**Impact of Packaging**

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**ABSTRACT**

*As I researched, I see scholars think that the area of packaging is not getting much attention from researchers. However, the very first goal of this paper is to examine the status of research related to the marketing function of packaging by the critical review of available literature. In earlier time the role of packaging was just to protect the product and to provide functional benefits. However, the functions 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.*

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

**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:-

• Tangible representation of brand or company values

• Important enhancement of product deliver, experiencing or enjoyment

• Raised impact at point of purchase

**REVIEW OF LITERATURE**

**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. **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. **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.

**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.

**DATA COLLECTION:-**

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

* Primary Data was collected through survey method by distributing questionnaire to students.
* 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.

**SAMPLE SIZE:-**

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

**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.

**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. Thermopolis 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.

**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 fetching higher unit values for our consumer goods through the substitution of the bulk packs by consumer packs. In the recent past, packaging has been recognized as a important factor in the state export promotion effort. There must be some Efforts to understand the importance of packaging thereby to avoid the damage cost incurred during transport and 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.

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