PACKAGING, A VISUAL ART: AN ANALYSIS ON PACKAGING FOR FMCG GOODS

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ABSTRACT

This research paper is an analysis on the importance of packaging, how packaging features in the global market, the important parameters required in packaging of products. The paper is also based on the creative and functional aspects involved in the packaging of products and how it affects the demand of FMCG goods. A focus on the quality of the product has to go hand in hand with a focus on how it has to be visually appealing to the consumers. The quality of packaging, the texture of the packaging material, the visual impact of packaging, the size of the package, all these have a direct impact on the demand for the product. The functional element in packaging depends on the distribution network, the country in which the product is sold, and the type of products and the creative element in them is based on the brand, the image, the association of color and category of targeted customers.

The research is based on direct observation and analysis of consumer durables. Most of the contents in this research paper are based on observation of packaged products and analysis by the author(s). The paper was confined to the observation of FMCG’s in the Indian context. The objective of the paper is to create awareness on the innovative parameters involved in packaging goods and how it influences customers.

Keywords:
Packaging, innovation, innovative, innovative packaging, package marketing, creativity, creative art, visual, sales, visual impact, marketing, art, art marketing

I. Introduction:
Branding, marketing, strategizing, Advertising are the more common and important terminologies related to marketing. Many of the marketers, consumers and researcher might not have given due importance to the innovative side or the art of packaging goods. This research paper is intent on providing a few views on what is involved in packaging of products, the thought involved, the
creativity behind it and how it affects the customer mentality. The innovative element in packaging is necessary to assure the customers on the quality of the goods, to ensure that the customer is influenced to pick up a particular product in comparison to the competitor’s product. The creativity also lies in the informational content provided on the package, the choice of words, the fonts, choice of images all affect the decision making of consumers, brand image of products and influences buyer behaviour. The packaging of a product should not be just innovative; it should be functional and strategic.

II. Literature Review:
He Qing, Zhang Kai, Chu-Fan Zhang and Man-Ru Chen(2012) discussed in the journal IPCSIT Vol 28 on Packaging Design Research and Analysis Based on Graphic Visual. The research material in the journal indicates that packaging is a brand concept that has a direct impact on consumer purchase and people’s visual perception of design information flow process built on people mental and physical habits. The focus is on China’s traditional Mid Autumn festival where a package design analysis is based on the text, graphics, colour and layout design. The journal brings out the importance of visual perception on a package design and is related to the analysis of the Mooncake.

Angela Peters-Texeira and Neela Badrie(2005) discussed in the journal International Journal of Consumer Studies Vol 29 on Consumers’ perception of food packaging in Trinidad, West Indies and its related impact on food choices, that the purpose of the study was to investigate consumers’ perception of food packaging and its impact on food choices. The population comprised 82 people and the sample was drawn from six major supermarkets located in different geographical areas in Trinidad, West Indies. Data collection was based on a questionnaire. The data highlighted the need to educate consumers of packaged foods, so that informed decisions could be taken in respect to food quality, safety and nutrition.

Gordon L Robertson(1998) discussed in Food Packaging: Principles End Practice that with respect to food packaging is important. There is a focus on cost and sustainability. The guide provides information specifying the right amount protective packaging to maintain food quality and maximize shelf life. The changes in the food content have to be valued. The details were on specific food. Bio-based packaging, shelf life and shelf life testing methodology all are discussed in this book. Many products were observed and analyzed from a few supermarkets in Bangalore related to packaging. The arrangement of the different categories on particular shelves, the attractiveness of the packages of the products. The written content on certain packets etc have been noted, observed and the observation(s) have been the content contribution to this research paper. The literature has also been analyzed and evaluated from websites. The matter includes the different kinds of packaging, the environmental friendly aspects, the technological aspects, the different product details and how packaging is necessary.

III. Research Objective and Method Justification:
The major objective of this research paper is to observe and analyze a few FMCG Goods and

- To identify the packaging elements
- To identify and analyze the functional aspect and creative aspects in packaging
- To identify the importance of packaging in products,
- To analyze the awareness spread of written content in packaging.

Research Methodology:
The research methodology adopted is the observation method. An observation and analysis of a few FMCG products are done

4. The limitation is that it includes only consumer durables and the research is confined to Bangalore city in India. The different parameters of packaging, how it influences customers, the competition
involved in packaging of products to attract customers, how different types of packages are segmented based on the types of product, the literature included and necessary while packaging, all these observations are included in this research paper. The paper is based on the observation of packages on products and random feedback of individuals.

IV. Packaging Elements:
A package designer has to take into consideration the type of product, the quality to be maintained the convenience in handling and storing, the catchy element to attract consumers, design, exterior markings and labels and the type of material to be utilized. This paper will discuss a few elements which are of prime importance in packaging

A. Color:
- The color is the catchy element in the art of packaging. It catches the attention of the customer.
- A package designer who selects the color for the packaging should keep in mind the impact of the color on the customer’s mind based on the product.
- The associated thoughts based on the color portrayed on the product are very important.

If you observe confectionery, you will find that the mostly the color of the wrappers of candies, toffees, chocolates etc reflects the flavour for example.

Observation 1 (Confectionery):
Yellow Colour indicates a Mango Flavour as in Parle’s MangoBite. The wrapper is a combination of green and yellow which is indicative of the flavor(Figure 1)
Strawberry flavoured candies would have a pink background as in candyman toffichoo(Figure 2)
Caramel flavour would indicate light brown colour,(Figure 3) dark chocolate indicates dark brown colour and white chocolate with a white colour.

Figure 1: Mango Bite Parle

Figure 2 Candyman Toffichoo

Figure 3 Alpenliebe Caramel Toffee
Observation 2: Fruit Juices

Fruit Juices like Tropicana, Real Juice, Frooti, Tang etc (Figure 4 & 5) indicate the color and the image of the fruit on the package and the color on the package is the first element that catches the attention of the customer and indicates the flavor inside.

Figure 4 Tropicana Fruit Juices

Figure 5 Real Fruit Juices

B. Design

The design of a package is based on a lot of factors like the:

- Size of the product,
- Shape of the product,
- The material of the product
- To attract customers
- The delivery channels involved
- Exclusively designed for display on aisles in retail stores.

Observation 3: Sanitary Products have a functional design

Let’s take Harpic the toilet cleaner, the bottle holding the product has been designed based on the ease of use for cleaning the toilet and the design makes it easier for us to use it for the purpose.

Figure 6 Harpic's functional design
Observation 4:

- A dish wash bar (Vim Bar) is designed and packed in rectangular form for the convenience of holding the product as well as to store it easily on a kitchen table top.

Figure 7 Vim Bar

Observation 5: Shampoos

All shampoo containers (L’Oreal, Head and Shouldetrs, Pantene, Revlon is designed in such a manner that it holds the fluid as well as it is flexible to such an extent that the shampoo can ooze out through it outlet. Similarly the packaging of toothpaste is in such a manner that the paste is contained and it can be squeezed out easily.

Figure 8 Functional Design of shampoos

C. Brand Image and Logo

Figure 9 Pepsi Logo

Figure 10 KFC Logo

- It is imminent to include the logo or brand name of the product so that it can be identified and recognized.
- A combination of colors or symbol can easily be associated for a brand

Observation 6:
A combination of blue and red logo of the pepsi and the red and white logo of coca cola. The Col. Sanders image for KFC are a necessity in packaging for brand identification.

- There are many customers who do not read the product by name however they identify the logo and the color combination and select the product accordingly.
- In many cases there are other companies which misuse this element of relying on the same color combination of a brand and confusing the customer so that his product gets picked up.

D. Material

- The type of material/texture of the product can actually trigger the feel or thoughts associated
with the product. The materials evoke the emotions associated to the product so the choice of materials should be apt.

Observation 7: Soft materials for cuddly toys, hard leather for footwear for a rough and tough image, Iron and Steel for lockers and doors for a secure feeling are a few associations related to selection of materials.

- The materials also are determined by the type of product, size, shape and durability of the product etc

Observation 8:

- Most of the pulses, milk etc are packed in translucent packets and this helps the customers to select the product easily because mostly Indian customers are used to seeing the product in this category rather than associating it with the written content.
- Tetrapacks are used for perishable products like milk, ready to make products of MTR like the idli, dosa batter

V. Functional Aspects and Design Elements in Packaging:

Functionality, Creativity and design aspects are the leading competencies while marketing through packages. Packaging is definitely not a child’s play however children and adults are equally influenced by the color, size and creative designs on different products. Children influence parents and control their buyer behavior. If you observe products targeted for children you will realize how creative and competitive they are. The packaging for this group includes eye catching colors, artistic and creative design, textures appealing to children etc. The packaging varies from product to product, country to country and the targeted group.

Let’s see a few examples on functional and creative aspects of packaging.

A. Segmented Packaging:

If you go through the racks of a supermarket searching for products and you make observations, you will find that packaging is immensely related to the usage of the product. There are chocolates and candies of different shapes and sizes to attract children for

Observation 9:

Kinder Joy with an egg shape is attractive because of the egg shape, which is a tad different from the usual shapes.

Observation 10:

Cadbury’s Gems have come up with small packets indicating the different colored gems on a white background. Small packets are easy to handle by children. They have also come up with a ball shaped container which is attractive for children since it serves a two in one purpose as a toy and a consumable, all these require a lot of creative thinking.

An observed fact is that kids between the age of 2-4 who have not yet learned to read or write can easily identify the brand of their choice through packaging by identifying the color, the size and even
B. Brand Packaging:

Observation 11:

The KFC Chicken Snacker includes a lot of creative elements in it. The color contrast of red and white is in itself a catchy element. It includes the “KFC” and Colonel Sanders image of KFC which are registered trademarks of Kentucky Fried Chicken International Holdings, Inc USA and are used under license with the title “Chicken Snacker” and the words crispy, juicy, tasty, crunchy, delicious and the word KFC repeated 22 times in it including the repetition in the logo. A consumer who sees the words crispy, tasty, juicy, crunchy and delicious relates it to a mouth watering experience. A repetition of KFC 22 times in a wrapper has a psychological impact on the customer and the customer unknowingly associates the words crunchy, crispy, tasty and delicious with the brand name KFC. Moreover KFC is now gaining on consumers with their eco friendly container in which they have replaced plastic with biodegradable paper. The eco-friendly container was honoured as a winner in the 2010 Greener Package Awards. The shrewd and intelligent packaging of KFC is the brainchild behind the mind game on a consumer.

Observation 12:

If you take a packet of Maggi Noodles(a product of Nestle) you will find elaborate information on the packet. In the front of the packet you will find the brand name and the title 2-minute noodle which indicates the time required to make the noodles. It shows calcium+protein including the nutritional value of the contents. The packet also specifies that there is a tastemaker inside with the price and the date of manufactured. The backside of the packet indicates how to prepare maggi noodles with instructions and illustrations. It indicates with a green or red dot whether it is vegetarian or non-vegetarian. The nutritional value including the energy, protein, carbohydrate, sugar, fat, calcium, potassium etc are indicated accordingly per 100g. The manufacturing units in that particular country, Good to know, Good to remember, Good to talk, Good to question etc with contact details and facebook account details are all indicated on the packet. It might be true that all these information might not be digested by each customer, however each piece of information absorbed by different customers constitutes the brand image for the product.
C. VI. Informational Content in Packaging:
Packaging also includes a lot of informational exchange with details about a good number of products. The manufacture date, the expiry date, the ingredients included, the location of the manufacture, all these information matter a lot to the customer and influence them while buying their products. Let’s see a few examples of awareness being spread through packages.
Pharmaceutical products medicines, capsules have to packed with the maximum details revealed.

Observation 13:
Let’s take the example of a calcium tablet Shelcal-500 by Elder Pharmaceuticals, Dehradun, Uttarakhand in India. The name of the the tablet SHELCAL-500 which is a registered trademark. The explanation “Calcium tablet with Vitamin D3 Tablets” .Dosage “As directed by the physician” Store in a cool dry place
Composition: Each film coated tablet contains 1.25g Calcium carbonate from an organic source(Oyster Shell) equivalent to Elemental Calcium.........500mg Vitamin D3 IP.....................250IU
Color: Brilliant Blue FCF
A seal which shows the batch number SS005306
M.R.P Rs 57
MFG. Date Feb 2013
EXP. DATE JAN 2015 INCLUSIVE OF ALL TAXES
Manufacturer Details:
Elder Pharmaceuticals
Plot No. C-11/1 industrial area
Selaqui, Dehradun
These are excerpts of the information disclosed on the calcium tablet Shelcal-500.
A warning on tobacco products like “Smoking Kills” can influence or even cut down the usage of tobacco products to an extent.
The red dot inside the square indicates that it is Non Vegetarian.
“This package contains added monosodium glutamate, not recommended for infants below 12 months.”
“Please help KFC look after the environment and dispose of this box carefully. Please place in a proper waste container.”
Most of the companies are using recycled products and are promoting the usage of recycled products on these packages.
Observation 14:
Sprite a soft drink by Coca Cola has the bottle designed to contain the drink. The colour is green with an indication of yellow lemon to indicate a lemony flavour for the drink. However in the literature written on the bottle it has been mentioned that it contains no fruit. It indicates the type of drink Sweetened Carbonated Beverage,
Ingredients: Carbonated Water, Sugar Acidity Regulators(330, 331)
Permitted Class II Preservative(211)
Contains Added Flavours(Natural Flavouring Substances). Contains No Fruit
Manufactured by
Hindustan Coca-Cola Beverages Pvt Ltd
Plot No: 18, Bidadi Indl Area, Bidadi Hobli
Ramnagar To Bangalore-562109 Karnataka
Consumer Helpline: 1800-180-2653
E-Mail:indiahelpline@apac.ko.com
Under authority of the coca cola company
1 Coca Cola Plaza, ATLANTA, GA 30313,USA
Best Before Two and a half months
From Manufacture when stored in a cool and dry place, away from direct sunlight for date of manufacture, batch no and MRP(Inclusive of all taxes); SeeNeck
Net Quantity 600 ml
Nutrition facts
(Typical values per 100 ml)
Energy 48 kcal
Carbohydrate 12g
Sugar 12 g
Protein 0g
Fat 0g
the permitted colours, the manufacturer, the expiry period, the net weight of the drink, nutritional facts, a bar code, how many servings, please recycle message, the website address and a live positively message

VII. Importance of Packaging:
- The functional benefit of packaging is to protect the product, brand the product etc.
- The creative element in packaging which makes the product appealing to the customer can actually trigger an increase in sales.
- Vital Information about the product can be provided on the packaging which makes the product more transparent.
- It has been observed that mostly for consumables more information is divulged in the packages whereas such information is restricted in electronic good where much information is not required.
- The visual factor involved and the corresponding thoughts associated with a product can be controlled by the packaging of the product.
- Packaging also contributes in the competitive element while selling goods. Many a times, even if the product is of lesser quality and the packaging is appealing and of good quality, even that factor can increase the demand of the product.
IX. Challenges:

- A quality product packed in an unappealing manner can actually hamper the sales of the product since it affects the perception of the customer in a negative manner.
- Packaging involves revealing information, knowledgeable customers browse through the information provided on the packages and make their decisions accordingly.
- The ingredients and nutrients revealed in the packages can sometimes be detrimental to the sales of the product however revelation of the information on the packages can enhance a positive image of the product since it indicates that the product is transparent and a trust factor develops between the customer and the product.
- The type of packaging material used in consumables can affect the quality of the goods. Plastics and glass bottles are used for transparency of the product can affect the quality of the good. Tin cans are used for pasteurized and sterilized food.
- If the packaging is not done in the proper manner as per quality standards it can affect the quality of the food.

X. Conclusion:
Companies have now realized that packaging is indeed a vital ingredient in marketing and have focused on competitive and attractive packages so as to stay vibrant in the market. The innovation and creativity in packaging is being given the same importance as with the product. The analysis based on literature review of research articles, content from the internet related to packaging and the analysis and observation of selected FMCG products have helped us to zero in on the innovation on packaging. The creative element in packaging catches the customer's attention and helps him to distinguish, admire and ultimately buy the product. The creative designs and the materials used helps in the usage of the product, helps in protecting the product and can easily be handled and carried by the customer. The content revealed in packaging is informative and spreads messages to the customer. This paper helps us in evaluating and analyzing the importance of innovative packaging and how it can create an impact and influence the customers.

References

