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CAUSAL INFERENCE OF PRODUCT PACKAGING IN BRAND COMMUNICATIONS

INTRODUCTION OF THE STUDY

- **Packaging** vitally builds and contributes to the core bridging the symmetry in the **branding process** as it **plays** a role in **communicating** the **image** and **identity** of a brand.

- This case study transparently produces a guiding light towards highlighting and underlining the important packaging attributes responsible for brand symphony and orchestra of communication such as: **Package Design, Liking for Package**, **Communication** through Package and **Usability** of Package from customer's point of view.

- **Multiple regressions** were carried out to find the significant relationship between the variables through self-administered data collection on 10 point Likert scale from **100 customers**.

- Further propensity scores were determined and DID **analysis** was performed on **20 customers** through for different **products at hand to understand the responsiveness of the consumer awareness.**

- The result confirms **packaging** as an important tool to **influence** and **communicate** the **brand** and it's IMAGE to the **consumers in the marketplace and marketspace.**

ROLE OF PACKAGING IN CREATING BRAND IDENTITY

Product packaging design components are a critical component in building a brand's image and identity. Its helpful in following ways:

Brand Identity Expression – Packaging engages users and glows a setting apart stage for a brand in today's crowded and competitive markets.

Relationship Building - Packaging is the building brick and block of the onset of a **relationship** between a **brand** and the **end user**.

Communication - Good package design makes **information easy** to **find**.

Selling - The **regular interaction** with the **quality packaging envelops as a tool to sell the product** easily in the market.

Protection - Better quality packaging provides **better protection to the products** & **enhances** its **brand identity**.

	Dependent Variables		

Independent Variables

Package design	Liking for package	Communication through Package	Usability of package
❖ **Attraction of buyer**	❖ Brand	❖ Color	❖ Ease of handling
❖ **Communication to the buyer**	❖ Country of origin	❖ Symbols/logo	❖ Disposability
❖ **Convenience in handling and using**	❖ Color connotation	❖ Information about product	❖ Moisture Protection
❖ **Salability of product**	❖ Symbol connotation	❖ Brand image	❖ Protection from ultraviolet radiation
❖ **Green aspect**	❖ Size	❖ Shape	

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RESEARCH METHODOLOGY

- **Multiple linear regression** has been used to **explain** the **relationship** between **one dependent** variable and **two** or more **independent variables** as identified.

- **Propensity score analysis** of 20 **consumers** was done and comfirmed the results using DID analysis. The **average conversion rate** of customers was used to **determine** the **likeability** of the selected **products**.

- **Sampling population** consisted of the different **users** of packaging in the city of New Jersey and Delhi and over survey and zoom interviews who use the packaging in their day to day life.

- **Sampling size**: **100 respondents** for **multiple regression** analysis +20 **respondents** for **propensity score** analysis and DID analysis.

MULTIPLE REGRESSION ANALYSIS FOR PACKAGE DESIGN

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	t	Sig.
1 (constant)	2.254	.458		4.921	.000
Buyer attraction	.207	.069	.313	3.019	**.003**
Communication	.173	.092	.171	1.892	**.061**
Convenience	.173	.054	.295	3.185	**.002**
Sale ability	-.017	.064	-.026	-.265	.791
Environmental factors	.051	.043	.106	1.179	.241

- **Findings -** The above table exhibit the **significant relationship** of **Package design** with **Buyer attraction**, **Communication** and **Convenience of the product.**

MULTIPLE REGRESSION ANALYSIS FOR LIKING OF PACKAGE

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	t	Sig.
1 (constant)	2.362	.571		4.134	.000
Brand	-.300	.094	-.313	-3.186	**.002**
Country of Origin	-.068	.127	-.054	-.538	.592
Colour	.180	.109	.194	1.652	**.028**
Smbols/Logos	.000	.081	.000	-.002	.998
size	.296	.078	.367	3.785	**.000**

- **Findings** - The above table exhibit the **significant relationship** of **Liking of Package** with **Brand**, **Colour** and **Size of the Product.**

MULTIPLE REGRESSION ANALYSIS FOR COMMUNICATION THROUGH THE PACKAGE

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. Error	Beta	t	Sig.
1 (constant)	2.214	.514		4.311	.000
Information	.113	.074	.178	1.522	**.031**
Shape	.320	.103	.300	3.121	**.002**
Brand Image	.119	.118	.019	.158	**.022**
Symbols/Logos	-0.41	.073	-.057	-.561	.576

- **Findings** - The above table exhibit the **significant relationship** of **Communication through Package** with **Information**, **Shape** and **Brand image of the Product**.

MULTIPLE REGRESSION ANALYSIS FOR USABILITY OF THE PACKAGE

	B	Std. Error	Beta	t	Sig.
1 (constant)	1.818	.465		3.911	.000
Ease of handling	.350	.065	.477	5.371	**.000**
Disposability	.043	.060	.063	.720	.473
Protection	.113	.085	.118	1.322	**.039**

- **Findings** - The above table exhibit the **significant relationship** of **Usability of the Package** with **Ease of handling** and **Protection of the Product.**

SUMMARY AND FINDINGS

- *Communication* and *Convenience* are the most important feature of Packaging.

- The *Shape* of the package is the significant attribute of communication through the package.

- The customers gave due weightage to the *Protection* aspect of packaging.

- The pulse oximeter test showed that the respondents were more inclined towards the packages like *Coke*, **Maggi**, **Attractive** *Shoe Packages* and **Attractive Polybags**.