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Packaging- The Salient Seller

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ABSTRACT

Packaging is gaining a lot of attention these days. Many companies have realized the significance of packaging as a effective tool to differentiate their product from those of their competitors. The FMCG sector touches every aspect of human life, from looks to hygiene to palate in that packaging of product play very important role in attracting the customer .Now a service sector like restaurants attract the customer by packaging like McDonalds, Pizza Hut . These articles discuss how packaging is attracting the consumer and selling the product and effort to making the packaging more convenient , cost- effective , communicating to customer . All marketing concepts evolved by 7 Ps –Product, price, place, promotion, process, people, physical evidence .packaging is very important in marketing . most of the product are sold because of attractive packaging. This article is about how much important is packaging as consideration of all 7 Ps and what are benefits of packaging.

Keywords : Packaging, product, attracting, convenience

Introduction

Packaging is a very important marketing strategy to glamorize product in order to attract the consumer's attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it. Most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Without attractive packaging, who would buy it in order to try it? First step to enter the market is crushed if the packaging is ugly. Packaging brings the product alive in consumers' hands. It is the last point of communication of brand and represents the way the brand feels and looks to target consumer. Food packaging growth and technological development is intrinsically linked to the growth of, and demand for, supermarkets. This growth is driven by changing lifestyles and the move to convenience foods, where packaging forms an essential part of the product offering. Packaging ensures safe product delivery to the ultimate consumer in a sound condition and at a minimum cost. In today's marketplace a good package design must differentiate a product from the masses on the retail shelf, increase sales volume in flat market categories and provide the consumer with a positive experience.

Packaging involves the development of a container and graphic design for a product .A package can be a vital part of a product making it more versatile ,safer and easier to use. Like a brand name, a packaging influence customer attitude towards and so affect their purchase decisions. New and exciting features and benefits are being integrated into modern flexible packaging designs to add consumer convenience, build brand identity and improve the dynamics of the product-package-consumer interface.

As a silent seller ,packaging performs many sales task like attracting attention, describing the product(ingredients, usage, nutritional data etc), creating consumer confidence and making the sale. Packaging create instant product and brand recognition by the buyers and help to influence buyers in retail shop and supermarkets. Consumer now a days tend to buy packaging that are eye-catching ,convenient to handle and use and contemporary. In most of retail outlet , the employees may not know anything about the product that are display on the shelves. Therefore the product is the last opportunity to make an impression on acustomer-packaging act as salient

seller. The Packaging is salient selling it communicating its features , uses, benefits and images ,color attract the customer. Its uses help the customer to know about the product, images will be related to the theme of company to the sell the product .and color play important role in packaging. Packaging colors are associated with particular tastes or qualities e.g. pink and red indicate sweetness – white and blue suggest purity and refinement – green is synonymous with mint flavoured goods, although mint ice cream is only mint colored by virtue of food coloring. Purple, gold and black are used to indicate exclusivity, expensiveness, luxury and quality, dependent on the nature of the product. Color is also used to convey information about who a product is aimed at or how it is made. Color is used extensively by the retail, marketing and packaging industries in order to convey messages and sensations or trigger associations which encourage the consumer to buy their products. Through this its sells the product without any much effort . The high quality manufacturing standards followed for the packaging helps in avoiding any damages to the products as well as aids in preserving their natural freshness. Customers are always difficult to find –because losing them to your competitors is always easy to do. Plus there is always the possibility that one satisfied customer will supply those all important referrals. Choosing the right boxes and packaging will ensure shipments arrive at destination in good condition. The package it comes in might be your best sales tool. Consumer packaging design is ultimately your silent sells on the shelf right next to your competition. As a packaging design agency create a visually relevant package to attract the consumer by site and educate them once engaged. Most customers make their buying decisions on impulse while standing just several feet from the shelf. Packaging have achieve a number of objectives

- Identify the brand
- Convey descriptive and persuasive information.
- Facilitate product transportation and protection
- Assist at home storage
- Aid product consumption

Poor packaging design causes high wastage and loss while transporting and storing fruits and vegetables in many countries. Innovative packaging solutions, through better structural design and usage of appropriate materials. Are needed to reduce damages and wastages and to ensure the longevity of

fruits and vegetables. The packaging elements must harmonize with each other and with pricing, advertising, and other parts of the marketing program. Example of the company that introduces a brand of premium, ready to eat Indian food, on the strength of the product and packaging.

Traditionally packaging and Modern packaging

Traditionally, the purpose of the packaging were to provide for easy moving, handling transportation. Today, under competitive market condition, packaging are increasingly viewed as a key part of a company's integrated marketing communication programme.

"Traditionally, product packaging has not been seen as a vehicle to promote the brand but it is changing now. For example-1, Kissan Jams, targeted at the kids segment, is now using tube packages with catchy graphics to appeal to the target audience.

Example-2 Bru Coffee's aroma-lock packaging appeals to staunch coffee lovers, who are worried about retaining the aroma upon multiple usage from a single pack. All packaging is changing and flexible packaging appears to be the right stuff at the right time. Well, flexible packaging has come a long way in recent years. It is no longer just a simple pouch or bag, over-wrap or label, but real packaging solutions worthy of serious consideration.

Fast-moving consumer goods (FMCG) manufacturers are trying to innovate their product packaging in order to make their products stand out from the increasingly competitive and cluttered modern retail shelf space.

Packaging your products and service can be a powerful marketing technique to move more products and services and add more value. The "package offer" you present to your customer, sometimes called a bundled offer.

Example 3 - When you buy a "happy meal" for your child, you are buying a package deal. Instead of purchasing a soft drink, fries, and burger separately, it all comes together in one happy meal package (they even throw in a toy!). Packaging is so common in the fast food industry that 98 percent of all sales are package sales

Packaging is to offer convenience for example small aseptic package individual size boxes or plastic bags that contain liquids and do not require refrigeration- strongly appeal to children and young adults with active lifestyles. The size or shape of a package to the product's storage, conveniences of use. Small, single -serving cans of vegetables, for instance, may prevent waste and make storage easier.

one major consideration is Cost. Although a variety of packaging material and design are available, costs vary greatly. Buyer are attracted by improved packaging. Packaging innovations can also be used to make the product affordable to the consumer like Nirma detergent etc. the packaging cost and realized that this is a very difficult subject, because the choice of package affects a lot of other costs. Costs that depend on the type of package, distribution costs, warehousing costs, handling costs, costs that shows when the production stops and other costs. The largest costs are the distribution costs, costs for lack of quality and costs that shows when the production stops.

Packing

1. Pack the product in a professional manner- seller, must also ensure that the package is packed well. Customers

like to receive a professionally packed product. It's the first impression that counts. Definitely customers are impressed when they see good packing. It instills confidence in the seller. The customers feel good about their product even before they open it.

If the packing is not good or is sloppy, it turns off the customer. The customer has doubts about the ability of the seller to perform and deliver, even before they open the package. Often the packing costs nothing extra. If you order, the products from the main supplier, they will bubble wrap the product for you. Therefore you get clean professionally packed orders.

Packaging can built brand equity and drive sales. The package is the buyer's first encounter with the product and is capable of turning the buyer on or off. Packaging also affect consumer's later product experience.

Various factor contribute to grow use of packaging

- Consumer affluence-consumer affluence means consumer are willing to pay a little more for convenience, appearance, dependability and prestige of better packages.
- Company and brand image-Packages contribute to instant recognition of the company or brand. In store, packaging for a brand can create a visible billboard effect, such as Garnier fructis and their bright green packaging in the hair care.
- Innovative opportunity- Innovative Packaging can bring large benefits to consumer and profits to producers. Companies incorporating unique materials and features such as calcium sandoz bottles, targeted at children as the special packaging shape of toy so it attract childrens and for women, bottle is designed women face both the bottle designed to make them attractive to the target customer

Packaging changes can have immediate impact on sales. A goods example Haldiram's, the brand of namkeens or Indian ready to eat savories, brought in international standards in packaging by investing in an advanced processing and packaging unit. This has helped the brand to consistently maintain its leading position in Indian savories.

The Benefits of Packaging

Assembling multiple products or services to sell in a package not only increases your overall sales but it also...

- Gives you the ability to sell slow moving merchandise.
- Automatically upsells your customers without having to ask for it.
- Promotes a higher perceived value to your customer
- Help physical Projection of goods; for instance, tamper proof packaging
- Helps companies to differentiate product offering from those of their competitor

Conclusion

Packaging is increasingly becoming a communication tool now a days. Customer come in contact with numerous product Hence packaging become quite vital for the companies to create an initial contact with customer. As everyone judge by first impression (first impression is last impression). get one chance to make a first impression. Many times, the first thing that customers will see is the packaging. In today's extremely competitive retail market, you only have one chance to make a first impression. The first thing that many of your customers will see from company will be product packaging. Make that first impression last with a custom design that will capture their attention immediately. The packaging very important for the marketer to marketing their product.

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