



Given Content

PACKAGING AS BRAND COMMUNICATION PACKAGING The packaging of a product refers to the various elements of its design and appearance. It includes the materials used, the shape, and the color of the container. According to marketing textbooks, packaging is a vital part of the promotion of a product. Some people believe that packaging serves as an integral part of the marketing campaign, instead of merely an extension of a product. According to Mark Keller, it is one of five elements of a brand's identity, along with the company's name, logo, slogans, and personality. Although the main use of packaging is to protect the products inside, it also functions as a source of information and a way to identify the goods. This is because it provides a recognizable image to the buyers. The importance of packaging is acknowledged by the public, as it is the first thing they see before making a final purchase. Nowadays, it is regarded as an essential part of modern life. It is usually the enclosing of a tangible object, such as a product that will be sold. The preparation of equipment for storage and transportation is carried out through the packing process. It involves the preservation of the product and the identification of it. It is regarded as a vital part of modern marketing. The packaging of a product is an integral part of the branding process, as it helps communicate the identity and image of the company. According to Kotler, packaging can be defined as the activities involved in designing and manufacturing a container for a product. It can be described as the wrapping material that encircles a consumer item to contain, describe, protect, promote, and otherwise make it marketable and clean. The outer wrapper of a product is intended to protect it from damage while it is being stored and make it more marketable. It is also used to promote the product and make it readily available for sale. In addition, packaging is often a key component of a trademark's identity and can influence communication and advertising. A package designer aims for the following goals; (1) to attract the buyer; (2) to communicate message to the buyer; (3) to create desire for the product (4) to sell the product. Attraction of the Buyer. Package must have enough shelf impact to stand out among a myriad of packages. The package must draw attention to itself. This can be done through the effective choice of color, shape, copy, trademark, logo, and other features. Communication to the Buyer. Every packaging element communicates something, so the image projected by the package must converge with the image being sought for the product. The package design must show at once the intended use, method of application and intended results. A container of talcum powder should not look like as if it contains scouring powder, nor should face cream jars resemble shoe polish containers.

ELEMENTS OF PACKAGING In scientific literature, there are various classifications of elements that can be used in the design and development of packaging. For instance, according to Taylor & Smith, the six factors that a designer and producer should consider when it comes to creating efficient packages include the size, shape, color, graphics, and material. Kotler also states that the decisions that a company makes regarding packaging should be evaluated based on the six elements. In terms of their classification of various elements, Vila & Ampuero differentiated two types of package elements. These include graphic elements, such as typography and colors, and structural elements, such as the size, shape, and materials of the container. However, these two blocks do not include the verbal elements of a package. According to Brewer & Rettle, the proper positioning of the various elements of a package is very important. They divided the elements into two categories: verbal and visual elements. By analyzing the way people make their decisions, they can differentiate between the non-verbal elements of a package, such as the size and shape, color, and

imageries, and the verbal elements, which include the product name, brand, producer and country. The type of message that a company sends depends on the visual and verbal elements of its package. According to Butkeviciene and colleagues, the former's visual elements can affect a consumer's emotions, while the latter's verbal elements can influence a person's cognitive orientation. To study the effects of these elements on a consumer's purchase decisions, a research model was developed based on the theoretical studies conducted by Speece and Silayoi. The primary visual elements of a package include the size, shape, and color. On the other hand, the verbal elements of a package include the country of origin, brand, and product information. The performed literature analysis let us maintain that package could be treated as a set of various elements communicating different messages to a consumer. The type of message communicated depends on those elements. Visual elements of package transmit information which affects consumer's emotions, while verbal elements transmit information which has an effect on consumer's cognitive orientation. In such way, referring to Butkeviciene et al. Based on theoretical studies of Silayoi & Speece, ; the research model (see figure below) was developed in order to reveal impact of visual and verbal package elements on consumer's purchase decisions. In this case graphic, color, form, size, material are analyzed as main visual elements, whereas product information, producer, country-of origin and brand are treated as the main verbal elements of package. Elements of package Visual: * Graphic * Colour * Size * Form * Material Verbal: * Product information * Producer * Country-of-origin * Brand Level of involvement Time Pressure Individual Characteristics Consumer's purchase decision

RESEARCH FRAMEWORK Table: 3.1 Packaging Matrix

Environments	Packaging Functions	Protection	Utility
Communication	Human Temper	evident features	Child resistance features
Designs that do not require scissors or knives to open	Reclosable designs	Easy to open designs	Pre measured units
Compliance packaging (packaging that, by nature of its design, helps, people comfy with medication regimens)	Taking packages	Material Shape	Configuration
Texture	Brand name	Warnings	Directions
Expiration dates	Storage information	Graphics	Material Shape
Color	Configuration	Texture	Photographs
Text	Biospheric	Amber color to protect from UV damage	UV absorbers to protect from UV damage
Water Vapor Barriers	Oxygen Barriers to protect from oxidation	Oxygen absorbers to protect from oxidation	Antimicrobial firm to retard microbial depredation
Water Vapor barrier to protect from Moisture Loss of Gain	Wet strength coniguated	Controlled atmosphere	Packaging Modified atmosphere packaging
Edible items	Wet strength conjugated	Time and temperature	Indications
Pictorials	Physical (Distribution channels)	Cushioning	Shipping
containers	Corner posts	Air bags	Materials with adequate compression strength to withstand slacking
Stretch wrap	Shrink wrap	Self healing packages	Self cooling packages
Freezer to oven capable	Handles for carrying	Appropriately sized cases	'This side up' 'fragile'
Bar codes	Radio frequency identification	'Handle with care'	'Temperature not to exceed 70 degrees
Father net	Pictorials	Accelerometers	Table 3.2 Colors and symbolism in Packaging for Asian Markets

Appendix A. COLOR AND SYMBOLISM IN PACKAGING FOR ASIAN MARKETS

Country	Color	Color connotations	Symbol	Symbol connotations
China	White	Mourning (avoid)	Tigers, lions, and dragons	Strength (use)
Hong Kong	Blue	Unpopular (avoid)	Tigers, lions, and dragons	Strength (use)
India	Green and orange	Good (use)	Cows	Sacred to Hindus (avoid)
Japan	Gold, silver, white and purple	Luxury and high quality (use)	Use for print only: prefer gray, bright colors	Cherry blossom
Chry	Beauty (use)	Royalty (avoid)	Malaysia	Population is mixed
Malaysia	Yellow	Gold	Green	Royalty (avoid)
Longevity (use)	Islamic religion (avoid)	Cows	Pigs	Sacred to Hindus (avoid)
Useless to Muslims (avoid)	Pakistan	Green and orange	Good (use)	Pigs
Useless to Muslims (avoid)	Singapore	Red, red and gold, red and white	Red and yellow, yellow	Prosperity and happiness (use)
Communize (avoid)	Tortoises	Snakes	Pigs and cows	Dirt, evil (avoid)
Poison (avoid)	Same as for India and Pakistan (avoid)	Taiwan	Black	Avoid
Elephants	Strength (use)	Thailand	Elephants	National comble (avoid)
Tahiti	Red, green	gold silver, and other bright color	Use Arab and Muslim	White
Avoid	Animals	Pigs	Star of David	Avoid
Religious pollution (avoid)	Political (avoid)	CONCLUSION	In today's competitive environment, packaging plays a vital role. It can help a brand establish a distinct identity and gain a foothold in the market. Compared to advertising, packaging has a higher reach, and it can help set a company apart from its rivals. It can also reinforce a purchase decision and promote a product's usage. In addition to being able to extend a product's shelf life, packaging can also help a brand reach new customers. In today's competitive market, it is more important than ever that a product's design and appearance are designed to stand out. Aside from being able to provide a variety of benefits, packaging should also be able to influence a consumer's purchase decision. Due to the time constraints and low involvement of consumers, less time is spent on reviewing the details of a product's packaging. In the FMCG sector, this is especially true. Recent studies reveal that the attractiveness of a product's package design can help a brand attract more potential customers. The convenience and communication of the package are some of the factors that people consider when it comes to choosing a product's packaging. However, according to the survey respondents, the disposability and environmental considerations of the package are not the same as their concerns. This suggests that awareness must be created to make packaging more eco-friendly. According to the survey results, people are more likely to accept a product if it is packaged in ordinary packaging. This is because the branded version of the product reduces the Caveat Emptor of consumers and makes them more likely to give it weightage. Symbols and logos did not influence people's liking for the package, and the size of the container showed a significant buoyancy. The package's shape was regarded as the most important attribute that a brand uses to communicate its message. An innovative approach to packaging design	

can help establish a company's brand identity and competitive advantage. There are numerous examples of companies that have leveraged packaging to establish a distinct brand identity and gain a competitive advantage. Examples of international products that have been widely cited include the bottles of Absolut vodka and Pringles potato chips. In South Africa, some of the more prominent examples include L'Aubade water bottle, Clover milk packs, and Country Fresh ice cream tub. Another example of a product that's benefited from packaging is the Oumarusk tins, which are commonly used in South Africa. The survey results also suggest that people value the protection and handling of the package. This suggests that tooth pastes are now being made from plastic instead of old tin tubes. Among the innovations that have been widely cited are the soap dispensers, which are designed to allow consumers to carry their liquid soaps inside. The survey respondents also indicated that the bottles of syrup are usually colored either dark green or brown to protect them from the sun. According to the pulse oxymeter test results, the respondents were more likely to prefer the packages of various types of products such as coke and maggi. The soap dispensers are an example of innovations that have been made for the case-based liquid soap usage. The respondents also noted that the syrup bottles are usually colored either green or brown so that they can protect themselves from the sun. The results of the survey revealed that the respondents preferred the packages of various kinds of products such as maggi, coke, and polybags. The results indicate that the respondents are more likely to be drawn to edible products and their packages.

PACKAGING STRATEGY BASED ON RESEARCH FINDINGS Today, the packaging of products is considered to be the most important aspect that a brand can use to position its products in the market. Through the multiple regression analyses conducted on various packaging attributes, researchers were able to identify important information about the parameters of the design. The findings of the survey revealed that the buyer attraction was the most important factor that a brand can use to position its products in the market. This suggests that the design of its packaging can influence the perception of its brand. When the pulse rate of the respondents was measured, it revealed that the people's pulse rate increased when they saw the maggi packaging. According to the study, the communication aspect of a product's package is somewhat significant, which means that the importance of its design should be acknowledged. However, the more important factors that a brand should consider when it comes to packaging are the design and appearance of the package. According to Jugger, it is very important that a brand's packaging is designed to catch the attention of potential customers in the final moments of buying a product. The study also revealed that the respondents in India were not very conscious of the environment when it comes to packaging design. This suggests that a brand should consider creating more eco-friendly packages. According to an anonymous individual, the role of packaging has shifted from being a protection factor to being a persuasive part of the marketing campaign. The study also revealed that the size of a product's package is very important factor that a brand should consider when it comes to packaging. This suggests that the variation in the package size can make a product's affordability adjustable. A product's packaging should be designed to extend its reach into new markets or overcome cost barriers. In developing countries, such as South Africa, the size of the package can have a significant impact on the success of a brand. Small packages and portions are typically priced lower, making them more accessible to a wider range of consumers. The popularity of small packs for analgesics and single cigarettes has shown that good things can come in small packages. Unfortunately, when entrepreneurs cannot find small packs, they end up transferring their products into non-branded packaging, which completely eliminates the branding value of the original packs. Most developed countries have a problem with brands that do not offer single-serve or smaller servings. Those who live in small or single households cannot handle the size of products that come with larger packs. On the contrary, larger ones can expand the category to include more social environments. For instance, the coca cola bottle's ability to extend the beverages category by catering to different groups was demonstrated. Quart size beer is an example of this, as it is cheaper and more accessible for the masses. Also, the shape of the package is very important, as evidenced by this study. This suggests that past form can be used as a marketing tool. Coca-Cola bottles are the package that holds the product, which makes them the brand's identity. If we look at the shapes of various soft drinks, such as fruit juices and pepsi, we can see that different manufacturers have their own unique bottle designs. This means that the package's shape can be used as an innovative marketing tool. For instance, the use of a flexible plastic pack for toothpaste has shown that a product's packaging should be designed to make it easier to handle. Also, the caps of shaving cream have been expanded to allow the package to stand upright. The weightage that the respondents gave the package also indicated that the design should be designed to protect the product from external factors such as sunlight and ultraviolet radiation. -----

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