CHAPTER ONE

INTRODUCTION

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THE RESEARCH PROBLEM

Many products offered to the market have to be packaged. Some marketers have called packaging a fifth P, along with place, product, price and promotion. Most marketers, however, treat packaging as an element of product strategy. Traditionally, packaging decisions were based primarily on cost and production factors, the primary function of package was to contain and protect the product as it moves through the distribution channel. Many authors used the word package which a marketer faced in placing products into a container for their safe movement from the production place to the place of consumption. Packaging was a solution to the problem of spoilage, leakage, disruption that product suffered in the course of its transit to consumer. Later, due to increase in the number of competitors in the market, a marketer faced the problem of distinguishing its product from that of their competitors. Again a part of package that did “product protection” function was also assigned “product identification” function. Packaging from a passive decision acquired more important place in the overall competitive strategy of the firm. The competition became fiercer with the development of strong and effective means of communication. This further called for an effective product differentiation among the competing brands. Again, packaging offered considerable scope of its use in marketer's communication plan. Product packaged from merely rough containers became adorned boxes, tins, jars and bottles held in exquisite wrappers shouldered with the duty to perform the functions of a salesman.

According to Perreault and McCarthy packaging involves promoting, protecting and enhancing the product and thus, packaging can be important to both sellers and customers. It can make a product more convenient to use or store, prevent spoiling or damage, easier to identify and promotes the brand at the point of purchase and even in use. In case of product enhancement new packaging can make important difference in a new marketing strategy by meeting customers need better. Sometimes a new package makes the product easier or safer to use for example, Harpic liquid toilet cleaner with its directed nozzle, Pepsodent in squeeze tube, Parachute hair oil in easy-to-use bottles. Tetra Pak invented an “aseptic” package that enables milk, fruit juice and other perishable liquid foods to be
distributed without refrigeration or preservatives. As a communicative source it can tie the product to the rest of the marketing strategy. Packaging for Energizer batteries features the pink bunny seen in attention-getting TV ads and reminds consumers that the batteries are durable. A good package sometimes gives a firm more promotion effect than it could get with advertising. Customers see the package in stores, when they’re actually buying. Apart from this, packaging may be used to lower the distribution costs, as better protective packaging is very important to manufacturers and wholesalers. They sometimes have to pay the cost of goods damaged in shipment. Retailers need protective packaging too as it can reduce storing costs by cutting breakage, spoilage, theft, saving space, ease to handle and display.

In recent times, numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means that package must now perform many promotional tasks - from attracting attention, to describing the product, to making the sale. Companies are realizing the power of good packaging to create instant consumer recognition of the company or brand. For example in an average supermarket, which stocks 15,000 to 17,000 items, the typical shopper passes by some 300 items per minute and 53 per cent of all purchases are made on impulse. In this highly competitive environment, the package may be the seller’s last chance to influence buyers. It becomes a “five-second commercial.” The market these days is full of goods presented by the marketers in very attractive manner. The packaging is becoming so- attractive, user friendly, trendy, easy to carry and store, beautiful shapes, sizes according to requirement- that the customer is tempted to purchase these products.

In view of the above discussion pertaining to multidimensional significance of packaging it could be stated that no doubt, the numbers of scholars have conducted few isolated studies in the area of packaging and its importance, but so far no comprehensive empirical research study has been taken up by the scholars that may examine all aspects of the subject. Thus, to find out whether packaging has an impact on the mind of the customers? Are they attracted because of packaging? Do they buy any product because of packaging? What competitive packaging strategies do the marketers of consumer goods follow? Does the competitive packaging affect the display of consumer goods in the retail outlets? Do
the packaging strategies promote the product? To answer all these questions we have planned to carry out the present study. Moreover, this study has also been designed to examine the prevalent packaging strategies followed by the marketers of the consumer goods; to study impact of packaging strategies on the promotion of consumer goods and to recommend some viable competitive packaging strategies.

1.1 REVIEW OF RELEVANT LITERATURE

The review of the relevant literature helps in the formulation of the problem, conceptualization, operationalization of concept, focus of the problem and also setting the objectives of the study. It acquaints the researchers with current knowledge in the research area and makes the researcher up to date on the works which others have carried out on the similar areas. This section gives a review and synthesis of the literature that is directly or indirectly related to the present study.

Packaging is considered as an integral part of modern marketing, which embraces all phases of activities involved in the transfer of goods from manufacturer to consumer. So, packaging decisions have moved relatively higher in the hierarchy of importance in the organizations. Taking this into consideration, a brief abstract of various studies conducted by Indian and foreign scholars has been presented in the preceding paras.

The abstracts of some of the studies conducted on packaging published in Indian journals are discussed below.

Mishra, Tushar Kant (1985)\(^1\) while making observations on “Packaging as a Marketing Tool” by taking a sample of 50 retailers and 100 consumers in Varanasi reveals that although packaging is an important element in the marketing plan, however, it has not yet achieved full status as a marketing tool. To be really competitive means emphasizing differences, not sameness. One of the few avenues open is in the design and character of packaging. It is strong asset in the trade impression of a produce. Product management’s emphasis on the role of new product packaging in generating consumer acceptance is
justified. Further he has observed that the greater the innovation in packaging, greater is the need for initial promotional effort to explaining and sell the new package to consumer. If distribution could be maintained through an initial period of low advertising support, a truly good innovation in packaging might probably sell itself as word-of-mouth spreads merits.

Verma Harsh V (1986)² in his work “Packaging: A Magic Tool for Marketers” said that among the major developments in the modern competitive market system, one is packaging. This paper is an endeavor to explore the reasons that necessitates proper attention on packaging as a tool in the overall marketing plan. While describing why packaging is important, the researcher states the structural changes in the market environment (income, education, awareness, technology, competition) have rendered packaging from being merely a residual decision in beginning of the twentieth century to a prominent decision today. Packaging among other non-price tools (advertising, publicity, sales promotion) helps a firm to attain a higher degree of product differentiation. The trend towards impulse purchasing offers considerable scope for the marketer to actualize the potential purchase of his product by devising captivating product packages. Attractive, interesting, persuasive and informative product packages can induce a buyer to pick marketers product from the shelf when he or she faces a dilemma to choose which brand to buy. As a result of widespread establishment of self-service departmental stores, purchases are made without a salesperson. Packaging can assure a more favorable outcome if it performs the tasks of an active and persuasive salesperson by projecting a positive brand image, providing assurance to quality and initiating confidence. The author further emphasizes the steady rise in the income level and standard of living has made customer more convenience conscious. Functional packages can be created to suit different size requirement of customers. Moreover, the whole instant food industry aims at solving the food preparation discomforts relies heavily on the modern packaging that ensures its product's safe, hygienic and fresh arrival into our homes. While explaining sales promotion the author states that packaging is a versatile area that execution of promotional schemes, e.g. refill packs offered by Bourn vita and Nescafe’s reusable jar. In the last section, the author suggests various packaging strategies for various stages of PLC. He
suggests that in introduction stage packaging should be designed to perform *image building* and *communication* function. In the growth stage to enhance to market penetration, differentiated *fractional packages* to be developed to suit different segments of market. During the maturity stage efforts should be made to devise sales *promotional packaging* to recultivate the market, and in the decline stage there should be *optimization* in packaging costs.

**Shasider Ajitha** (2001)\(^3\) has conducted a study on “Packaging for profit” with an objective of the impact of packaging strategies. His important findings are: (i) Sachet packaging is easy to use; (ii) Packaging helps in presentation of the product; (iii) Bulk package costs less than the sachet packaging.

**Krishan Aarathi** (2001)\(^4\) conducted a study on “Sachet revolution” with the objective of analyzing the economy in packaging. The findings were: (i) Cost of bulk packaging is less than sachet packaging; (ii) Sachet packaging survives within low unit price because of the excise duty it enjoys; (iii) Realizations per milliliter are bound to come down with extensive use of sachets.

**Harnath G and Subrahmanyam S E V** (2005)\(^5\) in “A study of Preferences of Consumer Packs for Toffees/Candies” said that most physical products have to be packaged and labeled. Many marketers have called packaging a fifth P, along with price, products, place and promotion. Most marketers treat packaging as an element of product strategy. Packaging includes the activities of designing and producing the container for a product. Packaging has become potent marketing tool. Well-designed package can create convenience and promotional value. Various factors have contributed to growing use of packaging as a marketing tool.

**Das R P and Nath Vikas** (2006)\(^6\) worked on “Green Packaging Practices of selected Indian Industries - An Empirical Study” is based on the data collected through a field survey, this paper makes an attempt to assess the practices being followed by Indian organizations regarding the types of packaging being used by them and various factors that
lead to use such type of packaging. The study revealed that cardboard packaging followed by polythene packaging has emerged to be top most priority of the industries studied as far as packaging materials are concerned. The combination of the two got wider acceptance due to better durability being provided by the two packaging materials when used together. Majority of the Indian organizations do not consider the negative impact of packaging on environment. The study reveals that not much work is being done by business units in the field of green packaging.

Gupta Sunil (2006)\textsuperscript{7} in his study “Impact of Package Appearance of Pharma Products on Customer” reveals that even the Pharmaceutical products prescribed by doctors have a great influence of packaging and labeling on their prescribing behaviour. Packaging and labeling is an effective tool of marketing and helps the company establish its brand identity, brand recall and creates brand image which in turn helps the marketer in long run. One of the interesting issue which has revealed from the study is that the prices of the drugs are also the critical factor in prescribing any drug so it’s very important to note that the cost of packaging and labeling of the drugs should not be so high that it diverts the prescription but the importance of packaging cannot be ruled out.

The abstracts of some of the studies conducted on packaging published in foreign journals are discussed below.

Walter (1966)\textsuperscript{8} in “What’s new in tubes?” analyzed the rising importance of tubes in packaging consumer goods in Canadian market. Most of these products have been in the personal care category, but a large potential exists in the food products markets. It is estimated that plastic tubes consumption in Canada run between 10 million and 15 million units per year, and the growth appears to be high. New developments in materials of construction for the tubes are highlighted as well as new methods of packaging the tube when it is filled. A widening choice of materials is promising to greatly expand the tube usage.
Paul (1967) in his research “Packaging: why you must plan for the future” after discussing at some length why long-range planning for packaging is difficult, recommended eight steps which includes: creation of proper climate; improvement in internal liaison and communication; regular review of packages; getting maximum help from suppliers; keeping packaging personnel alert to new developments; establishing marketing strategy early; making employees seek out problems and increasing research to aid the firm in keeping abreast of packaging developments. In addition, he has also identified there are five pitfalls to avoid developing a packaging program these are: commitment to a single source of supply; over commitment to certain designs, materials or processes; over enthusiasm about new packaging developments; trying to change course too rapidly and trying to get ahead of design.

Stratton G W P (1970) in his work “Packaging, Labeling and Advertising Deep-frozen food” follows the history of new frozen food product from its conception through market research and the development of packaging to its advertising and launching stage. The history and function of frozen food packaging to contain, protect, inform and warn are with considerable discussion of what is necessary and desirable in packaging to fulfill these functions to the satisfaction of the manufacturer and the consumer. While the strongest appeal of frozen foods to the consumer is their ‘fresh food quality’ followed by their convenience in the use, the author concludes that consumer acceptance depends partly on the package as well as on the quality and acceptability of the contents.

Walter P. Margulies (1970) in his study “Packaging for Status” analyzes the use of status in selling goods, particularly from the standpoint of packaging. The product should give the appearance of better quality whether or not it is superior to its competitors. Since prestigious products usually have a smaller market, there is a less money available for advertising and sales promotion. Therefore the package must carry the message. The author lists three basic ways of achieving a status concept through packaging. The first is the imported look design. This idea stems from the limited availability of luxuries from abroad in early colonial days. Until recently, American upper classes regarded Europe as the ultimate model for taste and style. This type of packaging includes a cluttered or ‘non-
designed’ package where there are many insignia, crests and words and type faces. The
second type of packaging has sprung from the desire to return to the ‘good old days’. This
handcrafted look appeals to the sense of nostalgia and traditional value. The excessive
copy found on many of these products stems from the time when package was often the
only advertising medium. The third status package design consists of simplicity. It is
designed as the sleek uncluttered look. Colours are used to promote the feeling of elegance.
Gold, the universal color of luxury, is most often used to denote a status product.

Wiltser (1974) suggested in “Case against packaging” that packaging can be charged
with many increasingly scarce raw materials for a short duration and then converting them
into waste. This creates waste disposal and bitter problems too. Some packaging is
obviously necessary but it should be reduced to the bare minimum needed. Superfluous
packaging, just for the sake of packaging is to be condemned. Packaging in the name of
hygiene is often suspect, in fact the consequence may be just opposite e.g. perishables like
pre-butchered meat can experience a “green-house” effect when wrapped in plastic film.
Lack of toxicological information on effects of plastic components on food further
aggravates the problem. Besides it will be more convenient without packaging for retailers
enabling them to store more quantity, for consumers when they buy small quantities for
distributors to transport products for all concerned as it cuts down the cost. Even
competitive selling through packaging is meaning less these days, with super bazaars
storing many goods and with similar in packages.

In contrast Ewen (1974) supporting packaging in “Case for Packaging” argued that the
case against packaging is based on a number of myths, the author proves each one of them
to be false. The first myth is that critics of packaging describe their own wishes “what
consumers want is?” Unfortunately, this is usually not the same as what consumer will buy
for it represents but the individual writer’s point of view. Then comes the myth that
packaging is wasting resources, but the resources used in packaging are neither vast nor are
they particularly of the scarce variety. Moreover, most of them like paper, glass and
aluminum canes can be recycled. Another criticism levied against packaging is “we can’t
afford it”. But packaging is not a luxury or dispensable item. Besides, it eases distribution
which is the most costly component in marketing and further factors like: consumer protection and laws on hygiene, safety, weights and measures etc. guide the design of the package. Fourth misconception is that packaging industry is a waste maker, here again one must look at the particular and manifold purposes, packaging is supposed to achieve. Final myth is that the packaging industry creates litter but so do many other industries like newspapers, old motor-cars etc., but no-body even raise a cry against it.

Paine F A (1974)\(^{14}\) suggests in “Trends in Food Packaging” that, packaging does three major jobs: it preserves, it protects and it identifies. It is frequently the first thing that developing countries use to improve their food situation. Once they introduce better packaging into the system, they can reduce losses that occur, in food distribution in particular, by considerable amounts. As much as 25 or 30\% of a crop can be saved by relatively simple improvements in packaging procedures. However, in the sophisticated countries of the world, packaging does a lot more than merely preserve, protect and identify.

Gordon Wills (1975)\(^{15}\) in “Packaging as a Source of Profit” eschews the view that packaging is an exclusively marketing tool, or for that matter the concern of the distribution function alone. The author insists that a total systems view should be taken of the multiple purposes which the pack must meet. This poses very real problems for at least three levels - the conceptual acceptance of the proposition, its interpretation into operational terms, and implementation/control of the packaging activity. This discussion is intended for all directors of companies with a substantial recurrent expenditure in packaging as well as for members of the distribution function itself. Accordingly, it takes a managerial rather than a technical view of packaging. It stresses the critical importance of the state of goods on arrival with the customer; the aesthetics and sales power of packaging; the informative role of the pack; issues of unitization; handling problems at all stages in the channel; and the ecological/environmental aspects in contemporary society. At each juncture, sensible plans of action are proposed.

James V. McNeal (1977)\(^{16}\) after observing and questioning two four-year-olds and ten-years-olds over a three-month period, concludes in “Packaging for Young Consumers: A
Descriptive Study”, that producers of products used by children can create much more satisfaction among children and parents by devoting more attention to the package. Despite the ability of the packaging industry to produce problem free packages, this article offers little encouragement that packages will make an all-out effort to match package design with children’s dexterity, strength or knowledge. Observations concentrated on children’s ability to open and close packages, their ability to use and handle containers and their reactions to graphics- e.g. pictures, words or other symbols attached to or included in the package or label. In general children seem to interact with packaging symbols that are colourful and otherwise distinctive. They are particularly responsive to illustration of premiums that are included in this package.

**McDaniel Carl and Baker R. C. (1977)**17 in their article “Convenience Food Packaging and the Perception of Product Quality”, discusses the impact of food packaging on consumer product quality perception. Researchers studied consumers at two large U.S. supermarkets and evaluated their reactions to one food product presented in two different packages. Approximately 87% of the respondents found the product contained in the harder-to-open packages more fresh and crisp. In the study 93% of the consumers evaluated preferred the difficult-to-open packages over the easy-opening packages. The researchers speculated that the consumers perceived a higher quality of product in the more expensive packaging. They were willing to sacrifice the ease of opening in order to obtain a higher quality.

**Thomas F. Dillon (1981)**18 in “Contract Packing: One Answer to Many Needs” concluded that specialized packaging firms are providing services that can reduce overall production and marketing costs in many situations. For e.g. when test marketing, a manufacturer may have to set up a special packaging activity, packaging operations and limited production makes this costly. Seasonal items can be packaged by these specialists, thereby precluding idle equipment, as also, is the instance with low volume items. In addition when a new product proves successful, contact packages can allow a firm to jump into the national market without the delay required for a permanent packaging operation.
Rod Sara (1990) wrote an research article “Packaging as a Retail Marketing Tool” and said that packaging is a vital tool in the marketing mix, too often ignored by companies, but twice as much is annually spent on this as on above-the-line advertising and promotions. Packaging has two functions: to protect and contain the product; and as an interface to sell the product to the end-user. Product branding on packaging also represents the company distributing the product. Good packaging requires research of target markets, retail environment and external environment including social change and technological developments. Consumers buy by image and perception of value. Packaging colour and the way it can affect sales by consumers' subconscious colour associations are examined. Major packaging suppliers monitor consumer trends and technological advancements, aware that packaging is “the silent salesman”.

Coles R C and Beharrell B (1990) in “Packaging innovation in the food industry”, develops and exemplifies the proposition that the key factors determining the success of packaging innovation can be unified by considering them as consumer driven, technology driven, and distribution driven. The concept of the packaging and distribution mix is developed to show how organisations can respond, through marketing variables under their control, to attempt to gain a competitive advantage over rivals. A packaging optimization strategy is described, based on a total systems approach, which proposes a balance between the complex mix of external influences.

Victor Gray, John Guthrie (1990), concludes in “Ethical Issues of Environmentally Friendly Packaging”, that there is little doubt that consumers and manufacturers are becoming more environmentally conscious about packaging. An overview is provided of recent trends in packaging from the points of view of the consumer, the legislators, and the manufacturers. The opportunities open to the marketer are highlighted as this new consumer group emerges and discusses the need for the companies involved to address the whole issue of their own ethical standards within the company.

Gelperowic Roseline and Beharrell Brian (1994) did research on “Healthy Food Products for Children: Packaging and Mothers’ Purchase Decisions”, the broad aim of this exploratory study was to investigate the product and packaging factors affecting purchase
decisions by mother and child, with special reference to healthy food products or products perceived as such by the buying agent. This study identified four crucial elements in the family purchase context: mother, child, healthy food product, and packaging. More specifically it looked at the impact of packaging on children and the influence they have on their mothers in order to obtain the “nice-looking” food product they fancy. Particular attention was given to the relevance of the packaging appeal of healthy food products targeted at children and their acceptability by mothers. The crux of the problem was to determine: whether the influence of packaging on children was actually transmitted by children to their mothers; whether mothers admitted the fact that packaging “manipulated” their children and them as well through their offspring; and how mothers reacted to their children’s attraction to a product due to its packaging. The results of this research broadly agree with the literature as far as the influence of children on their parents in the purchase context is concerned. However, it strengthened the awareness of strong relationships between different variables, for instance by discovering that mothers actually do not want to show their children that they give in to their demands. This postponement effect is very interesting as this shows that children’s influence is effective but may not be in the short term, as mothers want to keep control and try not to yield to their children’s whims. The strong guilt feeling expressed, however, may not be truly representative of mothers’ behaviour in a shopping context as sales of gimmicky products targeted at children have never “skyrocketed” as they now do. The psychological effects of packaging should not be underestimated, especially in an increasingly competitive retailing environment where a product on shelf has one-tenth of a second to spark off purchase.

Vicky Louchran and Peter Kangis (1994) in article “Commentary: Gift Packaging in Duty-free Markets – Environmentalism and Brand Equity” said packaging and package design are recognized more and more by marketers as important tools for brand differentiation and promotion in FMCG markets, particularly where the proliferation of brands makes for fierce competition. Customers in this study showed a high level of awareness of environmental issues, but only a small minority indicated that their views on the environment played a significant part in their purchasing decision. Their views, in this context, were not strong enough to influence them deliberately to avoid gift-packaged
goods. It seems likely that environmental concerns will play a more important role in influencing the buying decision in this context, as indeed has been the case in so many other areas. Using environmental factors in packaging strategies could become a useful tool within the total marketing mix both for providing a competitive advantage and for building brand equity.

In “Look to packaging for efficiency and savings”, Bullock A (1995)\(^4\) notes the ever-increasing costs of packaging materials and the mounting problems and costs of their ultimate disposal; gives examples of cost savings achieved by introducing the packaging at start of the manufacturing process, which is then used for internal transfer as well as final delivery, and the ever-increasing use of returnable packaging. Also makes suggestions as to the most suitable materials of construction of reusable packaging.

Archie Lockamy III (1995)\(^5\) wrote “A Conceptual Framework for Assessing Strategic Packaging Decisions”, this paper examines the relationship between strategic packaging elements and the competitive edges on which firms can compete in the marketplace. The effects of packaging associated costs, advances in packaging technology, and the environmental movement are explored to highlight their strategic impact. Over the past decade, increased logistics costs, improved packaging technology, and enhanced environmental regulations have caused logistics managers to reevaluate their packaging decisions. The impact of packaging decisions on logistics costs illustrates the need for strategic thinking in the assessment of packaging options. In addition, the combination of more demanding technological and environmental requirements by customers and governmental legislation suggests that packaging decisions must be viewed strategically within the logistics planning process. Finally, a conceptual framework for assessing strategic packaging decisions in relation to a firm's competitive edges is presented.

Cobb R (1995)\(^6\) in his research paper “Battle Of The Bulde (packaging) reviews the winners of the 1995 Best in Metal Awards staged by the UK's Metal Packaging Manufacturers Association, presenting a range of innovative ideas including a drinks can with a secret panel for instant win promotions, a smooth-edged can for pies is printed to give the impression of a ceramic pot and a number of other advances in metal packaging.
Teutenberg P (1995) in “Innovative packaging: marketing necessity” stresses the value of innovation and good design of products and packaging, and identifies a number of changes and challenges in the marketing environment which have demanded constant adaptation and innovation of packaging. Pinpoints the importance of synergy between product and packing, outlining how battery manufacturer Duracell almost failed in its launch of pocket torches due to inappropriate packaging of the product. Details a number of points to bear in mind when considering packaging design, including colour, target market location and type of packaging material used.

In his work “Breaking the mould (packaging)” Summers D (1995), cites the case of Komili olive oil, the Turkish market leader, to show how a new packaging design can boost sales and reduce costs (by 18% and 30% respectively). He considers the advantages to be gained from rethinking structural packaging, i.e. not just changing the label but also the physical shape of the product; points out that registration of shape under the UK Trade Marks Act gives companies a further competitive weapon. Refers to shape repackaging for McVitie’s Jaffa Cakes, Remy Martin and Quaker Oats, but warns that practical concerns of palletizing and retailers’ views about tidy displays.

Prendergast Gerard and Pitt Leyland (1996) focused their paper on “Packaging, marketing, logistics and the environment: are there trade-offs?” to find answer to the question as to whether or not making a package more environmentally compatible reduces the ability of the package to protect and promote the product. To achieve the research objectives a mail survey was conducted. Preliminary depth interviews with packaging/environment experts. They concluded that although sales packaging makes up a relatively small proportion of overall product costs, it has a number of functions which are vital for a product's competitiveness. The primary function of sales packaging is to protect and contain the product. Of less relevance, but obviously important, is the ability of the sales package to attract customer attention to the product and reinforce a product’s image. In the wake of environmental legislation and consumer demand for more environmentally friendly sales packaging many companies will be forced into a position of redesigning their
sales packages. When it comes to this redesign, or developing a new sales package altogether, it is likely that the marketing function within the company will have the most influence in the decision. This is logical since the functions of the sales package are primarily marketing related. However, logistics may also have a role in selecting suppliers of packaging materials, and making proposals for packaging types and forms which reduce the amount of packaging materials as well as transport volume. This research suggests that making a sales package more environmentally friendly does not necessarily make it more difficult to protect or handle the product, or make the sales package less appealing to consumers. In other words, marketers do not perceive any trade-off between the marketing/logistical demands on packaging and the environmental demands on packaging. Thus, despite environmentalism, sales packaging will remain as an important means of promoting and protecting the product. Had a trade-off existed, marketers would have been faced with either resisting environmentally friendly packaging to ensure packaging remains important for protection and promotion, or, seeking alternative means of protecting and promoting their products on shelf.

Knowles A (1996)\(^{30}\) in his work, “Packaging says it all”, maintains that packaging including graphics, structural shapes and materials is a major factor when it comes to choosing a product at the point of sale and states that many established UK brands have been achieving success over the last year because of distinctive structural packaging. Believes, therefore, that distinctive packaging is a key weapon in the marketing mix, by winning new customers and retaining existing ones, and that marketers should wake up to the potential of packaging design.

McKenzie S (1997)\(^{31}\) argues in “Package Deal” that packaging design has taken on a more important role as part of an integrated communications mix. He indicates that packaged goods firms now see design as a key contributor to building the brand and uses the example of bottle design for the drinks industry to show how packaging now takes a more important role in overall branding. Further notes that, despite this new strategic focus on design, the agencies are still victims of short-term commitment from clients. He suggests
that this ad hoc approach to buying design services means it still fails to get sufficient attention high up in client organizations.

“Gaining competitive advantage from packaging and labeling in marketing communications” was written by Clive Nancarrow, Len Tiu Wright and Ian Brace (1998). This paper illustrates how an understanding of consumer models, psychological processes and the appropriate use of marketing research techniques can help in the design of food packaging and label copy to provide a company with a competitive advantage. The paper examines the significance of the marketing functions of a pack and the perceptual processes of consumers in their information search concerning pack design and labeling in marketing research. It is increasingly important for products to capture attention, communicate effectively and in an appealing way in grocery retail outlets given the more competitive environment and the observation that more consumers are deferring decisions about what to buy until they are in store. In order to optimize the probability of food packaging achieving this, it is argued that the pack designer and marketer need to understand the perceptual processes of the consumer, the limitations of the senses and information processing capabilities.

Murphy D (1998) in “POP put to test”, asserts that with consumers suffering from advertising overload, automatically rejecting 95% of information, the challenge for manufacturers is to produce packaging that is sufficiently eye-catching to make potential buyers stop and think. Contends that, as a result, the traditional way of researching packaging design, by using focus groups, has become irrelevant, going on to describe new research techniques which indicates the schemata consumers use to divide up brand categories. Adds that this helps designers focus on what brands need to be recognized. He stresses the need for point-of-purchase material to be relevant, with the product packaging reinforcing the other advertising used.

Redhill D (1998) argues in “Structural packaging design: building and protecting brand value” that the shape and design of a brand's packaging provides the true expression of a brand and attention to this area can reap considerable benefits for manufacturers. He looks
at the theory underlying the use of packaging design in branding noting the functional benefits of good packaging design. Further he suggests that manufacturers are not taking full advantage of opportunities presented by physical packaging design and claims that strengthened anti-copycat rules and environmental regulations will make structural design even more important.

Bainbridge J (1998) in “Standing out from the crowd (packaging design)” is puzzled at the lack of innovation in packaging design but puts this down to conservatism, all brands within a category exhibiting similar design characteristics so that the customer immediately knows what the product is. He feels that, in reality, these category codes are for the benefit of the designers, not the consumer. Further he suggests ways of creating original packaging, such as borrowing the packing used for a different product, and contends that innovative packaging is needed when a brand is new or declining. He emphasizes the need for manufacturers to talk to consumers at an early stage to ensure the strategy is on the right lines.

Underwood R L and Ozanne J L (1998) in “Is your package an effective communicator? A normative framework for increasing the communicative competence of packaging” describes a qualitative exploratory study focusing on the communication between packages and consumers, which found that the packaging-consumer exchange was typified by a lack of trust. It discusses Habermas' theory (1984) of communicative competence and applies it to the area of packaging, stressing the need for a framework to conceptualize and improve the packaging-consumer relationship. It develops a framework of communicative competence based on the norms of truthfulness, sincerity, comprehensibility, and legitimacy to help manufacturers promote effective communication in packaging. Further it discusses how the framework can be used as a benchmark by both manufacturers and public policy makers to evaluate the level of distortion in labeling and packaging.

Nazlin Imram (1999) discusses in “The role of visual cues in consumer perception and acceptance of a food product”, the role appearance plays in influencing consumer
perception and subsequent acceptance of a food product. Texture and flavour have long since been known to exert an effect on consumer perception. However, the "first taste is almost always with the eye". This is especially the case where a food product is sold through its appearance, rather than through its packaging. In addition, appearance can have a halo effect which modifies subsequent flavour perception and food acceptability. The article also briefly discusses the many factors that affect the perception process and the significance of food product development in the food industry.

**J. Thøgersen’s (1999)** study “The Ethical Consumer. Moral Norms and Packaging Choice” investigates whether the claim that environmental attitudes are based on moral reasoning is valid with regard to consumer buying attitudes, as it has been shown to be in other domains of consumer behaviour. It is proposed that two conditions make moral reasoning in the buying situation more likely: environmental concern and the absence of other highly involving characteristics. The paper presents a study of a case with these two characteristics: Danish consumers' choice of environment-friendly packaging. With regard to this case, the evidence supports the claim. A majority of Danish consumers have developed personal norms about choosing environment-friendly packaging and the personal norm is a significant predictor of their (self-reported) propensity to choose environment-friendly packaging in the supermarket (whereas perceived costs have a minor influence on the choice). It is recommended that attempts to promote this and similar behaviour focus on strengthening consumers' intrinsic motivation and on facilitating its transformation into behaviour.

**Jagger S (1999)** reveals in “Power of packaging” that a Point of Purchase Advertising Institute survey suggested over 70% of all purchasing decisions are made in-store at the point of purchase. He argues effective packaging is a competitive weapon. Describes a research technique by GfK Great Britain to investigate the power of packaging by interviewing 1,235 consumers about brand image and purchase intention in the categories of breakfast cereals, coffee, cola, shampoo, toilet tissue and toothpaste. Points out that it is important for a brand's packaging to work when placed next to a competitor, so new
packaging concepts should be evaluated in context. Advocates differentiation through innovation provided from insights gained by talking to consumers.

**Gander P** (1999) in “Shelf life”, examines how good packaging and point-of-sale design can provide effective brand differentiation for commodity consumer goods. The researcher argues that design consultants need to realize that they can make a difference to low margin consumer goods and provides some examples of how packaging design has improved brand performance. He concludes that there is no reason why 'bland' product categories cannot be home to strong brands.

**Robert L. Underwood, Noreen M. Klein and Raymond R. Burke** (2000) in their article “Packaging communication: attentional effects of product imagery”, provide a theoretical framework for understanding the communicative effects of product imagery on attention to the brand, specifically, the attentional effects of incorporating a picture or illustration of the product on the packaging of the product. The results suggest that package pictures may be especially useful for private label brands and/or lesser tier national brands whose strategic objectives are to improve consumers' perceptions of the brand and enter the consideration set. The findings reflect a fact about the marketing of many consumer brands. Only a minority of brands are big enough to justify the substantial investment that national advertising implies. For the rest, the packaging represents one of the biggest marketing investments and is one of the most important vehicles for communicating the brand message.

In the research article “The verbal and visual components of package design” by **Ruth Rettie and Carol Brewer** (2000) estimated that 73 percent of purchase decisions are made at point of sale. In scanning packs at point of sale, perception is rapid, and quick recognition is important for inclusion in the decision process. Under conditions of rapid perception, there is an advantage for verbal stimuli perceived from the right-hand side, and for non-verbal stimuli perceived from the left-hand side. This advantage probably derives from the laterality of the brain, with word processing generally being handled by the left hemisphere, while the right hemisphere generally processes pictorial matter. This
asymmetry of perception implies that to maximize recall, words should be on the right-hand sides of packs, pictures should be on the left. They tested this, using a tachistoscope to measure difference in recall. The results confirm the asymmetry of perception of elements of packaging.

**Van den Berg-Weitzel L and van de Laar G (2001)** in their research, “Relation between culture and communication in packaging design” emphasize that globalization and localization are hot topics. Brand owners have to decide between global or local product design, global or local communication and also between global or local packaging design. What is the best option? To adapt product design, communication and packaging design to local preferences or to choose for a global solution? Research has shown that it is more effective to adapt the execution of advertising to local preferences as cultural dimensions influence the way in which people perceive (and accept) different advertising forms. From this perspective it is likely that the same holds for packaging design, as it is a communication tool as well. The results of this research on the influence of culture on the communicative value of packaging design might help brand owners to make decisions on globalization and localization of their brand representatives. Borders are growing vaguer and consumers are beginning to look more and more alike. Many products are marketed in a number of different countries - some even worldwide.

**Bone P F and France K R (2001)** concluded in “Package Graphics and Consumer Product Beliefs” in recent years, marketers' tactics to increase product sales through health claims have been scrutinized by public policy makers. The culmination of this process was the passage of the National Labeling Education Act, which highly restricts the type, amount, and format of nutritional information conveyed on the package. In this investigation, they examined an under-explored aspect of the package - its colors and pictures - to determine what, if any, impact these aspects have on consumer beliefs regarding important product characteristics. They found that even when very concrete verbal information is used, graphical representations have a significant and long-term effect on product beliefs and purchase intentions.
Kassaye W. Wossen (2001) surveyed 290 consumer and industrial goods manufacturers in “Green dilemma” in the Continental USA and examined the green packaging actions, attitudes and future plans of firms. The findings suggest that companies are not setting up green programs entirely on some mechanical model, such as “consumers demand, therefore we go green”; they work from a clear picture of their own economic wellbeing. For large firms, the primary reasons for engaging in green tend to be consumer pressure, the desire for better community relations and cost considerations. For smaller companies, the highest priority is given to cost, followed by customer request, fear of governmental intervention and the desire to reduce garbage. For mid-size companies, the primary concerns are the desire for a pro-active stance within the community, competition and foreign countries' regulations.

Cramphorn S (2001) in his article, “Packaging to the rescue”, comments that while both advertising and packaging contribute to brand success, marketers tend to focus more on advertising. He demonstrates the importance of both to brand values and describes the results of adding qualitative diagnostic feedback from consumers to quantitative advertising ratings. Shows that for a case study undertaken with an over-the-counter drug advertising that gained attention and communicated the brand ideas nevertheless failed to generate bonding, with consumer propensity to purchase actually declining. He reports on content analysis, which demonstrated satisfactory outcomes for both ad and packaging, but notes that the combination of brand bonding and lack of positive comment indicated a problem. He shows how further communication analysis indicated a substantial difference between the effects of packaging and advertising on brand perceptions and values, with packaging providing support for health and positioning value at point of purchase. It shows how brand values can be supported by aligning advertising and packaging and summarizes learning points.

Flack J-A (2001) warns of in “If looks could sell (packaging design)” the dangers of focusing too much on advertising and not leaving enough funds in the budget for design. He assesses the reasons why product packaging remains in the shadows of advertising - the lack of champions, the presumption that it is a production not a creative issue and the
difficulty of measuring the effectiveness of packaging. Despite this, he reports that there has been an increase in design activity while other areas of marketing are experiencing a slowdown, although design budgets are admittedly much lower. He asserts that European clients have a far better understanding of the value of design, adding that there needs to be a culture shift in the UK to change the attitudes of senior management.

Winder B, Nelson A and Ridgway K (2001)\textsuperscript{48} in “The good, the bad and the ugly”, look at the functionality, effectiveness and environmental impact of product packaging, and a need to improve the links between manufacturers, retailers and consumers. It briefly sets out the requirements of the European Parliament and Council Directive on packaging and packaging waste, which essentially guides the behaviour of manufacturers and retailers in the choices they make about materials and packaging volume. It addresses the disparity between what the consumers says they want and what they actually buy, suggesting that manufacturers need to work with retailers and psychologists to reduce the volume of packaging used on products without increasing the cost to consumers or reducing product appeal. Further it considers the needs of the elderly, health costs and financial costs of packaging, pointing out those minor changes in the design of product packaging can have significant effects on consumer acceptance. The article identifies and discusses three main types of packing material that cause problems and domestic accidents - glass, cans and plastics. The author feels that the future of packaging is in the hands of the consumer who is making definite demands of packaging in relation to: product freshness; ease of use; easy to open; re-use; safety; and convenience.

Underwood R L, Klein N M, Burke R R (2001)\textsuperscript{49} investigates in “Packaging communication: attentional effects of product imagery”, whether brands incorporating product pictures on packaging achieve a strategic advantage over those with just a written description. They begin by reviewing the literature on packaging design and the effect of pictures on consumers' perceptions and then conducts a virtual reality simulated shopping experiment based on three product categories and using a convenience sample of 128 in the USA. From the results of the study, concludes that product categories with high experiential benefits should incorporate an attractive picture on the packaging, particularly
if the brand is relatively unfamiliar or is new and therefore unknown. While, Vazquez Delia and Bruce Margaret (2002) suggested in their research “Design management ± the unexplored retail marketing competence” that food retailers invest heavily in design expertise to create exciting packaging and to develop store environments to entice customers to buy premium food products, and to strengthen their competitive edge. The process by which food retailers manage design has not been documented and this is an oversight in the field of design management that this paper addresses. Cases of four UK retailers are presented and their approaches to design management are compared and discussed. A model of retail design management is presented which represents current “better practice” in UK food retail; in addition, a model of the seven Ps of design management is presented to foster better understanding of the role of food retail design management function.

Paine F (2002) explains in “Packaging reminiscences: some thoughts on controversial matters” that packaging is necessary in a world dominated by marketing-based economies, which rely on it for the safe delivery of profitable products. It is different from many other functions because packaging has two faces and each face demands a special marketing approach. Also necessary to appreciate is that in the very marketing of all products packaging plays a vital part, yet it is still often treated as a necessary evil and is often used on an expediency basis by product manufacturers. Even the packaging manufacturers themselves still fall into the trap of providing what is asked for instead of designing what is really needed. To describe packaging as in a world of its own is no pretension, for wherever natural or manufactured products are produced, packaging is needed to contain, preserve and protect them in the journey to the market place. Food, drink, clothing, light engineering goods, china and glass, medicines and household chemicals—in all those industries it is packaging made of paper and board, glass, plastic and metal that serves them. The importance of properly designed packaging lies in the fact that it must meet the need for protection of the product from the hazards of damage and deterioration. At the same time it must also provide identification and attractive presentation and meet the appropriate environmental criteria.
In “Packaging throughout the value chain in the customer perspective marketing mix” Olsson A and Györei M (2002) elaborate that Lauterborn has suggested that McCarthy's 4 P marketing mix classification be viewed by suppliers as the customers' four Cs, i.e. customer value, cost to satisfy, convenience and communication (the 4C perspective). This paper seeks to illustrate the impacts of the four Cs on packaging value in the area of fast-moving consumer goods throughout the whole value chain from the packaging producer to the end-user, the consumer. Findings from two separate studies regarding trade-offs in package values between different actors in the value chain, created through development of value-adding package solutions, are presented and elaborated on. The positive effects of brand advertising can be acknowledged, but they cannot compensate for less efficient packaging. The market need will easily be affected and turned into a higher demand chain pull when creating packaging solutions that will attract retail business. Dynamics in values and trade-offs were identified, even though requirements from the whole value chain were considered. The packaging solutions created gave the majority of stakeholders in the value chain great advantages, but the lack of dynamism in available infrastructure demanded adaptation that diminished value addition for all actors in the value chain. The contribution of this article is to theorize the 4C concept in the process of package design, taking value chain actor needs and value optimization into consideration.

Hill Helene and Tilley Jennifer (2002) conducted a study “Packaging of children's breakfast cereal: manufacturers versus children” based on primary research from both a child consumer and manufacturer perspective, this article explores the breakfast cereal market and the perceptions of packaging from the perspective of a child. Specific consideration is given to determining the overall role of packaging, what role packaging can play within integrated marketing communications and establishing the feasibility and effectiveness of packaging as a sole communications tool. Findings highlight some apparent inconsistencies between manufacturer and children's views, and illustrate the possibility of adults underestimating how aware children are as consumers in today’s society. In conclusion, marketing communication only works if all of its components are balanced. If it is true that a product cannot exist without a package it can only become known if advertising makes the market aware of its existence. Packaging can only play its
role of silent salesman if sales promotion gives prominence to the product in the eyes of the consumers. No single approach for effectively marketing to children via packaging that can be generalized across categories can be created, but a difficulty in understanding dynamic issues must not lead to manufacturer’s opting out of trying to develop packaging.

Wilson R (2002)\textsuperscript{54} argues in his paper “Perfect packaging” that a striking shape can have a strong impact in clearly branding a product and helping it stand out, as in the case of the award-winning clear plastic bottle created for Ty Nant mineral water. He remarks that, despite the potential impact, multinationals are reluctant to change their production lines because of the enormous expense involved. Cites Apple as a prime example of a company that maintains a stream of innovative ideas although points out that if packaging is too gimmicky, the novelty can wear off and shapes imitated by a brand’s rivals, diluting the impact of the original idea. He suggests that some packaging is so unusual it confuses consumers and argues that packaging needs to offer real benefits to the consumer as well as connecting with its target and reinforcing the brand.

Flack J A (2002)\textsuperscript{55} investigates in “Let’s talk packaging”, how product owners, own-brand labels and their designers are making life easier for shoppers. He states that, for one thing, they are providing more information on the packaging and also paying attention to the words on the pack, particularly at the premium end of the market, because research has shown that products that tell a story sell better than their competitors. In the light of this, reports that the leading UK supermarket chains are hiring copywriters to work on their up-market own-brand labels. Despite this, however, remarks that very few products engage consumers with language.

Kennedy G (2002)\textsuperscript{56} in “In the eye of the beholder (printing, packaging and design)” stresses the importance of printing, packaging and design in projecting a strong positive image for a product or company, and offers advice on how smaller companies can ensure they obtain the best value service and exploit new processes and the finished products to the full. He recommends an open mind when briefing a designer and printer to allow an innovative approach.
James U. McNeal and Mindy F (2003) in their study “Children's visual memory of packaging” tried to elicit the visual memory of packaging that facilitates consumers' identification and selection of products from store displays, children were asked to draw a cereal box and the results were compared with actual cereal boxes. Over 97 percent spontaneously drew a cereal box with a brand name and other brand related symbols. This may be the first time to have a glimpse of the consumer's evoked set as it really exists. The results suggest that one's evoked set is not just a list of brand names in the mind, but an elaborate symbolic environment made up of visual and verbal codes in which the brand name is nested. This research helps us to understand how children view consumer brands and provide some extremely useful guidance. Marketers and packaging designers should consider using pictorial instructions or information as well as written information. The success of promotions associated with organizations such as American Heart Association demonstrates that health related information can get through to children when it is presented in an attractive and appealing manner.

Debono K G, Leavitt A and Backus J (2003) work “Product Packaging and Product Evaluation: An Individual Difference Approach”, was conducted under two studies: in Study 1, with actual product quality held constant high self-monitors, compared to low self-monitors, more favorably evaluated products that they believed came from attractive packages. In Study 2, high and low self-monitors evaluated a perfume sample that came from a rather attractive bottle or from a significantly less attractive bottle. In addition, for some, the perfume was quite pleasant smelling; for others, it was less pleasant smelling. Regardless of its actual fragrance, high self-monitors evaluated the perfumes from the attractive bottle more favorably than the perfumes from the less attractive bottle. Low self-monitors evaluated the pleasant-smelling perfume more favorably than the less pleasant-smelling perfume, regardless of from which bottle it came.

Vazquez Delia, Bruce Margaret and Studd Rachel (2003) in “A case study exploring the packaging design management process within a UK food retailer” said that food retailers invest heavily in design expertise to create exciting packaging to entice customers
to buy premium food products, and to strengthen their competitive edge. The process by which food retailers manage food packaging design has not been documented and this is an oversight in the design management and retailing literatures that this paper addresses. An in-depth case study of one of the top four UK retailers is presented and their approach pack design management is analyzed and discussed. The process outlined here was in place in 1997 at a time when the retailer had just moved from number three in the market place to number two and was aiming to be number one. The process documented is that of a dynamic growing food retailer working on improving its brand image through packaging design.

**Furness V** (2003) argues in “The silent salesman” that the role of packaging, particularly its psychological function, is becoming increasingly important because it is at this level that consumers engage with a brand. The researcher remarks that packaging design needs to reflect the emotional bond that connects the consumer to the product. Points out that this has changed over the years, trust being the key nowadays. Comments on two trends emerging in package design: disruption (for brands reinventing themselves) and simplicity. The author adds that personality also plays a key role in persuading consumers about authenticity and goes on to discuss the changing role of ethnicity and gender in packaging design.

**Scott Young** (2004) in his article “Winning at retail: research insights to improve the packaging of children’s products” emphasizes the importance of packaging in influencing the decision to buy, especially in the case of children’s products, since buying decisions are often impulse-driven and/or gift-oriented; the mothers who are usually doing the shopping will be focusing on whether the child will like the product, so that licensed products tend to be favored. Outlines the PRS (Perception Research Services) Eye-Tracking studies, which allow documentation of what shoppers see - and miss - as they consider displays, product types and individual packages at the point of sale (POS). He assesses packaging and merchandising systems in terms of three main challenges: generating consideration, differentiating from competitors, and closing the sale. Further, he suggests ways to ensure
that products are visible and considered for purchase, including placement at eye level, and colour contrast; differentiating products from others by conveying fun; and closing sales by clear quick messaging.

Two studies were conducted by Wiese Bettina, Sauer Jürgen and Rüttinger Bruno (2004) in their work “Consumers' use of written product information” to investigate the predictive role of person-specific, product-specific, and situation-specific influences on the use of instruction manuals in the field of electrical consumer products. In a laboratory study, 42 participants were observed while putting a vacuum cleaner into operation. Situational primes (i.e., receiving a verbal cue that the packaging contains an instruction manual) increased the probability of the user manual being read. Additional verbal information that the manual contains information on energy-saving behaviours was especially motivating for persons with high environmental concern. Self-report data, collected on a wide range of products, suggest that product complexity is the best predictor of instruction manual use. In a second study with 30 participants, different positions of product labels were compared, i.e. placing the information on the packaging or directly onto the product. Information placed directly onto the product had a significantly higher influence on participants' actual behaviour than providing the same information on the packaging.

Jahre M and Hatteland C J’s (2004) paper “Packages and physical distribution: Implications for integration and standardisation” addresses the question of trade-offs in supply chains by exploring the roles of packaging in distribution networks. Taking a starting point in the logistical role of packaging and the potential trade-offs with its marketing and environmental roles, the paper illustrates some difficulties with integrated systems. The paper discusses the concept of packaging as an integrated system and presents a case study of a transport package, a roll-rack, for distribution of fresh milk. The analysis shows that although it fulfills well all its three roles for milk, the roll-rack's efficiency is decreasing as continuously larger volumes of products for which it was not designed, are distributed through the network. Because it is so integrated in the milk-chain and adaptations have developed between the roll-rack and other resources such as vehicles,
terminals and display facilities in the stores, it is difficult to use for other products. As similar adaptations have developed within the other package/product chains, it is also difficult to replace other transport packages with the roll-rack. The paper contributes to the understanding of use and development of logistics resources, trade-offs between adaptation and adaptability, integration and standardisation.

“Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure”, this study was done by **Silayoi Pinya and Speece Mark (2004)** and highlighted the importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged food products. This research utilized a focus group methodology to understand consumer behavior toward such products and how packaging elements can affect buying decisions. Visual package elements play a major role, representing the product for many consumers, especially in low involvement, and when they are rushed. Most focus group participants say they use label information, but they would like it if simplified. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding packaging elements as important marketing communications tools. The results of this focus group study did support the propositions listed above. In general, visual elements of the package influence choice of the product to a great extent, and graphics and color are frequently the major influence. Attractive packaging generates consumer attention by breaking through the competitive clutter. Picture vividness has the most positive impact for products with lower levels of involvement. However, informational elements are becoming increasingly important and influence choice. The participants tended to judge food product performance by reading the label if they were considering products more carefully. Appropriately delivered information on packaging generates strong impact on the consumers’ purchase decision. This information reduces the uncertainty and creates product credibility. Clearly, packaging is an important marketing tool for food products, but the four elements of packaging stimulate purchase decisions differently. Consumer evaluation of packaging elements changes as the perceived risk of the consumption situation increases, and marketers need to know the importance of the various attributes to best communicate through the package. Visual elements, graphics and size/shape positively influence choice
more in the low involvement situation, while informational elements tend to play a key role in higher involvement decision-making. Time pressure similarly changes how consumers evaluate products at the point of sale, partly by reducing ability to give attention to informational elements. Again, marketers must communicate effectively through the package.

Moore P (2004) in his work “The art of packaging”, reiterates the importance of differentiating a product through distinctive packaging, particularly in the case of small businesses which are unable to spend much on advertising and should exploit product pack shape and design as 'a silent salesperson'; offers advice from design and brand experts as to how to identify what sells and what to avoid. He warns that New Zealand’s new Packaging Accord, which is designed to reduce waste and increase the amount that can be recycled, means that producers must now take responsibility throughout the lifecycle of their packaging products and must become increasingly environmentally friendly; considers other trends in packaging.

“Critical issues in packaged food business” paper by Aziz Ahmed, Naser Ahmed and Ahmed Salman (2005), aims to examine salient issues in the packaged food business with special focus on packaging and its crucial role covering food marketing, best practices in the food and drinks industry, product innovation, food safety and quality, food supply chain management and emerging trends. The research design included phenomenological research has raised awareness and increased insight into critical issues in the packaged food business. The approach is based on observation of the business environment, online research, a close watch on British food industry, analysis of papers in journals, and brainstorming with co-researchers for four years. The research has found that the key trends fostering growth in developed packaged food markets are convenience, functionality and indulgence. The real value of packaging is that the package is an integral part of the product today. Besides, food products frequently require the general marketing approaches and techniques applied to the marketing of other kinds of products and services. In addition, for the food industry to improve further, it needs to adopt the best practices shown in this research paper. Moreover, while going for product innovation, some critical
success factors must be taken into account. This paper offers a holistic view that would guide a reader to identify critical issues in packaged food in existing or new businesses.

**Benady D** (2004) in “Rolling in the aisles (humour in packaging)”, looks at several brands that have experimented with humour on their packaging in an effort to boost their shelf profile and forge a more 'human' relationship with shoppers. Looks at when humour is appropriate and points out when it is not. He concludes that limited editions are the usual route for brands to take when they want to introduce humour as few jokes bear constant retelling.

**Buxton P** (2004) examines, in “Dressed to sell”, how limited-edition packaging of products is growing as marketers look beyond brand extensions to engage consumers. Considers how the relationship between advertising and packaging design is becoming closer as the latter becomes more tactical. Further the author points out that, marketers are becoming more innovative to create brand excitement especially as retailers are running out of space to stock brand extensions. The article discusses how limited-edition designs work best when there is a good reason for them, such as an anniversary or marketing strategy. Mentions how notable events, such as the millennium, brand anniversaries and seasonal opportunities, for example Valentine's Day, also provide opportunities to introduce special packaging. It also highlights how some leading brands prefer to introduce limited-edition variants to their products as well as the visual change to the packaging.

**Rocchi Benedetto and Stefani Gianluca** (2005) designed an exploratory research “Consumers’ perception of wine packaging: a case study” to elicit the relevant dimensions through which consumers perceive and describe differences between bottles of wine. In order to allow respondents to freely express their perceptions without suggesting a priori descriptive category/dimensions a repertory grid (RGT) approach was followed. A sample of 30 consumers was asked to analyze differences across 11 bottles and to summarize them in descriptive bipolar constructs. The results were analyzed performing a consensus procrustes analysis. An innovative feature of this study was the analysis of complete transcriptions of interviews to better understand the meaning assigned by consumers to
descriptive constructs. It was found that the attributes of bottles and labels represent the main factors underlying wine packaging perceptions. These characteristics are the very first “signal” perceived looking at bottles. Consumers use them to define more abstract “constructs” (as distinction or tradition) they use while assessing alternative products and choosing among them. From a methodological point of view, this study confirms the interest of combining RGT and content analysis as a tool for explorative research in marketing.

The multi-faceted dimension of packaging: Marketing logistic or marketing tool?” by Bo Rundh (2005) identified need for recognizing the importance of packaging in business strategy. The increasing internationalization and globalization of business has forced many firms to reconsider what contributes to their competitive advantage. Despite the importance of packaging it is rather anonymous and has received little or marginal research. The purpose of this paper is to study how packaging can contribute to competitive advantage. In the methodology the aspects of the packing industry and market are reviewed. Five case studies covering different packages in the supply chain are presented and analyzed. The findings were that the structural changes within the European food industry are reinforcing a need for competitiveness where packaging can make the difference for many consumer products. The findings from the case studies and the literature review underscore the importance of packaging and packaging design for fulfilling multi-functions in relation to logistics and marketing in the supply chain from filler to end consumer. New demands due to changes in consumption patterns and habits are requiring innovative packaging solutions in retail outlets. The main implications for management is to understand and take advantage of packaging as a strategic weapon and marketing tool for the entire business, especially within a highly competitive food industry. This is important in every stage of the supply chain either for the transport packaging or as a consumer package in the supermarket. Packaging has several important functions in the supply chain from the filler to the consumer in the retail trade. The first and most obvious function is to protect and contain the product from the filler to the end-user, but new consumer demands have also put many other requirements on the package. A second function is to display and promote the product on the supermarket shelf by attracting the consumer’s attention and creation of
a positive impression in order to get the consumer buying the product in a highly competitive environment. Research has shown that demand from the market also requires that many products can be bought in different sizes of the package due to smaller households. The demand for products that can be heated directly in the packaging can also be a competitive edge in relation to products that need to be unwrapped and transferred into an ovenproof dish. The increased demand for take away food has also created many new package solutions for the consumer. By using design to develop concepts that improve customer value, sales packaging is one of the key components that can provide a competitive advantage for many consumer products. Packaging can be the competitive edge that makes the difference in the marketplace. Even a low investment in changing the package can drive significant gain in brand sales compared to advertising and promotion activities.

“Consumers’ perception of food packaging in Trinidad, West Indies and its related impact on food choices” research article of Peters, Texeira Angela and Badrie Neela (2005) investigated consumers’ perception of food packaging and its impact on food choices. The study population comprised 82 people who were ultimately consumers of packaged food products. The sample was drawn from six major supermarkets located in different geographical areas in Trinidad, West Indies. Data collection was carried out by using a questionnaire based on five topics: visual impact or attractiveness of the packaging; type of packaging material; labeling and nutritional information; new products; and fruit preserves. The packaging feature that influenced most of the respondents’ choice of products was information on the label (41.5%); it was followed by quality and type of packaging (24.4%), brand name/popularity (22.0%) and visual impact (12.2%). When asked if they would purchase a product that was most attractively packaged, 85.4% responded in the affirmative. Most respondents (92.7%) believed that packaging material could adversely affect the quality of performance of a food product. Also, 92.7% of respondents agreed that nutrition information should be shown on all food products, although 36.6% admitted that they do not read the label because of its complexity. Influence of gender was not significant ($P < 0.05$) on consumer perception of food packaging and on food choices. Although the sample was small, the data highlighted the need to educate consumers of
packaged foods, so that informed decisions could be taken in respect to food quality, safety and nutrition.

“Organization of packaging resources at a product-developing company” research paper written by Kleva Jenny (2005) explored the outcome of product development, i.e. the product design, together with the packaging solution, has a great impact on the logistics performance of supply chains. Despite this, packaging has traditionally been given a very modest role in the product development literature as well as in the logistics literature. The aim of this paper is to show how logistics performance and product design can be affected, and improved, by the packaging organization within a company. In their methodology they used a single case study conducted at IKEA (Sweden), including on-site interviews and review of internal documents. Along with the case study, a literature study was been conducted within the areas of product development, packaging and logistics. The findings were that the IKEA case suggested that the packaging function should have a strong link to both the logistics function and the product development function within a product-developing company to be able to improve the logistics performance. The implications – Packaging and logistics are usually considered late in the product development process with the result that possible logistics solutions are constrained. Through considering “the whole package” – i.e. the product, the packaging and the supply chain characteristics – at an early stage in the product development process, savings can be made.

Ganesan P and Harinath B (2005) in their conference paper “Inter and Intra Competition in Sachet Pain Balm Market” said that companies are studying behavior patterns and preferences of rural consumers and devising strategies to hook them on to consumerism. The price tag actually dissuades a rural consumer or a poor urbanite from purchasing a product. A marked reflection of this trend is the sachet revolution. Companies are resorting to a major constraint in turning the rural potential into effective demand. Low unit price (LUP) packs offer an attractive proposition for low-income consumers to sample these products. Over the years, the sachet strategy has proved so successful that, according to ORG Marg data, 95 percent of the total shampoo sales in rural India is by sachets (Business Line, June 1, 2000). These LUP one-time-use packs proved popular with the
consumers. Urban consumers, too, have responded enthusiastically to sachet shampoos, as also the hotel Industry. (Praxis - The Hindu, July 2003 p.22.)

**Kelly C (2005)** in “Let this package do the talking”, asserts that packaging design should be approached with the same level of integrity and investment that would go into environmental concerns or marketing strategy and states that the core element of packaging design is communication and the communication element, from corporation to consumer, is what helps a brand distinguish itself from the competition. The researcher adds that, if well designed, the package itself can become the object of real value, even acquiring brand status in its own right. Further the researcher remarks that typography is an essential element of packaging and the hierarchical content needs to be displayed in a clear, legible and considered arrangement. This paper argues that good packaging design is concerned with communicating, telling stories about the brand.

**Buxton P (2005)** in “Forward thinking” predicts the future of packaging. His findings are that the packaging’s traditional role as protector and branding vehicle is about to be transformed with the advent of interactive, intelligent and sustainable packs that play an active role in how the consumer uses the product. He explains that radio frequency identification (RFID) and diagnostic technology in fast-moving consumer goods will enhance the customer experience by actively assisting the product user and personalization is a key trend. He adds that the incorporation of diagnostic software will allow a more active relationship with the consumer through packaging that assesses an aspect of their physical condition and comments that materials will be renewable but points out that there will also need to be a considerable adjustment on the part of consumers and manufacturers to change perceptions of less ostentatious packaging which does not equate less with lower quality. He concludes that consumer perceptions can and will be changed by time, fashion and technology and by 2020 it will be a case of less, but smarter, is more.

**Olga Ampuero and Natalia Vila (2006)** in their research paper “Consumer perceptions of product packaging” discussed the need to understand consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers, by collecting data in two phases, the first, (based on designers’ opinions), to
determine the key graphic variables in the design of packaging, the second, (based on consumers’ opinions), to associate each packaging with a positioning strategy. The seven product-positioning strategies selected were represented from the consumers’ standpoint using multidimensional scaling. Four maps were obtained related to: alternative packaging colours; alternative packaging typography; alternative packaging graphical forms; alternative packaging images. The findings were that each positioning strategy appears associated with particular packaging dimensions. Consumers have exhibited harmonious perceptions towards products-packaging strategies, so one can conclude that a general feeling as to what a particular packaging exactly means exists. So the general opinion should guide packaging designers to appropriately meet consumers’ expectations. In sum, each positioning strategy seems to be associated to some particular packaging graphical elements.

**Nelson Barber and Barbara A Almanza (2007)** conclude in “Influence of Wine Packaging on Consumers' Decision to Purchase” that the purchase of a bottle of wine is often a challenging decision for most consumers. The marketing of a wine's package, which consists of several interrelated cues (bottle shape, color, closure, and label design), interfaces with the key factors of the consumer's experience, knowledge of wines, self-confidence and the occasion at hand to form buying decisions. Some consumers know what they want and select a wine based on their experience or the wine's packaging cues. Other consumers examine a bottle's label to satisfy their information requirements. Using a self-administered questionnaire, this study evaluated the effect that the wine packaging has on the consumers' decision to purchase. Results showed that respondents placed great significance on the overall label and bottle packaging and that wine labels were intimidating, with females more concerned about making a wine buying decision.

The research paper of **Gunne Grankvist, Hans Lekedal and Marmendal, Maarit (2007)** “Values and eco- and fair-trade labeled products” provides knowledge about the characteristics of environmentally and ethically concerned consumers. Effects of information that orange juice was either eco- or fair trade labeled were studied in an experimental setting, with a sample of Swedish students. Importance attached to values
was measured with the list of values scale. Taste preference was the evaluated aspect. Findings revealed no significant effects of the experimental manipulation were observed. Attaching greater importance to the value "warm relationships with others" was associated with a more favourable rating of the taste of both eco- and fair-trade labeled juices. The value "security" was positively associated with an increased taste preference for the group exposed to the fair trade, but not the eco, label.

“The evolution of the packaging logistics research area” conference paper by Olsson, Annika and Nilsson, Fredrik and Jönson, Gunilla (2007) say that logistics can be regarded as an established research area containing publications in renowned scientific journals and which covers several related fields. One of them, packaging logistics, is a relatively new research area, established at only a few universities and institutes. Consequently, the packaging logistics area is characterised by scattered theoretical frameworks and publications are scarce. Theory in packaging logistics is often delimited to packaging, focusing either on technological aspects e.g. packaging features, or on marketing aspects, e.g. branding. The holistic view of packaging logistics related to overall business systems is however, neither covered by researchers, nor included in related scientific journals. The aim of this paper is to describe the evolution of the packaging logistics research area based on an evolution model by Reid (1997).

Wells L E, Farley H and Armstrong G A (2007) in their paper presenting empirical research “The importance of packaging design for own-label food brands” investigated the importance of packaging design for own-label food brands. It seeks to investigate the importance of packaging design for a UK premium own-label food brand, by developing an understanding of how consumers evaluate own-label packaging, providing an insight into their shopping behaviour regarding premium own-label desserts and identifying the factors that influence their purchase decisions. Implicit in this is a need to establish how the packaging designs of premium own-label products influence the purchase decisions of consumers. The paper reports on the findings of participant observational exercises employed at two Tesco stores. Overall, analysis of findings clearly indicate that there is a strong association regarding the influence of packaging on the purchase decision, with over
73 per cent of interviewed consumers stating that they rely on packaging to aid their decision-making process at the point of purchase.

**Kniazeva Maria and Belk Russell (2007)** worked on research article “Packaging as Vehicle for Mythologizing the Brand”. The theoretical contribution of this article lies in the domain of marketplace mythology. By examining stories printed on the food packages that make use of a popular claim of naturalness, they offer a conceptual framework showing how corporations attempt to graft new myths onto old archetypes. It is proposed that by revisiting traditional mythology, contemporary commercial storytellers collectively create a grand postmodern marketplace myth - that of an empowered and ennobled consumer. They treat packaging narratives as cultural productions and explore them as vehicles for mythologizing the brand. The findings reveal mythical themes exploited by companies in their packaging stories and messages they convey.

**Alam, Tanweer and Goyal, G K (2007)** reviewed various aspects of the packaging and storage of tomato puree and paste, in “Packaging and storage of tomato puree and paste”. The main findings were that the packaging and storage of tomato puree and paste must not only function to contain the produce but more importantly to serve as an effective handling unit and protect the product from mechanical and other causes of damage. Other functions of the packaging container are to identify its contents and promote their sale. Different containers and packaging materials are used in handling and transportation of tomato puree and paste. Further they say that today, consumers are facing new socio-economic challenges and food-related factors, which tend to favour service quality; thus, packaging plays an important role in bringing tomato products to the ultimate user.

**Srinivasa P C and Tharanathan R N (2007)** in their research article “Chitin/Chitosan - Safe, Ecofriendly Packaging Materials with Multiple Potential Uses” reveal the increased and indiscriminate use of plastic packaging films, which are petroleum based, has led to ecological problems due to their total non-biodegradability. Continuous use of plastics in any form or shape has to be restricted and may even be gradually abandoned to protect and conserve ecology. Such awareness, of late by one and all, has led to a paradigm shift to
look for packaging films and processes that are biodegradable and therefore, compatible with the environment. Such an approach also leads to natural resource conservation with an underpinning on a pollution-free environment. Thus, the concept of biodegradability enjoys both user-friendly and eco-friendly attributes, and the raw materials are essentially derived from either replenishable agricultural feed stocks (cellulose, starch, and proteins) or marine food processing industry wastes (chitin/chitosan). Their total biodegradation to environmentally friendly benign products (CO2, H2O/quality compost) is the turning point that needs to be capitalized upon. Polymer cross-linking and graft copolymerization of natural polymers with synthetic monomers are other alternative approaches of value to using biodegradable packaging films. Although complete replacement for synthetic plastics may be impossible to achieve and perhaps even unnecessary, at least for a few specific applications, our attention and efforts are required in the days to come. Though expensive, bio packaging meets tomorrow's need for packaging, especially for a few value added products. It offers an attractive route to waste management, as well. Nonetheless, everyone desires a clean, pollution-free environment in the future.

Chatterjee Ipsita (2007)\textsuperscript{84} worked on “Packaging of Identity and Identifiable Packages: A study of women-commodity negotiation through product packaging” and she comments that the visual aspect of commodity-consumer negotiation acquires importance, as commodities must be visually differentiated to attract the gaze of a particular consuming group. The act of visual differentiation is achieved through symbolic packaging, which creates a cognitive link between commodity and consumer.

The research article of Vila Natalia and Olga Ampuero (2007)\textsuperscript{85} “The Role of Packaging in Positioning an Orange Juice” revises the concept and positioning strategies according to the proposals of different authors. Positioning is related to variables in the marketing mix, and, specifically, to the main subject of this research study-packaging. The theories of different authors with respect to the functions of packaging and its constituent elements are revised and then attention is focused on four of its graphic elements: Color, shape, typography, and image. Within this framework, designer and consumer opinions are presented with the ultimate aim of identifying the associations between different
positioning strategies and the different graphic design variables used to define an orange juice packaging.

Silayoi Pinya and Speece Mark (2007)\(^{86}\) worked on “The importance of packaging attributes: a conjoint analysis approach” to explore that the importance of packaging design and the role of packaging as a vehicle for consumer communication and branding are necessarily growing. The paper examines these issues using a conjoint study among consumers for packaged food products in Thailand, which is a very competitive packaged food products market. The conjoint results indicate that perceptions about packaging technology (portraying convenience) play the most important role overall in consumer likelihood to buy. There is strong segmentation in which packaging elements consumers consider most important. Some consumers are mostly oriented toward the visual aesthetics, while a small segment focuses on product detail on the label.

Sehrawet Mahavir and Kundu Subhash C (2007)\(^{87}\) research “Buying behaviour of rural and urban consumers in India: the impact of packaging” aims to establish whether the residential background of consumers has a varying influence on their buying decisions. A survey of 1090 urban and rural respondents was carried out of which 523 were rural and 567 were urban. The gathered data were analyzed by applying counts, percentages, means, and analysis of variance. Rural residents found that packaging is more helpful in buying, that better packaging contains a better product and that they are more influenced by the ease of storing a package than their urban counterparts. Ease of carriage, package weight, simplicity, transparency and similarity of packaging have comparatively less impact on purchase decisions of rural consumers than urban ones. However, rural consumers are more critical about packaging as they strongly consider that it contributes to misleading buyers and is also an environmental hazard.

In the article by Billings S (2009)\(^{88}\), “Design for life (packaging)”, he finds that the pack design and branding is a crucial form of advertising that plays out before shoppers, right at the point of product selection. He presents short case studies of Puffed Wheat and McDonald’s. He asserts, that the ability to double as visual advertising has always been one
of packaging’s primary strengths, but even more so now, as shoppers consciously and carefully adjust their baskets to save a few pennies although some agencies complain that brands are not doing enough to promote themselves in store. He further argues that brand owners should not be considering a complete structural redesign because it will not deliver within the first year of investment; instead, they should look at tactical branding work which takes in the whole marketing communications mix, unifying it with a consistent and single strategy. He also recommends dovetailing some design refresh work with a product innovation or addition to a range, remarking that consumers still want to be seduced by new options.

**Bo Rundh** (2009)\(^9\), in his work, “Packaging design: creating competitive advantage with product packaging” studies how packaging and packaging design can contribute to competitive advantage for marketing a consumer product. Different influences from actors in the packaging design process are discussed in a conceptual model. A single case study based on five “corporate stories” about packaging development resulting in a new package are presented and analyzed. The study demonstrates influences on the design process of a package from external and internal factors. The outcome of the design process is, to a great extent, dependent on the interaction between the main actors in this process. The study argues for the importance of the interaction with customers for planning and conducting the design. The result of such a process is a package that can trigger customers make a purchase and/or reinforce the brand name for a repurchase of the product. The main implications for management are that packaging is a vital instrument in modern marketing activities for consumer goods, for example in the competitive food industry. The study highlights a few factors that trigger a customer to purchase a product by designing a suitable package for the product. Packaging design makes it possible to introduce new and better solutions for diverse marketing and logistic problems in a supply chain.

**Prof. Maria Vernuccio, Dr. Alessandra Cozzolino, Dr. Laura Michelini** (2010)\(^10\), emphasize in, “An exploratory study of marketing, logistics, and ethics in packaging innovation”, that packaging is a strategic tool that merits holistic management. Three managerial disciplines have the potential to significantly influence packaging strategy:
marketing, logistics, and ethics. Despite the multidimensional nature of packaging, the academic literature tends to analyse these three dimensions separately. To address this shortcoming of a more integrated approach, the aim of the study is to identify the main integration areas among marketing, logistics, and ethics in packaging innovation projects in the retail grocery sector. 186 cases of packaging design were selected and the data collected were analysed by quantitative content analysis. Results show that simultaneous integration among marketing, logistics and ethics recurs in only one third of the cases. The main area of integration is between marketing and ethics. To a lesser extent, there is a significant degree of integration between marketing and logistics as well as between logistics and ethics. Nevertheless, the findings of this initial analysis suggest that the potential in terms of integration has yet to be exploited.

Alex Gofman, Howard R. Moskowitz, Tonis Mets (2010), in their paper, “Accelerating structured consumer-driven package design” seek to explore approaches to consumer-driven optimization of package design utilizing a novel modified conjoint analysis approach. The approach allows for dynamic creation and testing of a large number of design prototypes with consumers and finds optimal solutions on an aggregated, segmented and individual basis. The paper demonstrates that consumer research could and should be a central part not only at the final stages of the package design but at the initial stage as well. The steps of fitting the research into the package design process are shown providing a parsimonious way to include consumers in the early stages of package design.

“Packaging power: The effects of package design throughout the supply chain”(2010), highlights the link between successful sales and marketing strategy and packaging, combines theory with case study to highlight the issues to consider in successful package design. Here’s an interesting fact for marketers. A 2005 study conducted by the Paperboard Packaging Alliance showed that in the minds of consumers, product and package are one and the same. Whatever a package says to a shopper – through words, graphics, material, size – is exactly what its contents become, be they a bottle of perfume or a bottle of milk. An interesting fact for distributors: choosing the right size and material for your packaging could cut your logistical costs considerably.
Wherever you are in the supply chain, your department needs to think hard about packaging: an under discussed but increasingly important factor in commercial success.

**Ike-Elechi Ogba, Rebecca Johnson** (2010)\(^9\), investigate in their paper “How packaging affects the product preferences of children and the buyer behaviour of their parents in the food industry”, the effect of packaging on children's product preferences and its ability to influence parents' buyer decision in-store. The study was approached from the parents' rather than the children's perspective. A quantitative approach was adopted in data collection, using a 28 item Likert scaled questionnaire administered to 150 parents, with over 95 percent response rate. The study shows that packaging does affect the product preferences of children. Also, children are particularly interested in influencing the purchase of unhealthy foods. However, parents within the study claimed that they did not succumb to their children's requests for the purchase of unhealthy food, which contradicts evidence from previous findings.

**Estiri M. et al** (2010)\(^9\)\(^4\) tried to explain in, “Products Consumer Behaviors: The Role of Packaging Elements”, that today, packaging has been acknowledged as a strategic tool for enhancing competitiveness of food products by experts. Despite, the importance of packaging in food industries, it is rather anonymous and has been somewhat neglected in marketing research efforts in Iran. The purpose of this study was to examine the relationship between packaging and food products consumer behaviors in Refah chain stores in Iran. In this study, we have tried to evaluate and compare the effects of packaging elements on consumer behavior in the pre-purchase, purchase and post-purchase stages. The questionnaires filled by participants (n=175) which were analyzed qualitatively to examine the importance of different packaging elements on consumer behavior in the three stages of purchase decision. Results show that all packaging elements are highly important for food products buyers and these elements can highly influence their purchasing decision.

**Kumar Arun, Chiktsey Shikha and Singh Deepali** (2011)\(^9\)\(^5\), emphasize in “Consumer Perceptions on Packaging of fast Moving Consumer Goods in India” that in the ever increasing competition of today’s global market, the need for effective product
promotion is crucial. In the prevailing marketing environment, product packaging is playing an important role as a brand communication vehicle. Little research has been conducted within this area and hence the purpose of this research work is to provide a better understanding of how packaging plays a critical role in effecting customer’s perceptions. This research work provides answer to the question like how different positioning strategies effect consumer perception about the packaging attributes and relationship between various packaging attribute for fast moving consumer goods (FMCG) in Indian market. Due to the fact that the area of package design is quite extensive and vast, the present study is focused on examining the package design in the Indian FMCG market.

Joshi Himani and Srivastava R K (2011)\textsuperscript{96} in their paper, “Capturing Rural Market with Customization of Marketing Mix”, explore the various successful marketing strategies adopted by the companies and what new and revolutionary can further be introduced. The various product strategies, brand strategies, pricing strategies, design strategies and packaging strategies have been discussed. While elaborating the packaging strategies in case of FMCGs, small units, refill packs and storage of the products have been discussed. The small units or the Low Unit Packs (LUP) are being adopted by every FMCG company because of which they are successful not only in rural areas but equally doing well in the urban areas especially among the middle and lower income groups. Some of the examples are hair oil, biscuits, fairness creams etc. The cost of refill packs is lower than the cost of the product which is available in bottle. Such strategy works well in case of toothpaste powder, spices, health drinks etc.

Karin Venter et al (2011)\textsuperscript{97}, have aimed in, “Consumers' perceptions of food packaging: an exploratory investigation in Potchefstroom, South Africa” to explore a sample of South African consumers' perceptions of food packaging and how these perceptions were formed through the perceptual process. A qualitative, exploratory study was conducted by means of 25 semi-structured interviews and through the use of ambiguous mock packaging as a projective technique. Participants were questioned regarding their general perceptions of food packaging. The attention-capturing ability of packaging as well as consumers'
interpretation of this packaging after exposure to the mock packaging was also discussed. Findings from the study indicated that participants mainly based their perception of food packaging on its functional (being purposive, recyclable and informative) and physical attributes (being attractive, of high quality and hygienic). This study also indicated that information and visual attributes of packaging are important to gain consumers' attention in-store. Participants' comprehension of packaging included general associations of specific food products with certain types of packaging, such as associations with quality and shelf life. Negative associations with packaging mostly entailed difficulty to handle the product, poor quality of the product and environmental problems. This study identifies those product attributes that participants regarded as the most important stimuli for forming positive perceptions regarding food packaging. It is important for manufacturers to pay attention to the information on perceptions that was gained in this study, as it might help them to create packaging that better fulfill consumer needs. These findings could also be applied in a larger study of a quantitative nature, which will ultimately result in more positive consumer shopping experiences and consumer satisfaction regarding food packaging.

**Bo Rundh, (2011)** in "Development of customer value in a supply chain: managerial thinking about strategic marketing", describe and analyze how the main driving forces are affecting companies in a supply chain. The focus is on what managers expect will influence customer value from a strategic point of view. The paper is based on a qualitative study where managers at a division level have been interviewed. In the findings, the main driving forces have been identified. These driving forces have been found to affect the business and marketing strategy in the market among different actors, in the technology and due to external changes in the market, e.g. by changes in demography resulting in dissimilar market behaviour. Co-operation among actors has been found to improve customer value. So, the managers need to assess the main driving forces and find a competitive and marketing strategy that can match competition and influence driving forces in the actual market area.
Patrick K. A. Ladipo, Thaddeus O. Olufayo (2011)\(^9\), in their work “The Multiple Roles of Packaging in the Entire Marketing Process Channel of Distribution and Consumer Perspective”, say that the packaging tends to suffer the problem of being viewed to majorly function purely as a container and hence ordained to fulfill the purpose of containerization in the entire marketing process. This article, contrary to this view, attempts to present the position that packaging functions far beyond the purpose of containerization, and has evolved in the recent past to serve the interests of the principal actors in the market-place. The principal actors include: [i] the producer; [ii] the intermediaries’ and the ultimate consumers. For the middlemen, it has become an effective tool in achieving optimum use of space efficient use of shelf-space in preventing inventory losses and pilferage. For the consumers, packaging has attempted to serve their informational, promotional and convenience needs. This paper presents the multiple roles of packaging in the perspective of the middlemen and consumers.

Joseph A. Sy-Changco, Chanthika Pornpitakpan, Ramendra Singh, Celia M. Bonilla (2011)\(^10\), try to provide managerial insights in their paper, "Managerial insights into sachet marketing strategies and popularity in the Philippines", into how consumer goods companies adopt the traditional mini-sized retail modalities and adjust their strategies to market sachets successfully in the Philippines. The study uses case studies through semi-structured in-depth interviews with marketing managers from major multinational and regional companies that have used sachets as part of their marketing strategy. The findings suggest that companies use sachet marketing to facilitate trials of new products and to deliver value across the market by making products more affordable and accessible. The extensive network of corner stores provides the distribution system needed to reach the farthest and remotest markets. To be successful, the brands must be popular and priced in a manner compatible with the coinage system in a market.

Liu, Yinuo (2011)\(^11\) in the thesis ,“How packaging designs of cosmetics affect female consumers’ purchasing behavior?” aims to identify whether female consumers are attracted by packaging designs of cosmetics, and how packaging designs of cosmetics
affect different female consumer groups. Research question is: “If packaging of cosmetics affects which cosmetics females prefer when they buy cosmetics? And if so, is this preferences related to age and income?” To answer this question, the author uses questionnaire for data collection to investigate this topic. Limitations of the thesis concern nationalities and age groups. Due to questionnaires is distributed in Finland and Arcada University, the author find that most respondents are Finnish and young people, thus, results of minority groups may be not very accurate. The main theories are characteristics affecting consumer behavior, segmenting consumer markets, product and packaging design, and international product decisions. Results of the thesis are most female consumers think packaging design of cosmetics is important, and they will buy good-looking packaging cosmetics. Different nationalities and age groups of female consumers prefer different styles. Most consumers think that it would be best to spend the lowest cost on packaging; however, the higher monthly incomes, the greater proportion of high acceptable cost on packaging design.

Asadollahi Amin and Gieve Mojtaba (2011) revealed in, “The Role of Graphic Design in Packaging and Sales of Product in Iran” that the role of graphic design is successful in packaging and printing of a product in exporting, importing to the world market, and consequently increase in producing goods and sales is undeniable. A successful packaging design, with proper design and pictures can be more successful than other competitors and Iran confront many challenges in this respect. In successful packaging, picture is a necessity and beautiful and colorful pictures attract customers. Picture can stimulate people in purchasing a good and tempted them to purchase the good even for one time. In this situation, consumers recognize the good from its packaging. If pictures and designs on packages exist as a defined and continuous process, it can change to a brand. To present graphic design in packaging of a product should have an advertising role in addition to informing, elegance and introducing. Designing a package can be different such as a brochure, poster. It means the design shall be so attracting to persuade the customers to purchase a product.

Lewis Liao, Armando Corsi, Larry Lockshin, and Polymeros Chrysochou (2012) in
Azzi A, Battini D, Persona A and Sgarbossa F (2012)\textsuperscript{104}, in their review article “Packaging Design: General Framework and Research Agenda”, discuss that, traditionally, packaging design has had a subordinate role with respect to product design and production systems design; however, its impact on supply chain costs and performances can be devastating. Only in the past few years its strategic role has been recognized both in theory and in practice. Although packaging design research attracted considerable attention in the recent past, the purpose of this article is to broaden the field even further in two main directions. First, an attempt is made to review the status of literature on packaging design: a total of 89 articles published between 1990 and 2011 are reviewed and classified by content. In this context, related International Standards are also presented and discussed, and a conceptual framework for packaging design is presented. Second, an agenda for future research in this area is provided.

Jennifer J. Argo, Katherine White (2012)\textsuperscript{105}, say in “When Do Consumers Eat More? The Role of Appearance Self-Esteem and Food Packaging Cues”, that prior research has found that under certain conditions, small packages can paradoxically increase consumption. The authors build on this work by suggesting that people low in appearance self-esteem (ASE) are particularly sensitive to external control properties (i.e., packaging-related factors that signal the ability of packaging to regulate food intake) and, as a result,
increase consumption levels when packages are small (vs. large or absent). Factors that highlight the external control properties of small packages, such as the visibility of product quantity, location of the caloric content, and communicated caloric content, further increase consumption, particularly among people with low ASE. The underlying process appears to be, at least in part, cognitively driven. The effects are mitigated when participants are under cognitive load, and the findings are mediated by cognitions regarding the ability of small packages to regulate food intake. The results have important practical implications suggesting that to quell the effects of small packages on overconsumption, emphasis on the external control properties of small packages should be minimized.

**Naser Azad and Leila Hamdavipour** (2012) studied in, “A study on effects of packaging characteristics on consumer's purchasing confidence” the importance of packaging in marketing products and services in many competitive environments. A good packaging can increase sales of products, reduces the level of inventory, which yields to higher profitability. In this paper, we study the relationship between a good packaging program and customer's confidence as well as customer's attraction on purchasing goods and services. The paper uses a questionnaire based on Likert scale and distributes among the target population of this survey and the information of packaging are divided into two groups of visibility and informative. The results indicate that a good and label with detailed and precise information on product could significantly impact customer's confidence while other visible information do not have much impact on customer's confidence.

**Lynn Metcalf, Jeffrey S. Hess, Jeffrey E. Danes, Jay Singh** (2012), demonstrate in their paper, "A mixed-methods approach for designing market-driven packaging", that how a web-based virtual ideation tool, dialogr.com, can be used to capture insights from consumers and to gain an understanding of consumer satisfaction with package design during and after product use. The authors also demonstrate how the resulting rich qualitative data can be combined with output from traditional survey research, to provide insight into the impact of satisfaction with package design on purchase intent. A mixed-methods approach was employed that captured qualitative insights from a large number of
consumers regarding their experience using product packaging and combined the quantitative rigor of survey research to capture brand familiarity and perceptions, as well as brand preference and loyalty. Results demonstrate that design is important to consumers and also that consumers are increasingly design literate. The perceived quality of the package design does impact brand evaluation. Negative reactions to product packaging adversely impacted intent to purchase and intent to recommend the product to others. Results show that the mixed model is a promising method for gaining feedback on new package designs.

**Lifu F L** (2012)\(^{108}\) conclude in “An Analysis of the Effect of Product Packaging on Consumers’ Buying Choice in Calabar Municipality, Cross River State, Nigeria”, that good packaging and quality product that matches the price often calls for repeated patronage from consumers which enable the firm to stay in business. Good and attractive packaging of products creates readily available market for the firm and may help to cut down on advertising cost. The study examines the effect of good packaging of products on consumers’ buying choice as well as on impulse buying. Data were obtained from the administration of 400 copies of a structured questionnaire to consumers who come for shopping at market places, supermarkets and high traffic points across the metropolis using accidental sampling technique. The bivariate regression results revealed that 79 and 81% of consumers’ decision to buy a particular product as well as impulse buying was accounted for by the packaging style of the product, while the ANOVA results indicated that attractive packaging influenced consumers’ buying choice and impulse buying (p<0.05). In order to be sustainable and stay in business in the present day competitive and computerized market, the study advised organizations to balance both packaging and the quality of their products to meet the level cost they want as well as to build consumers’ confidence and loyalty, as consumers take product quality foremost and would not compromise quality for anything else.

**Giyahi Yasaman** (2012)\(^{109}\) established in his study, “An empirical study on the relationship of purchasing a chocolate based on its packaging”, that the chocolate is one of popular gifts among people in many societies. Packaging of such product plays an
important role on marketing this item and the primary question of this survey is to determine the impact of packaging on better introducing a product. The inference statistical tests show that packaging is an important item in selection of chocolate as a gift. Percentage of chocolate is the most important information on packaging and color of packaging is of paramount significance when customers purchase chocolate for individuals with official relationship. In this paper, we present an empirical study to measure the effects of chocolates' packaging on purchasing them. The proposed study of this paper designs a questionnaire and distributes them among different people. The results are analyzed using some non-parametric tests and they are discussed. The preliminary results indicate that the number of purchased packages within a year, cost of purchasing chocolate within a year, type of relationship of recipients of chocolate as gift, gender of recipient of chocolate as gift, age group of recipient of gift, type of store, nationality of chocolate, significance of packaging in various price ranges, type of packaging, insertion of information on package and color of packaging, are important factors influencing people to buy more.

Naser Azad, Mojtaba Rafiee and Leila Hamdavipour (2012) \(^{110}\) revealed in, “The role of children's food packaging characteristics on parent's purchasing decision”, that packaging is one of the most important parts of marketing planning and it plays a key role on marketing products and services. A good packaging absorbs more customers and increases people's intention on purchasing products. In this paper, we study the relationship between packaging food products produced for children and parents' intentions to purchase these kinds of products. The paper uses a questionnaire based on Likert scale, distributes 392 questionnaires among the target population of this survey who are one of the well-known food chain suppliers named Shahrvand, and collects 381 filled questionnaires. There are three hypotheses for the proposed study of this paper. The first hypothesis assumes there is a meaningful relationship between packaging children's food characteristics and parents' intention on purchasing product. The second hypothesis studies the relationship between children food packaging and the parent's priority purchasing decision and the third hypotheses examines the relationship between children food
selection and the parent's purchasing decision. The results confirm all three hypotheses and provide evidence that a suitable packaging for children's food product have important impact on parents' intention for purchasing products.

Agariya, A.K. et al (2012) in their paper, “The Role of Packaging in Communication” say that packaging is considered as an integral part of the 'Product' of marketing mix. Along with basic objectives (protection and preservation, containment, convenience and communication) packaging serves as a promotional tool. Packaging is an important part of the branding process as it plays a vital role in communicating the image and identity of an organization. The objective of this study is to find out role of packaging in brand communication and determining the elements/attributes of packaging for communicating the brand value to customers. To pursue these objectives the authors have developed a research framework for packaging which furcates the main objective into four sub-objectives namely dependence of packaging design upon the buyer attraction, communication to buyer, convenience in handling and using, saleability of product and green aspect; relationships between liking for package and brand, country of origin, colour connotation, symbol connotation and size; relationships between communication through the package and independent variables like information, shape, brand image and symbols/logos; relationship between usability of package and ease of handling, disposability and protection. Data is collected through questionnaire along with the measurement of pulse rate of respondents with the help of pulse oxy-meter. Reliability test is carried out for questionnaire's consistency and then multiple regression analysis is done to formulate relationship between dependent variable and independent variables. This research reveals the importance of buyer attraction in package design and unimportance of environmental considerations. Similarly customers are more likely to give weightage to branded product than to the package and shape of package is the significant attribute of communication through product packaging.

Therefore on the basis of above overview of the literature it could be summerised that in most of the studies the researchers have highlighted the significance of packaging. Paine
FA suggests that, packaging does three major jobs: it preserves, it protects and it identifies. Many marketers have called packaging a fifth P, along with price, products, place and promotion. Harnath G and Subrahmanyam S E V explores Well-designed package can create convenience and promotional value. Verma Harsh V also says that packaging helps a firm to attain a higher degree of product differentiation. Packaging can assure a more favourable outcome if it performs the tasks of an active and persuasive salesperson by projecting a positive brand image, providing assurance to quality and initiating confidence. While Hill Helene and Tilley Jennifer say that packaging can only play its role of silent salesman if sales promotion gives prominence to the product in the eyes of the consumers. Gupta Sunil stresses upon, packaging and labeling as an effective tool of marketing which helps the company establish its brand identity, brand recall and creates brand image which in turn helps the marketer in long run. Gander P examines how good packaging and point-of-sale design can provide effective brand differentiation for commodity consumer goods. Ewen supports packaging, as it eases distribution. While Kleva Jenny explores that the product design, together with the packaging solution, has a great impact on the logistics performance of supply chains. Olsson, Annika and Nilsson, Fredrik and Jönson, Gunilla says that packaging logistics, is a relatively new research area and proposes that packaging logistics should be included as an integrated part in logistics research and practice. Patrick K. A. Ladipo, Thaddeus O. Olufayo emphasized upon the multiple roles of packaging in the perspective of middlemen and consumers.

Gelperowic Roseline and Beharrell Brian find that, the psychological effects of packaging should not be underestimated, especially in an increasingly competitive retailing environment where a product on shelf has one-tenth of a second to spark off purchase. Packaging helps to obtain the “nice-looking” food product they fancy. Clive Nancarrow, Len Tiu Wright and Ian Brace suggests, that in order optimise the probability of food packaging, the pack designer and marketer need to understand the perceptual processes of the consumer, the limitations of the senses and information processing capabilities. Rod Sara finds that packaging colour and the way it can affect sales are related to consumers' subconscious colour associations.
Consumers buy by image and perception of value. Packaging acts as an interface to sell the product to the end-user. In addition, Nazlin Imram discusses that the appearance can have a halo effect which modifies subsequent flavour perception and food acceptability. Some researchers are of view, that packages tell stories, like Kelly C argues that good packaging design is concerned with communicating, telling stories about the brand. Karin Venter et al indicated that the information and visual attributes of packaging are important to gain consumers’ attention in-store. Flack J A, investigated that the marketers are providing more information on the packaging and also paying attention to the words on the pack, particularly at the premium end of the market, because research has shown that products that tell a story sell better than their competitors. Furness V remarks that packaging design needs to reflect the emotional bond that connects the consumer to the product. Lewis Liao et al concluded that packaging can elicit an emotional response via different elements.

Some researchers have worked in the area of importance of visual elements on package. Robert L. Underwood, Noreen M. Klein and Raymond R. Burke suggest that, package pictures increase shoppers' attention to the brand. Further, Bone P F and France K R found that even when very concrete verbal information is used, graphical representations have a significant and long-term effect on product beliefs and purchase intentions. Silayoi Pinya and Speece Mark conclude that, visual elements of the package influence choice of the product to a great extent, and graphics and colour are frequently the major influence. Attractive packaging generates consumer attention by breaking through the competitive clutter. Picture vividness has the most positive impact for products with lower levels of involvement. Lifu F L found that the attractive packaging influenced consumers’ buying choice and impulse buying.

Over the years, the sachet strategy has proved to be successful in packaging. Ganesan P and Harinath B explore that the price tag actually dissuades a rural consumer or a poor urbanite from purchasing a product. Low unit price packs offer an attractive proposition for low-income consumers to sample these products. Shasider Ajitha finds that packaging helps in presentation of the product and sachet packaging is easy to use. Joshi Himani and Srivastava R K say that for capturing rural markets, companies have adopted packaging
strategies like small packs and refill packs. Further, Joseph A Changco et al explore that the companies are using sachet marketing to facilitate trials of a new product and to deliver value across the market by making products more affordable and accessible. Cramphorn S comments that while both advertising and packaging contribute to brand success, marketers tend to focus more on advertising. Flack J A warns of the dangers of focusing too much on advertising and not leaving enough funds in the budget for design. Olsson A and Györei M the positive effects of brand advertising can be acknowledged, but they cannot compensate for less efficient packaging. Bo Rundh suggests that even a low investment in changing the package can drive significant gain in brand sales compared to advertising and promotion activities. Some of the studies also focus around the strategic role of packaging. Archie Lockamy III examines the relationship between strategic packaging elements and the competitive edges on which firms can compete in the marketplace. In addition, the combination of more demanding technological and environmental requirements by customers and governmental legislation suggests that packaging decisions must be viewed strategically within the logistics planning process. Vicky Louchran and Peter Kangis suggests that, using environmental factors in packaging strategies could become a useful tool within the total marketing mix both for providing a competitive advantage and for building brand equity. Vernuccio Maria, Cozzolino Alessandra, Michelini Laura emphasize, that packaging is a strategic tool that merits holistic management. Three managerial disciplines have the potential to significantly influence packaging strategy: marketing, logistics, and ethics. Teutenberg P identifies a number of changes and challenges in the marketing environment which have demanded constant adaptation and innovation of packaging. Bainbridge J emphasizes the need for manufacturers to talk to consumers at an early stage to ensure the strategy is on the right lines. Lifu F L suggest that the good packaging and quality product that matches the price often calls repeated patronage from consumers which enable the firm to stay in business.

Researchers have also worked on the other side of the coin, i.e. the problems and challenges associated with packaging. Paine F says that, packaging plays a vital part, yet it
is still often treated as a necessary evil. **Wiltser** suggested that, packaging can be charged with many increasingly scarce raw materials for a short duration and then converting them into waste. This creates waste disposal and bitter problems too. Some packaging is obviously necessary but it should be reduced to the bare minimum needed. Superfluous packaging, just for the sake of packaging is to be condemned. Besides it will be more convenient without packaging for retailers enabling them to store more quantity, for consumers when they buy small quantities for distributors to transport products for all concerned as it cuts down the cost. Even competitive selling through packaging is meaningless these days, with super bazaars storing many goods and with similar in packages. **Wilson R** argues that, the novelty can wear off and shapes imitated by a brand's rivals, diluting the impact of the original idea. Some packaging is so unusual it confuses consumers. One of the major problems highlighted by many scholars is related to the environmental issues of packaging. **Das R P and Nath Vikas** reveals that, majority of the Indian organizations do not consider the negative impact of packaging on environment and not much work is being done by business units in the field of green packaging. **Bullock A** notes the ever-increasing costs of packaging materials and the mounting problems and costs of their ultimate disposal. Makes suggestions as to the most suitable materials of construction of reusable packaging. **Moore P** reiterates that the producers must now take responsibility throughout the lifecycle of their packaging products and must become increasingly environmentally friendly. **Winder B, Nelson A and Ridgway K** looks at the functionality, effectiveness and environmental impact of product packaging, and a need to improve the links between manufacturers, retailers and consumers. William E. Brennan advises that the retailers’ packages should be consistently designed to reflect that may be designed, such as merchandise economy, quality concern product usages, environmental effects and social implications. **Srinivasa P C and Tharanathan R N** reveals the increased and indiscriminate use of plastic packaging films, which are petroleum based, has led to ecological problems due to their total non-biodegradability. Though expensive, bio packaging meets tomorrow's need for packaging, it offers an attractive route to waste management also.
So in the future, new trends of packaging would be seen. **Buxton P** predicts the future of packaging. His findings are that the packaging's traditional role as protector and branding vehicle is about to be transformed with the advent of interactive, intelligent and sustainable packs that play an active role in how the consumer uses the product. He concludes that consumer perceptions can and will be changed by time, fashion and technology and by 2020 it will be a case of less, but smarter, is more.

### 1.3 CONCEPTUALIZATION

#### 1.3.1 PACKAGING

The term packaging has been defined in different ways. In **Oxford Dictionary** the term package means a bundle of things packed or a parcel, box etc. in which things are packed. Packaging is a wrapping or container for goods or the process of packing goods. The **Indian Institute of Packaging** has defined packaging as “The embracing functions of package, selection, manufacture, filling and handling”. According to **Mamoria**, packaging means “The wrapping, compressing, filling and creating of goods before they are transported or stored”. It is merely a physical action and provides the handling convenience e.g. rice, cotton, wheat, or any other agricultural produce. It is necessary to prevent flowing out of such liquids as milk, drinks, sauces etc. It is essential to maintain freshness and quality e.g. of butter, ghee, cream, cheese etc. It can prevent the danger of adulteration, especially in edible oils, spices, drugs and other eatables e.g. liquids are placed in barrels, boxes or cans but cotton and jute are compressed into bales. Other goods may be packed in boxes or bags as the case may be. **Tinplate Promotion Council, India** defines packaging as “all products made of any material of any nature to be used for the containment, protection, handling, delivery and presentation of good, from raw materials to processed good, from the producers to the user or the consumers”. The final test of packaging is whether it performs its essential task to contain, preserve and protect the product. Packaging uses a vast range of materials. Whatever be the packed product or type of packaging used, consumer packaging delivers significant value by the time its contents are consumed and the packaging is disposed. It ensures the integrity of the product delivers it
in a clean and safe form and prevents spillage or spoilage. It delivers substantial economies and thereby keeps prices down by facilitating ease of handling, warehousing and distribution which may call varying shelf life depending upon the nature of the product, state of warehousing and distribution facilities. According to Stewart the basic function of packaging is to “preserve product integrity” by protecting the actual food product against potential damage from “climatic, bacteriological and transit hazards”.

In view of P. K. Aggarwal in his book Marketing Management: An Indian Perspective, it is that part of product planning in which a company researches, designs and produces its packages. Packaging should be distinguished with packing. Packing is wrapping a commodity or bundling it in a way suitable for transporting, storing and handling. Packaging is the general group of activities in product planning which involve designing the container or wrapper for a product. Packaging involves promoting and protecting the product.

According to S H H Kazmi packaging includes all activities that focus on the development of a container and a graphic design for a product. Packaging of a product is important and can make a product more visible, desirable, versatile, safe or convenient to use. Similarly, Perreault and Mc Carthy states “packaging involves promoting, protecting and enhancing the product”. Packaging can be important to both sellers and customers. It can make a product more convenient to use or store. It can prevent spoiling or damage. Good packaging makes product easier to identify and promotes the brand at point of purchase and even in use.

J.L.Gandhi, in his book Marketing, A Managerial Introduction, described packaging as a wrapper or container in which a product is enclosed, encased or sealed. Packaging, therefore, may be defined as an act of designing and producing the package for a product. Further while stating the functions which package is supposed to perform he has narrated, three major functions, which are utilitarian function, communication function and profit function. Similarly, Cravens, Hills and Woodruff, in their book Marketing Management notes that packaging is the process of designing the containers for a product, Further, while
describing the functions performed by packages they stated that the packages aid new product strategy as part of promotion, provides protection and containment and provides information to the customers. As viewed by Varshney and Gupta in their book Marketing Management, An Indian Perspective, packaging is an important tool for “face-lifting” of a product. An attractive pack is the most important factor in impulse purchases. The basic functions of a pack are to attract the potential customer’s attention, protect the product that is packed and reveal its identity. While, Zikmund and d’amico have stated packaging as an auxiliary product dimension that includes labels, inserts, instructions, graphic designs, shipping cartons and sizes and types of containers for individual product items within the outer package. In summary, packaging provides a containment function, a protection-in-transit function, a storage function, a usage facilitation function, a promotion function and an ecological function.

According to Mc Daniel in his book Marketing, says that traditionally packages have been viewed in a very utilitarian fashion that is a means of holding contents together or as a way of protecting the product as it moves through the distribution channel. Today, however, package plays a much greater role while explaining promotion/package interaction he states that the package is the “silent salesperson” at the point of purchase. An effective package can communicate with the consumer and influence purchase behaviour. Coles and Beharrell give emphasis to the importance of packaging when they state that “It is the package that communicates more to the consumer than the actual product, at the point of purchase where the consumer decides.”

According to Kotler and Keller various factors have contributed to the growing use of packaging as a marketing tool: Self-service – an increasing number of products are sold on a self-service basis. The effective package must perform many of the sales tasks: attract attention, describe the product’s features, create consumer confidence and make favorable overall impression; consumer affluence – Rising consumer affluence means consumers are willing to pay a little more for the convenience, appearance, dependability and prestige of better packages; company and brand image – packages contribute to instant recognition of the company or brand; innovation opportunity – innovative packaging can
bring benefits to consumers and profits to producers. Companies are incorporating unique materials and features.

Developing an effective package requires a number of decisions. From the perspective of both the firm and consumers, packaging must achieve a number of objectives: Identify the brand; convey descriptive and persuasive information; facilitate product transportation and protection; assist at-home storage and aid product consumption. To achieve the marketing objectives for the brand and satisfy the desires of consumers, the aesthetic and functional components of packaging must be chosen correctly. Aesthetic considerations relate to a package’s size and shape, material, colour, text and graphics. Colour must be carefully chosen: Blue is cool and serene, red is active and lively, yellow is medicinal and weak, pastel colours are feminine and dark colours are masculine. Functionally, structural design is crucial. For example, packaging innovations with food products over the years have resulted in packages becoming resealable, tamper-proof, and more convenient to use (easy-to-hold, easy-to-open or squeezable). The various packaging elements must be harmonized. The packaging elements must also be harmonized with decisions on pricing, advertising and other parts of marketing program. Packaging changes can have immediate impact on sales. For example, sales of Health candy bar increased 25 percent after its wrapper was redone. After packaging is designed, it must be tested. Some of the packaging tests that can be employed are: Engineering tests are conducted to ensure that the package stands up under normal conditions; visual tests, to ensure that the script is legible and the colours are harmonious; dealer tests, to ensure that dealers finds the packages attractive and easy to handle; and consumer tests, to ensure favourable consumer response.

The various scholars and researchers have given different concepts of packaging in the marketing literature. Vidales Giovannetti (1995) in general terms, defines packaging as the container that is in direct contact with product itself, which holds, protects, preserves and identifies the product as well as facilitating handling and commercialisation. More specifically, he says, there are three types of packaging. Primary packaging is in direct contact with the product, such as perfume bottles. Secondary packaging contains one or more primary packages and serves to protect and identify them and to communicate the qualities of the product. It is normally discarded when the product is used or consumed.
Following the previous example, this would be the cardboard box that contains the perfume bottle. Finally, tertiary packaging which contains the two previous ones and its function is to distribute, unify and protect products throughout the commercial chain. This would be the cardboard box that contains several bottles. In marketing literature, packaging is considered to form part of the product and the brand. So, for example, for Evans and Berman (1992) packaging is a product property or characteristic, whereas for Olson and Jacoby (1972) packaging is an extrinsic element of the product, that is to say, it is attribute that is related to the product but that does not form part of the physical product itself. Price and brand are also extrinsic elements of the brand and according to Underwood et al. (2001); these are the most important extrinsic values when it comes to deciding what food products to buy. Keller (1998) also considers packaging to be an attribute that is not related to the product. For him it is one of the five elements of the brand together with the name, the logo and/or graphic symbol, the personality and the slogans. According to Underwood (2003) packaging is presented as part of the buying and consuming process, but often it is not directly related to the ingredients that are essential for the product to function. The view that Zeithaml (1972) sustains lies halfway between these two positions. He considers packaging to be both an extrinsic and intrinsic attribute (an intrinsic attribute is one that cannot be changed without altering the physical composition of the product). For example, if we refer to the non-drip top, packaging is an intrinsic attribute; but if we refer to the information that appears on the label, packaging is an extrinsic attribute.

Ivanéz Gimeno (2000) from the managerial point of view says, in order for packaging to suitably develop its functions, the structural and graphic design of the packaging and even the optimum size of the pack will be subject to market research undertaken by the company and the positioning that the company wants the product to occupy in the market. So, packaging is, according to Underwood (2003), without doubt, specifically related to the strategic decisions of the marketing mix and, therefore, to positioning decisions.

Vidales Giovannetti (1995) from the consumer perspective, says that the packaging also plays a major role when products are purchased: packaging is crucial, given that it is the
first thing that the public sees before making the final decision to buy. This function has increased with the arrival and popularisation of self-service sales systems which have caused packaging to move to the foreground in attracting attention and causing a purchase. Prior to this, Cervera Fantoni (2003) explores that it had remained behind the counter and only the sales attendant came between the consumer and the product. According to Sonsino (1990), self-service has transferred the role of informing the customer from the sales assistant to advertising and to packaging. This is why packaging has been called the “silent salesman” by Vidales Giovannetti (1995), as it informs us of the qualities and benefits that we are going to obtain if we consume a certain product. The first to define packs as the “silent salesman” was Dichter (1957). He argued that the pack must come alive at the point of purchase so, as to represent the salesman. Pilditch (1961) emphasized the role of packaging as “sales clincher”, to stimulate impulse sales. He continued by recognising the need to incorporate emotional values in packaging design in competitive markets.

According to McDaniel and Baker (1977), packaging provides manufacturers with the last opportunity to persuade possible buyers before brand selection, in the current self-service economy. In view of McNeal and Ji (2003) all the packaging elements, including texts, colours, structure, images and people/personalities have to be combined to provide the consumer with visual sales negotiation when purchasing and using the product. This becomes even more crucial when the data contributed by Clive Nancarrow et al. (1998) is taken into consideration: nine out of ten purchasers, at least occasionally, buy on impulse and unplanned food shopping articles can account for up to 51 per cent of purchases (Phillips and Bradshaw, 1993). Behaeghel (1991) and Peters (1994) go a step further. They consider that packaging could be the most important communication medium for the following reasons: it reaches almost all buyers in the category; it is present at the crucial moment when the decision to buy is made; and buyers are actively involved with packaging as they examine it to obtain the information they need.

Nancarrow et al. (1998) revealed that, it is essential to communicate the right brand and product values on packaging and to achieve a suitable aesthetic and visual level. Brand
managers and category managers expect the package to carry a major part of the workload in cultivating a brand’s image, says, Willey (1993). This was further taken by Lewis (1991) who stated that a pack is the physical embodiment of the core values of a brand forming the essence of the brand identity. He also discussed the strong impact the pack designers build have in a process of building relationships between the brand and the consumer. Southagte (1994) corroborates this point by stating that food retailers have long acknowledged the link between sales and profits and pack design.

Packaging design must create conditions that encourage the consumers to lower their psychological defences and become interested in the products cited by Green (1986). He further says that, the use of packaging design is not merely an exercise in “making things pretty” or to provide the right psychological conditions for the consumer to spend. Its aim is to segment a market and target a particular consumer. Keller (1991) suggests that packaging design can help customers make brand associations, which build up a positive overall brand image. Packaging has a key role in communicating product benefits to the consumer. Similarly, McNeal and Ji (2003) underline that the peculiarity of packaging as a marketing element lies in the fact that it often accompanies the use or consumption of products and, therefore, the possibility of transmitting brand values and product characteristics increases. With regard to this aspect, Deasy (2000) points out that the characteristics of a product – its positioning – are permanently transmitted over seven stages: point of sale; transporting the product home; home storage; opening; serving the product for consumption; reclosing or putting away; and disposal. Underwood (2003) points out that, unlike the transmission of positioning though advertising, packaging allows positioning to be transferred live. Lindsay (1997) says as it accompanies products, packaging lives in the home and potentially becomes an intimate part of the consumer’s life constituting a type of live experience between the consumer and the brand. Pack design can aid the consumer in the decision process through various elements of the product. Wind (1982) identifies structural or functional characteristics of the packaging, which portray product benefits to specific groups of people. Functional benefits are less subjective than aesthetic aspects of the package and consequently these should be easier to measure in terms of their impact on consumer choice. Snelders et al (1993) further adds
that the customers attach meanings to various design elements, both aesthetic and functional and these elements can be manipulated by the strategic goals of the marketers.

According to Bo Rundh (2005) packaging fulfills multiple functions like: *packaging protects* - packaging must be able to withstand robust physical handling during distribution so that the goods are received by consumers in the same function they left the factory; *packaging preserves* - there is a form of packaging that will preserve each product from deterioration; *packaging facilitates distribution* - well-designed packaging and effective packaging methods are key elements in ensuring that goods reach their destination in optimum condition; *packaging promote customer choice* - packaging enables and promotes brand identification and competition; *packaging sells* - packaging is industry’s silent salesman. It displays and describes the product it contains, leaving the consumer to choose which product is best suited his or her taste. This, together with the visual appeal of the package, is often a decisive feature in the purchasing situation; *packaging informs and instructs* packaging - communicates additional messages to the consumer; *packaging provides consumer convenience* - changing lifestyles have created a demand for packages that offer time-saving features and easy efficient handling; *packaging help contain prices* - consumer goods would be more expensive if it were not for cost-effective packaging. The packaging of products in packs of various sizes allows the consumer to purchase the most convenient quantity; *packaging promotes hygiene and safety* - improvements in standards of hygiene and medical care in hospitals are in large a measure due to the use of pre-packed medical products for usage and disposal. The same goes for food products; *packaging is innovative* - in many cases, the packaging industry responds to new demands which arise for specifically packaged foodstuff products.

On the basis of the above definitions and concepts it could be summerised that some researchers consider packaging as extrinsic element like Olson and Jacoby, Underwood and Keller, while Evans and Berman considers it as a product property. Zeithaml considers packaging to be both an extrinsic and intrinsic attribute. Many researchers have explained packaging as a container or a wrapper. Some of the researchers like Vidales Giovannetti have classified package into primary, secondary and tertiary or shipping
packaging. Majority of researchers have highlighted the various functions performed by packaging while giving the concept of packaging. The functions include- containment, protection, storage, usage facilitation, promotion and ecological function. Few have also thrown light on the strategic role of packaging. Many researchers have specifically focused upon the promotional aspect of packaging. Some, like Dichter, Pilditch and Lewis have stated packaging as silent salesman. While, Behaeghel and Peters and Nancarrow et al. have gone a step further and suggest that package has to be noticed through the congestion of competitive products, communicate the right product and brand value and help consumer in making their final purchase decision. Willey has related it to brand identity. Many researchers have highlighted the positioning dimension of the packaging.

1.3.2 PACKAGING STRATEGIES

Main packaging strategies used by the marketers these days are:

Sachet packaging - Is a closed plastic or paper package that contains a very small amount of liquid or a powder. As it is small in size it can be easily carried along, used in one time and can be used for trial purpose. It is becoming very common these days and many products are available in sachets like shampoo, detergents, tea, coffee, ketchups, cosmetics etc.

Easy to store packaging - Easy to store packaging is the packaging which makes the storage of the product easier. It helps in keeping the product fresh and using the remaining quantity of the product. Some of the examples of easy to store packaging are reclosable zipper packages, lockable packaging, vacuum packs, stand- up caps etc.

Easy to handle/use packaging - The packaging which makes the handling and the usage of the product easier like easy to open packaging, easy to pour packaging, squeezable containers, flip top caps, easy-to-squeeze pump jar, soft Squeeze lamitubes, unbreakable bottles etc.

Unique shapes of packaging - Shape is also very important attribute as the shape of the package can become important marketing tool. Unique shapes are those shapes which are not commonly used in packaging, like pyramid shape, octagonal shape etc.
**Colours of packaging** - Colour plays a very important role in packaging. The package colours give brand unique identity and differentiation. Colour must be carefully chosen: Blue is cool and serene, red is active and lively, yellow is medicinal and weak, pastel colours are feminine and dark colours are masculine.

**Fun packaging** - Fun packaging is in trend, the containers are being designed in such a manner that the container itself attracts the customers, especially children. Cartoon characters, attractive graphics and colourful packaging are coming in the market.

**Gift packs/festive packs** - Special festive packs or special occasion packs are in fashion these days. Marketers have tried to get the maximum benefit of the occasions like Diwali, Christmas, Valentine’s Day, Raksha Bandhan. The packs are designed so that they look very attractive are easy to carry, according to the pocket and appropriate to gift to someone. A lot of variety of such packaging is coming in chocolates, biscuits, candies, snacks and namkeems.

**Reusable containers** - Reusable containers are those containers that can be used later on for storage or any other purpose.

**Eco-friendly packaging** - Green packaging is defined as a way to package parts in a safe way that minimizes impact to the environment. This is important because it will slow down the usage of new resources which will allow for higher sustainability with the current allocated amount of resources. Green packaging also involves recycling and reducing packing materials (Kassaye, 2001).

So, the commonly used packaging strategies in FMCG category are sachet packaging, easy to store packaging, easy to handle/use packaging, unique shapes of packaging, different colours in packaging, fun packaging, gift packs/festive packs, reusable containers and eco-friendly packaging.

### 1.4 OPERATIONALIZATION OF THE CONCEPT

For the purpose of the present study packaging is be conceptualized as “Packaging involves promoting, protecting and enhancing the product”. Packaging promotes the products by attracting attention. The first promotional task of package is to attract
attention. Since perception is selective, the package should be designed to attract attention in a visually cluttered environment. It should also inform the buyer about the product. Packages contribute to instant recognition of company or brand and persuade the consumer to buy it. The package communicates more to the consumer than the actual product, at the point of purchase where the consumer decides. The package must convey the right emotional qualities about the product that it fills the consumer’s need. Packaging has been called the “silent salesman”, as it informs about the qualities and benefits that consumers will obtain if they consume a certain product. Various factors have contributed to the growing use of packaging as a marketing tool: self-service, consumer affluence, company and brand image and innovation opportunity. As the retail environment becomes saturated with competitors vying for consumers’ attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products.

1.5 FOCUS OF THE STUDY

It could be seen from the review of existing studies and the conceptualization frame developed by the scholars that their focus have been much on defining the term packaging or the functions which packaging is expected to perform. Very few studies have been done on packaging in Indian context. And, thus, very little has been talked in these studies about the competitive strategies which have been followed by the Indian marketers in view of the role of packaging in a changed competitive market situation. And, therefore, the focus of the present study is on examining the role of packaging, the competitive strategies which have been followed/implemented by the marketers to take the multi-dimensional advantages of packaging strategies to compete with substitute offers made by competitors and finally, made to see the association between the followed packaging strategies and their impact on promotion of the sampled consumer products.
1.6 OBJECTIVES OF THE STUDY
The proposed study has been designed to achieve the following objectives:
- To examine the significance of packaging in case of consumer goods.
- To analyze the packaging strategies followed by the marketers of consumer goods.
- To find out the impact of packaging strategies on promotion of consumer goods.
- To determine whether factors related to packaging are affected by the demographics of the consumers.
- To recommend some viable packaging strategies for consumer goods in view of the identified deficiencies in prevalent strategies followed by the marketers.

1.7 HYPOTHESIS
H1: Packaging plays a significant role in the promotion of consumer goods.

H2: Sachet Packaging is the most common packaging strategy used in the FMCG category.

H3: Greater is the usage of cost-effective packaging strategies more effective is the promotion of consumer goods

H4: Greater is usage of ecofriendly packaging strategies more effective is the promotion of the consumer goods.

1.7.1 SIGNIFICANCE OF PACKAGING
H₀ (A1): There is no significant difference between Male and Female respondents as regards various factors consumers consider while ascertaining the significance of packaging.

H₀ (A2): There is no significant difference between Urban and Rural area respondents as regards various factors consumers consider while ascertaining the significance of packaging.

H₀ (A3): There is no significant difference between respondents of various categories of Age as regards various factors consumers consider while ascertaining the significance of packaging.
H₀ (A4): There is no significant difference between respondents of various categories of Qualification as regards various factors consumers consider while ascertaining the significance of packaging.

H₀ (A5): There is no significant difference between Married and Unmarried respondents as regards various factors consumers consider while ascertaining the significance of packaging.

H₀ (A6): There is no significant difference between Joint and Nuclear respondents as regards various factors consumers consider while ascertaining the significance of packaging.

H₀ (A7): There is no significant difference between respondents of various categories of Income as regards various factors consumers consider while ascertaining the significance of packaging.

1.7.2 CONSUMER PERCEPTION ABOUT PACKAGING STRATEGIES

H₀ (B1): There is no significant difference between Male and Female respondents as regards various factors consumers consider while perceiving the packaging strategies.

H₀ (B2): There is no significant difference between Urban and Rural area respondents as regards various factors consumers consider while perceiving the packaging strategies.

H₀ (B3): There is no significant difference between respondents of various categories of Age as regards various factors consumers consider while perceiving the packaging strategies.

H₀ (B4): There is no significant difference between respondents of various categories of Qualification as regards various factors consumers consider while perceiving the packaging strategies.

H₀ (B5): There is no significant difference between Married and Unmarried respondents as regards various factors consumers consider while perceiving the packaging strategies.
\( H_0 \) (B6): There is no significant difference between Joint and Nuclear respondents as regards various factors consumers consider while perceiving the packaging strategies.

\( H_0 \) (B7): There is no significant difference between respondents of various categories of Income as regards various factors consumers consider while perceiving the packaging strategies.

1.7.3 IMPACT OF PACKAGING STRATEGIES ON PROMOTION OF CONSUMER GOODS

\( H_0 \) (C1): There is no significant difference between Male and Female respondents as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C2): There is no significant difference between Urban and Rural area respondents as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C3): There is no significant difference between respondents of various categories of Age as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C4): There is no significant difference between respondents of various categories of Qualification as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C5): There is no significant difference between Married and Unmarried respondents as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C6): There is no significant difference between Joint and Nuclear respondents as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.

\( H_0 \) (C7): There is no significant difference between respondents of various categories of Income as regards various factors consumers consider about the impact packaging strategies on promotion of consumer goods.
1.8 LIMITATIONS

The present the study of competitive packaging strategies for promotion of consumer products has been conducted under certain constraints. The study is limited to only 200 respondents of NCR and Haryana region. The instruments used for primary data collection were constructed and standardized by the researcher herself, so, they may not be the perfect tools for data collection. The study has been conducted on the basis of perceptions of the respondents and the observations made by the researcher. Though, every effort has be made for getting correct responses for each question included in schedule but even then the researcher cannot be sure about the manipulations made by the respondent while imparting information. Similarly, the researcher may also make observations according to her own set of mind and, therefore, the prejudices of the researcher in making observations always influence the rationality of collected information.

1.9 CHAPTERISATION SCHEME

The present work has been divided into seven chapters. The first chapter introduces the matter of the study and includes the research problem, review of the relevant literature, conceptualizing packaging, operationalization of the concept, focus of the study, objectives and hypothesis of the study, limitations and organization of the study.

In chapter second we have included the overview of FMCG sector, research design, universe and survey population of the study, the pattern of sample selection, development and description of research instruments for data collection, data collection, the analysis pattern, variables, content analysis and statistical tools used for the analysis of collected. chapter third of the study has been devoted to examine the significance of packaging in consumer goods.

The packaging strategies followed by the marketers and the current trends in packaging of consumer goods and the consumer perception regarding packaging strategies have been
included in chapter four. The impact of packaging strategies on the promotion of the consumer products has been computed in the chapter five of the study.

The major observations of analysis, deficiencies in prevalent strategies followed by the marketers have been incorporated in chapter six of the thesis. Apart from this, in view of noted deficiencies the last part of the chapter also highlights some valuable recommendations.

The major objectives, hypothesis, observations, recommendations, utility of research and guidelines for future researchers have been summarized in the concluding chapter seven of the report.

The last part of the study includes appendices pertaining to the administered schedule, images of packaging strategies, raw data tables and the bibliography of the consulted books, journals, internet and magazines.
1.10 REFERENCES


