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Impact of Packaging on Marketing

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Abstract: In numerous management forums, the functional and service benefits of packaging have been covered. However, given the current state of business, a closer examination and greater emphasis should be paid to the role that packaging plays in product promotion, especially in self-servicing marketplaces like department shops and super markets. Product packaging keeps the item safe while it is being transported from the producer to the retailer and also keeps it from getting damaged while it is displayed on store shelves. A product's packaging may be what draws a customer's attention when they see it on store shelves. Because of this, a lot of businesses carry out in-depth research on the color palettes, patterns, and product packaging styles that appeal to their target market the most. Although many product makers may believe that the product and its functionality are more significant than the appearance of the package, the packaging can affect whether the product is successful or unsuccessful in terms of sales. The impact and function of packaging in drawing in and keeping consumers will be emphasized in this study, especially in the context of self-service marketing found in super markets. The product must draw in customers when it is shown on the shelves of clean markets and malls. From this angle, the success of these products greatly depends on their packaging. This research study will delve deeper into the subject.

I. INTRODUCTION

Packaging is generally considered as a crucial element of the modern lifestyle and the way business is organized. Packaging is the cover of a physical object, a product that will be offered for selling. It is the process undertaken to protect the quality of product from deterioration and keeping the products ready for transportation and storage and which helps in preservation, identification, and packaging of products. Packing comprises as an integral part of marketing process, which involves all stages of activities involved in the transfer of goods and services from the producer to the customer. Packaging is an important part of the branding process as it acts like an indirect method of communicating the image and identity of a company.

Packaging is used for accessibility sharing information and for effective communication. Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. As the role of self-service marketing is increasing, the role of packaging is becoming quite significant. For example, in a typical supermarket a shopper passes about 500 items per minute or one item every tenth of a second. Thus, the only way to get some consumers to notice the product is through displays, shelf hangers, tear-off coupon blocks, etc. Packaging is an important matter from a strategic viewpoint, with effects extending from the first impression consumers will have to environmental policy to cost-cutting. Thus, packing a product is very important to increase revenues, decrease costs, and maintain alignment with environmental policies and legislation.

The main purpose of packaging is to protect the product; it can also be used by companies for promoting their marketing offer, and for boosting their sales. A good packaging helps to identify and distinguish products in the minds of the consumers. Packaging is used for easy delivery and safety purpose. Packaging helps companies differentiate the product from another

brand. Companies must recognize what influences consumers in their consumer buying process. They must also understand what elements influences the buying behaviour and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. Market research helps companies to create the 'right' packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles organizations' intentions are developing brands to attract and retain the existing consumers. The scholars have recognized the importance of having loyal customers, because loyal customers tend to buy more frequently, and are less likely to be influenced by competitors' promotion and communication strategies. Companies can use this understanding in a very strategic way to offer the right products and services to the right customer at the right time. So, packaging elements, shapes, colors, sizes, and labels might influence consumers to respond positively.

II. OBJECTIVES OF THE RESEARCH

The main objective of this research paper is to find out the impact of packaging on marketing.

III. REVIEW OF THE LITERATURE

NAME OF THE AUTHOR AND YEAR	TITLE OF THE RESEARCH PAPER	RESEARCH METHODOLOGY	OBJECTIVES	FINDINGS AND CONCLUSION
Aparna Goyal, Vipul Kumar & Sanjeev Bansal (2018)	Impact Of The Packaging On Consumer Buying Behaviour	This research paper is a descriptive research paper in which secondary data is used	1. To find out the impact of packaging on consumer buying behaviour.	<ul style="list-style-type: none"> From the experimental confirmation, the data on bundling speaks to a critical part and it can bolster advertising correspondence techniques of organizations, builds up mark picture and personality. Printed data contain all the data identified with the item quality, cost, and portrayal which enable clients to distinguish the item and encourages the choice procedure amid buying
Dr. K. R. Subramanian (2017)	Impact of Packaging in Self Service Marketing	A thorough desk research and study was initiated to obtain the required data for analysis a Conclusion.	<ol style="list-style-type: none"> 1. Identification of the role played by Packaging. 2. Dynamic changes in this role from —Protection to Promotion 3. How packaging is used by modern product companies to market their products. 4. Developments and 	<ul style="list-style-type: none"> The packaging can help to paint a picture of how the product benefits the customer. When developing a product in a new market, it is important to conduct market

			<p>Future trends in use of Packaging as a marketing mix</p> <p>5. A futuristic view of developments and suggestions for marketers.</p>	<p>research, such as focus groups, to determine what is appealing to the new market.</p> <ul style="list-style-type: none"> • When introducing a product in a new market, packaging can help to gain the attention of a prospect.
Dr. Tarun Kushwaha (2017)	Impact Of Packaging, Branding, Labelling for New Product on Consumer Behaviour in Modern Age	This research paper is descriptive in nature.	<ol style="list-style-type: none"> 1. To determine how of packaging influence on the consumer buying behaviour. 2. To find out whether packaging elements effect on the consumer buying behaviour. Namely, to check how consumer perceives and values colors, shape, size and labelling of the package. 3. To know how color of packaging matters consumer in purchase of product. 4. To estimate the preference of consumer for the product packaging having attractive shape. 5. To assess how adequate size of product attract consumer. 6. To measure the relative importance of packaging labelling for the 	<ul style="list-style-type: none"> • The degree of brand familiarity obtained is a measure of management's ability to carve out a separate market, and has considerable impact on Place, Price and Promotion decisions.

			<p>consumers.</p> <p>7. To know whether the consumer change the FMCG product they purchase as the packaging changes.</p> <p>8. To find out which of the aesthetic elements of packaging are most appealing to customer to whom they attract towards the purchase of product.</p>	
Sadique Hussain, Saadat Ali, Muhammad Ibrahim, Amna Noreen, Sayed Fayaz Ahmad (2015)	Impact of Product Packaging on Consumer Perception and Purchase Intention	Analysis all the data into two parts where one is the descriptive statistics which is used for description and summarize data include the frequency table of gender, age, occupation and education with the mean and percentage value and the first techniques for descriptive statistics result generation. It shows the minimum, maximum, and mean value of data. Second is the correlation, regression analysis of the dependent and independent variable.	<p>1. How packaging components (color, size, design, printed information) influence consumer perception?</p> <p>2. How effective packaging guide the marketers to gain the customer loyalty? 3.</p> <p>3. How product packaging changes the perception of consumers, which effect over purchase intention?</p>	<ul style="list-style-type: none"> The finding of our research impact of packaging on consumer perception and purchase intention show that the packaging is important element for the consumer buying behaviour and communication information about the product.
Muhammad Amin, MuhammadS Imran, Nasir Abbas, Urfa Rauf (2015)	Impact of the Product Packaging on the Consumer Buying Behaviour	The primary data was collected from the different place of the Pakistan. The gathering of the response is through using of the questionnaire distribution among the respondent by using of email, post, source of friend and direct meeting with them. For the completion of these survey 100 questionnaires was	<p>1. To explore the relationship of wrapper design of packaging with consumer buying behaviour.</p> <p>2. To explore that how color of the packaging influence the consumer</p>	<ul style="list-style-type: none"> The research finding of impact of product packaging on consumer buying behaviour show that the packaging are the major instrument for achieving the edge in the competitive market.

		distributed among the respondent. Obtained of the result through the SPSS software and got the reliability of research and correlation analysis.	<ol style="list-style-type: none"> 3. To explore that the brand size the relationships with consumer buying behaviour. 4. To explore the impact of all above said relationships. 	<ul style="list-style-type: none"> • Wrapper design of the product show the unique value of the product form the wide range. Wrapper design attracts and inspires the customer toward the product purchasing
Mar Gomez, David Martin-Consuegra and Arturo Molina (2015)	The importance of packaging in purchase and usage behaviour	This research is empirical in nature.	<ol style="list-style-type: none"> 1. To find out the importance of packaging in purchase and usage behaviour. 	<ul style="list-style-type: none"> • From an empirical perspective, a packaging satisfaction model is confirmed for two moments in time: the moment of purchase in the establishment and post-purchase evaluation after the product has been consumed. Concretely, it is proven that technical, functional, and informative quality influence consumer satisfaction with packaging. • Moreover, this study presents a relevant contribution to theories of consumer studies through improved methodology for measuring the role of packaging in consumers' purchase and post-purchase behavior
Bo Rundh (2012)	Linking packaging to marketing: how packaging is influencing the marketing strategy	Based on case studies different packaging solutions are discussed in relation to requirements by customers in the supply chain. Data for the cases were	<ol style="list-style-type: none"> 1. The purpose with this paper is to investigate the relationship between packaging 	<ul style="list-style-type: none"> • New packaging solutions offer the prospect of improved functions in the supply chain, delivering protection and

		collected by different means including narratives and personal interviews	and the influence it has on marketing from a management point of view.	preservation before reaching the ultimate customer. It also offers improved opportunities for better information and communication with the customer. However, the possibilities for innovative packaging solutions must be analysed in relation to increased costs for packaging and the influence they can have on the environment.
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IV. NEED OF THE STUDY

There are various articles are available on impact of packaging on consumer buying behaviour but less on impact of packaging on marketing. So there is need to study this area as well because now a days good packaging attracts more customers and it also has huge impact on marketing of products as well, we must have to study this impact of packaging on marketing.

V. IMPACT OF PACKAGING ON MARKETING

According to an infographic by The Paperworker, 52% of consumers say they would likely return to a business for another purchase if they receive products in premium packaging. 90% of consumers reuse their product packaging boxes and bags after purchase and 40% would share a photo of packaging if it is interesting. With these numbers, you shouldn't underestimate the importance of packaging when it comes to marketing.

Not only does it offer your products the protection it needs during the distribution and sales process, but it also plays a vital role in attracting new potential customers. With unboxing videos experiencing a sort of renaissance online, packaging has become your brand's very own portable billboard. For many customers, the unboxing experience is arguably the most exciting thing about purchasing a new product. Your product packaging design should never be an afterthought. It should be treated as a key component in your marketing strategy throughout. Here are 4 reasons why packaging is important in marketing a product:

VI. CREATING A SHELF

There are thousands of products on the market and chances are there are thousands of products similar to yours.

According to The Arka, one-third of customers' decision making is based solely on the product packaging. This is why your packaging will make the biggest impact on driving sales.

It's all about first impressions. Your packaging is the first thing customers interact with both instore and online. That's why differentiating your product from the rest starts with your packaging. It's there to dress up your products for the shelves. With generic packaging, you may run the risk of not appealing to new customers. These are often seen as bad quality products since the packaging doesn't fit your product perfectly and looks boring and unoriginal. Using quality custom packaging for your products is the way to go.

You're able to communicate the brand narrative, speak directly to your customers, and it lets your product shine bright in the rows and rows of your competitors' products. Employing a strategic package design is important in creating brand awareness.

Again, your package becomes your portable billboard. So, use this to highlight your logo and communicate meaningful information through graphics and typography.

Your brand's packaging should be easily remembered amongst all the noise of your competitors through your package design choices and be interactive for your customers. This works the same way for e-commerce. While your customers cannot interact with your products first hand before purchasing, your package should still be shining bright in their shared mailrooms with premium packaging and designs. Make your package easy to find, memorable, and user friendly. While the benefits of using packaging that isn't visually appealing or eye-catching are not having it stolen from your front door or your mailroom. It also decreases the chance of it being purchased, to begin with.

You kind of want your package to be so appealing that people's curiosity gets the best of them.

Communicating a Message

While your packaging can act as a portable billboard for your brand, it's also a great way to speak directly to your customers. The front of packaging is called the 'facing'. This is where your portable billboard comes into play, its function is to showcase your brand and draw attention to your product, while setting your brand apart from competitors. The message you are trying to convey on the front should be short and impactful. In other words, make it simple and easy to memorize. The back of the packaging acts as an information zone for your product. It establishes the dialogue between your product and the customer. Due to consumer demands, the back of the packaging can be quite clustered with information, so make sure to make it clear, concise, and organized.

Your packaging can communicate key information such as;

- Price
- Ingredients
- Instructions
- Warnings
- Government regulatory information

While this may seem mundane and unimportant to marketing, keeping full transparency with your customer base actually builds strong brand credibility and shields your customers from any disappointments, while making them feel safe. This also means being fully transparent and proud about your product's benefits. For example; Does consuming or using your product save your customer time or money? Tell them that on the packaging! This way you're directly speaking to and engaging with your target market while differentiating from any other competitors your customers may be seeing on the shelves. If your packaging is missing information that your competitors are providing on their packaging, then this can put your product at a disadvantage, so stay well informed on your competitors' packaging designs too. Give your customers the full story, and answer any questions on your packaging before they even have time to ask them.

Creating a Better Customer Experience

While many companies spend a lot of time on the design and conceptualization of their product, packaging often comes as an afterthought rather than a priority. The fact is, packaging is an important part of the customer experience today. Especially with e-commerce taking the throne in the retail world, customers are more likely to turn to online reviews by other customers

who have already purchased your product. When a customer unboxes your product, it should evoke a positive emotional response or sentiment.

This is highlighted through unboxing videos on YouTube that showcase people's obsession with experiencing and interacting with not only the product but mostly the packaging.

According to The Packaging Company 40% of online shoppers say they are more likely to share a product image or video on social media if the packaging is branded and interesting.

60% are more likely to share a photo of a product on social media if it has gift-like packaging rather than your traditional brown box. This means tailoring your packaging designs to your online customers can further drive sales of your product.

Premium packaging communicates the quality of your product to your customer.

While rigid packaging can get damaged quite easily, it offers a luxurious look and feel to your products that will make your customers feel spoiled.

However, this can also be achieved by using folding carton too, due to its versatility in options for prints and finishes. Furthermore, using foam inserts also adds to the luxurious feel of your packaging and adds another level to the customer experience as well as protection to your products. Indirectly communicating with your customers through your packaging materials tells them more about the quality of your product, brand and narrative.

This heavily plays into the overall experience – and the experience begins with your packaging. If your packaging creates a memorable experience for users, your customers may even want to hold onto the packaging and start a collection!

Building a Brand Narrative

We've moved away from more traditional marketing techniques like 'our product is the best, that's why you need it'. Marketing has become more intricate with Millennials and Generation Z taking on bigger roles in the marketplace.

Just telling your customers your product is the best is no longer enough. Your customers want to know;

- **Why is your product the best?**
- **Who created the product?**
- **How was the product created?**
- **Why was the product created?**
- **Where was the product created?**

Why do customers want to know? Because everyone loves a good story. Brand storytelling is important to evoke an emotional reaction while also informing your customers about your product and business. While it may seem beneficial to be as descriptive as possible about your brand's story, it's best to keep it simple and meaningful. People love a narrative that captures their attention, and the best way to do that is through a portable billboard, your packaging. Brands should be striving for authenticity and building a genuine connection with their customers to enhance their brand narrative and outreach.

Speaking directly to your customers through your package design plays into your marketing and sales pitch for your customers.

Using copy, typography and design elements on your packaging can reflect your brand narrative while also making a memorable impact on your customers, both online and offline.

There is a lot of unnecessary noise in the online world. Therefore, it can be difficult for brands to really showcase their brand narrative, especially in the day and age of e-commerce.

This is why your packaging materials are very important in telling your brand story.

Custom packaging allows you to personalize your products and really speak directly to your customers to enhance your brand story.

Consider using thank you cards, customers' names, stickers, and labels to really personalize not only your packaging but your product too. This plays a crucial role in building a brand narrative amongst your customers and allows you to build a loyal customer base. Technology has constantly been developing and changing the way industries work; the marketing and packaging industries are no exception. Technology has enabled packaging to become more interactive for customers and more convenient in brand storytelling.

Through the use of QR codes on smart packaging, you are now able to tell your brand's story in even more detail by the simple click of a button. Your customers are able to scan the packaging and discover additional information about not only your product but your brand's mission, values, and story. This is a great engagement tool for your packaging as you're able to keep it sweet and simple on your physical packaging but go above and beyond through your QR code. Furthermore, augmented reality is starting to gain a lot of attention in the marketing and packaging world.

Using imagery and movement, your customers are able to get a better feel for your product and brand by simply viewing it through their phone cameras. A great example of this is Jack Daniels' Augmented Reality. Through a simple download, customers are able to view different Jack Daniels bottles in a whole new world that plays into their brand narrative and tells a compelling story. This is a great way to add to the feel of your product and brand beyond just your packaging designs. Packaging plays a key role in marketing today, customizing and adding personalization is crucial to telling your brand story!

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