



## ROLE OF APPLIED ART FOR PACKAGING PRODUCT AND CONSUMERISM

### Arts

**Raimohan Dash** Faculty Of Visual Art, Odisha Adarshavidyalaya (Oav), Gumma, Odisha

### ABSTRACT

Applied art has become the practice in scholarly literature since the second half of the 19th century to classify the branches of decorative applied art on the basis of the materials used for consumerism. A good package represents a combination of the designer's creative skills and the product as well as marketing and sales knowledge of the manufacturer's management team. The packaging elements like its Colour, Packaging material, Design of Wrapper and innovation are more important factors when consumers making any buying decision. Package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Previous researches show that there is no agreement on overall classification of packaging material and package elements. Consumer products of decorative applied art are inseparable from the material culture. Decorative applied art, the craftsman makes wide use of decorative design and of elements of the visual arts individually.

### KEYWORDS

Design, Packaging, Consumer, Product

Decorative applied art for many centuries was the most important and the principal form of artistic expression. In the pre-independence era of India the elaborated caste-based division of workers consisted of farmers and artisans. On the whole, perfection in art and appeal to the eye of the individual were the distinguishing qualities inherent in the Indian craftsmanship that brought many everlasting laurels of name and fame to the illustrious India in the past. India enjoyed the prestigious status of the queen of the international trade with the help of its handicrafts. Decorative applied art are an inseparable part of the world of objects with which man is in daily contact, their aesthetic qualities, their character,

Packaging directly correlates to the quality of the product and since it affects whether or not a product is noticed on the store shelf, it can impact the purchase for all four of the types of consumer buying behavior previously described. As such, it needs to be fully utilized for communicating the brand message through design and messaging.

The consumer takes more time to look closely at these products and the packaging through the use and application of decorative applied art, which, in turn, directly influences whether or not he buys the product or selects another brand. Consumer behaviour is the response to the stimulus present in an economy, Individual as a consumer shows different behaviour under different circumstances and at different point of time.

The Impact of Aesthetics Package design elements on consumer purchase decision is locally produced Products. The impact of aesthetics package design elements on consumer purchase decisions of products with particular emphasis on these variables: package colours, material, instructions and typography. A descriptive research design methodology was adopted. The aesthetic package design elements trigger consumer purchase behaviour. The elements that have an influence should be properly blended together to ensure that they remain sensitive and appealing to the consumers thereby shaping and guiding their intention to purchase dairy products. In today's competitive clutter packaging has occupied an important and unique position of rendering value to products. It has become an important avenue of differentiating products to consumers as it helps them to choose the product from a wide range of similar products. The actual impact of packaging design. Packaging plays a very significant role as a marketing tool. In this regard, it assists customers to identify the product and provides useful information about the product. It has become traditional that packaging has facilitated marketers of various brands to write the brand name, the size of the product, the grade, net weight, nutritional information and other related information meant for the consumers of the brand. A product's packaging design is a touch point which is regularly experienced by consumers and it edifies consumer perceptions of the product. The appearance of the package is believed to have a stronger impact on influencing consumers purchase decisions than advertising. In marketing, the product package design is considered as a "silent salesman or salesman in the shelf emphasis that understanding consumer response to packaging is key to processed food companies competing globally in the rapidly expanding modern retailing industry, where packaging plays a pivotal role in

merchandising and communication, and act as a strategic driver of the dynamic competitive environment for processed food products an appealing and successful packaging design, with relevant design, pictures and decorations is more successful in attracting customers. In this case package designs may stimulate consumers to repeatedly purchase a product. That a brand package is designed to satisfy consumer functional and emotional needs. Therefore it is important for designers of packaging to have adequate information on the changing needs of customers and the attitudes or impressions they have on particular designs and how these affect purchase decisions.

The potency of marketing lies within a company's ability to deliver the right product, rightfully promoted, at the right price and at the right place. In general, scholarly literature in economics and business suggests that products are a subset of a broader category of goods. Therefore, a product can be said to be anything offered for sale or use to another individual. It is important to note that this definition does not only refer to tangible products but it also includes even the intangible products such as services. Consumer purchase decisions are not only based on the functional attributes of the product, but rather on the extras, the frills and extended benefits and thus the importance of product augmentation wherein is the package design, as a tool for competitive advantage cannot be neglected. Accordingly, this paper defines product as the "marketing offer" entailing that which a business enterprise produces and/or offers to the market for a commercial value whether they are tangible or intangible. In other words, products refer to "something" inherent with the ability to satisfy or otherwise customer needs and wants. The central theme in this paper is the aspect of product packaging. It seems as if a product is incomplete until its "dressed up". In addition, the essence of marketing is to manipulate consumer purchase decisions either directly or indirectly through the use of the product-mix elements such as packaging, labeling and branding. In the same vein, product package design elements (colour, typography, usage instructions, package material, shape, size, form, size) are deemed critical in shaping and guiding consumer purchasing decision making process. It is therefore comprised of firms involved in the manufacturing and processing products. On the other hand, milk products include butter, butterfat, cheese, cream and any other related product that include skimmed, condensed and evaporated milk. The product's aesthetic package design elements have become instrumental in influencing either positively or negatively consumer purchase behaviour. Conventional marketing thinking suggests that the primary goals of packaging include identifying the brand, communicating information, facilitating distribution and logistics, preserving the product and assisting product consumption. Aesthetics package design elements. The concept of aesthetics has been designated to an experience, theory of art and the doctrine of beauty. It is defined as the set of principles of philosophy that deals with the nature and appreciation of beauty and artistic taste. In marketing, the branch that deals with the development of products and services reiterates the need to consider the beauty and art in the design of the outward features of the product. In most instances, the aesthetics design elements are meant to appeal to the target market and stimulate consumer purchase behaviour. The rationale is to outwit competitor offerings through unique, beautiful and attractive

packaging that stands out of the clutter of thousands of competing products and brands and eventually triggers purchase behaviour. In the packaging of products, marketers use colours to catch the customer's attention which in turn creates either a negative or positive feeling about the particular product/brand. It therefore means that the colours convey special messages about the brands which ultimately create a unique selling proposition. The history of the use of package materials is as old as man. Early packaging materials to be used include the leaves, animal skin, pottery vessels, and woven bags. However, these have evolved to processed materials such as plastic bottles and papers, wooden vessels, corrugated boxes, metal containers and others. In the marketing field, product package design has evolved to become a critical ingredient for building the equity of the brand over and above influencing consumer purchasing decision. In designing the product package typography-the art and technique of arranging type in order to make language visible, it is important to ensure that the packaging look professional in order to compete particularly in the food business. Whilst excellence in product quality guarantees repeat purchases, it is excellence in product package design that determines the trial purchases. Everyday consumers are faced with purchase decisions and not all purchase decisions are treated in the same manner because some decisions are more complex than others and therefore call for more effort by the consumer. The aesthetic package design variables are going to be examined to see how they influence consumer purchase decisions. The aesthetic package design elements play a significant role in representing the brand for many consumers. Aesthetics package design elements that affect consumers purchase decision. Package instructions Consumers' Purchase Decisions Package colours Package typography Package material The Impact of Aesthetics Package design elements on consumer purchase decisions. Reflect of consumer's attitudes towards purchasing and consuming fresh products. This can be attributed to the fact that a brand is endowed with the elements over and above the brand name so much that when consumers see the brand name, they see all these other elements. The product package material is less significant in influencing consumer purchase decisions. The brand name appears to be the only appealing product typography attribute that evoke purchase behaviour mainly because in essence, a brand represents the company, place of origin, address and a host of other attachments.

Moreover, the impact of package elements on consumers purchase decisions has been evaluated, and it is concluded that it depends on the consumer's involvement level, time pressure or individual characteristics of consumers.

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