

MARKETING MANAGEMENT

UNIT-2

PART-V

PACKAGING

As we know first impressions go a very long way in how people perceive anything. This is the same idea that companies implement via their packaging. The outer appearance of the product (the package) is the first thing a potential customer will see, and so it can be a great marketing tool for the product.

In fact, the package of a product serves multiple practical purposes as well. Let us take a look at some of the uses and functions that it serves.

- *Protection:* The first and the most obvious use of packaging is protection. It physically protects the goods from damage that may be caused due to environmental factors. It is the protection against breaking, moisture, dust, temperature changes etc.
- *Information Transmission:* Packaging and labelling are essential tools to inform the customer about the product. They relay important information about directions for use, storage instructions, ingredients, warnings, helpline information and any government required warnings.
- *Convenience:* Goods have to be transported, distributed, stored and warehoused during their journey from production to consumption. Packaging will make the process of handling goods more convenient for all parties involved.
- *Security:* To ensure that there is no tampering with the goods packaging is crucial. The package of a product will secure the goods from any foreign elements or alterations. High-quality packages will reduce the risk of any pilferage.

Packaging as a Marketing Tool

Effective packaging can actually help a company attract consumers to their product. It can be the tool that sets apart their product in a vast sea of options that the consumer has at their disposal. A good packaging can actually add to the perceived value of a product.

The Importance of Product Packaging in Marketing

A renowned chef once said that people first eat with their eyes before eating with their mouths. If the food is appealing to the eye, then the mouth will most likely find it delicious. And if it's repulsive to the eye, the mouth won't have a motivation to go after it. The same culinary world concept also applies in marketing, where product packaging is and should be treated with the seriousness it deserves.

According to packaging experts like Mitchel-Lincoln Packaging, a beautiful and enticing presentation affects the perception and reception of the product in a positive light. In the same light, a dull packaging will make people lose interest in the product even before they have a chance of knowing anything about the item.

Just how important is product packaging when it comes to the marketing of the same?

Colours have a direct impact on product perception

People like bright and attractive things. Attraction in colours is associated with bright and perfectly matched colours. Sometimes, shouting colours work even better. For instance, yellow inspires feelings of joy, whereas pink evokes beauty and sensitivity. Black, by itself, arouses feelings of power and strength.

Colours are so important that they will determine even how your company or business is perceived depending on the colour you use for your logo. In the same light, you need to choose colours that will make the consumer fondly remember your product so that they want to buy it next time. You might do an excellent job of creating a functional and practical product only to get it wrong due to the poor choice of colours for packaging.

Package drives home the point about perceived value

Packaging may send across a wrong message if not correctly done. Before deciding how you want your product packaged, stop and think about the message, you want it to send. What feelings do you want a person seeing the product for the first time to get? Is it strength, power, sensitivity, newness?

Also, how easy is it for a first-timer to use your product? Will your prospects want a second look at your product, or will they be like, "Argh! What a boring package?" Finding answers to these questions will help you decide on the best packaging alternative for your product.

In the end, your packaging should also match with what the product is made to do. For instance, a broom that comes with its dustpan nicely tucked somewhere sends a message of easy storage. If you look at that, the overall message here is cleanliness and tidiness, which is the broom's primary goal.

Size may as well be another factor that speaks volumes silently depending on the product at hand. For instance, the market may perceive your product to have less financial value when determining the amount of space the development takes in the packaging material.

Effective packaging is functional.

Packaging plays several crucial roles. One of those is protecting the product and preventing damage, breakage, or spillage from occurring. When it comes to foods, their packaging is also their delivery system. That means that the material must be strong enough to survive the various movements right from the time it's taken from the production line to the time it's reaching the final consumer.

The material you chose should look attractive to the eye and at the same time guarantees the safety of the product. Whether its aluminum, paper, plastic, or any other materials, spend as much time here as you need to make the right choice.

Differentiates your product from the competitors

Supermarket aisles are full of products that serve the same function. All of them compete for people's attention that comes strolling along the aisles looking for the best picks. That's why you don't want a consumer confusing your product with any other in the same category.

Have it at the back of your mind that it's going to end up on shelves where it's grouped with others. Take it like you're in a huge crowd and you wanted to stand out. What is that that would make your product be singled out?

Use a different design so that even if the size is similar to your competition, the final outlook is unique. For instance, you can opt for a design with clear plastic boxes to attract the customer from a distance.

Parting shot

Hopefully, you've now grasped just how important packaging is as a marketing tool for your product. Don't estimate the power that comes with making convenient and straightforward tweaks to your packaging, as this could have a tremendous effect on your timeline. If you

realize that it's you're packaging that's preventing your great product from reaching its true potential, don't be afraid to overhaul it, as that could make all the difference.

Packaging may be classified into three categories as follows:

1. Family Packaging:

When the product of a particular manufacturer is packaged in an identical manner, it is known as family packaging. The size, shape, colour, etc. of the packages will be similar for all his products. "Family brands" are made meaningful by using family packaging also. In such cases, packaging methods, materials used for packaging, the appearance, etc. will be one and the same for all the products of a firm.

2. Re-Use Packaging:

Packages that could be used for some other purpose after the packed goods have been taken out or consumed, fall under the re-use packaging. Vegetable oils, and wellness drinks are being sold in re-usable plastic containers of different shapes. Reuse packaging can increase the sales value of the product considerably.

3. Multiple Packaging:

It is the practice of placing several units in one container. For example, liquor industry uses multiple packaging.

This function of packaging has the following advantages:

1. Packaging makes product identification and differentiation both easy and effective. In a competitive market, unique presentation makes products look different from competing brands.
2. Package features communicate the product message and motivate consumers to buy the product.

d. Convenience:

Wholesalers, retailers, middlemen, warehouse keepers and consumers demand convenience in packaging i.e., they should be light-weight and conveniently packed so as to be carried by hand. For example- Amul Mithai Mate is packed in an aluminum container in an easy to open form. Similarly, ten tablets of Crocin are packed in a strip and soft drinks are packed in a glass bottle

with lift off caps that required a bottle opener. These have also evolved to non – returnable, unbreakable aluminum cans.

e. Attractiveness:

Packaging enhances the appearance of the product. The design, colour, label, printed matter, picture etc. all add value to the packaging. For example- chocolates are always packed in attractive packets and displayed to attract the target group.

f. Promotional Appeal:

Products must sell themselves. This is possible, if they are placed in more attractive and eye – appealing packages. This has resulted in a number of innovations which appeal to the consumers. For example- Nescafe, Boost, Horlicks, etc. are now available in attractive glass jars.

g. Re-Use:

Nowadays several companies aim at providing “re – useable container”, once the product have been completely used. For example- health drinks like Boost, Horlicks, Nescafe, Pickles, Jams, etc. are sold in glass bottles that can be used for storing provisions in the kitchen. If not, they can be sold as scrap.

h. Economy:

Packaging should not create a financial burden for the company. Consumers prefer economical packaging options, because the packaging cost is included in the cost price. Hence, the packaging should be made attractive, appealing and economical.