

DISCUSS THE PACKAGING DECISION

INTRODUCTION

Packaging is an important element of product strategy in marketing. It not only protects the product but also plays a vital role in attracting customers and promoting the brand. In modern marketing, packaging is considered a “silent salesman” because it influences consumer buying decisions at the point of purchase.

Packaging decision refers to the decisions taken by management regarding the design, material, size, color, labeling, branding, and overall presentation of a product package.

MEANING OF PACKAGING

Packaging is the activity of designing and producing a container or wrapper for a product. It includes the physical container as well as the labeling and branding elements associated with it.

IMPORTANCE OF PACKAGING

1. Protects the product from damage.
 2. Facilitates storage and transportation.
 3. Attracts customers.
 4. Provides product information.
 5. Differentiates the product from competitors.
 6. Promotes brand image.
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LEVELS OF PACKAGING

Packaging generally has three levels:

1. Primary Packaging

This is the immediate container that holds the product (e.g., toothpaste tube, shampoo bottle).

2. Secondary Packaging

This protects the primary package (e.g., cardboard box around toothpaste).

3. Tertiary Packaging

Used for bulk handling and transportation (e.g., cartons, crates).

FACTORS INFLUENCING PACKAGING DECISION

Packaging decisions are influenced by various factors:

1. Nature of the product
 2. Target market
 3. Cost considerations
 4. Legal requirements
 5. Environmental concerns
 6. Competition
 7. Distribution channel
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ELEMENTS OF PACKAGING DECISION

The packaging decision involves several strategic considerations:

1. Packaging Material

The company must decide what material to use:

- Plastic
- Glass
- Metal
- Paperboard
- Biodegradable materials

The choice depends on product nature, durability, and cost.

2. Package Design

Design includes:

- Shape
- Size
- Color
- Graphics
- Brand name placement

Attractive design increases product visibility and appeal.

For example, beverage companies like Coca-Cola use distinctive bottle shapes and red color to create strong brand recognition.

3. Packaging Size

Companies decide the size of the package based on:

- Consumer purchasing power
- Usage frequency
- Storage convenience

Small packs are suitable for low-income consumers, while larger packs offer value for money.

4. Labeling

Labeling provides information such as:

- Product name
- Brand name
- Ingredients
- Manufacturing date
- Expiry date
- Usage instructions

- Price

Proper labeling builds consumer trust and ensures legal compliance.

5. Branding

Packaging should reflect brand identity. The package should be consistent with the company's brand image and positioning strategy.

For example, premium brands use elegant and high-quality packaging to reflect luxury.

6. Cost Consideration

Packaging should be economical. Excessive packaging increases product cost and may reduce competitiveness.

Management must balance attractiveness with affordability.

7. Environmental and Legal Considerations

Modern consumers are environmentally conscious. Companies must:

- Use recyclable materials
- Reduce plastic usage
- Follow government packaging regulations

Sustainable packaging improves brand image and reduces environmental impact.

FUNCTIONS OF PACKAGING

Packaging performs the following functions:

1. Protection – Prevents damage during transport and storage.
2. Convenience – Makes handling and usage easier.
3. Communication – Provides product information.
4. Promotion – Attracts buyers through design and color.
5. Identification – Differentiates product from competitors.

TYPES OF PACKAGING STRATEGIES

1. Family Packaging – Similar packaging for all products of a company.
 2. Multiple Packaging – Several units packed together.
 3. Reusable Packaging – Can be reused after consumption.
 4. Eco-friendly Packaging – Environmentally sustainable packaging.
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ROLE OF PACKAGING IN MARKETING

Packaging plays a major role in marketing by:

- Influencing impulse buying
 - Enhancing brand recognition
 - Supporting advertising efforts
 - Increasing customer satisfaction
 - Strengthening competitive advantage
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Packaging decision is an important part of product strategy. It involves selecting appropriate material, design, size, labeling, and branding elements that protect the product and attract customers. Good packaging not only ensures safety and convenience but also promotes brand image and increases sales.

In today's competitive market, effective packaging has become a powerful marketing tool that contributes significantly to business success.