

BRANDING AND PACKAGING

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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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History of Branding and Packaging

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.

As advertising grew through radio, TV, and print media, branding became more about the emotional connection between the company and the customer. Companies like Coca-Cola, Ford, and Nike didn’t just sell products; they sold a feeling or lifestyle associated with their brand. Logos, slogans, and jingles became central to their identity.

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.

What is Branding

Branding is how a company creates its own special identity. It includes things like the name, logo, and colors that help people recognize it. Branding makes a business or product stand out and shows what it’s all about.

Key Elements of Branding

Name: The name of a business or product is the most important part of the brand. It should be easy to remember, easy to say, and give people an idea of what the company does. For example, names like “Apple” or “Nike” are simple, but people connect them with innovation and performance.

Logo: A logo is a picture or symbol that stands for the brand. It helps people recognize the brand quickly. For instance, the golden arches of McDonald’s and the Nike swoosh are easy to spot.

Colors and Design: The colors and designs a brand uses are important because they make people feel certain emotions. Companies choose colors that match how they want people to feel. For example, blue is often linked to trust (like Facebook), while red can show energy and excitement (like Coca-Cola).

Tagline or Slogan: A tagline is a short phrase that tells what the brand is about. For example, Nike's "Just Do It" and McDonald's "I'm Lovin' It" are catchy and easy to remember. They show what the brand stands for.

Brand Message: The brand message is what the brand stands for and wants to tell its customers. It includes the company's mission, values, and promises. For example, Dove focuses on body positivity and self-care, while Tesla highlights innovation and being eco-friendly.

Brand Personality: Brands have personalities, just like people do. Some brands are serious (like IBM), while others are fun (like LEGO). How a brand talks and interacts with people shows its personality and helps customers connect with it.

Customer Experience: Branding isn't just about the look or message; it's also about how customers feel when they use the company's products or services. This includes how good the product is, how employees treat customers, and how easy it is to use the website or store. A strong brand makes sure the customer has a great experience every time.

Why Branding is Important

Recognition: Good branding helps people quickly recognize a company or product. When they see the logo or name, they know what it is.

Trust: Good branding builds trust with customers. A professional and consistent brand makes people feel more confident about buying products or using services. Over time, a strong brand creates a sense of reliability.

Customer Loyalty: A strong brand can make people loyal. When they like a brand, they keep buying from it and tell others about it.

Customers Coming Back: When people like a brand, they keep buying from it again and again. They might even tell others about it.

Helps With Selling: If people already know the brand, it's easier for the company to sell more things to them because they trust it.

Adds Value: A well-known brand can make a product worth more. People may pay more for something if they think the brand is good.

Advantages of Branding

Buyers:

1. **Consistent Quality:** Brands usually provide a steady level of quality, so customers know what to expect.

2. **Easier Shopping:** Recognizable brands make shopping quicker and simpler for buyers.
3. **Quality Improvement:** Competition between brands can lead to better quality over time.
4. **Psychological Satisfaction:** Buying a well-known brand can make customers feel good about their purchase.

Sellers:

1. **Product Identification:** Branding helps customers recognize and remember products easily.
2. **Niche Market:** In a crowded market, a brand can stand out by being different from others.
3. **Brand Loyalty:** If customers are loyal to a brand, it can give the company a strong market position.

Society:

1. **Improved Quality:** Strong brands can help improve and maintain product quality.
2. **Better Knowledge:** Brands help spread information about products, leading to better choices by consumers.
3. **Efficient Use of Resources:** When consumers make informed choices, it helps them use resources more wisely, benefiting society overall.

Disadvantages of Branding:

Buyers:

1. **Higher Prices:** Building a brand costs money, which can lead to higher prices for customers.
2. **Quality May Decline:** Some companies might lower the quality of their products over time, even if they keep the brand name.

Sellers:

1. **Costly to Promote:** Companies spend a lot on branding, which raises production costs and can lead to higher prices for consumers.
2. **Sales Challenges:** Higher prices may make it hard for sellers to reach their sales goals.

Society:

1. **Wasteful Spending:** Money spent on advertising and promotion can be seen as a waste, leading to higher product costs.
2. **Loyalty Issues:** Customers might stick to well-known brands and resist trying new ones, making it tough for new businesses to enter the market.

Branding Strategy

A branding strategy is a plan that helps a company create a strong connection with customers. The main goal is to make the brand memorable, so people choose it over others.

A good branding strategy influences everything in a business and is linked to what customers need and feel. It's important to know that your brand isn't just your product, logo, or website. It's everything that makes people feel a certain way about your business.

To help understand branding better, here are seven important parts of a good branding strategy:

1. Purpose

Know why your brand exists. This means understanding what your brand stands for and what you want to achieve. For example, if your brand cares about protecting the environment, you should make choices that show this, like using recycled materials. When customers understand your purpose, they feel more connected to your brand.

2. Consistency

Keep everything about your brand the same everywhere. This includes your logo, colors, and messages. When people see your brand on social media, a website, or a product, it should look and feel familiar. Consistency helps people recognize your brand easily and builds trust. If customers see something they recognize, they are more likely to choose your brand.

3. Emotion

Connect with your customers' feelings. Brands that make people feel something—like happiness or inspiration—can create a strong bond. For example, if your brand tells stories about how it helps people, customers will feel closer to it. When people have an emotional connection to a brand, they are more likely to stick with it.

4. Flexibility

Be ready to change and adapt. The market and customer preferences can change quickly. This doesn't mean changing your core values but being open to new ideas. For example, if a new trend pops up on social media, think about how your brand can join in. Flexibility helps your brand stay relevant and meet customers' needs.

5. Employee Involvement

Get your employees involved in your brand. When employees understand and believe in the brand, they can share its values with customers. Happy employees can help create positive experiences for customers. This also makes the workplace better and encourages teamwork.

6. Loyalty

Build strong relationships with your customers. When customers feel valued, they are more likely to return. You can encourage loyalty by giving great customer service, offering rewards for repeat purchases, and personalizing your messages. Loyal customers not only come back but also tell their friends about your brand.

7. Competitive Awareness

Stay aware of what other brands are doing. This means keeping an eye on your competitors to see what works for them and what doesn't. By understanding what others are doing, you can find ways to stand out and improve your brand. Knowing your competition helps you stay strong in the market.



What is Packaging

Packaging is the material used to wrap or cover products. It can be things like boxes, bags, or plastic containers. Packaging helps keep products safe and makes them look nice to customers.

Key Elements of Packaging:

Material: The type of material used for packaging is important. It can be paper, plastic, glass, or metal. The right material protects the product and keeps it fresh. For example, food often comes in plastic or foil to keep it safe and tasty.

Design: The design includes how the packaging looks, like color and pictures. A nice design catches people's attention and makes them want to buy the product. For example, bright and fun designs work well for snacks.

Size: The packaging should fit the product well. It shouldn't be too big or too small. The right size makes it easy to carry and store.

Labeling: Labels give important information about the product. This includes the name, ingredients, instructions, and expiration date. Labels help customers know what they are buying and how to use it.

Functionality: Packaging should be easy to open and use. For example, bags that can be resealed keep food fresh after opening.

Protection: Packaging protects the product from being damaged or getting dirty. Strong packaging keeps things safe during shipping.

Branding: Packaging should show the brand's color and logo. This helps customers recognize the product and remember the brand.

Sustainability: Many companies are using eco-friendly packaging that can be recycled. Customers like brands that are good for the environment.

Why Packaging is Important:

Protection: Packaging keeps products safe from damage. It protects items from things like dirt, water, and getting broken when moving them around.

Preservation: For things like food, packaging helps keep it fresh for longer. It stops air, light, and moisture from spoiling the product.

Convenience: Packaging makes products easier to carry and use. For example, a resealable bag lets you use some of the product and save the rest for later.

Marketing and Branding: Packaging helps a product stand out. The design, colors, and logos make it look attractive and help customers remember the brand.

Information: Packaging tells you important things, like how to use the product, what's inside, and when it expires.

Environmentally Friendly: These days, people want packaging that's good for the planet. Companies use recyclable or biodegradable materials to reduce waste.





Advantages of Packaging:

Buyers:

- 1. Protection:** Packaging keeps products safe from damage and dirt, ensuring they arrive in good condition.
- 2. Preservation:** It helps keep food and other items fresh for a longer time.
- 3. Attractiveness:** Good packaging makes products look appealing, encouraging people to buy them.
- 4. Information:** Packaging provides important details, like ingredients and usage instructions, helping customers make informed choices.

Sellers:

- 1. Brand Recognition:** Packaging helps customers recognize and remember products easily.
- 2. Differentiation:** In a crowded market, unique packaging can help a brand stand out from the competition.
- 3. Customer Loyalty:** Well-designed packaging can attract loyal customers who return for their favorite products.

Society:

- 1. Product Quality:** Good packaging can improve and maintain the quality of products.
- 2. Knowledge Sharing:** Packaging spreads information about products, helping consumers make better choices.
- 3. Resource Efficiency:** Informed consumer choices lead to better use of resources, benefiting everyone.

Disadvantages of Packaging:

Buyers:

- 1. Higher Costs:** Packaging can be expensive, which may lead to higher prices for customers.

2. Waste Generation: Many packaging materials contribute to waste, especially if they aren't recyclable.

Sellers:

1. Promotion Costs: Companies spend a lot on packaging, which raises production costs and can lead to higher prices for consumers.

2. Over-Packaging: Some products use too much packaging, which can frustrate customers and lead to wasted resources.

Society:

1. Environmental Impact: Excessive packaging can harm the environment and contribute to pollution.

2. Consumer Confusion: If packaging is not clear, it can confuse customers about the product, leading to poor buying decisions.

Types of Packaging

Primary Packaging

What It Is:

Primary packaging is the first layer that directly touches the product. This is what customers see and handle when they buy something, like the bottle for a drink or the wrapper for a candy bar.

Main Purpose:

The main job of primary packaging is to keep the product safe and fresh. It protects the item from dirt and damage. It also makes the product look good because it's the first thing people notice when they buy it. Good-looking packaging can help convince customers to choose that product.

Functions:

The primary packaging has several important jobs:

1. Protection: It keeps the product safe during shipping and handling.

2. Information: It gives important details like what's inside, how to use it, and when it expires. This helps customers make smart choices.

3. Attraction: It can be designed to catch customers' eyes with colors and pictures, encouraging them to buy it.

Visibility:

Even though primary packaging is important for customers you usually don't see it in warehouses. That's because it's often covered by larger packaging when products are stored or shipped.

Secondary Packaging

What It Is:

Secondary packaging holds together several primary packages. It helps organize and support products for easier storage and transport.

Main Purpose:

The main purpose of secondary packaging is to keep individual products grouped together. This makes it easier for stores and warehouses to manage products. Sometimes, secondary packaging also looks nice to attract customers.

Examples:

Common types of secondary packaging include cardboard boxes and plastic wraps. For example, a cardboard box might hold several bottles of beer, or a plastic wrap might keep packs of water bottles together. This type of packaging makes it easy to handle and transport products without damage.

Tertiary Packaging

What It Is:

Tertiary packaging is the outermost layer that contains everything inside. It is the largest type of packaging and is mainly used for storage and transport in warehouses.

Main Purpose:

The main job of tertiary packaging is to group together products from both primary and secondary packaging. This makes it easier to move and store a lot of products at once.

Examples:

Common types of tertiary packaging include pallets (flat platforms made of wood or plastic) and large cardboard boxes. For instance, a pallet might hold several boxes of cereal, making it easy to move many products together. Tertiary packaging helps save space in warehouses and keeps products safe.



Functions of Packaging:

1. **Protection:** Packaging keeps products safe from damage, dirt, moisture, and other environmental factors. It ensures that items arrive in good condition.
2. **Preservation:** Good packaging helps maintain the freshness and quality of food and other perishable items. It can extend the shelf life by preventing spoilage.
3. **Containment:** Packaging holds the product together and keeps it from spilling or leaking. For example, a bottle keeps liquids contained, while a box holds various items securely.
4. **Information:** Packaging provides important details about the product, such as ingredients, usage instructions, expiration dates, and nutritional information. This helps customers make informed choices.
5. **Attractiveness:** Eye-catching packaging can grab customers' attention and encourage them to buy the product. Good design and colors can make products stand out on store shelves.
6. **Convenience:** Packaging can make products easier to use. For example, resealable bags or easy-pour spouts improve convenience for customers.
7. **Branding:** Packaging is a key part of a brand's identity. It can include logos, colors, and designs that help customers recognize and remember the brand.
8. **Safety:** Packaging can include tamper-proof seals and other features that show if a product has been opened or altered, ensuring customer safety.
9. **Regulatory Compliance:** Packaging helps companies meet legal requirements by displaying necessary information, warnings, and certifications, ensuring that products are safe for consumers.
10. **Sustainability:** Many companies are now focusing on eco-friendly packaging made from recyclable or biodegradable materials. This helps reduce waste and minimize environmental impact.

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