

E-Content (M.Com sem 2)

Marketing Management

By -

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## Product Packaging'

Packaging involves all activities of designing & producing the container for a product.

'Package' is a wrapper or container in which the product is enclosed, housed or sealed.

Phillip Kotler - 'Packaging is an activity which is concerned with the protection, economy, convenience and promotional considerations.

Essential of good packaging

- 1) It should protect the content
- 2) It should be attractive & convenient
- 3) It should be economical
- 4) It should ensure adjustability.
- 5) It should be pollution free
- 6) It should be informative.

## **Functions of Packaging**

- (i) Packaging provides a basis for self service to the customers.
- (ii) Proper packaging maintains the prestige of the product.
- (iii) Packaging can prove beneficial to producers because it helps in increasing the sales volume.
- (iv) A company can be easily recognized with the help of proper packaging.
- (v) Packaging identifies the brand of a product.
- (vi) It gives valuable information about a product.

## Objectives of packaging

Packaging is a market and marketing necessity, atleast five objectives can be identified so far as product packaging is concerned. These are — product protection — product identification — product convenience — product profit generation and product promotion. These points can be outlined as given below.

1. **Product protection.** The primary objective of packaging is protection of products or contents. It is the package that keeps the contents fresh, clean and unspoil by using moisture proof, vermin-proof and damage resistant materials. It is powerful weapon to avoid shop-lifting, stealing in shops. This protection is given to the products from their birth till their death. Thus, product is protected against the possible theft, pilferage, leakage, spilling, breakage, contamination, deterioration, evaporation and so on.

2. **Product identification.** The products available in a shop on shelves must be distinguishable for easy identification. One brand is to be compared and distinguished from another. Next to brand names, packaging is another easy and convenient method to identify the products of different producers or marketers. It is obvious that the packaging of one product is very much different from another. Thus, it becomes a means of easy identification. The size, the colour combinations, the graphics used in each package are unique that can be easily remembered and recalled.

3. **Product convenience.** A packaging aims at providing maximum convenience to the purchasers, producers and distributors alike. A nicely designed product package facilitates product shipping, storage, stocking handling and display on the part of producers and distributors. It is caused by product density. Good packaging facilitates the ease of product use by consumers. The best examples of this kind are — tear-tape, poring spouts, squeeze bottles, aerosol cans, flip-tops pult-tubes, wrappers and the like. They increase consumer convenience to a great extent.

4. **Product promotion.** Product package is a powerful promotion tool. Packaging performs good many advertising functions. Atleast four are emphasizing.

A. Self advertising — package design has supreme significance as attracts consumers.

B. Point of purchase display — when we talk of display the two possibilities are — 'window' and 'counter' where the first does the work of attracting the consumers or prospects to 'get in' and the second one gives a comparison of 'competitive products' for consumer choice.

C. Media of advertising — the general appearance and the selling features created by the packaging techniques decide the product success.

D. Product publicity — free advertising is done through package-inflated flap advertising.

5. **Product profit generation** — good packaging reduces cost in storage, transportation & handling & minimises waste. Thus it helps in reduce cost & more profits.



packaging. It is throw away containers that have created problems. To preserve the physical environment, a company is sure to design a matching packing strategy. The purposes of such a strategy may be returnable bottles and containers, use of containers that decompose over a reasonable period of time, use of light weight packaging material and arranging of packaging material and recycling it. That is why, many manufacturers are now packaging their products in reusable containers as a means of recycling the packaging materials. Further, research is continually carried out to develop new packaging materials that are bio-degradable or that minimise pollution problems.