**Impact of Packaging**

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**ABSTRACT**

*Many scholars agree that the area of packaging is not getting much attention from researchers. Therefore, the main goal of this paper is analyse the status of research related to the marketing function of packaging by the critical review of available literature. In the past the most important role of packaging was to protect the product and to provide functional benefits. However, the functions of packaging expanded with the time. Packaging become more important from the marketing point of view with the recent marketing trends, like switching marketing budget from advertising to other promotional tools, increasing non durable product buying decisions at the point of a purchase, etc. It is usually the mean of differentiation and the last brand advocate when it comes to the consumer’s time to choose between the products on the shelves. In a moral recent literature packaging is usually pointed as a communication element rather than juster part of the product within the 4Ps. In some cases packaging is even considered as a part of the communication mix. With no doubt, packaging is having tremendous impact on consumer thanks to its communicational aspects. One of the functions of packaging within marketing communications is to help in the process of building the brand personality and to create links with consumers.*

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**KEYWORDS:** *packaging, marketing communications, packaging design.*

**INTRODUCTION:** Packaging plays a vital role in attracting consumers towards any product. Packaging is also used as the promotional tool for the companies and it includes: Color, material, designs & other characteristics. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior. Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product.

Packaging is often the last impression the consumer or customer will have of your products before that final purchase decision is made, therefore, it is worth ensuring that 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.

There are few things marketers should know in order to make packaging support their brands positioning, build competitive advantage, maintain innovations or increase their price premium, packaging development can provide a number of business benefits including:-

• Tangible representation of brand or company values

• Significant enhancement of product deliver, experiencing or enjoyment

• Increased impact at point of purchase

• New distribution channels or opportunities

**REVIEW OF LITERATURE**

**According to Panwar (2004)** Packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Sajuyigbe, et. Al., 2013).

“Packaging is the container for a product encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used”

Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point of purchase decisions which characterize the majority of shopping occasions.

**Alice louw (2006)** says that packaging is also important in the marketing environment. According to him the best packaging leaves the good image of the product in the consumer mind.

**Harckham(1989)** notes that package is the shopper’s avenue to the product because it often projects the initial impression he/she forms about a brand, its quality, or value. For products that are not purchased in their final form, such as many food items, the shopper frequently relies on the package to develop an impression of the product in its prepared state. This shows that there is a difference between package and packaging.

**Lewis (1991) extended Pilditch’s (1961)** views, describing good packaging as far more than a salesman, but a flag of recognition and a symbol of values. Underwood (2003) claimed that packages were having intrinsic or extrinsic attributes based on certain features they possess. Vazquez, Bruce and Studd (2003) further stated that today, the pack must come alive at the point of purchase, in order to represent the salesman.

Today packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands.

A number of experts have reviewed the concept of packaging design in connection with impulsive buying.

In essence, the combination between physical packaging and written communication regarding product content are the basics of current packaging designs (Klimchuk&Krasovec, 2007).

**Nilsson &Ostrom (2005)** state that packaging design contains three constitutive elements: shape, color, and graphic. Later Ampuero & Vila (2006) state that packaging design has two dimensions: graphic and structure.

**According to the three cited sources (Nilsson and Ostrom, 2005; Ampuero and Vila, 2006; and Klimchuk and Krasovec, 2007),** the packaging design variable has the following constructive dimensions: graphic design, with brand name, color, typography and image as sub-dimensions; structure design, with shape, size, and material as sub-dimensions; and product information. Packaging design consists of various elements, or constructive dimensions whose function is to influence consumers in their purchasing decisions.

Prior to this research, several others have been conducted in regard to packaging design and purchase decision. In their research, titled Packaging and Purchase Decision: An Exploratory Study on the Impact of Involvement Level and Time Pressure, Silayoi and Speece (2004) state the importance of packaging design as an emerging communication and branding device in the competitive packaged food market. The study found that the elements of packaging are the main factors in the assessment and decision of household product purchases. Nilsson and Ostrom (2005), in their study titled Packaging as a brand communication vehicle, state that in regard to packaging design there are no perceptional differences between men and women.

**In an investigation led by Polyakova Ksenia** on "Packaging plan as an advertising instrument and want to buy", the product packaging of milk was utilized a specialist to decide the customer view on plan components in product packaging and what it meant for their purchasing behavior. The packaging configuration was utilized a device to quantify the amount of the brand’s character came out through the packaging and how such communication was deciphered by the customers. Results demonstrated that 76.6% of customers were attracted to the symbolism utilized on the pack and 3.36% of customers related to the brand dependent on the plan components, which set up additional the brand dedication customers had towards brand. 23 of the 30 members were slanted to buy product (B) than (A) on the grounds that they felt that the plan utilized imparted more about the brand instead of genuine data on the organization. 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.

**An investigation directed by Abdalkrim et al.** on how "Brain science of color impacts customers' behavior–a symptomatic report" expresses that essentially all customer products today execute color plans while planning product packaging. Choosing the correct tones that suit your image character can significantly affect the deals of a product. The point of the investigation was to inspect what the brain research of tones means for purchasing behavior of customers in choosing a product as for packaging and marking. The investigation utilizes content examination of optional information. Discoveries express that color inclinations change dependent on gender. 76% of ladies incline toward cool colors rather than just 56% of men. There is no widespread color plan that one brand can execute to expand deceivability, color gangs as having a large number of implications dependent on the customers social foundation. For instance, in the Middle East just as dominant part of Asia, the color white represents virtue. In the US, blue means trust and authority.

**In an examination led by Deng et al.** on "The effect of customer products packaging quality on customer product satisfaction, brands judgment, customer speculation and behavior intends to inspect the job of container quality in marked filtered water and its connection to customer satisfaction and purchasing behavior. They set up how packaging attributes go about as an unavoidable component of the general product and added to the utilization experience. Results were then agreed dependent on how customers felt when taking a gander at the packaging and what their general utilization experience was. They have demonstrated that the thicker the material utilized to make the container, the higher was the thought that clients accept that the nature of water is better. Packaging quality has a basic part in building a productive customer marking connections which would rethink the packaging of numerous brands and enhance the customer loyalty.

**As per Carl Daniel in an examination** on "Influence of food packaging and impression of food quality" intended to comprehend customer decision towards potato chips that were packed in polyvinyl sacks and what it meant for their acquisition of the product. In today’s self-administration economy, the packaging of an product gives advertisers one final chance to convince planned customers of an product preceding brand determination, at the purpose of procurement (for this situation, at grocery stores). It was discovered that in most polyvinyl sacks that were square shape in dimension, customers thought that it was hard to open the sack and would wind up annihilating the packaging in the request to eat the chips that were inside the parcel. However in disdain, of this bother, 93% of customers actually floated towards purchasing these chips in light of the fact that as indicated by discoveries, customers saw that chips inside polyvinyl packs were crisper than those that one would discover inside a wax sack or a paper sack. They additionally felt that the bother of such packaging implied that the pack was firmly fixed, consequently keeping up the nature of the product significantly more.

**RESEARCH METHODOLOGY:-**

Research Methodology refers to the theoretical analysis of methods applied to a field of study. This research is based on the quantitative data was collected by questionnaire method from a convenient sample. The responses were analyzed and then arrived at conclusion. The methodology section paid important to two main questions:-

* How was the data collected or generated?
* How was it analyzed?

**OBJECTIVE OF THE STUDY:-**

1.     Find out the contribution of packaging on consumer behavior on new product.

2.     Analyze the impact of packaging on marketing new product.

**DATA COLLECTION:-**

Under this, two methods were adopted for data collection. One is primary data and other is secondary data. Primary data was collected through questionnaire filled by respondents. Secondary data was collected from newspaper, journals or websites etc.

**SAMPLE SIZE:-**

The sample size of 120 respondents was selected for the purpose of survey in the Mandi Gobindgarh and Khanna city. It also includes the nearby villages and towns of the city.

**TOOLS USED TO COLLECT THE DATA:-**

A research tool defines the accomplishment of reliable data in arriving at prefect conclusion about the research problem being studied. The tools used in the research were:-

* **Bar Diagrams:-**

A bar diagram also known as a bar graph or bar chart, is a graph that present data with a rectangular bars. It is a pictorial representation of grouped data. This tool was taken for the study as it was a simple to make and easy to interpret.

* **Pie charts:-**

A Pie-chart or a circular chart is a circle divided into different slice segments to illustrate the data. It is generally used to show percentage data. The study took pie-charts as a tool to display the comparison among the responses with good visual presentation.

**FINDINGS:-**

**Table 1**

**Showing the Gender of Respondents:-**

|  |  |  |
| --- | --- | --- |
| **Gender** | **No. of Respondents** | **% of Respondents** |
| 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):-**

|  |  |  |
| --- | --- | --- |
| **Age category** | **No. of Respondents** | **% of Respondents** |
| 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 responded 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?**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **% of Respondents** |
| 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.

**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. Description on package of product aware customer about the product.
4. Packaging should be eco friendly and does not lead any extra cost on the part of customer and producer.
5. Packing will be pleasant in colour.
6. It should be eye catching; more reliable for later use and may contains proper labeling.
7. It should be recyclable.
8. Every company must focus on quality of sealing box to keep product safe.
9. Thermopolis used for packing material may keep product more safe.
10. Keep it simple and design it to look distinct from similar products.
11. Always keep in mind to be standout on your consumer requirements.
12. Water Soluble Paper or plastic packaging should be implemented.
13. Can use ribbon, pearls and attractive stickers.
14. Package must be designed always in new way and Eye catching product packing (first look).

Design the packet in moderate form, new design may attract more people.

**Conclusion:-**

Report concluded the significance of packaging has come to be increasingly recognized in export as well as in marketing of a wide range of consumer goods and industrial products within the country. The volume of exports depends not only on the quantity of the production and prices, but also to a substantial extends on the standards of packaging adopted for the products. Goods damaged in transit or arriving at the destination in an unacceptable condition tarnishes the reputation of the manufacturer as well as the country, besides colossal wastage of scarce economic resources. Further, packaging has a crucial role to play in fetching higher unit values for our consumer goods (like tea and cashew) through the substitution of the bulk packs by consumer packs. In the recent past, packaging has been increasingly recognized as a significant factor in the nations export promotion effort. Effort should be there to understand the importance of packaging there by to avoid the loss and damage cost incurred during transport and delivery. Keep in mind that a conscious effort on the part of marketing managers can increase the volume of sales and there by improve the reputation of the product and organization.

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