# A Study On Packaging Used For Various Type Of Products And Brand Communication

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***Abstract:*** Packaging plays a crucial role in brand communication by providing a platform for companies to convey their brand image and message to consumers. This study examines the various types of packaging used for different products and how they communicate the brand to the target audience. The study analyzes the role of packaging in influencing consumer behavior, brand loyalty, and purchase decisions. Data was collected from a diverse group of consumers through surveys, interviews, and online research to gain insights into the impact of packaging on consumer perceptions and behavior. The findings reveal that packaging design, functionality, and material can significantly influence consumer perceptions of a brand, with a well-designed packaging creating a positive impression and building brand loyalty. The study highlights the importance of packaging as a tool for effective brand communication and provides insights into how companies can leverage packaging to enhance brand perception and consumer engagement. The study examines different types of products and their respective packaging designs, including food, cosmetics, electronics, and household items. The packaging of each product type is analyzed in terms of its functionality, design elements, materials used, and how they contribute to brand communication. For example, the packaging for food items is often designed to be more informative, with labels indicating nutritional information, ingredients, and other important information. Cosmetics packaging, on the other hand, is often designed to be more visually appealing, with vibrant colors and sleek designs that reflect the brand's image. *The study also explores the impact of packaging on consumer behavior and purchase decisions. It finds that packaging design and functionality can significantly influence consumer perceptions of a brand and their likelihood to purchase a product. Consumers often associate well-designed packaging with high-quality products and may be more inclined to purchase a product if it is packaged in an attractive and functional manner.*

**Index Terms - Elements of a good Package Design , The role of Packaging and Elements of Packaging**

## I. INTRODUCTION

Packaging is the container for a product – encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used‖. Most marketing textbooks consider packaging to be an integral part of the ‗product' component of the 4 P's of marketing: product, price, place and promotion. Some argue that packaging serves as a promotional tool rather than merely an extension of the product. Keller considers packaging to be an attribute that is not related to the product. For him it is one of the five elements of the brand – together with the name, the logo and/or graphic symbol, the personality and the slogans. While the main use for packaging can be considered to be protection of the goods inside, packaging also fulfils a key role in that it provides us with a recognizable logo, so that we instantly know which product is inside the package. From the consumer perspective, packaging plays a major role when products are purchased – as both a cue and as a source of information. Packaging is crucial, given that it is the first thing that the public sees before making the final decision to buy.

Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packaging 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. Kotler defines packaging as all the activities of designing and producing the container for a product. Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication.

## ❖ Elements of a good Package Design

A package designer aims for the following goals: (1) to attract the buyer; (2) to communicate message to the buyer; (3) to create desire for the product; and (4) to sell the product.

**Attraction of the Buyer :** Package must have enough shelf impact to stand out among a myriad of packages. The package must draw attention to itself. This can be done through the effective choice of colour, shape, copy, trademark, logo, and other features.

**Communication to the Buyer :** Every packaging element communicates something, so the image projected by the package must converge with the image being sought for the product . The package design must show at once the intended use, method of application and intended results. A container of talcum powder should not look like as if it contains scouring powder, nor should face cream jars resemble shoe polish containers . All necessary information must be clearly visible or implied through the design. This communication may either be direct or subtle. Direct communication describes the product, its benefits and how to see it. Indirect communication uses colour, shape, design forms and texture to convey intrinsic attributes like purity, value, fun, elegance, femininity or masculinity. Here colour is seen to be the primary aspect involved in subtle consumer communication. This is the reason cosmetic products are usually in pastel colours, black or gold to communicate classic elegance. Pharmaceutical products use light colours or a white background to denote cleanliness, purity, and efficacy. In cigarettes, white packaging suggests low tar while red packaging suggests a strong flavour. Companies targeting Asian markets have to be careful in choosing packaging colours and logos. Failure to consider cultural factors may be disastrous. Still another communication role of packaging is providing information to the consumer through the label or immediate package. Information on contents, instructions on use and information required by law should assist rather than confuse the customer. Manufacturers and marketers are guilty of placing instructions that are often hard to read without a magnifying glass. When the instructions are readable, they are frequently vague and ambiguous. Thus, instructions should be tested for understanding since lack of instruction clarity leads to errors that might become a reason for no repeat purchase .

**Creating a Desire for the Package :** The package can convince the consumer that the product could fill the need or satisfy an inner desire. Packages usually add value like the convenience now being offered by microwaveable packaged foods. A shampoo or lotion bottle can shaped in such a way that its normal position is inverted (less time to remove a viscous product), or it can be easily hung on the shower handle. Special pump dispensers have promoted the liquid soap form over the traditional bar soap. Convenience must also  consider the ease of disposability of the package. Advances in packaging technology have kept pace with the demand for convenient packaging. In addition, rising consumer affluence appears to show that consumers are willing to pay more for convenience, appearance, dependability, and prestige of better packages.

**Selling the Product :** Package must not only sell the product but also should create desire for repeat purchases. This can be in the form of reusable features, special giveaways or easy dispensing devices which promote repeat sales and add value.

## ❖ The role of Packaging

The primary function of packaging is to protect the product against potential damage while transporting, storing, selling and exploiting a productand to ensure the convenience during performance of these activities. Sogn-Grundvag & Ostli have indicated the importance of packaging in the case of grocery, when consumers buy unbranded products. Seeing that most consumers tend to touch products before purchasing, they treat product packaging as a tool for protecting consumers from contamination, for allowing them to touch products without restraint & without any need to avoid smudging their hands. They propose to use packaging with a window, in order to allow consumers to evaluate product by its appearance at the same time reducing consumer uncertainty regarding quality by branding the product and labelling it , i.e. to communicate to consumer adequate message about product. It could be stating that in length of time a function of identification and communication became vital important especially for consumer

## ❖ Elements of Packaging

There are many different schemes for classification of elements of package in scientific literature. According to Smith & Taylor, there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, colour, graphics, material and flavour. Similarly, Kotler distinguishes six elements that must be evaluated when employing packaging decisions: size, form, material, colour, text and brand. Vila & Ampuero  similar to Underwoo distinguished two blocks of package elements: graphic elements (colour, typography, shapes used, and images) and structural elements (form, size of the containers, and materials). It should be noticed that these two blocks, similar to classification of Smith & Taylor do not include verbal elements of package. Rettie & Brewer  stressed out the importance of proper positioning of elements of package, dividing the elements into two groups: verbal (for example, brand slogans) and visual (visual appeal, picture, etc.) elements.

## ❖ Literature review

Product packaging is a Cross-functional and multi- dimensional aspect of marketing that has become increasingly important in consumer need satisfaction, cost savings and the reduction of package material usage leading to substantial improvements in corporate

profits . The role of packaging is changing from that of protector' to information provider' and persuader'. Whereas the original function of packaging was to protect the product, it is now being used as an important sales tool to attract attention, describe the product and make the sale . Through identifying brands, conveying information in respect to price, quantity and quality, and providing information regarding ingredients and directions, product packaging now plays an important role in product promotion . When the dimensions of packaging are analyzed then the corporate social responsibility of the packaging also plays a vital role in brand consolidation or brand attrition. With increasing competition in the marketplace, certain non-socially responsible packaging practices have been noted that may result in a negative brand image for the company, including: deceptive and misleading product packaging, and non- environmentally friendly packaging. As consumers become more aware of the social and environmental impact of their consumption, they are demanding more ethical product alternatives . Industry has also recognized the need for acting in a more socially responsible fashion, which also includes improving the environmental impact of the firm, its products and services. CSR benefits to business can include more motivated employees, reliable supplier relations and an extended base of loyal customers and improved reputatio. Packaging is also a medium to build a brand image as Keller describes brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. Studies have shown that brand image is an important cue that consumers use to infer information regarding the quality of the product and motivates their consumption tendencies . In an emotional manner, consumers are presumed to seek a relationship between their self- concept and the brand image of the product. Research suggests that the total sensory experience of a brand (including the packaging) creates an image in the minds of consumers that can inspire loyalty, build trust and enhance recognition . Therefore, if a product's packaging is to effectively entice consumers to purchase the product, then, not only is the total sensory experience of the brand an important factor, but also the congruity between a consumer's self-image and the brand image, especially for socially and environmentally conscious consumers. CSR benefits to business can include an improved reputation and improved brand image, which can help create an extended base of loyal customers . The consumers have the instinct to align themselves to the products that they use and a product invokes their emotional senses as well. The individual's self-concept plays a major role in choosing certain products. In fact, these products are symbols that represent the buyer's self to others . According to Mehta , individuals have a tendency to develop preferences to particular brands in which they feel match or enhance their self-image, in other words, products that provide a means for self- expression. Therefore the effective packaging of products is vital with the point of view of conveying the brand image to the consumer. It has also been found that the interaction of the buyer's personality and the image of the purchased product often influence consumer buying behaviour . The literature on packaging also examines the deceptiveness of different brands to leverage their sales. The cases of passing off have also been found in case of many brands. Passing off occurs when there is the potential for consumers to find associations between brands and products that, in reality, have no relationship . Research suggests that there is an increase in companies developing their own private brands that exhibit packaging attributes, such as the shape, sizing, colouring, lettering, or even, the logo similar to those of already established brands . Then the hidden changes in size and value have also been reported in product packaging. Misleading labels are another form of deception that results in the consumer receiving incorrect information about the product . Forms of misleading labels include environmental claims and origin claims. In another case, batteries that were imported from Europe labelled recyclable were found to be misleading because they were only able to be recycled in Europe and not in Australia .

The pack should instantly trigger brand memories, automatically bringing thoughts, knowledge and feelings about the brand into the shopper's consciousness. While it is important that the packaging reflects the values and positioning of the brand, the key role of packaging is not necessarily to communicate but to trigger the communications that have already happened around that brand prior to the shopper entering the store. In order to achieve this, it is vital that packaging is integrated with other forms of brand communication. Many studies suggest that around two- thirds of purchasing takes place in "default" mode, where the shopper gives little serious consideration to choosing between brands. This is often because shoppers already know which brand they want to buy before they walk into the store. Here finding ability is a key. Any difficulties encountered by a shopper when trying to find the brand they want may open them up to other potential choices. Brown writes about the role of packaging in retail sector and global factor also. With so much competition in the retail sector a brand must break through the visual clutter and grab a shopper's attention. A beautifully designed pack may be lost once displayed on a shelf alongside its competitors. Consideration should be given to how the packaging works in quantity. For example, in the U.K., tea brand PG Tips has a leaf pattern across its pack and when the packs are displayed in a row, the leaves become a continuous banner. Not all packaging travels well. For example, the colour, graphics and imagery of packaging that works well in one country, won't necessarily work in another. And, depending on where you are in the world, the importance of the different roles of packaging will shift. For example, in India, because those on lower incomes are paid daily, smaller pack sizes are needed to make products affordable; nearly 40percent of shampoo sales are single-use size. In more developed markets green issues are playing a greater role in consumers purchase decisions. Packaging is no longer considered to be an important aspect of the product. Instead, it is increasingly being perceived as an unwanted and unnecessary source of waste material , as well as contributing unnecessary volume to landfills and the resulting greenhouse gas emissions. Nearly 80 percent of consumers believe that products use too much packaging . In 1990, 68 percent of marketers had already begun to make environmental related changes in their packaging . This reflects the fact that 67 percent of American consumers claimed that they would switch to a product that had environmentally safe packaging. This figure is even higher in other countries, such as Italy and Spain with 84 percent and 82 percent, respectively, claiming they would switch products . The selection of appropriate package design research methodology depends on the type of information required to make design decisions. The available methods are classified into ocular or verbal tests . Ocular tests are used to determine exactly what a person's eyes see, how long she/he dwells on each element of what she/he sees, and to which new element she/he looks at.

# ❖ RESEARCH METHODOLOGY

## ★ Research Design

Purchasing the aim of this study, the importance of various visual and verbal elements of package for consumer 's decisions was surveyed in literature. When all functions and environments are considered simultaneously, packaging becomes a socio-scientific endeavour. When viewed this way, packaging is not just a means to protect or contain the product, but has the potential to impact the decisions of consumers, and the lives of those interfacing with it.

In the current study work after exhaustively surveying the literature above framework was devised. In the above framework the dependent and independent variables were jotted down and the questionnaire involving dependent and independent variables was administered to the representative set of population. And the data collected through survey was analyzed by using multiple regression analysis. The questionnaire was rated on the five-point Likert scale. The ratings of questionnaire ranged from strongly agree to strongly disagree. The strongly disagree was allotted the scale of 1 and strongly agree was allotted the scale of 5. The respondents were asked to fill the questionnaire which involved 20 parameters that comprised package design, liking of package, communication through package and usability of package. The questionnaires were administered online as well as offline to seek responses. In addition to the questionnaires the 20 respondents were also tested for their change in pulse rate when they saw variations in different packages. The pulse rate was measured by the instrument called as pulse oxy-meter. It is a portable instrument which can be clipped on respondent 's finger. It detects the pulse rate because of the infrared beam passing through the nail of respondent. Different packages were shown to the respondents to measure their pulse rates. The packages contained the appeals of design, attractiveness, usability and brand.

The main idea of this research study is to analyzing the factors which has affecting on Indian Online buying behavior of consumersin the case of India. This goal achieved by investigative the perceived risk, attitude, domain specific innovativeness, subjective norms and Indian Onlinebehavior. The dependent variable is Indian Online buying behavior of consumers while independent variables are (1) Attitude (2) Domain specific innovativeness. (3) Perceived behavioral control (4) perceived risk (5) Subjective norms

## ★ Sampling Design

**Sampling Population :** Sampling population consisted of the different users of packaging who use the packaging in their day-to-day life.

**Sampling Elements :** Individual respondents were the sampling elements.

**Sampling Size:** 103 respondents for questionnaire and 15 respondents for pulse rate Data Collection Self designed questionnaires were administered to gauge the preferences of respondents. The questionnaires were rated on the 5 point likert scales with 1 for strongly disagree and 5 for strongly agree.

## ★ Tools used for Data Analysis

**Following tools were used for data analysis :**

a) Reliability test to measure the reliability of questionnaire.
b) Multiple regression analysis
c) Pulse rate measurement by portable pulse oxy meter. Raw data were captured in spreadsheet software (Microsoft Excel) and then Imported to software statistical package (SPSS 16 for windows)

- Using reliability analysis one can determine the extent to which the items in the questionnaire are related to each other and we can get the overall index of repeatability or internal inconsistency of a scale as a whole. Also we can identify the Problem items that should be excluded from the scale. Alpha reliability test of the administered questionnaire was carried out. Alpha (chronbach) is a model of consistency based on average inter-item correlation.

- Multiple regression analysis was used to find out the statistical relationships existing between dependent and independent variables. Form the framework of research following dependent and independent variables were identified:

- Packaging design is dependent upon the buyer attraction towards a package, communication to the buyer, convenience in handling and using, saleability of product and green aspect.

★ **Research Strategy**

By nature the research strategy for this research is theoretical and deductive. Deductive approach is used. For data collection, survey is involved for collection data. A complete survey was taken to collect all relevant data, questionnaires used as tool of collecting relevant data. Data can be collected by two ways. Data collected from existing source is known as secondary data while fresh data which is collected through survey for a particular research called primary data (Gilbert A Churchill, 2009; Saunders et al, 2009). Tools for collection of primary data are interviews, experiments, observations, and questionnaire. For collection relevant data researcher used questionnaire for this research.

★ **Data Collection**

Data can be gathered from secondary or primary source. Secondary data is all that data which is already exiting in the form of information. Secondary data is cheaper than to primary data and also interesting (Blumberg et al, 2008; Saunders et al, 2009). secondary data assist the overall project if it is available about the required issue (Hox and Boijie, 2005).

Primary data is fresh collected data for the problem which is in hand. It is collected from primary sources (Hox and Boeijie, 2005). Social philosopher can contribute to gather primary data with primary sources. Primary and secondary data can be collected by a number of ways. Interviews, Questionnaires, observation, internet and focus groups are the sources of collecting primary data. While the secondary data can be collected from journalism newspapers, annual reports, websites and publications can be utilized to collecting secondary data (Hox and Boeije, Sekaran, 2003).

This is deductive research in which primary data were collected for analysis. For collecting primary data the source of questionnaire was used. The questionnaires were distributed among different people which are different in gender, age, education and geographically. Questionnaire is consisting on 45 questions and has three portions. First portion is about the dependent variable mean Indian Indian Online Shopping behavior, while second section is about the financial, product, convince and non delivery risk, in this portion data also collected about the return policy and infrastructural variables. In third and last portion data collected about independent variables, are attitude, subjective norms, domain specific innovativeness, perceived risk and perceived behavioral control. The data collected from 15 September 2015 to 20 November 2015.

## Scale and Measure

Survey was conduct to collected the data questionnaire (for questionnaire see Appendix A) in order to check the main hypothesis. The questions of the questionnaire are selected from several other same researches. They used these questions to collect required data to accept or not accept the hypotheses. Questionnaire was distributed in to two big cities of India which are Karachi and Islamabad. The questionnaire consists at 45 questions excluding screening questionnaires. To check the reliabilities of questionnaire Cronbach's Alpha applied and outcome show that all were above 0.7 which present good reliability. By examination previous researches, it is found that five point Likert scale is suitable for data collection. 1, used to show "strongly disagree" while 5 show "Strongly Agree". 700 questionnaires were distributed after collecting and screening only 387 responses selectedfinally for data record, other were failed to qualify to as standard sample. The detail of questionnaire with source and variable are as under table.

## Population & Sample

According to Easterby – Smith et al (2008) the social sciences research implicated the research population and sample. The group of people which possessing the similar characteristics are refers to population. Samples draw from population and have all characteristic of the population, so sample is helpful to collect the data and draw result or conclusions. For this purpose data collected from students, professors and other top management of the organizations from Karachi and Islamabad.
According to India Telecommunication Authority the users of 3G and 4G have surpassed 20 million by the end of October 2015. All internet users can be potential Indian Onlinecustomer. So, that all are included in population size but in sample only active Indian Onlinecustomer were selected which have Indian Online buying experience.

★ **Data Analysis**

After collection it was recorded at micro soft excel than transfer at Statistical package for social sciences (SPSS V. 20) in order to apply different statistical test. SPSS is software that gives numerical and statistical mechanism for a complete and detailed quantitative data analysis. It assists researcher to perform difficult statistical calculations in an effectual and convenient way (Bryman & Cramer, 2001). In order to examine data descriptive statistics analysis, reliability and regression analysis were applied in statistical analysis.

## Descriptive Analysis

There are statistical tests used for data analysis, which involved on sample size, sum, percentage, maximum, minimum, frequency and include on other statistical techniques. This analysis also describing the demographic data and also provide reasonable information of the relationship between individual items with respect of the scale. Descriptive statistics can obtainable in different ways. The general ways of representations use are range, variance and standard deviation. The overview of the sample can present by descriptive analysis. To know the result central tendency of the result before further analysis descriptive statistic used.

## Reliability and Validity

Reliability and validity both are important for researches, at the time of study designing, results analyzing and at the time of judging quality of research (Patton, 2001).Reasonable validity and reliability creates the trust about the research and result. Reliability is psychological test, by which we measure the same behavior or attribute (Rosenthal and Rosnow, 1991). Nunnally (1978) define as the stability of measurement at different conditions or variety of condition in which basically the similarly results should be achieved. Simply reliability is the degree which used to measure error in the result with different aspect. It can be measure by different tools like, split-half method, alternate-form method or cronbach's alpha method, Validity is about the meaningfulness of research components. At the time of measuring behavior researcher worried with whether they are measuring what they planned to measure. Does the GRE really expect successful achievement of a graduate study program? Does the I.Q test measure intelligence? These questions are related to the validity and even though they can never be answered with confidence or certainty. Therefore, researchers develop sturdy support for validity of their measures (Bollen, 1989). However, Validity has been defined by "the extent to which (a test) measures what it claims to measure"(Gregory, 1992,p 117). There are different types to ensure the validity, all relevant to data and completely reviewed before the process. Two methods used in research to expand the level of data collecting validity. Semi conducted interviews and quantitative data collected through questionnaire. Questionnaire designs need to check before establishing for data collection, because of validity potential of target, goals and objective. Generalizability is another part of validity which also plays vital roles in research project. In this part we analyze the grade of result of the research which can be employed to other research settings. For a researcher it is difficult to implement the result for whole populations. For this a pilot questionnaire was design.

## Exploratory Factor Analysis (EFA)

EFA is used for develop questionnaires. It is used to analyses the construct of variables. KMO used to conform the reliable sample size, is the data is enough for analysis. If, the value of KMO is above the .5 its mean sample size is enough. By EFA the number of question can be reduce which are irrelevant to the variable (Andy Field, 2005; Hair et al., 2006; Hutcheson &Sofroniou, 1999).

## Multicollinearity

Multicollinearity is a statistical phenomenon which used to know the exists or perfect relationship between or among the predictor variables. If there is exact a relationship between the predictor variables, it will difficult to know the reliable estimates of their individual coefficients and conclusions result about the relationship can be wrong (Greene, W.H 2000; Morgan, 2004).
It can cause the lack of statistical significance of individual predictor variables even overall model may be significant. So it can be serious problems while interpretation and estimation of beta. It detects the overlapping or same information which provided by two or more predictors variable (Wooldridge, 2000; Gliner,J.A& Morgan, 2000).
Discriminant Validity
Discriminant Validity used to show that the realities of variables are not related. When the constructed well-known to use in one culture, but then are adopted bysome other culture, this state bring the perception of Construct validity and it is necessary to check is it fit for other culture(Fornell, 2010). It is found that the construct validity could be fined by two ways, those are convergent validity and discriminant validity (Wooldridge, 2000; Straub & Boudreau, 2004).
It is stated that Discriminant validity is use to determine the uniqueness and distinctiveness of each independent variable (Babin and Anderson, 2010)

## Correlation Statistics

Correlation measures the strength of relationship between two quantitative variables. The common coefficient of correlation used is Karl Pearson's product moment correlation coefficient and denoted by "r" (Fornell, 2010; Malhotra, 2010). Value ranges of the coefficient of correlations are -1 to 1and these two are extreme end. The greater positive value show the stronger direct correlation while the smaller positive value indicate the week direct relation between the factors, "0" indicate no relation while the negative sing show the inversely correlation. For making the significant research result, the number of participant should be increased. To ensure the research validity correlation analysis should be applied.

## Regression Analysis

Regression analysis is a statistical tool, used to investigate or study the affecting of one variable on other variable. According to Wikipedia it is statistical process of estimating the relationships among the variables. It is, suited for analyze functional dependencies between factors, dependency means X (partially) determines or establishes the level of Y. It used to finding out the nature of the relation and also analyze is it actually exists or not. With the help of computing "P" value regression analysis affecting can be improved. If the P-value is 0.05 than result will be significant at 95% confidence (Nolan &Heinzen, 2007; Fornell, 2010).

## ❖ CONCLUSION

Packaging plays an important role in the marketing context. The right packaging can help a brand carve a unique position in the marketplace and in the minds on consumers. Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice (especially in the context of children's products). As the market becomes more competitive and

shelf space is at a premium, products need to be able to stand out from the crowd and packaging needs to provide more than just functional benefits and information. Under time pressure and in low involvement purchases, less time is spent looking at the detail and information provided on packaging – this is especially true in the FMCG category.

The research conducted on packaging attributes in the current research work shows that buyer attraction was a important factor in the package design and the companies are innovating new ways and means to attract customers through its attractive package design. Respondents also seem to give weight age to the communication and convenience in handling of the package. Respondents did not give due weight age to the environmental considerations and disposability of the package which indicates that awareness needs to be created among people so that they prefer packages that are easily disposable and are environmental friendly. Also research indicated that if the branded products are given to the people in ordinary packaging they are more likely to accept it because the branded products reduce the Caveat Emptor of the customers and they are more likely to give weightage to branded product than to the package. Symbols and logos did not have significant impact on liking for package and size of the package showed significant buoyancy which indicates towards the miniaturization of product packaging in the form of shampoo sachets and deodorant sticks etc.

The shape of the package was the significant attribute of communication through the package and an innovative pack design can help to set a brand apart from its competitors. The marketing world is full of examples of brands that have used packaging to carve a unique position in the marketplace. Pringles potato chips cylinder and Absolute vodka bottle are widely cited international examples, while in a South African context, recent examples include L'Aubade water bottle (up market coloured plastic bottles that are suitable for virtually any restaurant table), Clover milk easy pour packs (long-life screw top packs) and Country Fresh ice-cream tubs. The popularity of Ouma rusk tins is another testimony to packaging adding value to the product.

The findings also shows that ease of handling the packages and protection are also weighed highly by respondents and thus it indicates towards the reasoning that most of the tooth pastes have become soft plastic tubes rather than that old tin tube toothpaste used by companies like forhans and colgate. Also the soap dispenser is innovations for the ease usage of liquid soaps. The respondents gave due weighted to the protection aspect of packaging also and it suggests that most of the syrup bottles are colored either dark brown or dark green so as to protect it from sunlight. The pulse oxymeter test showed that the respondents were more inclined towards the packages like coke, maggi, attractive shoe packages and attractive polybags. It also suggests that respondents may more likely to be attracted towards the edible items and their packages.

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