CHAPTER - XVI.

THE RELEVANCE OF PACKAGING

The status for packaging has occurred because of tremendously growing competitiveness in modern markets. The growing cost, complexity and time required to develop package designs point to a greater need for top management. Many companies are establishing corporate packaging staffs. The contribution of packaging as promotion in the field of consumer goods, can by no means be ignored rather it is highly appreciated and accepted to the product managers and others.

A poor packaging could have ill effect but on the other hand a good packaging can have great importance. Packaging is a device to display material, it is co-operative advertising schemes, it is used in a new form or attractively only at the time of launching a consumer product to gain maximum dealer stocking and customer attention, it stimulate a new use for a product, attractive packaging encourage frequent use of a product. Careful packaging appeal to a special segment of the market. It can boost sale in a particular geographical area. Attractively beautiful packaging attracts non-brand-conscious buyers. A good packaging can build up prestige for a firm.
GROWING IMPORTANCE OF PACKAGING IN MARKETING RESEARCH.

Marketing strategy planning tries to match target market needs and attitudes with the marketing mix offered - packaging is definitely a part of it. Sometimes good packaging appears as a vital part of.

The use and importance of packaging in marketing research has become consolidated. With help of psychologists, the marketing researches have studied that the colour of packaging (if realistic and sincerely done) it become a major factor in a new marketing strategy. Change of packaging often creates a 'new' product by giving either regular customers or new target markets the existing product in a new form or quantity that is more satisfactory. In packaging, packaging change, colour used as decoration to dress up the product - point up the product as 'distinguished' and make the product appearance richer.

Market researches also believe that if use of colour in packaging is justified in functional sense then it would help to get the idea of product into the readers' mind. Colour also create a mood appropriate to purchasing product, it inspire human imagination on product quality and sometimes make purchase behaviour indomitable. Market researches, through several surveys and experiments, have reported that protective packaging is one of the greatest important factor to both the customer and wholesaler. During transportation of goods from one place to another a lot of it can be damaged that cause lost sales. Customers also want protective and easy-bearable packaging. It is evident that retailers want

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protective and promotional aspects of packaging. Packaging which provides better protection can reduce store costs by lessening breakage, shrinkage, and spoilage, preventing discoloration etc. Therefore the above-discussed characteristics may be conveyed as advice from the side of market researches to manufacturers.

Market researchers also believe that good packaging may sometimes be better than advertising. Packaged goods in retail stores are regularly seen by many potential customers than the company's advertising. Promotionally oriented packaging also may reduce total distribution cost. Attractive packaging may speed turnover, the important ingredients in the success of self-service.

It is true that packaging may raise total distribution cost but everyone may be satisfied because packaging improves the total product perhaps by offering greater customer convenience or reducing waste.
CHAPTER XVI.

PACKAGING AND COMMUNICATION.

The package in the store shelf and in the housewife’s pantry is undoubtedly another form of advertising. Here communication starts with a climate of belief. The climate is built by the performance or attractiveness of packaging and this performance reflects an earnest desire to the customer.

Media like TV, Radio, Newspaper, Magazine etc. are only supplementary to words, picture, and phonetic impression but can not present reality. On the contrary, packaging represent the reality status of the product. Packaging tempted or can move curiosity in purchasing.

Packaging also contain message that, has meaning for the consumer, and is compatible with the value of the product. In other words packaging contain such information which promise for greatest rewards. Packaging help the consumer to identify the product among other branded products of the same line in a competitive market. Packaging can create an impact of product visibility into consumer mind. The colour of packaging also create an impact while the others media can not.
BRAND AS A PERMANENT PSYCHOLOGICAL LABEL ON THE PRODUCT AND ITS IMPORTANCE

Brand refers to the name, term, symbol or design to identify goods or services of a seller or group of sellers and to distinguish them from those of competitors. Brand also help to build a good image of the company. It also assures high or at least consistent quality and encourages repeat purchasing. Whenever a particular branded-product satisfy the customer, they would purchase the very brand rather than by inspection when there is some assurance. But in India, the consumer always inspect the product and it is common because there is a complete lack of confidence in brands and packaged goods. Brand is a psychological label to the consumer because they may buy well recognized manufacturer's brands for assurance of quality. Some consumers are more concerned with the symbolic value of the product-brand because they feel some of the status or prestige of the product may rub off on them. It is true, well recognized brands remove customers' mental excitement at the time of shopping. Every customer wants to make shopping feasible in a modern economy. Modern era is the era of speed, if the consumer had to consider seriously the advantages and disadvantages of each item they would have to perform a laborious and tiresome job. Sometimes may consumers willing to buy new product but there is a risk. So most of contd.
the consumers like to buy well recognized brand, "the sure thing". It is also evidenced that consumers willing to purchase well-known brands rather then high prices as an indication of good quality.

The importance of branding can be focused in many ways. The advantages of brand promotion are related to the advantages of customer. A good brand accelerate the speed of product sale and reduces marketer's selling time and effort. When customer repeats purchasing by brand, the marketer would not be in any anxiety to device new channels for the product promotion, consequent by promotion cost will be reduced and sales volume will be increased. Another important advantages of successful branding is that brander may be able to carve out market among loyal customers and this brand loyalty protects against competition, because the brander, achieves monopolistic competition which gives greater control over marketing mix planning.

Good brand is able to project the company's image specially when a branded product carries quality and assurance or it is well-known to the customers. Brand leads a more ready acceptance of product by wholesalers and retailers. Brand helps consumer to adopt a self-selection process. Brand loyalty may give a manufacturer a greater control over marketing strategy and channels of distribution. The amount of personal persuasive selling effort may be effort by dint of branding.

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Whenever different brand of similar products appear, market research people can study the specific categories of users. Therefore branding makes market segmentation easier.

Branding is not equally essential to all products because the cost of brand advertising and promotion may often be prohibitive. The success of branding is dependent on the nature of the product and on the behaviour characteristics of customers. And at last it can be said that it is easier to brand whisky than iron ore.