

Class: B.Com (Hons) Semester VI

Subject : BCP 6.2 PRINCIPLES OF MARKETING

Topic: CONCEPT OF PACKAGING

Packaging means the wrapping or bottling of products to make them safe from damages during transportation and storage. It keeps a product safe and marketable and helps in identifying, describing, and promoting the product.

“Packing is the preparation of product or commodity for proper storage and/or transportation. It may entail blocking, bracing, cushioning, marking, sealing, strapping, weather proofing, wrapping, etc.” – Business Dictionary.

The history of packaging dates back to the year 1035, when a Persian traveller, visiting markets in Cairo, noted that vegetables, spices and hardware were wrapped in paper for the customers after they were sold. With the passage of time, attempts were made to use the natural materials available, such as, Baskets of reeds, wooden boxes, pottery vases, woven bags etc. However, the use of card board's paperboard cartons was first done in the 19th century.

Packing means packing or wrapping goods to look attractive as well as secure safety i.e., (a) holding together the contents (b) protecting product while passing through distribution channels. Again packaging refers to “all the activities involved in designing and producing the container or wrapper for a product” (Stanton).

Recently, term packaging is being used interchangeably to mean both 'packing' proper as well as 'packaging'. Traditionally, 'packaging' referred to retail or consumer container and 'packing' to transport container. Consumer packaging has significant marketing implications while transport containers are more important from logistics standpoint.

The following materials are generally used for packaging:

- (i) Wood
- (ii) Metals
- (iii) Plastics
- (iv) Paper
- (v) Glass

Packing and packaging are basically done to protect the product. During the present days however these two functions have assumed several additional objectives in addition to protection.

The following are the objectives of packing and packaging:

1. To Provide Physical Protection:

Packaging of objects insures that they are protected against vibration, temperature, shock, compression, deterioration in quality etc. Packing and packaging also protect the products against theft, leakage, pilferage, breakage, dust, moisture, bright light etc.

2. To Enable Marketing:

Packing and packaging play an important role in marketing. Good packing and packaging along with attractive labelling are used by sellers to promote

the products to potential buyers. The shape, size, colour, appearance etc. are designed to attract the attention of potential buyers.

3. To Convey Message:

There is so much of information about the product that a manufacturer would like to convey to the users of the product. Information relating to the raw materials used, the type of manufacturing process, usage instructions, use by date etc. are all very important and should be conveyed to the users. Manufacturers print such information on the packages.

4. To Provide Convenience:

Packing and packaging also add to the convenience in handling, display, opening, distribution, transportation, storage, sale, use, reuse and disposal. Packages with easy to carry handles, soft squeezed tubes, metallic containers, conveniently placed nozzles etc. are all examples of this.

5. To Provide Containment or Agglomeration:

Small objects are typically put together in one package for reasons of efficiency and economy. For example, a single bag of 1000 marbles requires less physical handling than 1000 single marbles. Liquids, powders, granular materials etc. need containment.

6. To Provide Portion Control:

In the medicinal and pharmaceutical field, the precise amount of contents is needed to control usage. Medicine tablets are divided into packages that are of a more suitable size for individual use. It also helps in the control of inventory.

7. To Enable Product Identification:

Packing and packaging enable a product to have its own identity. This is done by designing a unique and distinct package through the effective use of colours, shapes, graphics etc. Such identification and distinction are very essential in the present situation of intense competition and product clutter.

8. To Enhance Profits:

Since consumers are willing to pay a higher price for packaged goods, there will be higher profit realization. Moreover packaged goods reduce the cost of handling, transportation, distribution etc. and also cut down wastage and thereby increase profits.

9. To Enable Self-Service Sales:

The present trend in retailing is effective display and self-service sales. Products require effective packing for self-service sales.

10. To Enhance Brand Image:

Attractive packing and packaging in a consistent manner over a long time enhances the brand image of the product.
