

# Packaging as a Strategy for Sales Promotion' in Assam- A Case Study with Special Reference to Barpeta District of Assam

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## I. INTRODUCTION

Packaging plays an indispensable role in modern societies. In fact, without packaging many products cannot reach consumers in sound condition. Packaging is mainly responsible for the distribution and consumption of goods. Therefore, due importance is given to systematic and attractive packaging. Packaging can also be said as the backbone of our nation's economic development, as economic progress can be ushered in only through proper and adequate packaging of the products. Hence, best efforts are made to improve the various means of packaging, so as to enhance the distribution and consumption of goods. Besides, packaging is also an important part of product planning and development and so it is important in the total marketing strategy. Packaging is that part of product planning and development which relates to the design of a product, container or wrapper, where purpose is both to protect the item and enhance its value to the customer.

## II. REVIEW OF LITERATURE

While conducting research work in the field of product packaging, the researcher has come across a few publications related to the subject. Some of those are highlighted as follows: **Neelamegham-S, Marketing in India (1994)** Manisha Desai states that product as well as its promotion and distribution, depends on packaging which is to be given due importance. They also emphasized that packaging is essential for sales promotion as well as for safe delivery of products. **Pillai and Bagawathi, R.S.N, Modern marketing (1978)**, have discussed that packaging is a significant activity pertaining to the promotion of sales and it also protects the product and make it attractive. They have depicted a picture of identification and convenience of the product. They have also discussed packaging as an activity which is concerned with protection, economy and promotional aspect. **Mathura U.C. Advertising Management (2002)** has discussed that packaging has a definite role to play in positioning it in the right manner and in the right segment. He has discussed only the Lux soap and its wrapper.

## III. RESEARCH GAP

From the forgoing review of literature, it can be understood that though many studies have been conducted on different aspect of packaging in India and even in foreign countries, a

study specially for 'Packaging as a Strategy for Sales Promotion' is missing in literature. Moreover, till that, no research has been conducted on any aspect of 'Packaging as a strategy for sales Promotion'. Hence, the study will make an attempt to examine the present scenario of the work by highlighting the existing lacuna and drawback. The Study will make an attempt to address the adequacy of the existing packaging, keeping in view the consumer needs and aspiration by means of some valid and practical remedial measures.

## IV. OBJECTIVES OF THIS STUDY

The present research work is based on the following objective:

- To evaluate the dominant factors associated with packaging strategy.

## V. METHODOLOGY

The research work is an analytical study on different products that exist in the distribution channel for promoting sale in connection with certain specific food products. The identified products are more or less available both at the National and State level, so the field study is concentrated within Districts of Barpeta District in Assam. Consumer perception on packaging, demography, general response, regulation, strategic positioning and shelf-life of product are the prime considerations for the purpose of the study. Samples are selected on the basis of proposed respondents - producers, traders and consumers which consist of the retail consumers, wholesale traders and manufacturers. For conducting field study in one specific districts, a sample of 350 numbers of respondents are selected which include manufacturers, traders and consumers. The selection of the sample is based on random sampling only. In the present study, respondents are classified on the basis of cluster analysis and then on some sampling methods, the respondents were selected on the basis of certain demographic factors like age, income, educational qualification, marital status, occupation etc. In order to assess the objectives of the study, both primary and secondary data are used in this research work. Secondary data were collected from various state terminals and manufacturing establishments, newspapers, periodicals, magazines etc. The primary data are collected from individual buyers, traders and manufacturers. Collection of data is made on the basis of interviewing methods with the target respondents. For doing the same, questionnaires comprising both open and

close ended questions have been prepared and the same have been circulated among the respondents to collect primary data. The data are analyzed with the help of various statistical tools like tables only. Inferences are drawn and suggestions are made at the appropriate stages in connection with packaging strategies.

VI. RESULT AND DISCUSSIONS

**Table: 1.1 PRODUCT PAKAGING DUE WEIHTAGE FOR PROMOTION OF SALE OF BARPETA DISTRICT**

SL nO	FACTORS	NO RESPONDENT OF	PERCENTAGE
1	Strongly agree	150	42.85
2	Somewhat agree	100	28.57
3	Cannot say	25	7.14
4	Somewhat disagree	40	11.42
5	Strongly Disagree	35	10
	Total	350	100

Source: Survey conducted by self

It is discernible from the above table and graph that 42.85 % consumers are in good turn of ‘strongly agree’ and which indicates that product packaging is given due weightage for promotion of sale in Barpeta District and 28.57% consumers are somewhat agree means that product packaging is given due weightage on promotion of sale whereas 11.42% and 10.00% consumers expressed in the form of their view somewhat and strongly disagree which indicate that the product packaging is not given due weightage for promotion of sale .On the other hand, 7.14% consumers’ cannot say and not in favor of the product packaging is given due weightage for promotion on sale.

**Table: 1.2: CONSUMERS’ PERCEPTION ON CONTRIBUTION OF PACKAGING**

SL nO	FACTORS	NO RESPONDENT OF	PERCENTAGE
1	Strongly agree	160	45.71
2	Somewhat agree	110	31.42
3	Cannot say	30	8.57
4	Somewhat disagree	30	8.57
5	Strongly Disagree	20	5.71
	Total	350	100

Source: Survey conducted by self.

It is discernible from the aforesaid fact that 45.71 % and 31.42 % of respondents think that packaging has a significant contribution for the overall growth of the business in the Jorhat District of Assam. It shows that most of the respondents agreed that the overall growth of business depends on the contribution of packaging whereas 8.57% respondents think that the overall growth of business does not depend on the contribution of the

packaging in Barpeta District. On the other hand, 8.57% and 5.71% respondents respectively express their view that packaging is not indispensable for the growth of business. However, 8.57% respondents do not reply perhaps due to their ignorance and illiteracy in the Districts of Assam.

**Table: 1.3 CONSUMERS’ PERCEPTION ON PRIORITY OF PACKAGING OVER ITS CONTENTS**

SL nO	FACTORS	NO RESPONDENT OF	PERCENTAGE
1	Strongly agree	180	51.42
2	Somewhat agree	100	28.57
3	Cannot say	30	8.57
4	Somewhat disagree	20	5.71
5	Strongly Disagree	35	11.42
	Total	350	100

Source: Survey conducted by self

The aforesaid data shows that the consumers’ perception on priority of packaging over its contents of the out of total respondents, 80% of the respondents of Barpeta District have expressed the view that product packaging which gets priority over the contents. In Barpeta District, 17.13 % respondents have given their opinion strongly against the product packaging that gets priority over the content and 5.71 % of respondents are indifferent in the districts under study.

**Table: 1.4: CONSUMER PERCEPTION ON DISPLAY OF PRODUCTS IN SHOW- CASE**

SL nO	FACTORS	NO RESPONDENT OF	PERCENTAGE
1	Strongly agree	120	34.28
2	Somewhat agree	100	28.57
3	Cannot say	40	11.42
4	Somewhat disagree	40	11.42
5	Strongly Disagree	50	14.28
	Total	350	100

Source: Survey conducted by self.

It is discernible from the aforesaid facts that most of the respondents are strongly agreed that well packed products are always displayed on the front part of show case which attract the consumers in the District of Assam. However, out of the total respondents only 62.85% respondents are in favour of ‘strongly agree’ that well packed products have always displayed on the front part of show case to attract their consumers in the District of Assam whereas 25.70 % of respondents have opinion as ‘strongly disagree’ that well packed products are always displayed on the front part of show case to attract their consumers whereas only and 11.42% of respondents give opinion as neutral over the product as they are fully ignored about the packaging products.

Table 1.5: CONSUMER PERCEPTION ON WELL-ATTRACTED PACKAGED

SL nO	FACTORS	NO OF RESPONDENT	PERCENTAGE
1	Strongly agree	130	37.14
2	Somewhat agree	100	28.57
3	Cannot say	20	5.71
4	Somewhat disagree	30	8.57
5	Strongly Disagree	70	20
	Total	350	100

Source: Survey conducted by self.

The aforesaid facts shows that about 65.71% of respondents are in favor of 'strongly and somewhat agree' that the well – attracted packed products are always more in demand for consumers in the districts as they are fully aware of the product packed whereas 28.57% of respondents opinion as are strongly and somewhat disagreed with well attracted packed products are always more in demand as they are unaware of the products in Barpeta Districts. It is also observed that 5.71% of respondents have shown no opinion either in favour or in against the statement.

#### Findings of the Study:

1. 42.85 % consumers are in good turn of 'strongly agree' and which indicates that product packaging is given due weightage for promotion of sale in Barpeta District.
2. 45.71 % and 31.42 % of respondents think that packaging has a significant contribution for the overall growth of the business in the Barpeta District of Assam.
3. 80% of the respondents of Barpeta District have expressed the view that product packaging which gets priority over the contents.
4. Out of the total respondents only 62.85% respondents are in favour of 'strongly agree' that well packed products have always displayed on the front part of show case to attract their consumers in the District of Assam.
5. About 65.71% of respondents are in favour of 'strongly and somewhat agree' that the well –attracted packed products are always more in demand for consumers in the districts.

#### VII. SUGGESTIONS

Packaging plays an indispensable role in modern societies. These bundle of benefits are nothing but a product which are meant for selling to prospective consumers, to maintain market worthiness of the product, to fulfill some basic norms in order to maintain its quality, efficiency, quantity etc in the same standard as it comes out from the processing unit. Outcomes which need to be addressed for the improvement of packaging in Assam:

- Packaging scenario during pre-civilization period which refers to a stage wherein production of materials and

foodstuffs were made as per the requirement of the producer along with their own requirements only and as a result the concept of excess production did not arise, which clearly indicate that the producer-cum-consumer need not depend on others manufacturing product. Thus, packaging had evolved into an Industry and assumed an important place in marketing function.

- The whole gamut of food packaging is a very dynamic one and there is a constant change of its nature, on the basis of change of consumer's test, habits and products demands. Moreover, an attempt has also been made to establish the fact that there is a positive correlation between the development of the economy and the development of packaging industry.
- packaging scenario is much different than that of the past, packaging as well as purchasing was carried out in a very crude form with the passage of time, however, it has been experiencing several changes, which not only ensured sales promotion, but also glorified the entire packaging industry, with the development of packaging technology. The present packaging scenario of selected consumer food products is not so adequate due to the non-availability of appropriate infrastructure and packaging materials. Hence, many commercial activities are suffering and only few are exception to it. Thus, it reveals that the packaging materials, which are an integral part of modern day marketing management, play a very important role for influencing the consumer's decision as well as for the promotion of sales. So, packaging which is really important and is the backbone of sales promotion as well as the market economy should be improved by making it attractive, hygienic and easily consumable, would definitely help to enhance the state's economy and also to bring economic progress as the nations right economic future depends on proper packaging of the products which has to be definitely and properly accomplished as well as to be given due importance respectively.

#### VIII. CONCLUSION

While looking into the scenario the dynamic environment of the packaging revolution, we could notice that major revolutionary changes on packaging scenario. The present day scenario of packaging clearly reflects the changes of consumption habits of society as a whole, more than the changes in the habits in the status of consumerism. Hence, one can infer from the dynamic environment of packaging that the packaging strategy is nothing but a tailor made device which can cater to the needs of different groups of the society namely, cultural, individual, corporations, government as well.

#### REFERENCES

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- [3] Mathura U.C.(2002), Advertising Management, "Packaging" New Age International Publishers, P.21.

[4] Field Study

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