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