

“CREATIVE PACKAGING AS A MARKETING TOOL”

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Abstract---In today's scenario creative Packaging is arguably most important tool in a marketer shed. Consumer market is increasing rapidly and competitors are also increasing. To compete against competitors, every company tries to invent something new and to get competitive advantage by providing the product to the consumer. One of the marketing tool is creative packaging. Creative packaging has become important factor in the marketing of different consumer goods. This research paper examines theoretical view upon packaging functions, packaging elements,theimpact of creative packaging on consumer buying behavior, consumer perception towards package design and importance of design attributes in packaging. This research reveals that packaging design elements like color, graphics and product information plays an important role in decision making and attract consumer's attention.Based on packaging, it was found that successful packaging design could be created by the cooperation between the consumer and the company.

I. INTRODUCTION

Creative packaging is a marketing toolwhich allows companies to be different from each other and to have more priorities among competitors. This has become a reason why nowadays there is a big variety of design packages in market.

Consumer preferences and consumer buying behavior are the major issues that should be taken into account when designing a new package. In spite of factors such as new technology or material development, consumer's choices and desires are the important elements that drive the marketing process. Consumers are the key actors in planning and implementing packages. Hereby, the key issue for creative packaging is to understand the consumer. There are many studies that are done in the area of creative packaging. Nevertheless, Holmes and Paswan in the article "Consumer reaction to new package design" (2012, pp. 109 -110) deem that a little is known about the impact of the consumer's experience with the package on the evaluation of the product itself. Concerning the previous researches, it can be seen that not a lot of studies are about the creative packaging and direct customer experience with the package. However, it has an essential role in product performance because the package tells the consumer as well the information about the product as the quality of this article. There are two axles to

understand the creative packaging as a marketing tool: first, to examine what attracts consumers in different package designs; second, to identify key factors in package design that help companies to fascinate customers and make their products to be prioritized by the consumers.

II. CREATIVE PACKAGING

Creative packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. During the purchasing decision, the creative packaging assists the consumer by creating the overall product perception which helps the evaluation and the making of right choice.

The creative packaging adds value to the package and to the product respectively. Design elements such as colors, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations. At the point of purchase, the primary role of the creative packaging is to catch the consumers' attention and to stand out among the competition in the store or at the supermarket.

Successful creative packaging itself is the result of the involvement and the work put forth by marketers, designers, and customers. Hence, creative packaging is a major instrument in modern marketing activities for consumer goods.

III. MARKETING TOOL

Creative packaging is an important marketing variable. It is also a vital instrument in modern marketing activities for consumer goods. To be successful in today's increasingly competitive marketplace, the creative packaging should include the preferences of consumer. Packaging provides an attractive method to convey messages and information about the product attributes to customers.

According to Berkowitz (1987), an exclusive and unique packaging is a way for a new product to be noticeable among familiar packages offered by competitors.

Creative packaging contributes to the communication of value and has a strong influence on sales of a particular product. The package and package benefits are essential instruments in marketing strategies.

IV. CREATIVE PACKAGING FUNCTIONS

1. *Protection* The package keeps the contents of product fresh, clean and moisture-proof. It protects the product from leakage, spoilage, breakage, theft, evaporation, insects, dust, sun heat, adulteration etc in the process of movement of product from one distribution channel to other distribution channel.
2. *Convenience in Handling* Packaging facilitates handling, display, storage, transportation, loading, unloading etc Packaging provide convenience to manufacturers, wholesalers, retailers and consumers in handling the product. It also helps the consumers in using the product.
3. *Facilitates Labelling* Labelling is just not possible without packaging. Label is an informative tag/sticker attached to package of product. Label gives verbal information about the product like its contents, price, brand name, manufacturing date, expiry date, methods of using the product etc
4. *Identification* When goods are stored in warehouses, these needs to be identified as to their type, make and also need to be clearly distinguished from one brand to another. This can be done by packaging. Packaging facilitates identification. Product of one manufacturer can be easily identified from competitor's product with the help of creative packaging.
5. *Promotion* Creative packaging is a silent salesman. Attractive packaging attracts retailers and end-users. At the initial stage, it is package which attracts the consumers. Good packaging helps to promote sales. The attractive colourful package, design, picture, printed informative matter, colour combination etc- all these aspects of packaging help to attract customers and thereby promote sales.
6. *Economy in Use* Creative packaging increases the economic life of product. The consumer can extract only that much quantity out of the packaging, which is to be used at a time. So its wastage can be avoided. Otherwise, unpacked product will go waste due to exposure to moisture, dust, heat etc
7. *Check on Adulteration*

There is minimum possibility of adulteration of goods if these are properly packed. So the consumers get original product.

8. *Self-Service*

The concepts of self service has become very popular with the development of malls and organised retailing. Instead of display of goods by salesman, the well packed product itself speaks to customer. Creative package, along with its label, is self-explanatory of features of product. It works like a silent salesman.

V. ELEMENTS OF CREATIVE PACKAGING

The creative packaging design features and characteristics can highlight and underline the uniqueness and originality of the product. A well designed package sells the product by attracting attention and through positive communication.

Silayoi and Speece based on the review of the relevant literature, define that there are four core creative packaging elements which affect a consumer's buying decision. These elements are divided into two categories: visual and informational elements. The visual elements include graphics and size/shape of packaging. Informational elements consist of product information and information about the technologies used on the package.

VI. VISUAL ELEMENTS

Graphics

Graphics include image layout, color combination, typography, and product photography. The combination of all these components communicates an image. Graphics on the package are telling detailed information about the product. It becomes a product branding or identity, followed by the information.

Color

The selection of the colors and color combinations is a necessary process for creating a good design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color can have a significant effect on consumer's ability to recognize the product, the meaning conveyed by the package, its novelty and contrast to other brands and company's names. The package color can be modified without changing the costs, product characteristics and functionality.

Size and Shape

Packaging size and shape are also significant factors in designing the package. A consumer interacts with these two elements in order to make volume judgments, e.g. consumers perceive more elongated packages to be larger.

Packaging sizes depend on the different involvement levels. The low involvement food products have a low price which is generated through cost savings created by reduced packaging and promotional expenses. The effect of package size has a strong influence on the purchasing choice when the quality of the product is hard to determine. Therefore, the elongated shape and appropriate size causes the consumer to think of the package as having better product volume and cost efficiency.

VII. INFORMATIONAL ELEMENTS

Product Information

Communication of information is one of the core functions of the packaging. This helps customers to make the right decisions in the purchasing process. Coulson (2000) gives an example of information significance using a food labeling case: the trend to consume healthy food has emphasized the importance of labeling, which gives the consumer the opportunity to consider alternative products and to make an informed product choice. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package.

Technology Image

The technology creates the packages according to trends and consumers' attitudes and behaviors. The role of technology is to meet consumers' needs and requirements. As far as the technology is a communication element, it should be presented visually and therefore, it will catch more attention and be convenient for consumers.

VIII. THE IMPACT OF CREATIVE PACKAGING ON CONSUMER BUYING BEHAVIOUR

The modern market consists of a big variety and diversity of packages, designs, products, goods, and services. It develops and innovates daily and makes improvements in strategies permanently. However, it would not put so much effort into the development if the consumer and the overall society would not need and require new products, product ideas and functions. The market is the dependable sector of industry and the consumers are only one indispensable element of market performance which allows the industries to exist and grow. In order to create an appropriate product or service, companies need to understand the

consumers, their behaviour and perception, and to meet their needs and requirements.

Understanding the consumer is a good business strategy for the company. The companies and firms operate in order to satisfy the consumers' needs which are the basic concept of marketing. Here, the consumer segmentation is a major element to meet their wishes and requests. The consumer can be segmented by different dimensions such as demographics (age, gender, social class, religion, etc.), geographic (region, country), psychographic (self-concept, personality, lifestyle), and behavioral (product usage, benefits, desires, etc.)

There are many communication instruments in marketing such as advertising and product demonstration. However, when these traditional tools face the problem of reaching the target audience, the package and creative packaging design are better able to reach and influence potential and prospective customer. Here, the necessary attributes of the creative packaging design can become very effective in marketing communications.

The package interaction with the consumer can evoke attention and involve the consumer with the information processing process. Here, the information about the product is investigated and results with the buying decision. However, if the consumer is not motivated to learn about the product, the package characteristics such as color, graphics, image, and shape can induce a positive or negative attitude towards the product.

Therefore, the package standing on the shelf affects the consumer decision making process. The package design needs to insure that consumer response is favorable and that they perceive the actual packaging design positively.

Creative Packaging plays a major role when products are purchased. It is the first thing that the consumer sees before making the final decision to buy. The importance of package design increases with the arrival and popularization of self-service systems. The package design that attracts consumers at the point of sales assists them in making decisions quickly in the store. The eye-catching package has more opportunities to be noticed and chosen against the competitors and be purchased. The package with a strong ethical identity with respect to the environment and human relations, with a unique appearance and a sufficiently different image assists the consumers' decision-making and drives purchasing. The relationship between consumer choices and design characteristics of creative packaging is a component that marketers of packaged products need to

understand in order to develop effective marketing strategies

IX. Independent Variable

1. Packaging colour
2. Background Image
3. Packaging Material
4. Font Style
5. Design of wrapper
6. Printed Information
7. Innovation

X. Dependent Variable

Consumer Buying Behaviour

1. Packaging colour

Colour plays an important role in a potential customer's decision making process, certain colours set different moods and can help to draw attention. One good example of successful use of colour psychology is in the Apple iPod advertisements; they use simple tritone colour schemes of black, white and a bright background colour. The bright background colour is to give the advertisement a fun feel and the contrasting white on black is to focus attention.

2. Background-image

The background image property specifies the background image for an element. When setting a background image, authors should also specify a background colour property that will be used when the image is unavailable. Note also that when the image is available, it is rendered on top of the background colour. Thus, in any transparent areas of the image, the background colour will be visible.

3. Packaging Material

Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer then low quality Packaging.

4. Font Style

The font style of Packaging grabs customer attraction. The up gradation of IT technology has support this feature. The successful companies have best practices of the font styles. They hire specialist in composing which create mind blowing and attractive font styles. The

attractive package has innovative font style. So we can say that there is relation between font style and buying behaviour.

5. Design of wrapper

The overall design also plays a vital role in attracting the consumer. Mostly the children of 10-18 years are so sensitive to the design of wrapper. The companies try their best to create attractive design of packaging

6. Printed Information

Container or wrapper of the product is serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion. The labels on packages are important components of the overall marketing mix and can support advertising claims, establish brand identity, enhance name recognition, and optimize shelf space allocations. The consumer can change his decision on the basis of information printed on the packaging. Mostly in Merchandises and daily FMCG the consumer can perform evaluation on the basis of printed information.

7. Innovation

Innovative packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy-store, easy-carry, and non breakability. Manufacturers today strive to have packaging that maintains the key equities of the brand, has stand out appeal on the retailer's shelf, and is sustainable but with lower production costs. The customer can adopt product on the basis of its innovative packaging, which shows the relation between buying behaviour and innovation of packaging.

XII. CONSUMER BUYING BEHAVIOUR

Process by which individuals search for, select, purchase, use, and dispose of goods and services, insatisfaction of their needs and wants.

XIII. CONCLUSION

Results of research on role of packaging on consumer's buying behaviour stipulated following conclusions:

1. Creative package could be treated as one of most valuable tool in today's marketing communications, necessitating more detail

analysis of its elements and an impact of those elements on consumers buying behaviour.

2. Results of analyzing the impact of creative package and its elements on consumer's purchase decision can be revealed by analyzing an importance of its separate elements for consumer's choice. For this purpose main package's elements could be identified: graphic, colour, size, form, and material of packaging are considered, wrapper design, printed information, innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, the impact of package elements on consumers purchase decisions should be evaluated depending on the consumer's involvement level, time

pressure or individual characteristics of consumers.

3. Creative packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice (especially in the context of children's products).