

Project Dissertation

EFFECT OF PACKAGING ON CONSUMER BUYING INTENTION

Submitted By

Pulkit sangar

DTU/14/MBA/60

Under the Guidance of

Dr. Rajan Yadav

Associate Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi-110042

Jan -May 2016

CERTIFICATE

This is to certify that the Project Report titled **EFFECT OF PACKAGING ON CONSUMER BUYING INTENSION**, is a bonafide work carried out by **Mr.Pulkit sangar** of MBA **2014-16** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration

Signature of Guide

Signature of Head (DSM)

Date:

Seal of Head

Place: Delhi

DECLARATION

I **Pulkit sangar**, student of MBA **2014-16** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Project Dissertation on **EFFECT OF PACKAGING ON CONSUMER BUYING INTENTION**, submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the dissertation is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Place: Delhi

Date:

Pulkit sangar

ACKNOWLEDGEMENT

I would like to express my profound gratitude and indebtedness to those who have helped me in the successful execution and completion of my project report. The project wouldn't have seen the light of the day without the help and support of many people. I take an opportunity to convey my deepest gratitude to all those individuals. I owe my special regard to my mentor Dr. Rajan Yadav to help me out in giving the proper information and guidance. I would like to thank Delhi School of Management, for giving the opportunity to put to practice, the theoretical knowledge that has been imparted through the project. I would like to thank my parents and friends who have been with me and offered emotional strength and moral support.

Index

Contents:	Page No:
1. Introduction to Packaging	1
2. Packaging Types	7
3. Functions of Packaging:	9
4. Overview of FMCG Industry	11
5. Marketing Strategies adopted by FMCG	14
6. Role of Packaging in FMCG	16
7. Factors Influencing Packaging Decision	20
8. Case Study: Bru	24
9. Case study: Coca- Cola	25
10. Case study : Dairy milk	26

12. Discussion	28
13. Limitations & Recommendations	31
14. Conclusion	32
15. References	33
16. Adherence sheet	35

INTRODUCTION

“JO DIKHTA HAI WOH HI BIKTA HAI”

The earlier approach to marketing was simple enough: make sure the product is visible - on store shelves and through mass media advertising - and it will more or less sell itself. With the evolution of modern retail, though, the emphasis is shifting to in-store displays and promotions - probably also because for the first time, the space for such initiatives is available. Cadbury India's Sethi points out that retailers are more open to brand promotions and displays - including posters, gondolas and danglers - when manufacturers back up their ideas with shopper insights. "There will be a shift from traditional media to increased communication at the point of purchase," he says.

Initiatives that help grow the category as a whole are particularly welcome, say analysts, since that boosts the retailers' revenue. And many FMCG companies are predicting that spends on promotion, in-store and point of purchase displays will increase significantly from the present 20-30 per cent share of the marketing budget. Consumer goods companies need to make several changes - in strategy and in attitude - if they are to achieve the same level of success with organized retail as they have with traditional formats. Printing barcodes on their products would probably be a good place to start.

1.1 SHOW YOUR PRODUCTS TO CUSTOMERS:

Buyers spend lots of energy in buying and developing the merchandise before it finally hits the stores. Sometimes, however, it is forgotten that one very critical aspect is the way the product is presented to customers in the store and overlook issues such as packaging and in-store display.

The importance of the saying “JO DIKTA HAI WOH BIKTA HAI” cannot be overestimated. Proper display and presentation can make all the difference between achieving or not achieving sales targets. Remember the following:

1. Visual Merchandising: Be involved in the planning of the in-store presentation of your merchandise. Adequately plan the MDQ's (Minimum Display Quantities).
2. Communicating Ideal presentation standards: Effectively communicate to the store staff on how the merchandise should be displayed and the ideal presentation standards.

Tetra Brik Aseptic (TBA) Packaging Components

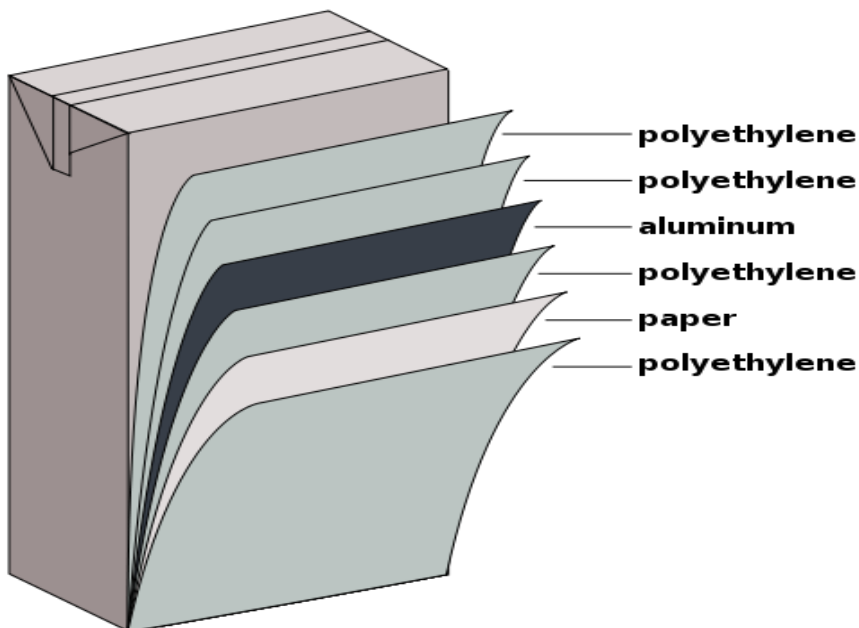


Figure1.1:Tetra packaging

1.2 Paper and Paper Products :

One way of placing packages into categories is to describe them as flexible, semi flexible, or rigid. Flexible packaging includes the paper sacks that dog food comes in, the plastic bags that hold potato chips and the paper or plastic sacks in which we carry home our purchases.

An example of semi-flexible packaging is the paperboard boxes that cereal, many other food products, small household items, and many toys are packaged in. For many non-food items, the packaging is made more rigid by formed packing materials that slip inside the box and hold the product and its accessories or components in place.



Figure 1.21: paper packaging

1.3 Glass:

Although glass-making began in 7000 B.C. as an offshoot of pottery, it was first industrialized in Egyptian 1500 B.C. Made from base materials (limestone, soda, sand and silica), which were in plentiful supply, all ingredients were simply melted together and molded while hot. Since that early discovery, the mixing process and the ingredients have changed very little, but the molding techniques have progressed dramatically.

Techniques of glass making was refined so the prices were reduced.. Owens invented the first automatic rotary bottle making machine. Suddenly, glass containers of all shapes and sizes became economically attractive for consumer products, glass containers dominated the market for liquid products.

As a type of "rigid packaging," glass has many uses today. High weight, fragility and cost have reduced the glass markets in favor of metal and plastic containers. Still, for products that have a high quality image and a desire for high flavor or aroma protection, glass is an effective packaging material.



Figure 1.31:Glass packaging

1.4 Metals:

Ancient boxes and cups, made from silver and gold, were much too valuable for common use. Metal did not become a common packaging material until other metals, stronger alloys, thinner gauges and coatings were eventually developed. One of the 'new metals' that allowed metal to be used in packaging was tin. Tin is a corrosion-resistant metal, and ounce-for-ounce, its value is comparable to silver. .

The term 'tin can' referred to a tin-plated iron or steel can and was considered a cheap item. Today many still refer to metal cans as 'tin cans'.

In 1764, London tobacconists began selling snuffing metal canisters, another type of today's "rigid packaging." But no one was willing to use metal for food since it was considered poisonous. Although commercial foils entered the market in 1910, the first aluminum foil containers were designed in the early 1950s while the aluminum can appeared in 1959.



Figure 1.41 Metal packaging

1.5 Plastics:

Plastic is the newest packaging material in comparison with metal, glass, and paper. Although discovered in the 19th century, most plastics were reserved for military and wartime use. Plastics have become very important materials and a wide variety of plastics have been developed over the past 170 years. Several plastics were discovered in the nineteenth century: styrene in 1831, vinyl chloride in 1835, and celluloid in the late 1860s.

In the interim, polyethylene film wraps were reserved for the military. In 1933, films protected submarine telephone cables and later were important for World War II radar cables and drug tablet packaging. Other cellophanes and transparent films have been refined as outer wrappings that maintain their shape when folded. Originally clear, such films can now be made opaque, colored or embossed with patterns. One of the most commonly used plastics is polyethylene terephthalate (PETE). This material only became available for containers during the last two decades with its use for beverages entering the market in 1977. By 1980, foods and other hot-fill products such as jams could also be packaged in PETE.



Figure 1.51: Plastic packaging

PACKAGING TYPES

Protecting goods is very important. Food, electronics, clothes, furniture and other consumer goods all come in packaging meant to protect them during transportation and storage. There are different types of packaging solutions and materials. Packaging can be standard or custom made, for instance.

2.1 Paper and Carton Packaging:

Paper and carton packaging is used for different types of goods (food, electronics, toys, shoes, kitchenware and even other packaging materials). Paper and carton packaging companies produce wrapping paper, inflated paper, sheets, boxes, tubes, pallets, interlayer's, corners edges and custom protective systems (depending on the dimension and shape of the packed good, the carton is cut and modeled to fix and protect the product).

2.2 Film Packaging:

There are multiple types of films used in the packaging industry, most commonly polyethylene (PE), polypropylene (PP), polyolefin and polyvinyl chloride (PVC) films. The films usually come on a roll and are used to wrap goods, cover goods, protect boxes and make other packaging products (such as bags, tubes, bubble wrap and sheets).

2.4 Textile Packaging:

Textile type packaging is suited for various goods and offers a good protection than other types of packaging available. Textile metal containers are very robust in keeping the product safer and helping it from getting spoiled.

2.5 Plastic Boxes and Containers:

Plastic boxes and container are used in every kind of industry. For example, in the food industry there are plastic containers for goods like ketchup, yogurt, milk and juices. Plastic boxes are mainly used for transporting goods and are reusable. They can be stacked, folded when empty to save storage space and recycled.

2.6 Packaging Systems:

Packaging companies offer different types of systems that can be divided into two categories:

Special solutions and packaging machines. The special solutions are used for valuable products that don't have a regular, simple shape. For example, parts of airplanes or expensive decorative glass objects need special solutions to be packed.

2.7 Other Types:

Adhesive tapes are also considered packaging materials, as they help seal boxes. They are usually made out of PE or PP film that has acrylic or solvent glue applied to it and that can be printed on. Strapping tapes are usually applied on boxes or pallets. They are made out of PE or PP and can be printed with one color. The standard colors are black and clear for PP and green for PE.

FUNCTIONS OF PACKAGING

3.11 Protective Function :

The quality of products as they reach the consumer depends on the condition of the raw material, on method and severity of processing, and on conditions of storage. Quality decreases in storage by time. The rate and extent of this decrease depends on the conditions of the environment. The chemical, physical and biological mechanisms of food deterioration are sensitive to various environmental factors, and the most pertinent barrier property of the package varies with each product

Sales Function :

Packaging does provide a function as sales for the product because a product would sell only if it attracts the consumers who are going to buy the product .good packaging would improve sales of a product and hence would make a product successful.



Figure 3.1. : Different packaging

3.12 Promotion Function :

Content placed on the packaging is surely to attract the consumer and promote the product it. promoting a product is very difficult due to the overall competition you can see around the world. Here color and display of the packaging is attractive feature

3.13 Service Function :

Service function would be give the details about the product to the customer about the nutritional content and the ingredient a specific product contains.

3.2 Marketing Strategies adopted by FMCG

Marketing strategy is a process that can allow an organization to concentrate its limited resources.

SWOT Analysis Strategy:

Strengths:

1. Low operating costs
2. Presence of good logistics in urban and rural areas
3. Presence of reputed brands in FMCG sector

Weaknesses:

1. Scope is less in investing technologies.
2. Export levels are low.

Opportunities:

1. Rural market is unexplored.
2. High consumer goods spending

Threats:

1. Removal of import restrictions resulting in replacing of domestic brands
2. Slowdown in rural requirement.

3.3 FMCG product line

Genres	FMCG Categories	
Baby foods	Cereals	Instant Formulas
Biscuits & Bakery	Glucose Biscuits	Marie Biscuits
	Salt and Sweet Biscuits	Cream Biscuits
	Digestive Biscuits	Salt Biscuits
	Cookies	Wafers
Confectionery	Chocolates	Mouth Fresheners
	Candies	Eclairs
	Gums	Mints
Dairy Products	Butter	Cheese
Drinks	Aerated Drinks	Mineral Water
	Flavored Milk	Milk Based Drink
	Juice Concentrates	Juices
	Squashes	
Food Additives	Baking Powder	Custard
Hot Beverages	Coffee	Tea
	Health drinks	Milk Powder
Processed Foods	Honey	Sauces
	Jams	Pickles
Ready to Cook	Instant Noodles	Regular Noodles
	Papads	Regular Pasta
Snacks	Chips	Nankeen
	Sweets	

Table 4.11: FMCG product Categories

3.4 Role of packaging in FMCG products

The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behavior toward such products. The challenge for researchers is to integrate packaging into affective purchasing decision model, by understanding Consumer's behavior towards the packaging of FMCG products. "Packaging is the container for a product - encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used"

Packaging helps in positioning of the product in the market in front of the target audience. If the right packaging is designed for the target audience then it would create quite a stir in the market and would attract everyone that it should had to attract

Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), are products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

Examples of FMCG generally include a wide range of consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, consumer packaged food products and drinks.

Some of the best known organizations of Fast Moving Consumer Goods companies include: Nestlé, Hindustan Unilever, Procter & Gamble, Coca-Cola, Pepsi, Wilkinson and Mars.

FACTORS INFLUENCING PACKAGING DECISIONS

Packaging decisions are important for several reasons including:

1. Packaging is used to protect the product from getting damage during delivery and handling, and to avoid spoilage if the product is exposed to air or other elements.
2. Visibility - Packaging is a very important marketing strategy to customize your product in the eyes of the consumer.
3. Added Value - Packaging design and structure can add value to a product. For instance, benefits can be obtained from package structures that make the product easier to use while stylistic designs can make the product more attractive to display in the customer's home.
4. Cost - Packaging can represent a significant portion of a product's selling price. Developing new packaging can be extremely expensive. Packaging should be done in a smart way to avoid cost as much as possible.
5. Long Term Decision-When companies create a new package it is most often with the intention of having the design for an extended period of time. Changing packaging more often might harm the image of the product and also the brand.
6. Environmental or Legal Issues- Packaging decisions must also include an assessment of its environmental impact. Packages that are not easily bio-degradable could draw customer and possibly governmental concern.

5.1 Packaging expenditure

Packaging is often criticized on the grounds of cost and of being a waste of natural resources and energy. The food packaging industry has always been anxious to conserve resources due to economic pressures. This has been achieved by using less packaging material, or by turning to cheaper, more abundant materials. In addition, recycling and package reuse/refilling schemes have been introduced

Voluntarily to save materials and energy and to protect the environment. Prices of packaging materials such as aluminum foil, Kraft paper, and adhesives for corrugated boxes and packaging plastics have increased up to 25% forcing companies such as Marico and Dabur to talk price hike in a marketplace where increasing prices and cutting advertising spends could prove fatal.

FMCG companies, working with extremely low margins after absorbing most of last year's rise in raw material prices and higher logistics costs due to fuel price hike, are also exploring innovation in packaging and hedging materials to retain profitability.

Packaging costs typically account of 8-10% of the total costs in a FMCG company. Increase in packaging costs has put pressure on FMCG companies which are already working with low margins.

5.2 The Importance of Packaging:

Packaging is a very important marketing strategy to customize your product in the eyes of the consumer. First thing a customer would see would be the packaging of the product only after that would he try out the product to analyze its quality. so packaging is very important at first as the product is placed in the shelves of a retail outlet the first thing that would attract the customer would be the packaging, styling, color choices of the product and a manufacturer should really focus on that

5.3 Role of packaging on consumer buying behavior:

packaging influences consumer behaviour. The question is whether the degree to which packaging influences consumer behaviour is significant. This makes for a more interesting debate. If we consider packaging as a communications medium, which we surely must as companies spend as much money developing innovative new packaging solutions as they do on many other elements of the marketing mix, in order for it to be successful it must deliver on both a functional and an emotional level. Content without creativity is just plain boring, but creativity in the absence of content is simply noise.

6.1 BRU

Bru: Happiness Begins with Bru

Brand: Bru

Company: Hindustan Unilever

Bru is a powerful brand from Hindustan unilever limited, and since its inception in 1968 it has served as powerful coffee brand giving stiff competition to Nescafe.

Bru being synonymous for instant coffee and had an staggering 21% market share in the first year of launch itself. the brand has been fighting for the numerous positions with Nestle whose iconic Nescafe brand was the market leader. But in 2008, the brand pushed Nescafe to the second position.

The Success factor was:

1. Innovation in Product
2. Innovation in Packaging of shelf
3. Aggressive Advertising

Nestle lost out because of lethargy. The company failed to consistently invest in its Nescafe brand.

HUL's marketing acumen is vivid in the rise of Bru as the market leader. It has never stopped innovating for this new brand. Bru was able to give new offerings to customers on a regular basis. One of the successful new products was the cappuccino packs. The new flavor gave the brand a new thrust in the market. The new flavors even prompted hardcore tea lovers to try out these flavors. The best part was that these cappuccino was available in single serve sachets which prompted consumers to test the flavors.

Another innovation was the cold coffee. Bru launched the cold coffee variants which again captured the attention of the consumers..

Bru is positioned on the theme of happiness. The brand has the tagline “Happiness begins with Bru ”. The positioning and communication has been consistent with the brand's promise of kick starting one's day with a Bru.



Figure 6.11:Clip lock packaging

Bru cappuccino endorsed Bollywood celebrity Karan Johar to help the brand to take it to the next level and help achieve its goals

Recently company came up with another form of packaging called as clip lock and its main function was to protect the aroma of the coffee to stay inside the coffee and don't let it go out the container as many customer fears that the as we keep the coffee in the box its flavor would vanish over time.

This little plastic lock also gives more convenience to the home maker. Normally consumers had to transfer the powder contents to the glass box to prevent it from losing its aroma. But this packaging protects it from happening so.

6.2 COCA COLA

6.21 Introduction:

The Coca-Cola Company is a leader in the beverage industry with a reputable brand and strong global presence. According to the Coca-Cola Company's mission statement and 2020 Vision, some of its goals include:

1. Increase profit by cutting down costs through productive and efficient production facilities;
2. Focus on environment friendly bottling production and enforce sustainability;
3. Continue to diversify its portfolio through innovations and partnerships, keeping consumer demands in mind;
4. Increase annual operating income by 6-8% in order to double their revenue by 2020.

6.22 History of Coca Cola:

The Coca-Cola Company is a beverage company. "It owns or licenses more than 500 nonalcoholic beverage brands" (MintGlobal, 2014). It primarily serves sparkling beverages but also wide range of still beverages such as water, juices, ready-to-drink teas and coffees, and sports drinks. The Coca-Cola Company was founded in 1886, by John S. Pemberton and served Coca-Cola at a local Pharmacy in downtown Atlanta, Georgia (The Coca-Cola Company, 2014).



Figure 6.21: DIFFERENT FLAVORS OF COCA COLA

6.3 Branding:

From the Three A's to the Three P's Coca-Cola used to focus its strategy on the three A's: availability, acceptability, and affordability. It had tremendous growth and has lower entry barriers.

The Power of Brand Accessibility

Power of the brand is so powerful that coke considers water as its competitor and thinks of coke as daily consumption drink and focus on promoting as daily consumption drink

Coca-Cola is Serious about Brand Building

Every month, Coca-Cola tests 20 brand changes with 4,000 consumers to test movement. The company also compensates a large part of its senior managers based on brand preference.

One Final Coca-Cola Fact

Annual report of coca cola suggests that coca cola is most recognized word after ok in the world.



Figure 6.31: Bundled box

6.4 Packaging:

Coke is the most recognizable bottle in the whole world and everyone easily recognizes if a person is drinking coca cola. Plus the packaging is nothing premium but more of a casual styling. It has changed its styling from the simple bottle to a more rounded bottle in 1990's.

6.5 Bottling/Packaging Trends of Coca Cola:

Coca cola started as fountain beverage in the 1800's and sold for 0.5 cents for a glass of soda but later with the technological development of glass bottles the brand became leader in its segment after bottling the beverage and selling it like hot cake.



Figure 6.41 :Types of coke packaging

6.3 CADBURY DAIRY MILK

Cadbury dairy milk has changed its packaging over the years. You can see in the below diagram how the looks of the packaging has changed over the years.



Figure 6.31 :Evolution of dairy milk

The role of Cadbury's packaging is to perform both a functional as well as marketing role:

1. Functional role would be to be structurally sound & to protect the product quality in distribution and storage conditions.
2. At a marketing level, however, it should be attractive and easy to handle, communicating to consumers the essence of the Cadbury brand identity. This marketing role is very important in the self-service arena of modern retailing, particularly in confectionery where so much is purchased by consumers on total.

Pearlfisher has had a long term relationship with Cadbury for their packaging . Pearlfisher have created brand world for Cadbury Dairy Milk that spans brand strategy, identity creation, packaging design and brand guidelines. Pearl fisher's challenge was to create a package which would honor the iconic Cadbury brand and the type of feeling it creates among the dairy milk fans

The outcome is a creation of the great iconic taste of Cadbury Dairy Milk – taking the brand from iconic to experiential around the globe. They have refreshed the logo of Cadbury and made it a lot more joyful by putting characters from all over the world, different personalities into each bar. You can see that in the image below:



Figure 6.3.2: pearfisher pack

Now the new packaging has really helped Cadbury with the brand identity and brand recall and also helped the company to retain its customers. Thus changing packaging over the years has proved fruitful for Cadbury maintain its clientele and create a better brand recognition. Cadbury's world famous packaging is made up of four key elements:

1. distinctive packaging design
2. the Cadbury corporate purple color.
3. the glass and a half of full cream milk logo
4. the Cadbury script logo.

Research methodology is the method that is used for research on the topic of research. In this research methodology, the basic trends will be taken into account. For the purpose of including this chapter is to assess the methodology that is used for the for selecting the methodology and how it supports and leads to a conclusion.

7.1 Research Philosophy

The methods used for a research include pondering over the in a theoretical way so that the research approach can be applied, Mason stated (2002). The main purpose of explaining research philosophy here is to get to know of as many research methods and information as possible so that research can be made by gathering data about the Corporate Social Responsibility of the organizations and how they actually practice it.

There are also techniques defined used for data acquisition for the purpose of research in case the data could not be obtained. Saunders et al., (2007) mentions that research philosophy can be categorized as is shown in the diagram below:

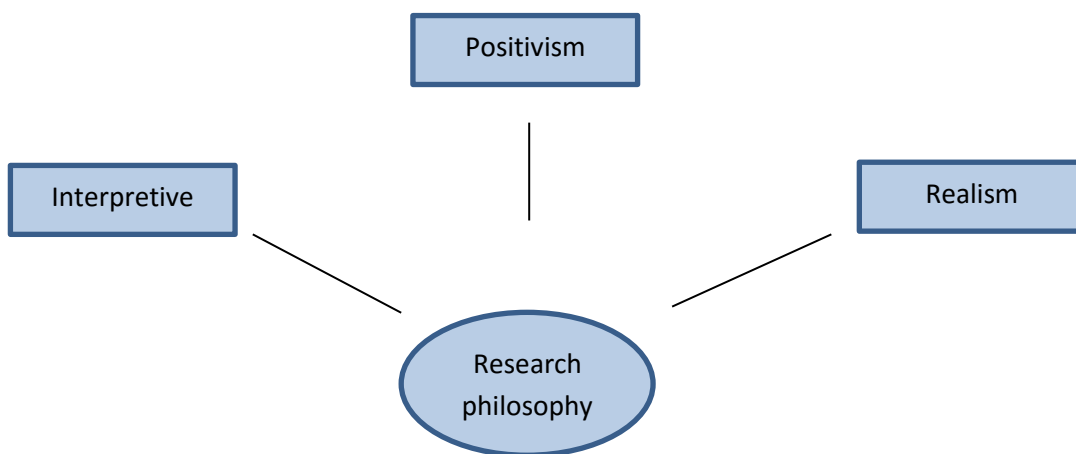


Figure 7.1 Types of research philosophy

The major approaches are as follows:

1. Realist Approach: The realistic approach states that all the data and information collected are purely related to true beliefs.
2. Positivist Approach: This approach includes the hard facts and figures about the Research
3. Interpretive Approach: It includes getting real time experience of the people included in the research

7.2 Research Design

Research design gives the direction or framework how to carry out or conducting the research project so that the desired result can be obtained. It is also called the overall research plan.

The basic purpose of the study is to garner how packaging of an FMCG product affect the consumer behaviour ,sales and creates a brand recognition.

7.3 Units of analysis

Main purpose of analysis in this research is the case studies of Bru, Coca – Cola, and Cadbury dairy milk.

7.4 Research Approach

Inductive research approach will be carried out in this research and a result of provisional and belief is a theory created by this research. In this research, qualitative inductive approach is used.

7.5 Data Collection

Secondary data collection method is the one in which the data is already available and is not the firsthand information. The reliability of the data can be questioned in the fact that the figures and facts were not collected by the researcher directly through Primary Research, which is the main disadvantage of conducting research on secondary data available already. The data includes in this research was collected from different company reports, websites, articles, company blogs, pressure groups reports and the like.

DISCUSSION

8.1 BRU

Success for bru was the innovation in packaging, it implemented in its products which its major competitor Nescafe failed to do, which stuck to its older packaging of glass jar.

So bru innovated in its packaging of its instant coffee by developing the powder in 'clip-lock' packets. It also introduced an air tight plastic container which contained a packet of instant coffee maker. Bru offered different packaging for its product categories thus it got consumers attention and attracted a lot of people and led them to try the brand. Price margin between Nestle and Bru was very minimal and it gave no advantage to Bru over Nestle.

Bru recently came up with customer centric innovation and developed flavor lock. Most consumers worry that after opening the packet the flavor of the coffee would vanish away but with help of this flavor lock it would retain its flavor and would not let the flavor escape its packet. Rather than actually locking the flavor, this lock gives a psychological belief to the customer that flavor would not be lost, but on the other hand it was very convenient thus eliminating the need for an extra container to store the coffee.

Bru is a brand which has reached the applauding position following methodologically all the important elements for marketing success: customer centric innovation, aggression and new product development.

8.2 COCA –COLA

Coca Cola bottles are the most recognizable bottles in the world and are often described as the design icon of the decade. Packaging was crucial for Coca Cola as the only thing visible to the customers apart from the taste was the bottle itself. Coca Cola has redesigned its bottle plenty of times over the years and there is a different philosophy like:

1. Person would feel that it is Coca Cola bottle even if it feels it in the dark.

2. even if broken one could tell it was coca cola.

Coca cola did analysis which showed that people like to drink coca cola from the bottle itself which makes packaging and appearance of the bottle a major factor in its sales.

In 2009, The Coca-Cola Company introduced PlantBottle packaging, first PET plastic bottles. Made from traditional materials and renewable resources from sugar cane crops, they had the same durability and holding capacity as its old player

Coca cola has sold more than 30 million plant bottles since its inception and has helped to prevent pollution of about 180,000 tons of carbon dioxide.

Coke has always worked towards innovation of its products by keeping in mind the environmental hazards it may cause. Till the date, with our primary packages, as a system we have:

1. Trimmed the weight of 591 mL PET plastic bottle 25 > per cent
2. Shaved 30 per cent from the weight of our 355 mL aluminum can
3. Made weight less of their 237 mL glass bottle by more than 50 per cent

Thus innovation in products packaging has always made the brand loyal to its customers, who also feel that product is less harmful to the environment thus sales also go up, and a customer would prefer to buy a coca cola product over any other brand if he/she feels that it has been made with very less natural resources .

8.3 CADBURY DAIRY MILK

Cadbury has been a loyal brand to its customers and has always been innovative about its products and its packaging, as we can see the case above how the packaging has changed over the years and made dairy milk more attractive, protective and reliable brand.

Packaging also helps in marketing the product better as in the eyes of the customer before even buying the product the only thing appeals is the look and feel of the product. Dairy milk packaging creates a positive image the product and also helps in its protection.

As a chocolate brand they need to make the packaging attractive as the customers are mostly children who are easily influenced by the packaging of the product. Cadbury's world famous packaging consists of four key elements:

1. unique packaging design
2. The Cadbury favorite purple color.
3. The glass and a half of full cream milk logo
4. The Cadbury script logo.

These elements convey to customers the morality, distinctiveness and high quality of Cadbury products. In a product display, consumers will notice the packaging colour first, then the shape and finally the detail of a product. The distinct Cadbury corporate colour of purple is the prominent selling feature. This colour is now synonymous with Cadbury's milk chocolate and as much provides the company with a distinct competitive advantage in the competitive environment.

Design is also very important in all areas. Consumers are getting more design conscious and expects a box of chocolates to look as nice as it tastes! Cadbury has always been at the best of packaging design and brand establishment and recognizes knows that importance of this in retaining its leading position in its marketplace. Consumers are continuing to observe their ongoing investment in innovative packaging design with each new product launch and each new change being made to the already existing design.

LIMITATIONS AND RECOMMENDATIONS

9.1 LIMITATIONS:

1. The data on consumers on how the packaging affect their buying behavior was very less and most of the reach is dependent on secondary research available on the internet.
2. Time constraint was a major limitation as we had to complete the project.
3. Limited access.

9.2 RECOMMENDATIONS:

1. All the marketing units pay attention towards good packaging. They feel that poor packaging is one of the major drawbacks of product failing in the market. It is necessary to set a packaging standard and to focus on more for better protection and promotion of a product.
2. I do believe that culture difference does have an impact on company's initiatives to design the product package, for instance, during our research; the choices of packaging colors are quite different between the West and Far East. Thus, we think that it is important for international companies to take a consideration of culture differences when they design the product package.
3. Packaging should be given a major importance as we can see after reading the cases and it can play a major role in sales of the product.

CONCLUSION

I believe that over the years the consumers have become quite conscious about what they buy. Packaging design, color and size affects but also the labeling on the packaging is also important. As Bru's distinguish packaging gave it an advantage over nestle and how coca cola redesigned their bottles over the years and have even developed environmental friendly packaging to attracts consumers. Cadbury has carefully cultivated the packaging of its products to match the likings of its customers and make it protective and unique. Thus:

1. Package should be treated as one of most valuable asset in today's marketing environment, and it does Impact highly on the consumer buying intention.
2. Appropriate and precise picture or packaging color which delivers them a happy feeling, or an easy handle/open/dose/dispose package shape. All these elements contribute each important effort to catch consumer's attention and interest. Every single element and functions of packaging make the product more eye-catching and attractive
3. The impact of packaging and its elements on consumer's purchase intention can be seen by analyzing the importance of its various elements for consumer's choice. For this purpose main package's elements could be identified: graphic, color, size, form, and material of packaging are considered, wrapper design, printed information, innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, impact of these elements should be to the extent of how much a consumer buys a product.

11. REFERENCES

Web Sites:

http://en.wikipedia.org/wiki/Packaging_and_labeling

<http://www.indiapackagingshow.com/>

http://packnomics.com/Where_s_The_Money_.html

http://www.indianmba.com/Faculty_Column/FC337/fc337.html

http://www.brandchannel.com/papers_review.asp?sp_id=1492

<http://gdpackaging.wordpress.com/2010/03/01/introduction-to-packaging-design-article/>

<http://www.packagingtoday.com/>

http://www.business2000.ie/pdf/pdf_3/cadbury_3rd_ed.pdf

<http://www.print-packaging.com/education.htm>

<http://www.cosmetic-packaging-manufacturers.com>

<http://www.wasteonline.org.uk/resources/InformationSheets/Packaging.htm>

Keller, K. L. (2003). Strategic brand management: Building, measuring and managing brand equity, 2nd ed., Englewood Cliffs, NJ: Prentice-Hall.

Kotler, P.(2003) Marketing management, 9th ed. Upper Saddle River: Prentice-Hall.

ADHERENCE SHEET

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	21/1/16		
Literature Review/Objectives of the study	2/2/16		
Methodology	18/2/16		
Questionnaire/Data Collection tools	3/3/16		
Data Collection	17/3/16		
Analysis	24/3/16		
Conclusion and Recommendations	1/4/16		
First Draft	15/4/16		
Final Report/Binding and Submission	3/5/16		