)](http://www.transpacific.com.au(09/11/13))
- [7] Wakeham. (2013). Environment Victoria. [http://environmentvictoria.org.au\(09/11/13\)](http://environmentvictoria.org.au(09/11/13))
- [8] Whittaker. (2013). Whittaker's
- [9] Chocolate. [http://www.whittakersworldwide.com/#/home/\(19/11/13\)](http://www.whittakersworldwide.com/#/home/(19/11/13))
- [10] Chandler. (2013). Goodreads. [http://www.goodreads.com\(01/11/13\)](http://www.goodreads.com(01/11/13))
- [11] Earth 911. (2013). Aluminium Foil. [http://earth911.com/\(23/11/13\)](http://earth911.com/(23/11/13))
- [12] Vookoti. (2012). How long does it take to decompose. [http://www.hoaxorfact.com\(23/11/13\)](http://www.hoaxorfact.com(23/11/13))