



Packaging: An Important Tool in Modern Era of Marketing

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A B S T R A C T

Marketing is creating needs and satisfying them with a product or service. Product can be tangible or intangible. Marketing efforts convert needs of person into want and desire. Marketing is first step is to identify the needs of person and present the product as a mean to satisfy those need and to present a product we need to convert it in idea/message/slogan to attract masses. Packaging helps to concentrate customer focus on features/benefits/USP of product. Packaging not only contains and protects the product but also attract customer attention and act as silent sales man. This work is an effort made to understand the different marketing models and to suggest a new model representing packaging as integral part of marketing.

Keywords: marketing, 4P's of marketing, packaging, marketing strategy, marketing models

I. Introduction

By modern era of marketing we mean that customer is king and customer satisfaction is of utmost importance. In this buyer have substantial purchasing power, large no of information channel, variety of goods and services and ease of placing order Primary function of packaging was to distribute information about the product and its content among the people so that they can aware themselves and reap benefit of this information. There was nothing like selling through packaging. But in modern era of marketing packaging work as 5th P of marketing by helping the producer in attracting the customer. Large no. of options are available with consumer so very less time is available to attract consumer toward product. So the marketer need to communicate efficiently and effectively to make most of the available opportunity. So now a days package designer use colour combination, size, shape, font, picture, logo and other elements so that product remain in the memory for long time.



Fig : 1

Objectives of the study

Packaging helps in spreading message/information about product features and contents and packaging make this process easy by providing a suitable platform. Printing and packaging are complementary for each other in attracting customer attention among large no of products on the shelf.

The objective of this work is:

- To understand the different model of marketing and to suggest a new model of marketing that is packaging driven model of marketing.

Different marketing models

Over the period of time various model of marketing were suggested by different management guru's/ academician and these models helps to frame a strategy and make communication with the consumer with the help of these strategies. These models were suggested keeping in view the micro and macro environment of that particular area, demographic composition and cultural background of the consumer. A detail explanation of these marketing models is as follow:

1. *4 P model of marketing mix*: This model of marketing is given by McCarthy. 4 P stand for Product, Price, Place and Promotion. These element of marketing mix are core component and used in various proportion to attract consumer and influence their buying decision. These elements are also term as sellers view of marketing tool shown in fig 2

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Fig: 2

2. McKinsey 7'S model : McKinsey gives stress on 7s frame work, in this strategy structure and system are considered as hardware and style, skill, staff and shared value are termed as software for success. McKinsey said that when these elements are present then the chances of success of any campaign increases.

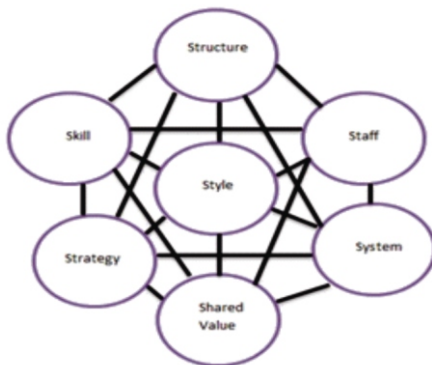


Fig: 3

2. BCG matrix model: Boston consulting group matrix divide different type of business in four cells that is question mark, stars, cash cow and dogs. In this approach company identify the stars and cash cow and follow aggressive marketing for these areas and ignore the business in question mark and dog cells as shown in fig 4



Fig: 4

- 4. USP model : In unique selling proposition model the company give stress on why their product is different and better than competitor's product. They give stress on the features which make their product unique.
- 5. Product life cycle model : In this model life cycle of product is identified and product is categorised in introduction, growth, maturity and decline. Marketing strategy formulated according to

the life cycle stage of product shown in fig 5

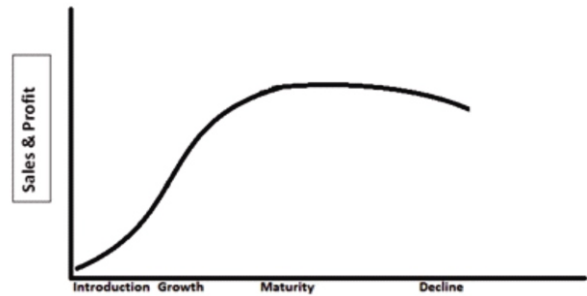


Fig: 5

- 6. Ansoff model: In this model the growth strategy can be identify by looking at present and future products in the market .Under this model four strategies can be market penetration ,market development , product development and diversification .
- 7. Porters Five Forces model: According to this model marketing strategy determined by five forces which are rivalry ,buyers power ,suppliers power, threats of substitute and barriers to entry .According to type of environment we formulate our marketing strategy.
- 8. Segmentation, Targeting and Positioning Model: In this STP model the suitability of product for particular segment is identified and then the communication is made with the target audience to position the product
- 9. SWOT matrix model: In this model the strength and weakness of the product and opportunity and threats for the product are studied and marketing strategy is formulated accordingly.

Suggested packaging driven model of marketing

Under this model of marketing emphasis is given on 5th P of marketing in addition to four P's of marketing. 5th P is packaging, packaging importance has increased because now a days products are displayed in window and to show one product superior to other we need packaging. It is associated with all 4P that is product ,price, place and promotion. For different type of product packaging need is different if the packaging will not be compatible with product it will hamper product quality on the other hand cost of packaging cause increase in the price of product and so due consideration should be given while selecting package for the product. High value products packaging need to give royal look and low value product should depict reasonable quality Package also play important role in breaking the language barrier and education barrier by making the communication easier by the use of graphics and colours .Marketer can give information in local language and use graphics which are easy to understand by the people of different place/region. Packaging also helps in promotion of product by drawing customer attention towards the product with its attractive and creative design. We can offer products in smaller quantity by use of packaging. Packaging act as silent sales man for the marketer and helps to boost sales of product. So in this way we can say that packaging has emerged as a new tool in hand of marketer and marketers are using it creatively .Packaging role has become important because being good for any product is not only sufficient but it should also look good, and to look good and presentable one need to have good packaging.

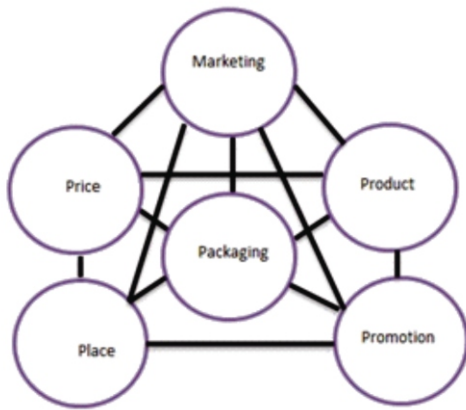


Fig: 6

II. Conclusion

After discussing different models of marketing we learnt most suitable techniques of marketing used in different kind of environments. These models helped various organisations in marketing of the products and to establish themselves in the new

areas of business. Packaging driven marketing model has not only helps the business to acquire new market but also retains customers for long time. Packaging model is helpful in breaking the language and geographical barrier and at the same time packaging innovation attract young and creative people towards the product. So in nutshell we can say that at present time packaging is the most important marketing tool and the suggested model shall impetus the businesses to reach new heights.

III. References

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