

BRANDING AND PACKAGING

SAPNA KUMARI

ASSISTANT PROFESSOR

Minerva Institute of Manag. & Tech.

DEHRADUN, UTTARAKHAND

AYUSHI KOTHARI

RESEARCH SCHOLAR

Minerva Institute of Manag. & Tech.

DEHRADUN, UTTARAKHAND

EMAIL: ayushikothari2309@gmail.com

Abstract

Branding and packaging are very important in shaping how consumers see a product and influencing their buying choices in a competitive market. This research looks at how branding and packaging affect consumer decisions, focusing on how visual and emotional aspects strengthen brand identity and customer loyalty. The study examines key elements like logo design, color combinations, fonts, and packaging materials, and how these help make a brand stand out. Using both surveys and group discussions, the research analyses how consumers respond to different branding and packaging strategies in various product categories. The findings show that packaging not only protects the product but also communicates the brand's values, personality, and quality. The study concludes that well-designed branding and innovative packaging can leave a strong impression, improve brand recall, and significantly influence consumers' purchase decisions.

Keywords

Brand, Branding, Brand Mark, Trade Mark, Package, Packaging, Strategies, Product, Industry, Customers

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SAPNA KUMARI
AYUSHI KOTHARI

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BACKGROUND AND HISTORY OF BRANDING AND PACKAGING

Origins of Branding

Branding has been used for thousands of years. The word “brand” comes from the Old Norse word “brand,” which means “to burn.” It originally described how people marked their animals with a hot iron to show who owned them. Over time, this practice grew to include marking products to show where they came from, especially in trading.

In ancient times, like in Egypt, Greece, and Rome, people used symbols or marks to show the origin of things like pottery or animals. By the Middle Ages, skilled workers, like craftsmen, would put their own unique marks on their work so buyers knew who made it. This helped build trust in the quality of their products.

Origins of Packaging

Packaging has been used for a long time. In ancient times, people used natural materials like leaves, animal skins, and pottery to hold and protect food or other goods. In ancient Egypt, containers made of glass and ceramics were also common. As trade grew, packaging became important for transporting goods over long distances and keeping them safe.

In the 19th century, packaging became more organized with the rise of mass production. New materials like paper, cardboard, and tin made it easier for manufacturers to package goods in large amounts. One major invention was the metal can, first patented by Peter Durand in 1810, which changed the way food was stored and transported.

Meaning and Importance

Most consumer products and many industrial products need brand names. The Brand name helps a consumer in instant recall and this serves an important function for differentiating competing products of similar nature. A crucial step in the branding strategy is deciding on a specific brand name for the product that is being introduced. In the earlier times when the concept and practice of branding were much less developed, very often the family name/surname was used. Some of these are still very much alive for example, Siemens or Ford. The other common method of branding was by way of addressing the product range of the company. Two famous examples are General Motors and General Electrical. It seems the function that the brand was supposed to perform either to indicate the source or the origin of the product (family name) or indicate the product range. However, a brand

name has emerged as one of the most important elements of the merchandising function in the recent times and will become more and more crucial as the competition becomes more severe in India. Let us understand, what is the conceptual meaning of the terms brand and brand name?



Brand: Brand is a name, word, mark, symbol, device or a combination thereof, used to identify some product or service of one seller and to differentiate them from those of competitors. The definition clearly focuses on the function of a brand, that is, to identify, irrespective of the specific means employed for the identification.

Brand Name: Brand name is that part of a brand consisting of a word, letter, or group of words or letters that can be vocalized. Comparing this definition with that of a brand, it is found that the function remains the same, brand name is only one of the means that the brand can use for identification. The brand name is a word or a combination of words/letters that are pronounceable, e.g., **Colgate** toothpaste, **Dove** soap, etc.

Brand Mark: Sometimes you must have also heard the word brand mark. Since brand name is used in the identification of a product among a competing set, it is necessary that each brand must have only a unique identity. This brings in the concept of brand mark.

A brand mark is a symbol used for the purpose of identification.

It can be a mark, a design, a distinctive logotype or a coloring scheme a picture etc.

In other words, it is not a name but a means of identification. For example, a picture of an elephant in a distinct frame used by the Department of Tourism, Government of India or the famous star-circle of Mercedes Benz car, or T in circle which you must have seen on buses and trucks made by TELCO.



Brand Name Versus Trade Mark

Quite often, brand names and trade names are used synonymously. In fact there is a difference between these two terms. A trademark is the legalized version of a brand. The brand falls under the category of industrial property rights and, therefore, is subject to certain rules and regulations. It can be registered and protected from being used by others. The American Marketing Association defines a trademark as a brand that is given legal protection because, under the law, it has been appropriated by one seller. Therefore, we can define a trademark as a brand or a part that is given legal protection because it is capable of exclusive appropriation.

Advantages and Disadvantages of Branding

Advantages and Disadvantages of branding can be analyzed from three different standpoints of buyers, sellers, and society. Let us discuss them now.

Advantages: Buyers, sellers and the society as a whole may derive the following advantages from branding:

Buyers: The buyers can derive the following advantages:

- 1) A brand generally denotes uniform quality.
- 2) It makes shopping easier.
- 3) Competition among brands can, over a period of time lead to quality improvements.
- 4) Purchasing a socially visible brand can give psychological satisfaction to the buyer.

Sellers: A marketer can also derive the following advantages:

- 1) It helps in product identification.
- 2) In a highly competitive market, it can carve out a niche for itself through product differentiation.
- 3) If brand loyalty can be developed through successful promotion, the firm will be able to exert quasi-monopolistic power.

Societal View: From a macro-standpoint, a brand's role in improving and maintaining product quality can be considered as positive. Brands also help in better dissemination of product knowledge. Better product knowledge can contribute to more scientific and rational decision-making among buyers. This will result in rational allocation of scarce resources which ultimately leads to the overall welfare of the society.

Disadvantages: Branding has the following disadvantages to the buyers, sellers and the society as a whole:

Buyers: Branding has the following disadvantages to the buyers :

- 1) Since brand development costs money, product prices tend to go up. This may lead to higher prices for consumers.
- 2) Taking advantage of the popularity of a brand, a manufacturer may reduce quality gradually.

Sellers: To obtain the advantages, the sellers have to spend money on developing and promoting the brand name. It increases the cost of production which ultimately leads to higher prices. Once the price is higher, seller may find it difficult to achieve the targeted sales.

Society: Expenditure on the promotion of a brand is considered as a social waste. Such wasteful expenditure will increase the cost of production and thus higher prices. This is not considered as good from the society's point of view. It is also felt that consumers become loyal to established brands and may not be willing to shift to new brands. This may ultimately prevent the new producers from entering the market.

BRANDING STRATEGY

Brand strategy is part of a business plan that outlines how the company will build rapport and favor ability within the market. The goal of a brand strategy is to become memorable in the eyes of the consumer so that they decide to patronize your business over the competition.

A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. First, let's clear up the biggest misconception about brand strategy: Your brand is not solely your product, your logo, your website, or your name. Your brand is all of that and more — it's the stuff that feels intangible. Your brand is that hard-to-pin-down feeling that separates powerhouse brands from forgettable brands. First, let's clear up the biggest misconception about brand strategy: Your brand is not solely your product, your logo, your website, or your name.

Your brand is all of that and more — it's the stuff that feels intangible. Your brand is that hard-to-pin-down feeling that separates powerhouse brands from

forgettable brands. To objectively understand a subject matter that many marketers consider more of an art and less of a science, we've broken down seven essential components of a comprehensive brand strategy that will help keep your company relevant for decades.

1. Purpose
2. Consistency
3. Emotion
4. Flexibility
5. Employee Involvement
6. Loyalty
7. Competitive Awareness



1. Purpose

While understanding what your business promises is necessary when defining your brand positioning, knowing why you wake up every day and go to work carries more weight. In other words, your purpose is more specific in that it serves as a differentiation between you and your competitors.

Functional: This concept focuses on the evaluations of success in terms of immediate and commercial reasons—i.e., the purpose of the business is to make money.

Intentional: This concept focuses on success as it relates to the ability to make money and do good in the world.

2. Consistency

The key to consistency is to avoid talking about things that don't relate to or enhance your brand.

Added a new photo to your business's Facebook Page? What does it mean for your company? Does it align with your message, or was it just something funny that would, quite frankly, confuse your audience?

To give your brand a platform to stand on, you need to ensure your messaging is cohesive. Ultimately, consistency contributes to brand recognition, which fuels customer loyalty. (No pressure, right?)

To see a great example of consistency, let's look at Coca-Cola. As a result of its commitment to consistency, every element of the brand's marketing works harmoniously together. This has helped it become one of the most recognizable brands in the world.

3. Emotion

Customers aren't always rational.

How else do you explain the person who paid thousands of dollars more for a Harley rather than buying another cheaper, equally well-made bike? There was an emotional voice in there somewhere, whispering: “Buy a Harley.”

But why?

Harley Davidson uses emotional branding by creating a community around its brand. It began HOG —Harley Owners Group—to connect their customers with their brand (and each other).

4. Flexibility

In this fast-changing world, marketers must remain flexible to stay relevant. On the plus side, this frees you to be creative with your campaigns.

You may be thinking, “Wait a minute, how am I supposed to remain consistent while also being flexible?”

Good question. While consistency aims to set the standard for your brand, flexibility enables you to make adjustments that build interest and distinguish your approach from your competition.

A great example of this type of strategic balance comes from Old Spice. These days, Old Spice is one of the best examples of successful marketing across the board.

5. Employee Involvement

As we mentioned before, achieving a sense of consistency is vital if you wish to build brand recognition. While a style guide can help you achieve a cohesive digital experience, it’s equally essential for your employees to be well-versed in communicating with customers and representing the brand.

If your brand is playful and bubbly through Twitter engagements, it won’t make sense if a customer called in and was connected with a grumpy, monotone representative, right?

6. Loyalty

If you already have people who love you, your company, and your brand, don’t just sit there — reward them for that love.

These customers have gone out of their way to write about you, tell their friends about you, and act as your brand ambassadors.

Cultivating loyalty from these people early on will yield more returning customers — and more profit for your business.

7. Competitive Awareness

Take the competition as a challenge to improve your own strategy and create greater value for your overall brand. You are in the same business and going after

the same customers, right? So watch what they do.

Do some of their tactics succeed? Do some fail? Tailor your brand positioning based on their experience to better your company.

PACKAGING

Packaging is a very important function as most of the products offered in the market need package. Some marketers even call packaging a ‘fifth P’ along with promotion and physical distribution. As stated earlier, however marketers consider packaging as an element of product mix. Packaging has been defined in both technical and marketing literature. One of the most quoted definitions of *packing is the art, science and technology of preparing goods for transport and sale*. This definition brings out two salient aspects of packaging. These are:

- 1) It has to help in the physical transportation and sale of the products packaged.
- 2) Packaging as a function consists of two distinct elements,
 - (i) the positive aspects, viz. the science and technology related to package design, selection of packaging materials, etc., and
 - (ii) the behavioral aspects, viz., the art of product design which is associated with consumer motivation research, buying research, etc. The last aspect has been highlighted in another definition of packaging.

“Properly designed, the package should enhance the value of its contained product, and impart that impression, either directly or subtly, to the

customer.” The role of packaging in value enhancement is increasingly becoming important in consumer marketing today.

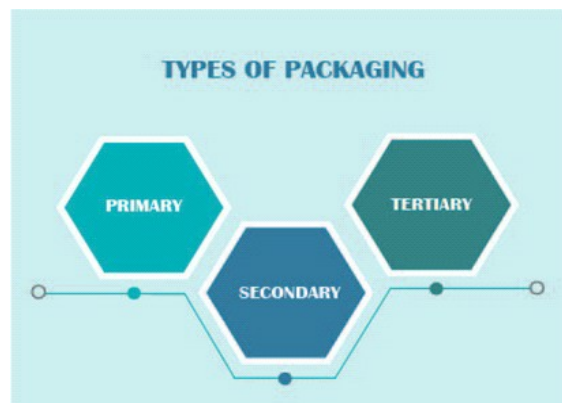
In marketing,

Packaging is defined as the activities of designing and producing the container or wrapper for a product. The container or wrapper is called a ‘package’.

According to Philip Koestler and Gary Armstrong, the packaging may include up to three levels of material. The **primary package** is the product’s immediate container. If you take a shaving cream, the tube holding the shaving cream is the primary package. The **secondary package** is the material that protects the primary package and that is thrown away when the product is about to be used. The hard paper box containing a shaving cream tube is the secondary package. The **shipping packaging** is the packaging necessary to store, identify and ship the product. A big cardboard box in which several shaving cream tubes are packed is the shipping package. Finally, labeling ***is a part of packaging and consists of printed information appearing on or with the package.***



TYPES OF PACKAGING



Primary packaging

Primary packaging is the type of packaging that is **in direct contact with the products**. Its main purpose is to **protect them and maintain their ideal characteristics**. The primary packaging of a product is the first material or layer

wrapped around it and the one that defines its smallest unit of sale.

Apart from keeping the product in good condition, it is important that the primary packaging is **eye-catching and appealing**, as it will be the first image that the end customer receives when coming into contact with the product. This is particularly important in consumer or online sales products.

The functions of primary packaging are to **separate, protect, secure, communicate characteristics and expiry and, in some cases, attract attention and build loyalty**.

It is packaging of little relevance or visibility in the day-to-day operations of the warehouse, since it will be covered and grouped together by secondary and tertiary packaging.

Secondary packaging

The purpose of secondary packaging is to **create unit loads grouping various types of primary packaging**, to make storage, transport and handling easier. Generally, this type of packaging adds **reinforcement to bundle together and secure the individual units of sale**. However, sometimes consumer products are also marketed grouped together so they must be communicative and eye-catching.

Generally, secondary packaging is presented **as cardboard boxes or other materials of different sizes and thicknesses, but also as plastic film**.

Some examples for consumer products are the cardboard box in which bottles of beer are packed or the plastic film for wrapping water bottles together.

Tertiary packaging

Tertiary packaging will in general be the **outer layer, the final and largest piece of packaging**, which will also be stored and handled inside the warehouse. Naturally, tertiary packaging consists of **groupings of products in primary and secondary packaging**.

The most common type of tertiary packaging is **pallets of various materials, rigid cardboard boxes, containers or any other items that create a unit load** for the simple transport and storage of the goods.

In tertiary packaging, the compacting of goods and the stability and resistance of the unit load in order to be stored on **industrial racking** in complete safety and fully optimizing the available space in the warehouse will be key.

FUNCTION OF PACKAGING

Packaging should perform the following basic functions: it should (1) protect (2) appeal,(3) perform, (4) offer convenience to the end-users, and (5) cost effectiveness.

Protection

The primary function of packaging is to protect the products from the environmental and physical hazards to which the product may be exposed in transit from the manufacturer's plant to the retailer's shelves and while on display on the shelves. The specific types of hazards against which protection has to be sought would obviously vary from product to product. However, the principal hazards which are almost universal are:

- 1) Breakage/damage due to rough mechanical or manual handling during transportation.
- 2) Extremes of climatic conditions which may lead to melting, freezing, etc.
- 3) Contamination, either bacterial or non-bacterial, such as by dirt or chemical elements.
- 4) Absorption of moisture or odor of foreign elements.
- 5) Loss of liquid or vapor.
- 6) Pilferage during transit or storage.

Appeal

The package is increasingly being used as a marketing tool, especially in certain types of consumer products such as perfumes or several other gift articles. The importance is also increasing due to the changed structure of retail business, especially the emergence of self-service stores. In the case of consumer products, the package serves as a silent salesman. This is true irrespective of whether the product is a luxury, semi-luxury or an ordinary everyday-use product. The following characteristics have been identified to help a package perform the self-selling tasks:

- 1) The package must attract attention.
- 2) The package must tell the product story.
- 3) The package must build confidence.
- 4) The package must look clean and hygienic.
- 5) The package must be convenient to handle, to carry out, to store and to use.
- 6) The package must reflect good value.

Packaging, however, is of greater importance in the case of certain specific types of articles. Industry-wise studies in several countries show that packaging costs in the cosmetics industry are much higher than other industries. This excessively high incidence is not due to the packaging which is required for the protective function but for making the product attractive, a status symbol and ego-satisfying. Other products such as chocolates in gift packs are also instances where packaging performs a basic marketing function by making the products more appealing.

Consumer research on packaging has basically concentrated on two aspects which are presumed to have an influence on consumer purchase decisions. The first one is colour and the second is the package or container design. Almost all researchers have come to the conclusion that each color has its own distinct characteristics and therefore, has to be used in a package so that there is no mismatch between what is expected of the package and the color used in the packaging.

One additional problem in this area is that people in different countries display divergent color preferences, due to their diverse sociocultural religious backgrounds. Similarly, research has been carried out on the desirable properties of a container. Slender and cute containers are often used for beauty-care products for the feminine sex, as these are expected to create an appropriate image of the product. Graphics and Logotypes are also important in designing and conveying the total product image,

Performance

This is the third function of a package. It must be able to perform the task for which it is designed. This aspect becomes crucial in certain types of packaging. For example, an aerosol spray is not only a package but also an engineering device. If the package does not function, the product itself becomes totally useless.

Convenience

This package must be designed in a way that is convenient to use. The important point to be appreciated, however, is that it should be convenient not only to the end users but also to the distribution channel members, such as wholesalers and retailers. From this standpoint, the convenience will relate to handling and stocking of packages. The specific attributes they would seek in a package in this context are:

- i) The package must be convenient to stock.
- ii) The package must be convenient to display.
- iii) The package does not waste shelf space.
- iv) The package must retain its looks during the shelf-life.
- v) The master packages/cartons should be easy to dispose of

These days the last factor has been gaining importance due to increasing concern with solid-waste disposal. This, however, becomes a matter of importance while deciding on the transport packaging for export markets. From the standpoint of the domestic or institutional end users, the convenience would refer to the ease of using the package, such as opening and closing of the package, the repetitive use value, indispensability, etc.

Cost-effectiveness

The package finally must be cost-effective. Packaging cost as a percentage of product cost varies dramatically from one industry to another, from less than one percent in the engineering industry to more than 10 percent in the cosmetics industry. It is important to appreciate that while analyzing packaging costs, it is not enough to consider only the costs of the package. This is only one, component. The most important element is the total costs associated with packaging. Cost in this chain consists of:

- i) Package costs incurred in inward delivery to the factory when the product is purchased from outside.
- ii) Storage and handling costs of the empty packages.
- iii) Filling costs, including quality control and handling of filled packages.
- iv) Storage costs of the filled packages.
- v) Transport cost for distributing filled packages.
- vi) Insurance cost for the transit period.
- vii) Losses due to breakage/spoilage of the product.

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