

Packaging as A Marketing Tool to Enhance Brand Image -An Analysis of Pakistan Consumer Market

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Abstract

This research was carried out to investigate the packaging design and its role in brand creation, especially for Fast Moving Consumer Goods (FMCG) manufacturing and retailing organizations. The packaging design helps fabricate brand identity, brand recognition and brand equity that improves the marketing campaign of company's products and facilitate its retail performance in terms of attracting consumers. This research has attempted to find out the various elements of packaging design, especially color, graphics, pictures and informational contents, which basically influence consumers in their purchase decision making. The research has used survey questionnaire as a tool for data collection. The data have been collected from the visitors of super stores. The sample was derived through self-selection from the visitors of super stores. This study has adopted quantitative method in conducting research. This research has been carried out in the premise of Karachi, Pakistan. This research also has tried out to know the impact of visual stimuli of packaging in grabbing attention of consumers, which helps consumers form a perception about a brand. The results of descriptive statistics have analyzed the collected data and generated tables with figures that represent the tendency of relationship among packaging design elements and creation of brand. The results of the study are in line with other research conducted in other countries and proves the importance of packaging design in developing consumer's perception is significant in brand creation for the products of FMCG, in Karachi, Pakistan.

Keywords: *Packaging design, Brand Creation, Marketing Mix, Consumer Perception.*

Introduction

The conventional role of packaging since its beginning has been thought to be the physical protection of the product and still it is considered to be the prime and the basic functions of the packaging. Robertson (1993) mentions that packaging starts to protect the product right from the manufacturing in terms of handling and storage to end-user. Afterwards, Prendergast and Pitt (1996) categorized them in relation with logistic and marketing purpose. Conradsson, (1977) states that packaging design in the 1930 was recognized to be more than protection of its product inside, and packaging design emerged as a tool to attract and influence consumers at a point of retail. Since then, packaging design became a tool of marketing function and now it is accepted that packaging design is in fact compensating the function of sales person and that is why it is frequently termed as “the silent salesman” (Gershman, 1987; Pilditch, 1973; Silayoi & Speece, 2004; Underwood & Klien, 2002;). Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Kumar, 2006). Now the problem arises from the fact that although packaging is believed to be a marketing tool but why it is so far not consciously assimilated in the branding function of a product and as a tool of brand communication which are the conceivable potential of the packaging design. (Underwood, 2003) and if it is done than how far it is effective in communication with consumers to strengthen brand image and product equity especially in the developing countries like Pakistan where retail market has lots of potential to grow.

Problem, Significance and Scope

Companies dealing with Fast Moving Consumer Goods (FMCG), having growth potential are required to develop their product with brand image to their consumers locally and globally. Packaging design can help achieve this goal because it is one of the basic elements of branding process for the FMCG products through its extrinsic view and visual stimuli. The goal of the study is to induce the attention of practitioners, experts, and academicians with a comprehensive understanding the way packaging design can be employed to create strong brands for the FMCG products in Pakistan. From the view of branding, a brand management is the foremost important stakeholder in the FMCG companies, because the implicitly are treated as product producer and brand owner. That is why; our target audience is brand manager of FMCG companies. The findings of this research will benefit to them. In the manner, this study participates to the ordinary field of brand management and in theoretical,

practical and methodological terms of marketing communication, makes it more thought-provoking. A conceptual framework of packaging design, with respect of brand creation tool, is developed through the available literature of packaging. This study mainly focuses on brand building through packaging design of FMCG products in Pakistan. Many researchers studied packaging as a communication medium (Nilsson & Öström, 2005; Underwood, 2003; Underwood & Klein, 2002; Underwood & Klein, 2001; Underwood & Ozanne, 1998), and as a visual influence on purchasing decision in retail store (Clement, 2008). We have tried to find out the impact of the packaging design as a brand creation tool.

The research will be helpful for all fast-moving consumer goods (FMCG) companies seeking their product packaging for brand creation. The research will be effective for their brand recognition, brand identity and brand equity fabricating through packaging. Manufacturers and marketers will understand the importance of packaging while making strategies for their products. This research will be helpful in understanding consumers' perception, preferences, and buying attitude towards the brand through packaging.

Objectives of the Research

This study intends to explore the brand creation through packaging design. The main objectives of this study are 1) to analyse the impact of packaging design in brand creation, 2) to assess the effectiveness of packaging design in marketing mix and 3) to understand consumer' perception in interacting to packaging while purchasing

To meet the objective the study is required to answer the following questions.

Q1: What is packaging design determined in brand creation?

Q2: How does the packaging design play a role for marketing mix in brand creation?

Q3: What does consumer perceive through packaging design in brand creation?

Hypotheses

Following are hypotheses are formed to achieve the answers of the above questions,

H₁: There is a significant relationship between packaging design and graphics and brand creation for FMCG products.

H₂: There is significant relationship of packaging design and marketing mix in brand creation.

H₃: There is significant relationship of packaging and consumer's perception in brand creation.

Literature Review

A lot of consumers in fast-moving-consumer-goods are attracted by graphics on the top of packaging in different dimensions as noted by (Bloch, 1995). A unique design has a power to

uphold a brand in shelf queue from the parallel brands. Further, packaging design builds perception regarding the price of a product as well as regarding its quality. Moreover, it is possible that it may leave a strong future perception on consumers. In modern days, in line with the fundamental goal of packaging, which is thought to keep the product safe and make the transportation easy. Packaging is treated being as an effective advertising and promotional tool that can boost sale. That is why packaging, with no shadow of doubt, exerts dynamic effects on consumers' decision at the point of purchase. In beating their leading competitors, are needed to make effort and invest resources for product differentiation; to this tail, product packaging is considered one of the most effective and market-oriented strategies, which companies can put forth (Stoll, Baecke, & Kennin, 2008). This research will try to present an investigation into the vested interest of packaging by summarizing the findings of the research about the effects of colour, graphic, design, marketing mix through packaging and consumer's perception.

Packaging: The State-of-the-Art

Mostly, product's success is derived through packaging which plays a crucial role, particularly for the industry of FMCG in influencing on consumers' buying decision (Simms & Trott, 2010). Indeed, changing activities in retailing and marketing have provided packaging a central role in large and well-developed industries in emerging consumer society (Porter, 1999). It is experienced that buying decision is made by most of the consumers at the stores' shelf, which shows the significant importance of packaging in influencing at point of purchase decision (Underwood & Ozanne, 1998). The functions, which are required to be performed by packaging are fundamental, complex and manifold (Hellstrom & Saghir, 2007). Packaging is accompanied to marketing communication, logistic, distribution, sustainable marketing, and branding (Simms & Trott, 2010). Indeed, packaging produces medium for three major communication functions that are included contents' information, origin of manufacturing, handling information, product promotion and messages to consumers (Hellstrom & Saghir, 2007). Simms and Trott (2014), examined different aspects of packaging and based on previous studies they summarized the following critical roles and functions of packaging.

- **Protection:** Effect on the supply chain, Tamperproof, Transportation, Logistics, product safety and quality.
- **Containment:** Preservation or shelf-life of the product, Protection from hazards (mechanical; chemical, environmental, climatic, bacteriological), aid consumers' use

of product, containing and holding product, quantity and amount, facilitating and convenience handling, effect on quality, compatibility and constraints.

- **Identification:** Product identification, labelling (effective).
- **Information:** Copy or illustrations on us.
- **Marketing Communication:** Supporting marketing communication, supporting promotion of other products, sale and marketing and positioning.
- **Cost:** Transport and storage costs, process cost implication.
- **User convenience:** Operability and access, reclosability, carrying, dispensing facilities, affecting consumers' value, new solutions.
- **Market Appeal:** Suitable quantity and format, appealing to consumer, branding, reinforcing the product concept, ability to improve sales.
- **Information:** Facilitating commercialization, innovation and technology.

Role of Graphics and Colors in Brand Creation

In modern retail environment with extensive range of choices, not a single brand can tolerate to leave behind the importance of colours (Solomon, Bamossy, & Askegord, 2002). In fact, the colour of brand packaging in old-days was notion as normal choice but in today's world colour is deemed to be as one of the critical factors in packaging design as well as product mini-facet with due consideration, and even manufacturers want design consultants to collaborate in selection of packaging design colours (Shovlin, 2007). Meyer and Lubliner (1998) emphasized that packaging design graphics are ought to be focused in term of differentiation and brand strategy and these are ought to be carried in a stronger and more comprehensive manner.

Colour is regarded as excellent source of information. It is observed that 60-90 per cent of consumers evaluate and assess colour alone (Singh, 2006). Colour can pour dramatic and profound effect on consumers' thoughts, feeling, and behaviour, that is why marketers have long manipulated colours as visual mnemonic tool in supporting cognition and thought for grabbing consumers' attention (Labrecque, Patrick, & Milne, 2013). Similarly, Odekerken-Schroder, Ouwersloot, Limmink, and Semeijn, (2003) also emphasized that at the time when consumers want to buy, they usually take multiple factors and dimensions into account and color is one of them. In competitive market to gain a competitive advantage, marketing scholars and practitioners have consensus that packaging form and design and colour aesthetics are indispensable tool (Kreuzbauer & Matter, 2005). Based on studies, carried out to date, in evaluating colours, it is summarized that consumers take advantage of colours on

stimulus-based information and packaging colours grab consumers' attention, intervene preferential judgement, and has the capability for communicating the information regarding the product at the point of purchase (kauppinen-Raisanen, 2014).

Role of Shape in Packaging Design

The shape of packaging shows the nature and personality of the brand, and stresses that the shape of the packaging plays a vital role of influence because it may help inform regarding the use or handle of a product. Additionally, the shape of a package can carry out diverse utilities and convey communication similarly as colours do. Since the shape of package is influenced due to the contents, distribution, selling and display concerns. It is not possible to have same standard for choosing the physical shapes of a package (Danger, 1987).

Underwood (2003) and Danger (1987) listed few common features that are ought to keep in consideration when choosing a shape:

- Shapes are ought to be simple in looking.
- Shapes are ought to be tactile and soft.
- Complex shapes are less favoured than simple shapes.
- Shapes are ought to be balanced otherwise, they will be terrible.
- A general shape would have more demand than unusual.
- Unusual shapes may create mental resistant.
- Women are more towards rounded shapes.
- Men are more towards square and triangular shapes.

Role of Pictures in Packaging Design

Having an example of Milka Chocolate, images and illustrations embedded on packaging design can be so effective in developing brand recall due to images and text information (Childers & Houton, 1984). Moreover, images can be a tool for identifying brand distinction, presenting the ultimate outcome of consuming the product, while communicating mental state of conceiving freshness. The product inside the package has no direct connection to the given picture (Meyer & Lubliner, 1998).

Logo in Packaging Design

Logo is portrayed in different style. The most conventional type is thought to be brand name or initials incorporated in a certain font and style e.g., IBM, but logo can be represented through symbols just like Apple and Nike, whether or not representative of the actual product, or a merger of both (Meyers & Lubliner, 1998). They suggested few instructions that how different fonts are utilized in the logo for communicating different messages. For

example, elegance is shown through a cursive logo, femininity, softness and style whereas on the other way around a bold logo expresses masculinity, strength, effective and simplicity, whereas italic expresses entertainment, fun and movement.

Typography in Packaging Design

Typography in the packaging design graphics i.e., word or text providing variety of information which is apart from logo. Through typography, product's information is written as well as product's attributes are written mainly like contents, nutrition, using instructions etc. Other than these it can be brought into play such kind of upshot like from bold to elegant and from delicate to forceful (Meyers & Lubliner, 1998).

Marketing Mix Through Packaging Design

Product, price, place and promotion are together called marketing mix which has been one of the founding stones in every company's holistic marketing strategy (Nandan, 2005).

Marketing mix plays a vital role in developing a brand since its development and boosts brand equity. Among others Rundh (2005) and Olsson and Gyorel (2002) discuss that packaging design has more potential to manipulate all the variables in the marketing mix so that it is ought to be considered under "P" separately

Packaging design and product. The product is one of the Ps of marketing mix because what consumers interact at the POS is packaging design that has virtual product image and for FMCG the most basic element is the product (Bloch, 1995). Underwood and Klein (2002) and Nickels and Jolson (1976) all discuss that the most of products, especially for FMCG products consumers anticipate the packaging similar to the product till the actual product is consumed and that product meets consumers' anticipated view.

Packaging design and price. Clement (2008) states that consumers compare the price of product mostly through packaging look and visual design stimuli with actual price tag. Thus, packaging design caters as a convincer for a certain price category and may change consumers perception for the given price.

Packaging design and place. In marketing mix place is often referred to as being the POS context and retail as well. Consumers are open to the impact of packaging design look stimuli in store setting since packaging design elements are not separate and has due influence on consumers' shopping behaviour (Clement, 2008). Harckham (1989) proposes that prior to a packaging design, retail type and retailing method should be analysed as well as competitors in retail and retailer's requirements must be considered.

Packaging design and promotion. At the time of promotion whether it is conventional or digital, it is packaging design which is inevitably presented as being the

offered product and it is evident as well. Bloch (2005) says, to communicate through conventional media cost is too high, whereas to be cost effective in nature packaging design comes to play with cost as well. Pilditch (1973) also noted that packaging design plays a role of silent salesperson.

Relationship Between Packaging Design and Brand Creation

Kapferer (2007) says that there are variety of definitions of brand by authors in throughout their branding literature. Gardner and Levy (1995) describe the brand as bench of intrinsic and extrinsic offering, meeting functional and psychological benefits both together. Wilson, Gilligan and Pearson (1995) discuss that the brands are developed to be identified as products or services by consumers which carry specific benefits to them. de Chernatony and McDonald (1998) consider brands as a tool of sustainable competitive advantage for products as well as their firms. Kapferer (2007) further views that branding process is long-term commitment of a firm to run the brand and develop meaningful ideas like brand value integrated into the brand. They state that only then it is possible for brands to transform markets and identify their brand essence. Pickton and Broderick (2005) jot down the advantages of branding for the firms like it increase growth as well as brand loyalty, putting barriers to entry and enhancing profits. Being a consumer, they think a brand makes purchase-decision easy, promising steady quality and satisfy individual needs. The American Marketing Association explains brand as name, sign, design, or symbol that is identified for goods or services of manufacturers or service providers in differentiating them from their competitors. The concept of brand carries more comprehensive dimensions than its graphic design (Keller and Lahman, 2006, Kapferer, 1997). The word brand is taken from the ancient Norse word brandr, that is termed “to burn”. The notion was cultivated for brand by which masters of livestock marked their cattle to distinguish among farmers’ animals.

Brand Identity and Packaging Design

Researcher elucidates identity of brand in her book “Designing Brand Identity”. According to her, brand identity is cogitated to be tangible and have capacity in appealing to the senses. It can be seen, touched, held, heard and watched while running around. Brand identity is flued through recognition, amplified through differentiation, and created through genuine ideas and approachable meaning. Brand identity catches dispersed constituents and helps amalgamate them into a thorough system (Alina Wheeler, 2013).

The fundamental constituent in creating a brand, being capable to select a name, logo, symbol, packaging design and other traits that assist in identifying a product and at the same

time single out from others. These numerous constituents of a brand assist consumers in identifying as well as distinguishing it, which are termed as brand elements (Keller, 2013).

Brand as Powerful Instrument of Change

The creation of meaning is a competent feature of a brand. It furthermore embraces metaphors and myths which are nonstop interconnected to, and have association with products or services, and facilitate consumers to make their individual identities within the context of product or service's benefits and with living culture of which they are member of (Tilde Heding, et al, 2009). The chief function of brand management and branding is to generate and craft differentiation and preferences for a product or service in the mind of consumers (Knox and Bickerton, 2001), and this delivers basis for competitive advantage which makes a way to profit (Keller, 2009).

Organizations spawn branding strategies for the sack of positioning the products which can be identified with positive attributes and benefits. The aim is to entice latent consumers and grow brand awareness through brand impact that builds association, trust and confidence which improve profitability of organizations (de Chernatony & McDonald, 2003). Though, as the brand concept goes through name, logo, symbol, image etc. it transmits identity and recognition. Through identity of a brand, consumers are influenced in their purchase decision. In addition, the brand identity produces a set of associations and images which let the consumers to recognize and consider a brand in their purchase decision (Paula Cristina, 2011).

Criteria for Choosing Different Elements of Brand Equity

The process of fabricating brand equity is essential and, for that, adopting the true elements would shape the brand stronger. Keller (2012) advocated four criteria;

Memorability: it helps shape a strong brand which expedites easy recognition for it. It can be accomplished through a symbol or logo for a brand (Keller, 2012). It is well acknowledged fact that symbols and logos are easy in remembering and identifying as compared to ordinary sign on products. The symbols strongness may be measured through consumers' recognition. The consumers' association with the brand is meticulously linked to it (Aaker, 2002, 2003).

Meaningfulness: consumers association with brand has correspondingly interconnected to meaningfulness same as memorability. Brands may express different meanings, but two aspects of brand components are very critical – General information about nature of the product class and specific information about particular attributes along with benefits of the brand (Keller, 2012).

Likeability: it is typically established on consumers' interpretation. To what extent consumers like a brand does not determine their association with it. Suppose a picture or a funny sign can be a constituent to persuade consumers for buying a product (Keller, 2012). Likeability is interrelated with memorability and meaningfulness. If a product transmits fewer benefits than another, then company must be committed to put more efforts into the defined propagation and endow resources for making more likeable (Keller, 2012). Eventually, to persuade a consumer to buy a product, likeability would be an essential tool.

Transferability: once a strong brand is fabricated, then it is so important to establish a name that cannot be transferable. Constituents of transferability may discover in set of products or in range of geographical area (Keller, 2012)

Packaging Design as a Factor of Brand Identity

Business markets in modern days have a high intensity of competition aspects, so it is essential for companies to explore some suitable branding strategies that would help guide them to sustain their consumers by transferring superior value to consumers. In the literatures for branding, brand equity is defined as one of the key strategies in fabricating strong intangible assets. Literatures notify that the fabrication of brand equity can be influenced by marketing strategies. Packaging is regarded as an essential constituent that impacts consumers' overall evaluation of a brand. When there is innovative, creative and effective product's packaging then consumers generally tend to be positive towards product, which consequently increases the added value to the product (Maznah, et al, 2011). Therefore, it is attracted by the researchers to focus the role of packaging in influencing consumers' attitude such as purchase intention, brand preference, in their purchase decision (Jose Lus Mendez et al, 2011). Besides these, packaging plays a key role in product success, especially for the FMCGs' goods.

In branding, packaging is thought to play a critical role in terms of product' success and fulfilling functions of a silent advertiser (Naser Azada and Maryam Masomi, 2012). The good packaging enables a brand to shape a unique position in the consumers' mind and in marketplace (Arun Agaviya et al, 2012). Besides this, packaging is also considered a medium of communicating messages to consumer, selling and promoting brand to sway consumers' selection while providing information and instructions that fulfil the need of convenience (Jelena Franjkovic, 2017). Thus, packaging must be considered as one of the crucial marketing tools which would increase competitive advantage to companies.

Packaging is used as product identification as well as brand identity which generates brand value. Furthermore, it is emphasized that packaging must be treated as important constituent

in fabricating brand equity because it represents quality and that increases perceived quality of consumers. Moreover, packaging is also found to increase association relationship with consumers that consequently results in brand equity, for example, consumer's purchase intention of a specific brand (de la Paz Toldos-Romero & Orozco-Gómez, 2015), product and brand preference (Mendez de al., 2001; Ogba & Johnson, 2010), consumer's perception, purchase intention and usage behavior (de la Paz Toldos-Romero & Orozco-Gómez, 2015). Several studies have been conducted in limited numbers to investigate the relationship between packaging and brand equity. Though, packaging for consumer's products has become one of the important marketing tools in a competitive market, but limited studies and little interest have been paid in marketing literature about branding through packaging (Rundh, 2009,2013).

Elements of Packaging Design

Researchers have identified six elements of packaging that involve size of packaging, color of packaging, contents of packaging, construction of packaging, graphics of packaging and sell of packaging. Others have decomposed packaging into two parts, first one is visual elements and second one is verbal elements. Potential consumers' emotions are influenced through these useful elements. Brand managers and marketers can use lots of visual elements of packaging when the product is of category which takes low consumer's involvement and consumer is not willing to waste efforts in searching products (Pinya, 2004).

It is proved by number of researchers that the rate of consumption is increased through redesigning of packaging, especially when the product is offered in a large geographical area (Kotler, 2008). Additionally, increase in size of packaging is symbol for more value as well (Smith, 2004), and increases the desire of consumers (Keller, 2009).

Influence of Packaging Design on Consumer Behaviour

The buying-behaviour of consumers are influenced through packaging and its feature. Packaging elements which are independent variables, include colour, background image, packaging construction, font style, design of pack, contents' information and innovation, they all are regarded as predictors of consumers' buying behaviour (Mitul M. Deliya & Parmar, 2012). Kapferer (2007) suggests that brand brings value to the users through the role of an information carrier, a user guide, a granter and an image creator. Among these four, the first three are effective in feature and last one is related to emotional feature. At the time evaluating a product, consumer usually deduce perception of the product's price, quality etc. through packaging design as well (Kapferer, 2005). Packaging design facilitate the consumers with the option to compare the information of the product within its category to

choose the one which suits the best. At last, as Kapferer (2007) summarizes packaging design and retail merchandising can be an image creator. It could bring value to consumers in relation to communicating certain images because we mostly anticipate ourselves on the choice we decide and the product we buy (Kapferer, 2007). Given that packaging design can create both self-image and social-acceptance of consumers.

Research Methodology

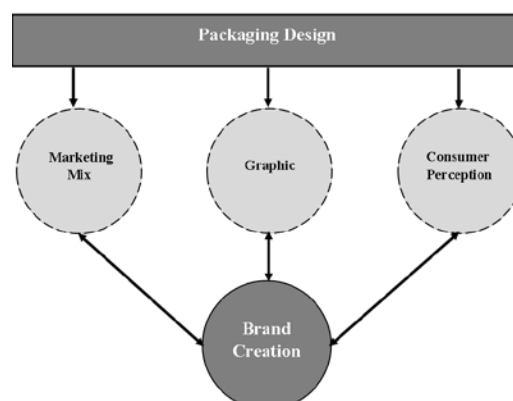
The primary research incorporates survey questionnaire from the visitors of super stores. The purpose of the survey through questionnaire is to understand prevailing thoughts about packaging design by consumers. Researchers conducted a survey of consumers through questionnaire for the collection of data to get answer for research questions and test the hypothesis formed and mentioned above. The research will focus on deductive approach to find the components that develop brand through packaging design. The research will also focus to know comprehensively the components of packaging design affecting the brand creation using descriptive technique.

The research integrated the secondary research thorough study of research literature review to identify the variables and influence of the variables in brand creation through packaging design. Later, the research incorporated the primary research through questionnaire by visiting super markets to have it filled from consumers.

The target population here are the visitors of retail stores and super markets. Different demographic traits e.g., gender, age, income and education are included in sampling. The target sample frame is random and sample size is ninety plus.

Conceptual Framework

To achieve the defined goal, this research employs both primary and secondary research methods. The theoretical understanding of the elements of packaging design and brand creation is gained through the use of secondary research that supports our conceptual framework of primary research.



Reliability Test

Prior to data analysis, a reliability and consistency check of the data was conducted for validation of information. The Internal Reliability Test (IRT) was executed and value of Cronbach's Alpha was found within accepted range.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.912	28

Data Analysis

Data is analyzed to assess the relationship and impact of packaging design in brand creation through consumer's perception about a brand. This research has been carried out solely on consumer's perception, that is why data have been collected from consumers who engage in buying FMCG's products from variety of retail stores.

Table 2: Demographics of Respondents

Basis	Distribution	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	46	46.5	46.5	46.5
	Female	53	53.5	53.5	100.0
Age	16-25	27	27.3	27.3	27.3
	26-35	54	54.5	54.5	81.8
	36-45	16	16.2	16.2	98.0
	46-55	2	2.0	2.0	100.0
Education	Undergraduate	14	14.1	14.1	14.1
	Graduate	51	51.5	51.5	65.7
	Postgraduate	31	31.3	31.3	97.0
	Others	3	3.0	3.0	100.0
Occupation	Student	30	30.3	30.3	30.3
	Business	29	29.3	29.3	59.6
	Job	38	38.4	38.4	98.0
	Other	2	2.0	2.0	100.0

Hypotheses Testing

Hypothesis H₁: The test of Spearman & Pearson correlation conducted for Hypothesis H1 shown below exhibits the relationship between independent and dependent variables. It is significant at the 0,01 level. There is a significant relationship between the packaging design and graphics and brand creation for Fast Moving Consumer Goods. Results are shown in the following two tables.

Table 3: Pearson Correlation for H_1

		Independent1	dependent
Independent1	Pearson Correlation	1	.617**
	Sig. (2-tailed)		.000
	N	99	99
dependent	Pearson Correlation	.617**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4: Spearman's rho for H_1

			Independent1	dependent
Spearman's rho	Independent1	Correlation Coefficient	1.000	.447**
		Sig. (2-tailed)	.	.000
		N	99	99
	Dependent	Correlation Coefficient	.447**	1.000
		Sig. (2-tailed)	.000	.
		N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis H₂: The test of Spearman & Pearson correlation conducted for Hypothesis H₂ shown below exhibits the relationship between independent and dependent variables. It is significant at the 0,01 level. There is a significant relationship between the marketing mix and brand creation for Fast Moving Consumer Goods. Results are shown in the following two tables.

Table 5: Pearson Correlation for H_2

		Independent2	dependent
Independent2	Pearson Correlation	1	.610**
	Sig. (2-tailed)		.000
	N	99	99
dependent	Pearson Correlation	.610**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6: Spearman's rho for H_2

			Independent2	Dependent
Spearman's rho	Independent2	Correlation Coefficient	1.000	.439**
		Sig. (2-tailed)	.	.000
		N	99	99
	Dependent	Correlation Coefficient	.439**	1.000
		Sig. (2-tailed)	.000	.
		N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis H₃: The test of Spearman & Pearson correlation conducted for Hypothesis H₂ shown below exhibits the relationship between independent and dependent

variables. It is significant at the 0,01 level. There is a significant relationship between the consumer's perception and brand creation for Fast Moving Consumer Goods. Results are shown in the following two tables.

Table 7: Pearson Correlation for H₃

		Independent3	dependent
Independent3	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	99	99
dependent	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8: Spearman's rho for H₃

			Independent3	dependent
Spearman's rho	Independent3	Correlation Coefficient	1.000	.632**
		Sig. (2-tailed)	.	.000
		N	99	99
	Dependent	Correlation Coefficient	.632**	1.000
		Sig. (2-tailed)	.000	.
		N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Discussion and Conclusion

Discussion

A strong brand builds around values, to which consumers can connect, as well as quality product, can let a company to build relationship with consumer that would be hard to be broken by competitors, even in the FMCG industry as well. Conventionally, brand communication is getting its effectiveness down, so that brand managers and companies need to find out new communication medium to the consumers with their messages. Our research presented with consequent outcomes, which recommend that packaging design bearing a potential to be the new communication medium to advocate brands of FMCG products. The managers should treat packaging design as a factor of more than necessary cost, moreover as an investment in their brand equity. Similarly, FMCG companies must consider packaging design as a central branding tool. As our findings show about packaging design that clearly communicates the brand values if integrated in the design process. A lot of companies use very aesthetic packaging design with functional support but overlook in making it coherent with their brand messages. This results in brand communication inconstancy, incongruence between brand image and brand identity. Hence, FMCG managers and companies must invest resources for understanding the effect of packaging design on consumers' perception in

relation with several visual stimuli. In addition, brand managers and companies exploit exterior colours, graphics and contents' information with an intelligent manner and facilitate consumers to know the brand messages what they are trying to send. To attract the visual stimuli in the store, FMCG companies and brand managers must design packaging that stands out from the immediate environment and grab attention. This can be attained through balance between too original and too traditional design. It was discussed that time-to-time innovation in product and introducing little design changes in the packaging design keeps consumers' interest, stands out from the surrounding and the same time help not to distinguish to a different product category but to be perceived as belonging. It was also confirmed that packaging design needs to fulfil three secondary functions in relation with visual attention, especially attractiveness, differentiation and recognition. Accordingly, packaging design ought to attract consumers, differentiate the product from its competitors, and make it stand out from its immediate environment, and create recognition. Until these three functions are not fulfilled through packaging design then it is probably to fail as a branding tool. Creating an effective packaging design is no doubt an art but when the brand managers and companies manage to incorporate their brand values and messages through packaging design. This would result in a physical expression of the brand of a brand manager and deliver a FMCG company with a strong competitive advantage.

Conclusion

The goal of the research was to provide practitioners and academicians an extensive understanding of the role of packaging design in creation of strong brand, especially in the fast-moving consumer goods (FMCG), in Karachi, Pakistan. To meet this goal, we have incorporated theories from the field of packaging, branding and marketing mix. To present a concrete ground for the analysis, and the way packaging design can contribute as a brand creation tool, we at start, incorporated theories about packaging design and its role in the marketing mix and in strong brand creation. It was found that packaging design has couple of elements' sets, exclusively visual and structural, and it was found that visual elements that would contribute in carrying the best brand messages has strong effects on consumers' attention and perception. It was further found that packaging design must be integrated into all elements of marketing mix, because visual elements come to brand creation, brand identity and brand communication to consumers. These are the guiding light in knowing the process of branding and importance of having strong brand identity that reflects the same values received by consumers same as brand image. It was acknowledged that the key to a

strong brand is to transmit brand values to the consumers, and by means of that build a relationship between consumer and the brand (Kepferer, 2007).

It was generalized that for FMCG products, the consumers are in low-involvement and mostly make decisions that depend on very limited search and little consideration. It was moreover, argued that consumers make their decisions on intrinsic aspects or visual cues. Indeed, it was observed that most FMCG products are bought based on decision made at the point of purchase. Accordingly, visual cues or stimuli at the point of purchase are critical to the decision-making process for FMCG products. It was also identified that packaging design helps in conveying marketing mix messages to a company. It is so obvious the embedded pictures of product on the product packaging influence the consumers in their buying decision because the fine detailed and well-angled pictures make consumers to teste the real product, packed inside. Furthermore, it was found that if the selling price on packaging is mentioned then it becomes easier for consumers to compare value for money in their decision of purchasing and not pending it later for asking price information from salesperson. Additionally, packaging design facilitates in merchandising the products on shelf in retail store in manners of attracting consumers' attention. Moreover, packaging design facilitates as a medium of promotion for a product in the form of visual elements, event-based colours and graphics that have association with, extra benefit in size or saving through discounted price. Thus, the impact of packaging design for FMCG products in brand creation is found all around.

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