



# Promoting Business With Eco-Friendly Packaging

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**Abstract:** Companies make product for consumption. The main goal of the companies is to make the product available to the end user safely and undamaged. To product must be protected and safe during transport, storage and distribution, and must be in a good condition. The packaging not only protects the product but also helps with marketing, advertising and consumer information. Different products with their unique feature require different packaging methods. The product must move safely in the warehouse and in the production process. The packaging ensures the safety of the product throughout the process. Different products require different types of packaging materials such as plastic, wood, paper, metal, fabric, etc. Depending on the items or products to be protected, packaging components come in different sizes, shapes, and materials. Throughout the packaging process, most of the packaging materials are treated as waste. Due to increasing consumption, packaging waste accumulates everywhere. These wastes damage nature and affect human health. This paper is an attempt to explore eco-friendly packaging materials, their importance and importance for sustainable development.

**Key Words:** Ecofriendly Packaging, Packaging Material, Sustainable Development

## Introduction:

Every family consumes many products every day. These products come in a variety of forms like liquid, powder, semi-solid and solid. Different packaging materials such as plastic, paper, steel and wood etc. are required for these products. Packaging is an indispensable aspect of sales. Packaging is one of the most important parts of any food or non-food product, as a well-packaged product can ensure consumer protection. The type of packaging is a means of communication between retailers and end users and is likely to attract the consumer's attention. However, due to the new environmental protection directives, it not only has to protect the products, but also has to be environmentally friendly. In today's society, packaging must meet both basic product requirements and specific environmental goals.



Fig1: Packaging of products

Packaging is the enclosing or protecting of a product with a container to facilitate its distribution, identification, storage, advertising, and use. packaging refers to the design and development of a packaging material or container around a product that helps-

- Identify and differentiate the product on the market,
- transport and distribution of products,
- products in the shop,
- promote the product
- Use the product correctly.

According to Kotler –Packing constitutes all the activities of designing and producing the container for a product.

As per Commercial Dictionary “**Packaging** is the preparation of a product or asset for proper storage or transportation. This may include blocking, bracing, padding, marking, sealing, bundling, waterproofing, packaging, etc.”

**Packaging role:** The role of packaging is to protect the contents of the items, facilitate transportation, inform, facilitate storage, marketing and communication of product value, ensure product safety, to ensure consumer safety, and ultimately be responsible for the take over the "natural environment".

### **i. Decision making**

Primary function of packaging is the consumer's decision-making process. Packing is the final salesman for a company. Companies spend heavily on advertising, branding, marketing and sales and have a customer in the showroom and in front of the product line. The consumer's decision is often strongly influenced by the product packaging. Therefore, it directly impacts the consumer's choices.

### **ii. Brand and design**

Brand awareness and image depend in many cases on the product packaging. Take wine for example, the bottle is the symbol of the brand and is used in various ways to emphasize the quality of the wine. The more expensive and better designed the bottle, the higher the value of the wine it contains.

### **iii. Customer information and self-service**

One of the most important roles of packaging, especially when launching new products, is the information provided on the packaging. With the help of this information, the consumer can be informed about how to prepare a food, how to use a technical product or what procedures and precautions are required when using the product.

### **iv. Brand perception**

Of particular importance are brand awareness and the role played by packaging. In India most of the less known brand put their packet colour, shape and size as per leading brand packet which helps in sales by perceptual mindset of customer. For example most of the eatable and chips brand.

### **v. Warranty Information**

Packaging information can also be used to protect the company. In the event that someone sues a company for not providing information and the information is already printed on the packaging, the company can raise their hand and say that the information has already been provided.

### **vi. Promote sale:**

Many times we see a free 1+1 offer? Or buy soap and get shampoo for free? Buy a shaving kit and get that many blades for free? The bottom line promotions largely depend on the packaging that accompanies the product. In addition, there are other ways to package a product to use it to promote your business.

### **vii. Packaging innovations help in sales**

There are many instances where the role of packaging in driving sales is evident. Let's take an example of the Tetra package launched by Frooti in India. we can also see how ready-mixed concrete has changed the market. No more mixing the cement as it comes straight from the company. Such packaging innovations lead to higher sales as more and more customers prefer practical packaging over impractical packaging. Not only tetra packs, bags for small oil, shampoo or other small packs have increased sales of these items. They are easy to transport, easy to sell and have done well in the market.

### **viii. Utility**

Besides the attractiveness and promotion of the product, the packaging has another purpose it protects the product. Product protection, safe handling, prevention of product damage, product transport are examples of the benefits and role of packaging. Even staples like milk and groceries like salt and sugar are packaged because ultimately you don't want ants or other pests to have access to these items. So the purpose of the packaging is basically to protect the product. The usability of the product can be increased by changing the

packaging design. Glasses, bottles and storage containers are now intended to increase the user-friendliness of the product.

**Packaging Waste:** On the road to eco-friendly packaging for sustainability, we need to understand the amount of waste produced in India on a daily basis. The following figures clearly illustrate the alarming waste situation in our country.

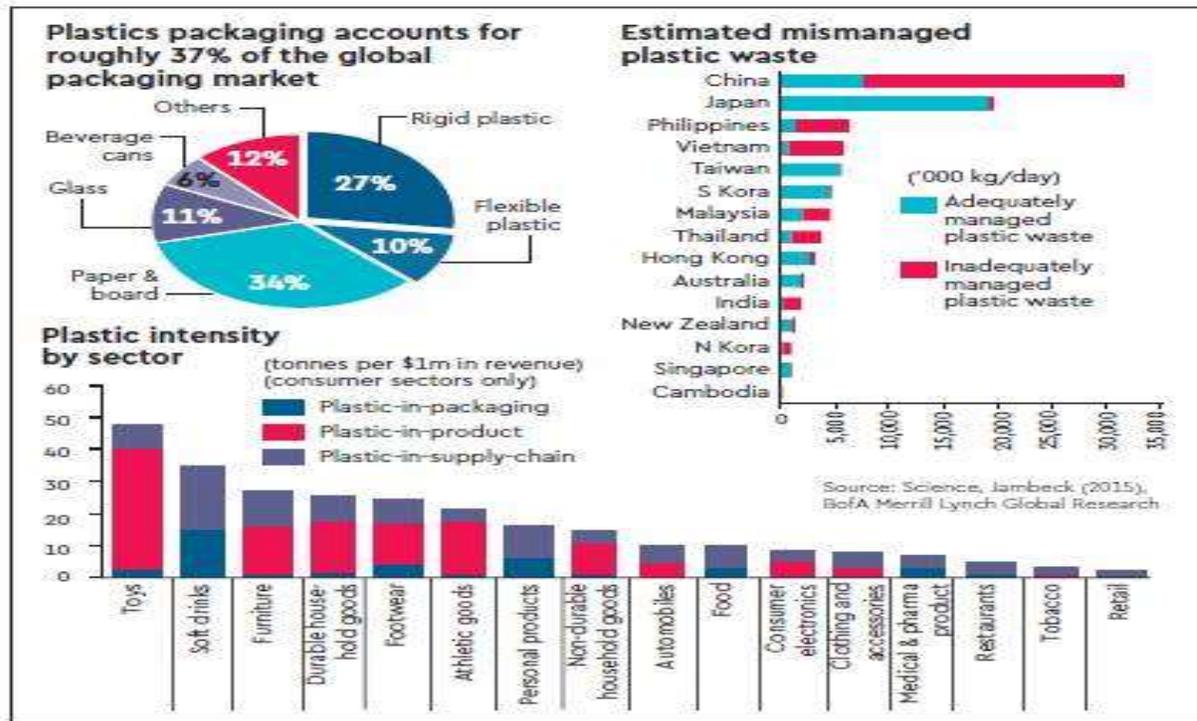


Fig2: Packaging waste

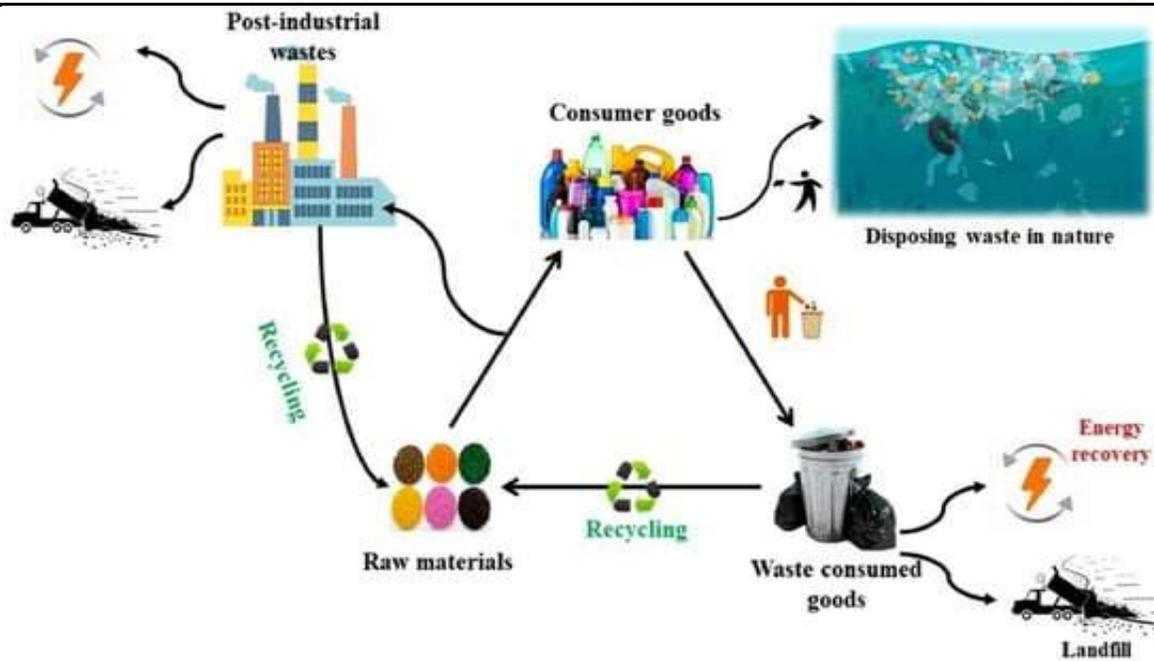


Fig3: Packaging Recycle

**Objectives:** The objectives of sustainable packaging is to study and understand-

- I. The necessity and importance of packaging.
- II. The situation of packaging waste in the country.
- III. What different materials are used in the packaging?
- IV. Identify ecological packaging options for sustainable development.
- V. Methods to minimize packaging waste for sustainable development.

**Sustainable packaging:** Sustainable packaging uses safe and biodegradable packaging materials to reduce pollution. This is also known as Green Packaging. The aim of green packaging is to reduce the amount of packaging material per product contained. While manufacturers cannot change the type of material used in their packaging, they can take steps to optimize packaging by reducing the amount of material used in its manufacturing.

#### **Sustainable Packaging Materials:**

- **Recyclable Materials:** Includes known materials such as cardboard, plastics, and metals.
- **Compostable Materials:** This includes materials such as compostable molded fiber trays that some fast food restaurants are now offering to their customers.

• **Packaging containing renewable raw materials:** For example, cellulose, obtained from pulp, is an interesting alternative to petroleum-based polymer such as PET, PE and PP. A starch-based biomaterial is also an interesting alternative.

• **Packaging with additives:** Packaging additives, mainly biodegradable, oxodegradable and photodegradable materials, accelerate the biodegradation of packaging and reduce the accumulation of packaging waste.

**Sustainable development:** “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

This can be achieved by minimizing or limiting natural exploitation. Ecofriendly packaging is also part of the sustainability efforts. The different elements of sustainability are reduction, reuse and recycling.



Fig4: Towards sustainable development

#### Elements of sustainability:

**Reduce** - Reduce or consume less, resulting in less waste. This can be achieved by:

1. Choose products with less packaging.
2. Buy only what you need.
3. Buy in bulk.
4. Look for items that you can reuse.

**Reuse:** Reuse means that some items can be reused (preferably multiple times) before being traded. Reuse can be practiced by-

1. Use of non-plastic biodegradable package.
2. Give up plastic bags and opt for eco-friendly reusable bags instead
3. Fill your water bottle at home instead of buying a new one.
4. Upgrade your mobile and computer instead of throwing it away and buying a replacement.

**Recycling:** Recycling collects and processes materials that would otherwise be discarded as waste and processed into new products. Recycling can benefit to community and the environment.

### **The benefits of recycling**

- I. Protects natural resources such as wood, water and minerals.
- II. It reduces the amount of waste that ends up in landfills and incinerators.
- III. Increase economic security by using an internal source of raw materials.
- iv. It prevents pollution and reduces the need to procure new raw materials to save energy.
- v. It helps create jobs in the country's recycling and manufacturing industries.

### **Packing Requirement:**

- I. **Protection** - Transporting the product without damaging or breaking the product for the consumer: reduces worry and increases safety
- II. **Convenience:** Ease of use and decision-making make your life easier.
- III. **Image:** Shelf Attractiveness, Brand Awareness, and Product/Corporate/Consumer Value.
- iv. **Sustainability:** By reducing their environmental impact, consumers can make a difference.

### **Type of packaging:**

1. **Primary packaging:** Packaging that comes into contact with the product.
2. **Secondary packaging:** packaging that does not touch the product itself.
3. **Tertiary packaging:** packaging that groups a set of items together.

**Packaging materials:** Different types of materials are used for packaging. The following figure shows the materials used for the packaging.



Fig5: Packaging Material

**Plastics:** This is the most popular packaging material and also one of the most difficult to dispose of. What all plastics have in common is that they are light, stable and inexpensive to produce. For these reasons, they are often used as an alternative to paper and cardboard packaging materials.

**Paper and Cardboard Packaging** - Paper is popular because it is cheap, keeps its shape, and is easy to decorate. Commercial paper is made primarily of cellulosic fibers derived from wood pulp, but can also be made from other sources such as cotton, straw, sisal, and hemp. They are all recyclable. Paper can also be laminated for strength or barrier properties. The materials used can be glossy or matte or embossed. Other materials can also be laminated to the cardboard, such as aluminium foil or plastic.

**Wood:** Mainly used for pallets and boxes (heavy products). For example, some boxes with lids or hinges are made. Cigars, gifts, tea, and cheese. High-quality spirits use wood, and many cork stoppers contain wood.

**Metals:** Metals used in packaging are primarily coated with tin or aluminium and are used in the manufacture of food and beverage cans, aerosol cans, tubes, drums, and drums with shrink or flip-top lids. Stick boxes for wrapping gifts and sorting out sweets or biscuits. All packaging is recyclable.

**Packaging function:** Packaging has four different marketing functions.

- I. First, it contains and protects the product;
- II. Secondly, the role of the packaging is to promote the product.
- III. It also helps consumers to finally use the product
- iv. Packaging facilitates recycling and reduces environmental damage

**Benefits of the package:**

- I. Conditioning is a precaution.
- II. The packaging protects the product from spoilage
- III. The packaging protects the product.

iv. Packaging lowers costs by minimising product wastage.

v. Packaging informs.

vi. The packaging ensures hygiene.

vii. The packaging contributes to the promotion of the product.

**Packaging Issues:** Packaging is an important part of product marketing. As it is essentially the box that the product comes in. After all the advertising and promotions when customers go into the store and pick up the product, see, smell, and touch the product, all are done with the packaging. Therefore, it is extremely important for a marketer to ensure that potential customers like what they see. The packaging must match the product and encourage purchase. Every retailer tries to attract customers by making the packaging more attractive. With increasing competition and multiple packaging options, marketers are looking for cost savings in packaging. Many packaging issues involve labelling, graphics, safety, and the environment.

**I. Ethical issues in packaging:** Consumerism and the decline in ethical issues in business have created many problems. These problems include false claims, misleading information, being underweight, use of dangerous chemicals in food, inappropriate advertising, unethical pricing, and more. These are some of the ethical questions in business. This packaging gives the consumer a first impression/information. Watch consumers buy bundled products. Misinformation on packaging is an emerging ethical issue.

**II. Packaging security issues:** Security is another packaging issue. Consumers pay attention to the safety of packaging, especially for products intended for children. Retailers should avoid hazardous packaging that contains large amounts of chemicals that are unsuitable for young children and not tamper evident.

**III. Problems with labeling information:** In order to attract customers and increase sales, marketers sometimes use labeling information to mislead consumers by providing false information and exaggerating product features. Nutrition labels such as 100% juice, low-fat, fat-free, cholesterol-free, organic, biodegradable, etc.

**IV. Packaging Graphic Issues -** Another packaging issue is the graphics on the packaging. There are many instances where marketers use images on packaging that do not represent the actual product. For example, the packaging can make a particular product look nice and attractive, but the actual product may not be as good as it looks once opened. Sometimes companies use graphics that are very similar to big brands, causing confusion among consumers.

**V. Problems with environmental issues:** The increase in packaging waste poses a major threat to the environment. To protect the environment, regulators are taking measures to use environmentally friendly packaging materials and minimize pollution that endangers flora and fauna. The false claims made by companies pose another threat to the environment. For example, degradable garbage bags in a landfill will

remain intact for decades. Packaging and labeling also generate a large amount of waste, which is simply thrown away after the product has been purchased. Additionally, the labor involved in making the packaging and labeling is wasted once the consumer has purchased the product.

**Conclusion and recommendation:** As we encountered with the benefit and issues of packaging. Issues of packaging are at higher end rather than its benefits. Because packaging is considered a necessary evil for products. It is impossible to imagine a product without packaging, as it serves multiple purposes from the manufacturer to the consumer. Packaging not only increases production costs, but also causes various health and environmental problems. Given the alarming situation of packaging waste, companies and legislators are examining green packaging options to protect people and the environment. Several companies started taking steps to minimize packaging waste in by using biodegradable materials and raising awareness on minimizing the use of plastic packaging materials.

As a consumer product, we use household packaging waste that harms the health of others and pollutes the environment. Our sensitivity can help reduce packaging waste. Small steps like reducing and reusing plastic and other packaging materials are a path to sustainable development. Another small step is to help the authorities by helping them to recycle. Teaching children to minimize waste at home and at school can contribute to sustainable development.

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