

“IMPACT OF PRODUCT PACKAGING ON ORGANIZATIONAL SALES & BRAND VALUE”

AUTHORS:

DR. DIVYA BHARATHI

Associate Professor, Dept. of Management Studies
BALLARI INSTITUTE OF TECHNOLOGY AND MANAGEMENT, BALLARI

DR. G P DINESH

Professor and Director-Student Welfare, Dept. of Management Studies
VSK University, Ballari

1. Introduction:

Packaging is the first foremost fundamental stage; it serves as protection for the product inside. It makes shipping and transportation easier and ensures a decent shelf life for our product. Secondly, and perhaps packaging helps to make the right impression. The outer appearance of the goods (the group) is the key aspect for a potential customer; accordingly it might be an unfathomable advancing instrument for the thing. Believe it or not, the heap of a thing fills various sensible needs moreover. Let us examine a segment of the usages and limits that it serves.

1. **Protection:** The foremost benefit of packaging is security. It genuinely shields the items from damage that may be caused on account of normal components. It is the affirmation against breaking, suddenness, dust, temperature changes, etc.
2. **Information Transmission:** Packaging and naming are fundamental devices to advise the client about the item. They hand-off significant data about bearings for use, stockpiling guidelines, fixings, alerts, helpline data and any administration required admonitions.
3. **Convenience:** Goods must be shipped, circulated, put away and warehoused during their excursion from creation to utilization. Packaging will make the way toward taking care of merchandise progressively.
4. **Security:** To guarantee that there is no messing with the merchandise Packaging is

essential. The packaging of an item will make sure about the products from any outside components or modifications. Great packaging will diminish the danger of any pilferage.

This study also provides the basic knowledge on the product of a particular company and its packaging, so as to enhance the success growth and expansion of the company. The data are presented in different tables using percentages where appropriate, the hypothesis is tested and a recommendation is given. It is therefore optimistic that the reader of this project will be able to know the impact of effective product packaging on sales volume in an organization. It is a widely recognized truth that human wishes are unlimited, however the assets to satisfy them are scarce i.e. Confined in supply, this is why monetary is concluding that people wish are insatiable. Consequently, people, firm and government need to make a desire so as to fulfill these desires bearing in mind the troubles of scarcity.

Consequently, people ought to decide the order of priority wherein those wishes are to be satisfied, thus the goal of every object or product bought. This learning will draw attention to the impact of product packaging on income, quantity of a business corporation and the case observed selected is global cleaning soap and detergent industries limited, Ilorin.

It is believed that the result of the study will help or benefit as a guide for manufacturers in planning the packaging design for their product.

1.1 Packaging as a Brand Identity:

The innovation and specialty of Packaging has a legitimate source, emerging from the requirement for prepared items to be advantageously moved and transported with no harm. Packaging fills two needs – advancing the item and ensuring it. The limited time exertion is to catch the eye of a client in under a couple of moments towards an item on a general store rack and state "take me home". The defensive capacity is to secure the item, and in certain examples, to shield the item from harming encompassing things. Hundreds of years back, Packaging implied just fabric sacks, wood boxes or cartons. Most nourishment was sold in mass from which the food merchant would scoop out the amount required and put it in another bag. Since the Industrial Revolution in the late eighteenth century, Packaging turned into a significant

instrument for advertising. Around then, such huge numbers of new items were being produced that the customer had an assortment of decisions. Frequently the packaging decided if one item would be bought over another. These days, Packaging configuration is changing from an imaginative procedure to a specialized and practical procedure. Everything from the state of the Packaging to the position and shade of the designs is based around expenses and simplicity of creation, transportation and conveyance.

Brands are giving more consideration on Packaging since Packaging influences the item deal, ensure item and encourage the protected conveyance to the buyer's premises. Item Packaging frequently fills in as the initial introduction of a brand for a purchaser that is the reason organizations are attempting to make their Packaging plan something crisp, eye catching, and one of a kind. New Packaging structures patterns being followed like regular, condition neighborly, confined, retro Packaging and so on. New Packaging frameworks have risen, for example, aseptic Packaging, which empowers milk, natural product juices, and different fluids to remain crisp without refrigeration for a long time.

Packaging is amongst the high improvement endeavors in India and making @ 22- 25% per year and changing into a bolstered network for Packaging business. Legitimately the fifth most prominent division of India's economy, the industry has revealed consistent improvement over late years and shows high possible for much increase, especially in the entry display. Expenses of managing and Packaging sustenance can be up to 40% lesser than portions of Europe which, got together with India's points of interest of gifted work, make it an engaging scene for speculation. A noteworthy grade of possible is for basically all client parts which are growing obviously organized sustenance's, hard and soda pop pops, sustenance's created beginning from the most punctual stage.

The general Packaging industry is making and expanding a little bit at a time and Indian Packaging industry is in addition making at quickly. This progression is basically constrained by factors like making pharmaceutical, food preparing, conveying industry, FMCG, therapeutic organizations zone and partner in the rising economies like China, India, Brazil, Russia and scarcely any additional East European nations.

Item Packaging has earned an extraordinary significance today. Most likely, it is said that initial introduction is the last impression. On the off chance that your product didn't draw in the clients attention, at that point you never make your product a brand in the market. The way toward

encasing and conveying the item in the market, Storing the item in the distribution centres and selling the items in the retail location and shopping centres and securing it for the utilization of end purchasers is called item Packaging. Item Packaging is utilized to safeguard and contain the items, Product Packaging shields the item from harming before it reaches to the purchaser. Product Packaging prepares the item for shipping, warehousing, selling, and utilizing.

1.2 Importance of product packaging

It enhances the significance of product Packaging and useful for the shopper. The organizations use Product Packaging to drive more clients as the packaging items are viewed as shelter by the shoppers. Every Product utilizes a type of Packaging even it is only a tag with cost on it. This article will tell you how the Product Packaging is utilized in assembling, its motivation in showcasing and some significant kinds of Packaging.

In a short span, Packaging has become by itself a commercial progress instrument for the organization. The client's buying manner other than animated by the Packaging excellence, camouflaging, cover, and various properties of Packaging. Packaging is an entire assembling that changes into a surprising selling proposal, which connects with purchasing driving activities. According to Rundh (2005) pack propels buyer's thought to a specific product, builds up its image, and enables client's observations around object. In this manner, Packaging motivates the customer by its appeal, Underwood, (2003) Packaging fits in as a tool for bundle, and needs buyers to pick the thing from wide level of similar belongings, Packaging also restores client's buying behavior.

1.3 Elements of a package:

There is a wide degree of plans for delineation of parts of pack in clear association. As showed up by Smith and Taylor (2004), there are six factors that must be investigated by producer and originators while making reasonable pack: structure, size, covering, depictions, solid and taste. As such, sees 6 areas that as showed up by him necessity be surveyed when using Packaging choices: size, structure, material, covering, substance and product. Vila and Ampuero (2007) like Underwood (2003) saw two squares of pack parts: sensible sections (covering, typography, shapes used, and pictures) and collaborator divides (structure, size of the holders, and materials).

It should be seen that these two squares, similar to course of action of Smith and Taylor (2004) do sidestep verbal bits of social event. Retie and Brewer (2000) concentrated on the monstrosity of legitimate sorting out of pieces to get-together, dispensing the parts into two get-togethers: verbal (for example, brand aphorisms) and (visual interest, picture, etc.) divides. In the equivalent way pack parts were aggregated by Butkeviciene, Stravinsky and Rutelione (2008). Examining client's dynamic system, they see non-verbal bits of social occasion (stowing away, structure, size, imageries, plans, materials and smell) and verbal segments of pack (thing name, brand, producer/country, information, unprecedented offers, direction of usage). Their delineation wires brand as a verbal part, while Keller (2003), for example, contemplate Packaging one of the five areas of the brand, along with name, logo, sensible picture, character, and the sayings. Silayoi and Speece (2004; 2007) pressing bundle into two game-plans of parts: visual bits (plans, covering up, shape, and size) and illuminating segments (information gave and progress). As showed by Silayoi and Speece (2004) visual sections are connected with stacked with feeling some piece of purchaser's dynamic procedure, while informational parts are connected with scholastic one. Portraying, two huge squares of pack's pieces could be seen: visual and verbal parts. Subordinate after creation examined reasonable, covering, size, structure, and material are considered as visual parts, while thing information, producer, country of-cause and brand are considered as verbal ones.

2. Theoretical background of the study:

Packaging is a gigantic lifting system to glamorize thing in order to pull in the purchaser's thought. A piece of the time Packaging is major to such a degree, that it prices extra than the thing himself to trap the purchasers to get it. Packaging ought to be connected with the 4 essential P's of publicizing (thing, spot, development and worth) perceive that greatest purchasers' justice a thing by its Packaging earlier ordering. So it is reasonable to state captivating Packaging is squeezing in instruction to become the main experience purchasers to purchase your things. Deprived of associating with Packaging, nobody will get it in order to endeavor it. The essential advancement to arrive the marketplace is creased if the Packaging is revolting the huge uttermost spans of Packaging is to "shield thing steady quality" by guaranteeing about the authentic foodthing against likely mischief from "climatic, bacteriological and travel hazards"

Anyhow, the first to depict packs as the "tranquil expert" became Hilditch in 1957, who combat that the get must wake collectively at the inspiration driving creation certain about, to deal with the salesman (Vazquez et al., 2003). Around 30 years sometime, Lewis (1991) prolonged similarly on Hilditch's perspectives, giving that "incomprehensible packaging is definitely in excess of a government; it's far a widespread of insistence and a photograph of traits". Given that singular a touch minority of manufacturers are ok orchestrated to legitimize the speculation that country wide progressing requires, for the relaxation, packaging watches out for one of the most vital vehicles for giving the brand message truly to the objective client (nan arrow et al., 1998). As the retail situation gets doused with contenders fluctuating for customers' idea, packaging desires to paintings more genuinely than at later if the issue is to be seen through the blockage of real articles (Milton, 1991). Near this check, outlets are long past searching with the explanation that clients separate by means of the way they see checks similarly as by means of they manner they perceive with those manufacturers (fournier, 1998; muniz and o'guinn, 2001).

Olayinka and aminu (2006) assume packaging to be all physical games of filtering via and passing on the compartment or wrapper for an issue. Kottler (2003) depicts packaging as all materials things applied for the manipulation, security, unexpected development and adverse factors. Packaging is nothing but a protection layer, amassing, blueprint and use; packaging helps to propose the game plan assessment and game-plan of events. Packaging may be sketched out as a separated thru outline of getting ready things for delivery, warehousing records and promote. Its miles completely composed into government commercial enterprise, institutional, enterprise, and man or woman use (diana, 2005)

Packaging can anticipate an incredible movement in decreasing the security dangers of cargo. Packs can be made with improved exchange protection from thwart adjusting and furthermore will have adjust virtually undeniable (severin, 2007) highlights to assist show advancing. Packs can be tried to help reduce the hazards of get- collectively pilferage: some social event ranges of progress are continually impervious to pilferage and some have taken showing seals. Packs may additionally weave request seals and use safety printing to assist display that the birthday party and substance aren't fake. Packaging in like way can be a part of enemy of burglary gadgets, for example, camouflaging packs, names, or electronic article acumen

(zabaniotou, 2004) marks that may be initiated or seen with the aid of gadgets at depart focuses and require express devices to deactivate. Using packaging right is now a system for disaster irregularity. It on these premises this evaluation desires to observe the impact of component packaging on true guides of movement turnover with astounding connection with pz Nigeria %.

3. Literature review:

David (2015) in his article says that packaging is a significant instrument of business and exchange the world, it assumes basic job in expanding deals and fare and along these lines it augments benefits produced in ventures. Consequently, the fitting Packaging for the maker creates fundamental motivations for creation, incompletely protects them against goofy adversaries, lastly gives the client substantially more assortment and picking the correct items.

Irum rani (2017) conveys that today, product Packaging has picked up the uncommon consideration of advertisers, particularly in the tobacco business. In spite of the fact that, client information and got to towards item data has expanded to huge level however same time it has represented a generous test for makers to get clients consideration towards their items.

Ampuero, O. additionally, Vila, N. (2006) in there article highlights that the need to understand customer choices so as to effectively structure piece crushing and to complete the ideal condition in the minds of buyers. Technique they utilized for the examination was segregated into two stages. The essential (thinking about fashioners' notions) to pick the key genuine factors in the structure of Packaging. The second, (considering purchasers' decisions), to interface each Packaging with an organizing structure. The seven product-positioning strategy picked were tended to from the purchasers' point of view utilizing multidimensional scaling. Four maps were identified with: elective Packaging tints; elective Packaging typography; elective Packaging graphical structures; elective Packaging pictures.

Shojai Mangal (2015) denotes that Packaging is known as a significant device in showcasing utilized by organizations and states to expand their serious force in residential and remote markets. Packaging planners endeavor to build clients buy choices through animating their visual and insightful perspectives. This examination expects to look at visual and data measurements sway on choice to buy corrective and human services items in Sanandaj City. Finally it is demonstrated that visual and data measurements influence clients' choice to buy restorative and

medicinal services items in Sanandaj City. And the effect of visual measurement is higher than data measurement. Likewise, the effect distinction of these two components of Packaging was concentrated in a period stress condition and the outcomes proposed that right now, the effect of visual measurement on choice is higher than data measurement.

Mazinsanghir (2006) in there paper embraces about the effect of the Packaging framework on coordination's forms along the inventory network is regularly verifiably and fragmentally perceived. So as to build comprehension of the effect of Packaging on coordination this paper gives an exhaustive review of the communications between the Packaging framework and coordination's forms in the retail inventory network. Four contextual investigations including Swedish and Dutch retail supply ties were led to distinguish.

Sasmita Kamila (2019) in her article focuses on influence of Creation Packaging on Customer's purchasing conduct is the most colossal bit of the general masses. The impartial of this evaluation is to pick control of Packaging on client's purchasing conduct. The explanation for this assessment is to review the key parts, which are heavy the accomplishment of a product. The Packaging parts similar its Color, Packaging material, Plan of Cover and progress are consistently essential issues once customers picking any purchasing choice. Bundling is one of the most basic and vital segments, which impacts customer's purchase decision.

Ahmed Rizwan Rahim (2014) states that the goal of this evaluation is to pick work of Packaging on buyer are purchasing conduct. The motivation driving this evaluation is to look at the key parts, which are driving the accomplishment of a brand. This appraisal in like way clears the association between the reliant and self-regulating factors.

Beuran Hendricks (2018) in his research analyzed the connection between item Packaging, promoting and customer purchasing conduct. Packaging of quick moving purchaser merchandise and publicizing as corresponds of customers purchasing conduct have not gotten sufficient research endeavors.

Jenny kelvas (2005), states that the result of item advancement, for example the item plan, together with the Packaging arrangement, greatly affects the coordination's execution of supply chains. In spite of this, Packaging has generally been given an unassuming job in the item improvement writing just as in the coordination's writing. The point of this paper is to show how coordination's execution and item configuration can be influenced, and improved, by the Packaging association inside an organization.

Andrea misfortune (2013) furnishes that the administration of Packaging materials and their collaborations with the earth is fundamental to worldwide discussion. The reasons are complex: Packaging is fundamental to ensure the great nature of the items they contain; its creation can require the huge utilization of characteristic assets; and purchasers' choices are affected by the ecological exhibitions of Packaging with specific reference to their administration toward the finish of life.

Klevas jenny (2016) in her article states the result of item improvement, for example the item structure, together with the Packaging arrangement, greatly affects the coordination execution of supply chains. Notwithstanding this, Packaging has generally been given a humble job in the item advancement writing just as in the coordination's writing. The point of this paper is to show how coordination execution and item configuration can be influenced, and improved, by the Packaging association inside an organization

Tang my Hong (2016) in the article shows that the exploration was led to recognize the immediate effect of item Packaging plan variables to shopper repurchase goal just as the aberrant relationship of these components to the repurchase goal through two terms of brand mindfulness: brand acknowledgment and brand review.

4. Research Methodology:

4.1 Statement of the problem:

“A study on impact of product packaging on organization sales and brand value”

Basically, customers of today are always looking forward to improved and well sophisticated products with good packaging, really the product produced in the country are nowhere to be found due to low or non-packaging, habit which leads to less promotion of their product. Through this study we understand how packaging is influencing the consumers buying decision and how it will impact on organizational sales and brand value.

4.2 Objectives of the study:

1. To know the impact of packaging on the purchasing decision.
2. To measure the comparative influence of packaging component on the consumer.
3. To identify impact of packaging on organization brand value.

4. To study the impact of packaging on organization sales.

4.3 Scope of the study: The impact of packaging on exclusive deals. How pressing structure assumes a significant job in drawing in the clients, this investigation will assist with realizing that how significant of pressing in improving hierarchical deals. The outcomes from this examination will teach business supervisors and the overall population on the significance of item Packaging particularly as it relates with authoritative deals turnover.

4.4 Research Design:

Descriptive research: Indicative Research examines decide the recurrence with something happens or its relationship with something else. In this venture, data relating to client needs fulfillment and their segment profile was gathered; henceforth it is a graphic research.

4.5 Products considered for this study:

- Mobiles
- Televisions packaging
- Computer packaging
- Food packaging
- Electronic products packaging
- Paints packaging
- Milk packaging
- Soaps
- Clothes packaging
- Detergent packaging

4.6 Sampling Technique: Sample technique used for the collection of data is convenience sampling under non probability sampling technique.

4.7 Sample Size: A structured questionnaire was formed and it was administered to the customer of Primary data was collected by administering to 100 respondents.

4.8 Sources of Data Collection:

Primary data: The primary source of data for the study is questionnaire where the responses are collected by the customers which have close ended questions.

Secondary data: Secondary data was been collected from articles, magazines, journals, and other internet retailing to the topic of study.

4.9 Tools for Data Analysis: Tools for the data analysis including simple average method, percentages, charts, graphs correlation, and hypothesis was tested by using Minitab version 17

4.10 Hypothesis:

H0: There is a significant impact of product packaging on organization sales and brand value.

H1: There is no significant impact of product packaging on organization sales and brand value.

4.11 Limitations of the study: The study is restricted only to few product categories.

5. Findings:

1. Positive buying behaviour of the consumer depends on packaging of the products, so packaging will influence them.
2. Most of the respondents say that packaging will influence them to go with particular branded products which will increase the sales of the products also.
3. Most of the times customers do face packaging issue hence they switch from one brand to other.
4. Majority of the customers purchase on the basis of good packaging, appearance and presentation of the products
5. An advertisement creates an appealing opinion on the various product packaging among consumers.
6. Most of the respondents state that products appeal will drag their attention and helps in building brand value over the product.
7. Majority of them said that they will recommend the good packaging brands to others.
8. More no. of respondents states that they are brand loyal while purchasing because of packaging and very few respondents are not brand loyal customers for the good packaging.
9. 49% of respondents said to great extent advertising will play vital role, 31% of respondents said it will effect on product to some extent only.
10. In research we found that 62% of respondents are purchase on the basis of good packaging and 38% of respondents are not purchasing on the basis of good packaging.

11. We found that 73% of the respondents says that it's the presentation of the product along with features which attracts them towards a particular brand and 21% of the respondents says some times.
12. 85% of the respondents states good packaging leads to high frequency of purchase and brand value which in return leads to increase in sales.
13. 75% of the respondents say good packaging and features leads to increase in sales, brand value, brand identity, increased customer base, positive word of mouth, high market share, product identity etc.

6. Suggestions:

1. Organization should produce ECO-FRIENDLY & BIO-DEGRADABLE packaging.
2. Packaging should be done based on the time of the product nature and reasonable budget.
3. Packaging tactics of marketers should not cheat the customers it will have an adverse effect on brand value.
4. Marketers can reduce the cost of packaging instead add it on the quality product which customers will purchase.
5. Packaging should have a clear description in the label about the product.
6. Good packaging will enhance the aggressive promotion of the product and helps in maintaining the freshness and condition of the product.
7. Packaging should be used as one of the marketing strategy to attract the customers.
8. Funding should be managed meticulously both for advertisements, packaging and various promotional aspects so that productivity of the product and brand value both are taken care.
9. Packaging strategy should help the manufacturers, distribution channels, environment so as to generate a recycled renewable energy.
10. High quality packaging products make the strong bond between company and customers.
11. Customer needs and preferences should be considered before investing on to the packaging.
12. Advertising will help more customers to know about the company and its products and it also helps comparative study.
13. By – products have to be utilized well to earn additional income.
14. The logistics management helps the company to cater the customer having varied requirements in different varieties, colors and packaging.

7. Conclusion:

This research is carried out with an objective of knowing the impact of product packaging on organization sales and brand value. Good packaging will change the purchasing decision of the customer which leads to high frequency of purchase, positive word-of-mouth, positive feedbacks, and good experience which helps to increase sales volume of the company and brand value as well. Good packaging will be enhancing the promotion of the product it will save the advertisement cost of the company. Showing people that you are in the market and how different you are from others through visual appeals will help the marketer to capture the highest market share and the market growth rate for the particular brand and the product will also increase.

References:

1. David (2015) Journal of Economic Perspectives, 29 (3): 3-30.DOI: 10.1257/jep.29.3.3
2. Irum rani (2017) Measuring the Effect of Product Packaging on Customer Perception in Tobacco Industry DOI: [10.1166/asl.2017.9866](https://doi.org/10.1166/asl.2017.9866) September 2017, [Journal of Computational and Theoretical Nanoscience](#) 23(9):8226-8231.
3. Ampuero, O. also, Vila, N. (2016) Consumer perception of product packaging, 23(2):100-112 DOI: [10.1108/07363760610655032](https://doi.org/10.1108/07363760610655032).
4. Sadock, mercy (2015) EFFECTIVENESS OF PRODUCT PACKAGING ON CUSTOMER PATRONAGE OF BOURNVITA IN EKITI STATE Vol. 7, Issue 2, pp.1-14, April 2015.
5. Mazinsanghir (2016) [the effectiveness of product packaging on sales performance](#) URI: <http://hdl.handle.net/20.500.12661/1150>. Date: 2015
6. Sasmita Kamila (2019) important aspects of packaging and consumer culture volume 8, 3, 2019 DOI: 10.36106. ISSN 2250.
7. Ahmed Rizwan Raheem, Parmar Vishnu and Amin Muhammad Ahmed (2014) Effect of Product Packaging in Consumer Buying Decision, Vol.6, No. 2, 2012, pp 1- 10, ISSN: 1993-576510 Pages.
8. Beuran Hendricks (2018) Packaging, blessing in disguise. Review on its diverse contribution to food sustainability May 2017 [Trends in Food Science & Technology](#) 65:32-39 DOI: [10.1016/j.tifs.2017.05.003](https://doi.org/10.1016/j.tifs.2017.05.003).
9. Jenny kelvas (2015) The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience Pages 62-76 | Published online: 02 Dec 2015 <https://doi.org/10.1080/10696679.2003.11501933>.
10. Andrea loss (2013) Organization of packaging resources at a product-developing company February 2005 [International Journal of Physical Distribution & Logistics Management](#) 35(2):116-13 DOI: [10.1108/09600030510590309](https://doi.org/10.1108/09600030510590309)
11. Klevas jenny (2016) FOOD SAFETY AND STANDARDS (PACKAGING AND LABELLING) REGULATIONS, 2011 [PART III—SEC. 4]
12. Tang my Hong (2016) MPACT OF PRODUCT PACKAGING ON CONSUMER’S BUYING BEHAVIOR April 2014 [European Journal of Scientific Research](#) 122(2):125-134, DOI: [10.13140/2.1.2343.4885](https://doi.org/10.13140/2.1.2343.4885)