

RESEARCH PAPER

CREATIVE FMCG PACKAGING AND ADVERTISING

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ABSTRACT

Marketing is very important concept in today's world. In marketing we are very much aware of marketing mix, when it comes to our mind we think about P's such as Product, Price, Place, Promotion. Again there is promotional mix such as sales promotion, public relations, advertisement, packaging etc. In this study packaging and advertising has been concentrated since it plays a vital role in persuading the people to buy. Packaging and Advertising both play a crucial role in the market. People are very much attracted with striking packaging. Also in this study FMCG products are concentrated because of its immense usage day by day by the consumers. They also want such packaging which preserves their product and which gives right information. Consumers are aware of packaging and advertising, but not much aware of its innovativeness and creativity of it.

Advertising is also one of the important weapons which persuade the mind of the consumers to buy the product. Without ad, consumers do not know about the product, it is ad which spreads the message and reaches to the people. But people are very busy that they hardly look at the ad and get information. Hence a creative ad attracts them and influences them to buy the product. Creative ad means not only its color or design but it should be more than that like fabulous things.

In this article, the researcher has studied how packaging and advertising both induce the respondents to buy the product finally without wasting much of their and salesman time. The respondents are very much conscious about packaging which makes them to buy even not knowing the product. Also respondents' reveals with the help of creative ad only they came to know the product and they could remember the message easily. Therefore, the researcher is very much interesting to know how people will react if ads are on creative medias and products are in best and aesthetic packaging. For this study, respondents are being selected on random sampling basis and through questionnaire and schedule data were collected.

Keywords: *Creativity in Packaging, Modern FMCG Packaging, Emergent New Media Advertising, Creative FMCG Advertising, Consumer Perception about Packing and Advertisement.*

1. INTRODUCTION

In this modern days packaging and advertising have developed its original role as merely a means of product protection and plays a key role in developing on shelf appeal, providing product information and establishing brand image and awareness. As packaging's and advertising's role in the marketing gains thrust, so research into this ground becomes increasingly important. The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. Also ad plays a vital role in one's mind

Packaging cum advertising is very important in the promotion of a product. Good packaging and interesting ad will attract the attention of potential customers. It can be influential in the decision to purchase a product. Packaging in combination with an advertising campaign and the right price, a product can be successful.

2. OBJECTIVES

- To know about the consumer opinion towards FMCG packaging and advertising
- To find out which attribute attract the consumer.

- To determine the mostly preferred aesthetic component of the FMCG packaging and advertising.
- To differentiation between the Indian and Foreign FMCG packages

3. RESEARCH METHODOLOGY

This research utilized a focus group methodology to understand consumer behavior toward package of the FMCG products and advertisements. The challenge for researchers is to assimilate packaging and advertising into an effective purchasing decision model, by understanding Consumer's behavior towards the packaging and advertising of FMCG products.

Research design specifies the methods and procedures for collection of requisite information and its measurements and analysis to arrive at certain meaningful conclusion at the end of the proposed study.

This research was conducted with the help of Questionnaire and from the initial stages, to the final designing of questionnaire; and conducted the research through Exploratory Research as well as Descriptive Research.

The sample size is 500 and the researcher concentrated all type of Asian population, including child, youth, adult and old people.

4. CREATIVITY IN PACKAGING

People always want to be different and want to have different things. Consumer mind be easily attracted and captured by creative packing. If not creative ad establish inspiration in the mind of consumer then the FMCG manufacturer can go for innovative pack. People will definitely come forward to purchase and will create a word of mouth. Here we have some creative packing's which is liked by the respondents.



Fruits Packaging

Fruit Juice Packaging



Chocolate Packaging



Detergent Packaging





Beverages Packaging



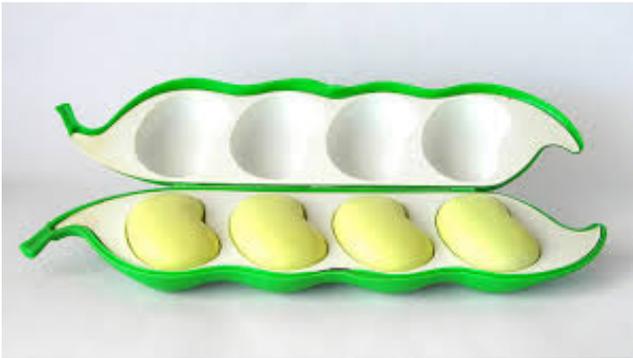
Cosmetics (all in one) Packaging



Wrist Watch Packaging



Soap Packaging



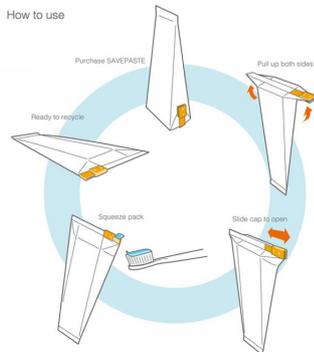
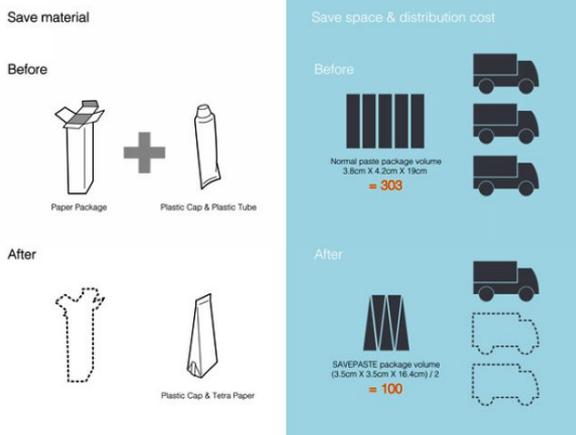
Noodle Packaging



Toys Packaging



Oral Care Packaging



ad which can be easily attracted and hence they have a look on it. These are the some ad that really attracts them.



5. EMERGENT NEW MEDIA CREATIVE ADVERTISING

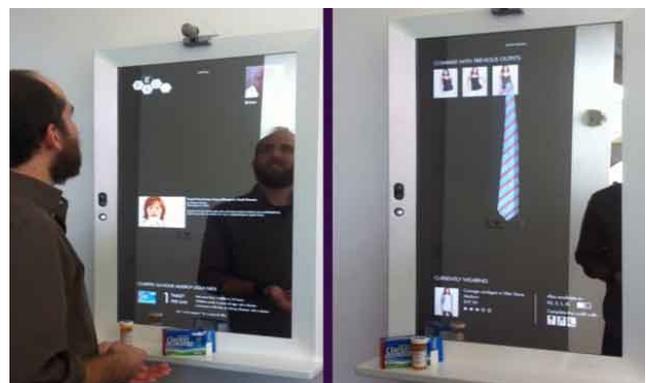
People are always busy that they take less time in watching the ad, in this busy world how one can attract them. Only one way by providing creative and informative



By downloading the Woolworths application on an iPhone or Android device, customers could scan a product's barcode, add it to their shopping list and order it online. A great way to save time and make the most of customers' commuting.



6. MAGIC ADVERTISING MIRROR



Magic Advertising Mirror is a Modern and innovative advertising Medium. Magic display Mirror is a high quality, backlit light box with a mirror front panel. In this mirror a motion sensor that detect any one, comes near the Mirror. As soon as the consumer moves away from the Mirror, the advertisement lights up again, creating an interactive between the consumer and this advertisement. The Sensor & Display settings can be adjusted as per advertiser's requirement. It is most effective for new generation Advertisement. It is a mirror & it can display 6 advertisements one by one. The Ad will not disturb anyone to use the mirror, but people will feel magic while using the mirror. This is Suitable for Bar, Pub, Airport, Hotel Washroom and other Public areas for doing effective advertising.

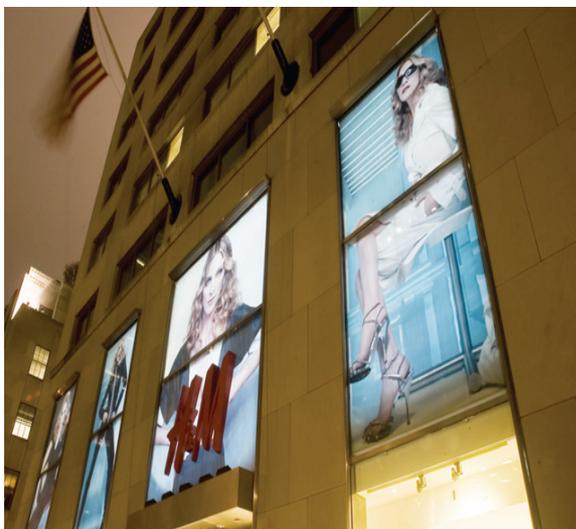
7. FLOOR GRAPHICS

Floor graphics advertising is not the latest innovation, but it has come a long way from the traditional flat floor advertising to the illusion of pop-up illusionary images on the floor which consumers probably have seen at local grocery stores, convenience stores, gas stations, shopping malls, airports, parking lots or retail outlets. Floor graphics are able to create and promote brand awareness, especially in retail environments where most customers do not choose the brand until they are in the store. Strategically placed floor graphics can grab customers' attention and influence buying decision.



8. ADS IN LIGHT EMITTING CAPACITOR (LEC)

CeeLite is an innovator in researching, developing and commercializing Light Emitting Capacitor (LEC) technology. LEC technology is distinct from the older technology known as Electroluminescence (EL) and is considered to be a separate category of products from anything currently available in the lighting industry. LEC lighting technology is environmentally friendly by its very nature and process. The technology is extremely energy efficient, long-lived and can potentially have substantial positive impact in reducing by 22% the national energy usage consumed by lighting.



9. TABLE TALK

Table talk advertising not only creates awareness and provides information to consumers, but the medium also allows consumers a visual experience of products and services offered by advertisers. Table talk exposes consumers to the ads for duration of half an hour or more and is able to stimulate consumers' curiosity and interest. Further, Table talk advertising not only does its job when customers sit at the table, but also catches the eye of the pedestrians as they walk pass.



10. ADPOD

The AdPod is a medium scale, modular, 3D advertising pod that projects 3D images into free space. The capability of the AdPod to establish one-to-one communication with the consumer through displays of realistic, 3D moving images makes AdPod an ideal for real engagement and re-engagement of the consumers at point of sales environments.



11. FINDINGS

- Most of the respondents used to have a quick look on the packaging when they get time otherwise they believe on what the seller tells and what has been shown in the ad.
- Majority of the respondents prefer safety packaging rather than to knowing the information. They also prefer a convenient packing's rather than color.
- Most of the respondents are very well fond of packaging they are even ready to shift from one brand to another brand because of packaging.
- Advertisement is one where the message is being transformed to the nook and corner of the world. Respondents get information through the advertisement.
- Respondents highlight that the manufacturer change their packages design to compete the competitors followed by attracting the consumer and providing convenient to the consumer.
- Even some of respondents (19 %) indicate that price get change due to changes in packaging's followed by changes in quantity and quality.
- Respondents are very much determined to refuse the product if packaging is not quite comfortable and good.
- Majority of the respondents are willing to buy the product because of beautiful packaging even if it is unpopular brand.
- Most of the respondents agree that message

communicated through advertisement is best than message on packaging.

- 87% of the respondents strongly believes that packaging is kind of advertisement.
- Respondents are very much confident that there is differentiation between the Indian and Foreign FMCG packages.
- Foreign FMCG packagings are more creative than Indian FMCG packaging.
- The major difference in the Indian and Foreign FMCG packaging are shape and size followed by color, text and graphics and similar material
- Respondents claim that cosmetics packaging are more attractive than others followed by food packaging in India
- Rest of the Indian FMCG product like personal care, Hair care and Oral care brings less aesthetics.
- In case of foreign packaging food products are more attractive than cosmetics and others.
- According to the most of the respondents, creative ad plays a vital role than ordinary ad. Creative ad remains in the mind while making purchase decision.
- Respondents wants new kind of ad like Digital Signage, Table Talk, Floor graphics, AdPod, LEC, Creative Outdoor Ad than old media like TV, Radio, Balloon Ad, Newspaper, Magazine etc.
- Majority of the respondents prefer ad cum online purchase to save time, like QR code tracking system, online buying etc.
- Respondents agree that old media will play a vital role even if new media exists until and unless our country get 100% literate population and some of the old media will not be there in future, if technology develops.

12. SUGGESTIONS

The researcher would like to suggest that:

- Manufacturer should give utmost care on FMCG product packaging as it plays an imperative role in the mind of the consumer. They should give necessary and correct information on the packing as consumer believes what is written on the wrapper.
- The first thing in the FMCG product packaging is safety; therefore one should pack the FMCG product in such a clever way using right material for the right product to preserve the product.
- It is advisable for the manufacturer to concentrate on conveniences of the package rather than to compete or attract.
- The more important for the manufacturer is that the consumer think if packages get changed the quality also can be changed that false notion is to be removed by frequent advertisement.
- The taste of Color, shape, size, text and graphics varies from person to person so the manufacturer should identify the target market and according to their perception, the FMCG product packaging must show some difference
- Compact FMCG product packaging is highly preferable by the both Indian and Foreign society hence more concentration is to be given for the same.

- It is advisable for the advertiser to show various FMCG product packaging under one product line because the consumer notice the information on advertisement.
- Manufacturer can adopt innovation and creativity ad as mentioned earlier in order to capture huge market share as the foreign manufacturer do.

13.CONCLUSION

FMCG Packaging and advertising is an essential part of product marketing. When a customer is browsing the shelves and choosing at a glance between brands, packaging is the main thing they notice. Consumers buy based on emotion, and the right packaging design can make a product desirable. They get less time to spend in getting the information of a product, hence ad should be creative which is both attractive to hold their attention as well as informative that at one glance they should get all information.

Thus FMCG product packaging and advertising induces the consumer to step forward and make a purchase. Packaging alone is not enough to create awareness among the public but the advertisement is necessary too. To become a healthy manufacturer both packaging and advertising should go in same pace. Innovative and clever FMCG product packaging and advertising makes the business most successful.

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