

Packaging in marketing assignment

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The silent “ salesman” Packaging is the silent salesman, whispering in the shopper’s ear. Professional marketers apply the term “ silent salesman” to packaging, displays, signs or promotional products designed to increase sales and profits. These are particularly useful to small businesses that have few salespeople on hand to promote their products and services. An added benefit is that silent salesmen help inform customers about special events and discounts. The role of packaging in marketing has become quite significant as it is one of the ways companies can get consumers to notice products. Surf powder detergents use bright colors in its packaging such as yellow, orange and fuchsia. Doubleton chocolate has its unique triangular packaging while Tiger Balm has its hexagonal jars. Outstanding and unique packaging always stands out in the marketplace. Packaging also plays a key role in attracting consumers to buy food and other impulse items. Companies marketing soap and shampoo normally improve their product and The Marketing Science Institute discovered that so long as there is no risk of overusing a product, larger package sizes actually encourage greater usage for each occasion of use.

This is because consumers perceive that larger package sizes have lower costs per unit. They also discovered that after a given point, progressively larger pack sizes would no longer have an impact on greater consumption. Packages can be divided into unit packs and outer packs. Unit packs are like a silent salesman in the store while the outer packs protect the unit packs. Criteria for choosing packaging materials: Protection Can the package give an ample protection to the product? For example, can TV sets be packed in plastic bag alone without protective corrugated boxes and Styrofoam?

Magnolia chicken, for instance, has their fresh chilled packs so “hind’ Andalusia Eng mega Lang’ (flies won’t touch it) in the wet market. The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature, etc. Display Value Can it attract consumers? An example is a comparison of a four-color print versus a black and white package. Cost Will it be cost-efficient? For instance, can the weight of a plastic container be reduced without sacrificing quality to reduce cost? Convenience Is it easy to carry? Will the package be too heavy? Plastic crates, for instance, can be more convenient than wooden crates for soft drinks. Size What is industry practice? Any weight limit? What is minimum order quantity? If your product must be shipped a long distance to its distribution point, then bulky or heavy packaging may add too much to transportation costs. A typical example would be increasing the outer box content of small canned meats from 48 per case to 96 per case or reducing the net content of smaller-sized packs.

In the travel industry, typical weight limit is 20 kilograms for economy seat, and less for low-cost carriers. It is therefore important to have travel bags that not only protect but are lightweight. The size of the packaging is one of the major changes that can be seen in the market. Budget packs or products that come in smaller package version were popularized during economic crises. Many have since remained in the market due to their wide acceptance. Sachet for shampoos and refill packs for coffee creamers are very common now.

I Limitations: Will the pack destroy or alter product quality and specifications? Breakable or flammable? I Len transit I Protection: Is the
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product | Space: Can it fit a 20- or 40-footer shipping container comfortably and efficiently in the case | I will it have a lot of unused space? Loft export products or | Len the store Protection: Can some saboteurs destroy your product and risk the safety of the product? | Limitations: Can dealer shelves accommodate package size and display this security measure well? | I | Len the Home package easy to open?