

“PACKAGING AS CREATIVE TOOL OF MARKETING”

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ABSTRACT: In this modern world attracting new customers and retaining old customers are one of the key area in which all company's whether domestic or international are trying their best out of best and effective marketing is one of the best solution to it. Marketing includes so many areas that are to be covered effectively & efficiently for better results and packaging is one of the main tool that contributes towards it. This research paper examines how different packaging styles influence customers and their buying decisions and what are the barriers to marketers while dealing with packaging of its products.

KEYWORDS: packaging, primary packaging, secondary packaging, shipping packaging

I. INTRODUCTION

In today's marketing environment packaging is an integral are tool of marketing. Packaging helps to deliver the product wisely and safely from product maker to the end user i.e. consumer. Packaging is also known as a promotional tool of marketing because it contributes to the image building of the product. Packaging is also known as the heart of the modern industry. Packaging is that which shows the price, value and physical appearance of the product.

A. Meaning and definition- “Packaging is the technology used for the protection of products to store, sale and use. It is a tool which makes the product prepared for transportation, wear housing, logistic sale and use.” THE PACKAGING INSTITUTUTE INTERNATIONAL defines packaging as: The enclosure of product items or packages in a wrapped pouch bag box cup tray can tube bottle or other container from to perform one or more of the following functions containment, protection and preservation , consumer one or more of these functions it is considered a package.

II. WHY MARKETERS CAN GET CREATIVE WITH PRODUCT PACKAGING

Today marketers using packaging as an important tool to go the end user ,so it is also bonus as promotional tool there are five ways with which a marketer can make product packaging attractive:-

A. Fusion

Fusion means relation of packaging with branding .in this marketer make list of qualities of product and brand and use this description in packaging.

B. Unification

Packaging makes the product unique as compared to other product as it is a communication tool which gives various information to the users which can help the customer for making easy purchase and also protects the product inside from outside elements.

C. Doing more with less

Packaging is a promotional tool and makes product popular in the market so it reduces the promotional cost so marketer do more sale with less efforts.

D. Making it smart

Creation packaging makes the product smart and attractive with the use of various coolers, graphics and designs which attracts the customers easily.

E. Dividing and rearranging

Creative packaging tells the customer about the size and shape of the product so it is the best way which protects and displays the offering of the product maker.

F. Types Of Packaging

Packaging are of three types namely primary, secondary and shipping which are discussed below:

1) *Primary packaging:* Primary packaging is done to protect the product against the outside elements. This is also for the protection and preservation of the basic ingredients of the product .this packaging depends on the type of the product.

2) *Secondary packaging:* It is for the convenience of the quantity for buyers and sellers; this is an additional protection for the product and helps in storage of the product.

3) *Shipping packaging:* It is the final packaging of the product which helps in transportation and warehousing it is usually done in cartons or big boxes.

III. BENEFITS OF PACKGING IN MARKETING

A. Protect products

Protect packaging helps to protect the product from damage and also it can be easily transported are of inferior quality if they are not packaged properly. Packaging helps to attract the consumers to pick up a

product and they learn how to use a product, if product adds value to their lines.

B. Every business depends packaging for the communication of information about the product to the public. Branding and logo appear on the package of the product plays an important role in the marketing of the product.

C. Creative packaging helps to sell the product more easily as it act as a promotional tool. It is like a silent salesman as it does self-advertising.

IV. PROBLEMS WITH PACKAGING IN MARKETING

Sometimes marketer use pictures in packaging that do not represent the actual product. In many cases it is labeled that the product is environment friendly lout actually it is not.

Sometimes marketer use unsafe packaging of product having large chemicals which are harmful for children. Marketer use packaging to mislead consumers lay provides ding untrue information to make his product superior.

A. *How To Solve Problems With Packaging*

The labeling issues of packaging can be solved by offering an in house labeling service. Packaging needs to provide true information to the consumers depending on the type of product. Marketer try to avoid unsafe packaging that uses high chemicals which are unsuitable for young children. Marketer follow the ethics that they should try to do environment friendly packaging.

V. CONCLUSION

In the nutshell we can say that packing is a creative tool of marketing which induces the customer to buy the product and it is also the protection of the product. Packaging is very useful in marketing for the protection of product to attract consumers to provide information etc. there are also many problems which marketer face with packaging but there are solutions too for tackling the problems in packaging.

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