

AN ASSESSMENT OF PACKAGING PRACTICES IN FMCG SECTOR

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Abstract

FMCG companies are using many packaging attributes in the personal care category to catch the attention of the customers and persuade the customers. The trends show that the consumers are inclined towards the packaging which makes the product economical, easy to handle, easy to store, different from competitors, more stylish and attractive. Generally, Packaging Strategies are the part of marketing strategy in India. Through this study we explore packaging strategies like unique shape and design, functional, better protective, easy to use, multi-packs, brand reinforcement promotional, etc.

Keywords: consumer, competitors, design, economical, market, packaging, strategy

Manjunatha.K (2004) put forth that the consumption pattern of rural people is increasing in recent years. The rural consumer wants to acquire the urban life system in their buying behaviour and it is reflected in their buying decisions. While Subrahmanyam & Harnath.G (2005) revealed that the amount of purchasing toffees/candies in piece is affected by consumers monthly income and their family size. Consumers are giving different preference to different purchasing pattern (piece basis, pouch basis).Size of pouch for toffees/candies are not affected by consumers monthly income and their family size.

In another study Mishra B & Sakkthivel A.M (2005) explored that the life vogue merchandise from FMCG class create their deep impact among rural markets because of Velvette International, the pioneer in Sachetizing FMCG merchandise with the trial try on shampoos. This effort opened many iron gates for company that struggled to spot the profile of rural customers. They more state that consumption pattern frequency is directly associated with the financial gain of the customers. Maruthamuthu. K. Kumar .K.K & Vasan.M (2006) declared that the customers are extremely advanced people, subject to a spread of psychological wants except their survival and priorities disagreement of various segments differ drastically no important association between influencers purchase call. Selvaraj.A (2007) explored that the issue of closeness (proximity) plays very important role issue to get the non-durable goods in rural market.

Further he states that media communication ought to be specified to publicise the facts regarding non-durable merchandise to all or any client. Satisfaction belongs to cost, quality, quantity, color and availableness to rural customers. it's found that top worth is a crucial drawback of rural customers. More Anandam.C, Prasanna.M & Madhu.S (2007) discovered that the standard is that the major driver to like a selected whole within the rural market. It's found that there's a big relationship between the age of the respondents and therefore the factors influencing the customers brand preferences. Shende.R (2007) stated that all the income groups purchase the FMCG products but their brands differ from each other. The place

of purchase, which the rural consumer prefers is the weakly market, which is a good channel of distribution of FMCGs furthermore; the youth are influenced by town culture mirrored in their purchase selections.

Garg.B (2007) place forth that the factors influencing whole preference of toilet article are fragrances, engaging packing, tiny packs and low worth. Rural client emphasize on core utility of product in lesser worth. Chandan.P (2009) discovered that the people in general are creatures of habit. Several of our actions are repetitive and need very little aware thought or effort but, consistent with a brand new study, by predicting our behavior we will actually reinforce sensible habits and break dangerous ones. Indu.P and Gupta.V (2010) declared that Unilever believed that its innovative packaging practices enabled its merchandise to face out among the many similar merchandise of its competitors.

A company like Unilever, continuous improvisation & innovations in packaging were necessary to contend effectively in high competitive FMCG business. In rising markets like India, Unilever's products like shampoos were sold in small pouches or sachets of 8ml to 10ml volume. These sachets were affordable and accounted for almost 70% of total consumption in India. In their study Wang and Chou (2011) concluded that we can understand the message of the packaging by visual components. In another study Behura and Panda (2012) over that the majority FMCG firms accustomed treat rural markets as a complement to its urban and rural customers as a solid mass while not segmenting supported target market and whole positioning.

Karimi, Mahdiah and Rahmani (2013) in their work investigated that a lot of makers concentrate on packaging components and check out to boost it and may increase the customers and sales.

FMCG PACKAGING WAYS

The present paper is associate degree alpha for analysis style. alpha analysis helps in knowing a lot of regarding the matter. The study is alpha as few studies are conducted within the space of packaging as FMCG packaging ways particularly for Indian rural customers. Moreover, the ripe packaging ways employed by the marketers are explored. Sample of hundred production & marketing professionals are chosen. The first information are collected from the chosen respondents with the assistance of structured and non disguised shut over questionnaires.

SPECIFIC AND INNOVATIVE PACKAGING WAYS

The specific and innovative packaging ways employed by the MCG firms are mentioned intimately.

UNIQUE FORM & DIFFERENTIATION PACKAGING STRATEGY

Shape is extremely necessary attribute because the form of the package will become necessary packaging and promoting strategy. Just in case of shampoos, the bottle is that the package that the form of the bottle becomes its whole identity. The shapes of packages completely different | of various } whole of shampoo have gotten different shapes. Even just in case of cosmetics each whole has totally different forms that the shape of package will become associate degree innovative packaging strategy making associate degree picture whole image.

Colour plays an awfully necessary role in packaging:

The package colors offer whole distinctive identity and differentiation. Firms have re-packaged and re-launched its merchandise with different-different colors of pack in editions to draw in customers and attractiveness to compassionate adult customers and to reinforce shelf presence in retail stores. Even in cosmetics the color of packaging plays a big role.

EASY TO USE PACKAGING STRATEGY

The ease of handling the merchandise has additionally emerged as a awfully necessary tool in packaging attributes. The success of the subsequent examples is that the testimony to the actual fact that a lot of and a lot of effort is being created to form package straightforward to handle.

Easy to open packaging: instead of tearing the package with facilitate of mouth, straightforward to open packaging is returning, within which once pressure is put on a specific point it opens up very easily like shampoo and hairoil sachets.

Sachets with nozzles: Now sachets are coming with nozzles, which make it very convenient to use, example fair & lovely and pond s beauty cream.

Flip Top Cap: Flip top caps create the usage of the merchandise easier. Many oils, shampoos, conditioners, lotions and different cosmetics are offered with this feature of packaging. Parachute used such bottles to reinforces and protect the purity of Parachute oil. Easy Parachute designed jar with wide mouth to facilitate usage particularly throughout winters.

Reusable Sachet: Few years back a number of the shampoos were launched in an exceedingly special clear reusable bag. once these sachets were ironed the specified amount of shampoo came out of a small hole and the remaining could be kept to be used again.

Easy-to-squeeze pump: Many shampoos and cosmetics are coming in the easy-to- squeeze jar option. This feature helps to take the required lotion without opening the lid and by using single hand only. P&G launched Olay Total Effects, in an attractive, convenient, easy-to-squeeze pump jar, perfectly sized for every woman s handbag. The lid of the bottle is curved which gives it a stylish look. The other examples are chik and head & shoulders shampoos.

Soft Squeeze Lami tubes: Soft Squeeze lamitubes ar utilized in a spread of merchandise from tooth pastes, shampoos and lots of cosmetics. The replacement of tin packs with versatile, soft pack makes the merchandise usage terribly convenient, simply by pressing a bit the specified quantity of the merchandise may be obtained.

Unbreakable Bottles: Lightweight weighted unbreakable bottles replaced the glass bottles like Dabur Almonds toilet article. Even Dabur Bharat restricted launched Dabur Gulabari Premium Face thing in fashionable, modern, convenient and easy-to-carry packaging, that may well be sprayed directly on to the face so wiped with a plant disease.

SACHET AND LITTLE SIZE PACKAGING STRATEGY

Some of the success stories within the Indian market as a result of bag packaging include:

Soaps: In late 2003, HLL introduced fifty g Lifebuoy soap priced at Rs. 2. a 1 rupee or 5 rupee bag of the Hamam power-assisted in causing client trial. Each geographical region Unilever and ITC have targeted in their advertising for illumination unit and Vivel soap brands, severally, on the Rs ten worth purpose rather than whole attributes. Margo was additionally launched in forty g tiny package. Mysore shoe soap is additionally offered in travel pack. Godrej introduced Cinthol, honest glow and Godrej soaps priced between Rs 4-5 in 50g sizes for economically weak states like MP, UP and Bihar.

Toothpaste: In 1993, Sachets formula was used by HLL to break into Colgate s fort. The Close Up sachets was priced at Rs. 3 per unit and it offered 20 uses, which means that a family of five could use it four times each. Colgate introduced toothpaste in sachet form not targeted at lower income segment, but towards children, which has become popular in hotels.

Shampoo: The pioneering initiative in sachet marketing strategy goes back to 1976, when CavinKare launched its Velvet brand of shampoo in sachet form, and more recently in 1999, it launched a 50 paise shampoo sachet under the brand, Chik , which made the market share of this brand jump from 5.6% in 1999 to 23% in 2003. This strategy was matched by its competitor HLL who responded with the launch of several of their shampoo brands in sachets. Since shampoo has witnessed the utmost action in bag promoting ways.

most the brands of shampoos like Head & Shoulders, Pantene, Sunsilk, Dove etc. are offered in sachets. In 2012, eighty seven of shampoo sold in Bharat is in sachets.

Hair Oil: Marico Industries launched Parachute mini - a bottle formed tiny pack being sold at associate degree MRP of Re. one and a little sized twenty metric capacity unit Parachute - a Rs. five SKU that permits loose oil users to upgrade to Parachute. tiny packs facilitate attract new users into a class, says V S Sitaram, COO of Dabur Bharat, that extended Amla toilet article in Re one bag.

Cosmetics: Even in cosmetics to form the merchandise offered in smaller packs, creating them cheap. Within the fairness and sweetness creams market, the competition between geographical region Lever and CavinKare hotted up with each players introducing nine metric capacity unit sachets priced at Rs five. Different players followed suit with Amway and Oriflame foraying into sachets. In 2006 Marico launched Parachute Advanced after shower Hair Cream in an exceedingly bag at Rs. 3. Around thirty per cent of HLL client merchandise business comes from Rs. 5 and Rs. ten packs therefore, it is sensible to possess sachets as packaging strategy.

EASY TO STORE PACKAGING STRATEGY:

Ease of storing the merchandise: Keeping it contemporary and mistreatment the remaining amount of the merchandise is changing into crucial for the marketers. a number of the necessary packaging ways associated with the convenience of storing the merchandise are:

Stand-up Caps: The broadening of caps create the storage of the tubes easier because the package will stand the wrong way up. 1993 was the year once HLL tried to woo the purchasers by innovative packaging it introduced Stand up Pump dispensers for tube cities. In 2004 the packaging of latest Close-up Active Gel with aliment halide System was utterly modified. It came with a stand-up cap and a bimetallic tube. The stand-up cap created the storage of the tube easier. Now a days several toothpastes, shampoos, and sweetness creams are offered with this feature.

Re-closable Zipper packages: Lockable packaging, Vacuum container, Package as instrumentality, Snap-fit cap are the straightforward to store packaging ways.

FUNCTIONAL PACKAGING STRATEGY

If the packaging has over one operate, make sure that it performs all of its functions. as an example the packaging used as instrumentality like surf-excel, the packaging of hair coloring has 2 packs. The packaging allows customers to make a decision a way to combine their color and is so interactive. Packaging for food merchandise should preserve the merchandise for an amount of time- characin pack, Tea bags.

BETTER PROTECTING PACKAGING STRATEGY

The packaging should be tested to form certain customers will safely use it and store it. The packaging ought to additionally safeguard individuals living with the buyer like kids. As an example medication bottles are designed with caps that kids cannot take away simply. Packaging for food merchandise should preserve the merchandise for a amount of time- characin pack. While packaging for fragile merchandise ought to defend the merchandise throughout storage and transit.

MULTI-PACKS PACKAGING STRATEGY

Multi-pack products are an innovative way to enhance consumers purchase weight as well as raise assortment purchase. A multi-pack product also reduces the cost involved in the packaging of the product. Discounts offered on multi-packs leads to bulk buying like Godrej No1, Lux, Rexona et al. come back up with this strategy (pack of 4), Vaseline lotion, Colgate paste (pack of 2).

PROMOTIONAL PACKAGING STRATEGY

Promotional packaging strategy is use for promotional offers like half-hour a lot of, get one get one free etc and discount offers on package. Packaging should be designed to push the advantages of the merchandise.

BRAND REINFORCEMENT PACKAGING STRATEGY

The packaging of the merchandise should reinforce not simply the merchandise whole however additionally the company whole. Once customers are choosing that product whole to decide on, they're going to use the packaging to form their call. Modification in color scheme, fonts, size, shape, product data & ingredient data, promotional offers on package can reinforce the whole and repetitive purchases. Packaging should be designed to push the advantages of the merchandise.

ANALYSIS OF SPECIFIC AND INNOVATIVE PACKAGING WAYS

Generally, seven objectives are behind the packaging, therefore promoting professionals are thought of them as seven packaging ways. They're distinctive form and style Packaging Strategy, purposeful Packaging Strategy, higher protecting Packaging Strategy, Multi-Packs Packaging Strategy, Easy-to-Use Packaging Strategy,

PROMOTIONAL PACKAGING STRATEGY AND WHOLE REINFORCEMENT PACKAGING STRATEGY:

Ninety six promoting professionals have applied promotional packaging strategy for rural customers, ninety one promoting professionals have distinctive form and style packaging strategy, seventy four applied purposeful packaging strategy, sixty three have whole reinforcement packaging strategy for rural customers. Sixty eight respondents say that there's no distinction between rural packaging strategy and concrete packaging strategy. Twenty seventh say there's a distinction between rural and concrete packaging strategy and solely five-hitter say that someday rural packaging strategy is totally different from urban packaging strategy.

Promotional packaging strategy is extremely effective and it's eighty three effective on rural customers.

Promotional packaging strategy is additionally effective for increase in sales and profit and it's been responded by ninety seven and ninety eight promoting professionals severally for increase in sales and profit. Whole reinforcement packaging strategy is additionally effective for increase in whole loyalty and it's been responded by ninety seven promoting professionals. It's additionally effective for increase in client base and market share. Multi-packs packaging strategy is additionally effective for increase in sales and profit and it's been responded by ninety seven promoting skilled severally. It's additionally effective for increase in market share and it's been accepted by 70% promoting skilled. Purposeful packaging strategy is additionally effective for increase in sales and profit and it's been accepted by 79% promoting professionals.

Ninety-eight per cent respondents say that whole reinforce packaging strategy has influenced rural client by golf shot positive impression and giving higher recall. Ninety eight respondents say that distinctive form packaging strategy has influenced rural client by golf shot higher recall, and giving higher exposure. Ninety seven respondents say that purposeful packaging strategy has influenced rural client by developing interest. Seventy three respondents say that straightforward to use packaging strategy has influenced rural client by golf shot positive impression, developing interest and giving higher exposure. Ninety seven respondents say that higher protecting packaging strategy has influenced rural client by golf shot positive impression. Seventy eight respondents say that multi-packs packaging strategy has influenced rural client by giving higher exposure. Ninety seven respondents say that promotional packaging strategy has influenced rural client by developing interest and giving higher exposure severally.

Conclusion

The fast-moving-consumer-goods industry has a long history of generating reliable growth through mass brands. But the model that fueled industry success now faces great pressure as consumer behaviors shift and the channel landscape changes. To win in the coming decades, FMCGs need to reduce their reliance on mass brands and offline mass channels and embrace an effective operating model focused on brand relevance rather than synergies.

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