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PACKAGING AS A MARKETING TOOL

Packaging has always been an important element of marketing tool of each company. It has two functions: to protect and contain the product.

Until the beginning of the last century, the role of packaging was usually limited to the protection of the goods contained therein. Authority to promote the goods was vested only in the label contained in the package. Packaging of "Unwind Biscuit", presented in 1899 is considered to be the first package designed to promote the product.

The design of the packaging for most products must be developed in much the same way as a product promotional campaign. Although each package is designed, developed and promoted in its own way, there are several standard approaches to make the use of packaging as a marketing tool successful. The following items must be taken into consideration: the product type and the function of its packaging; marketing channels that you intend to use for this product; the main consumer of the goods; the relationship with the packaging of other goods in the product line; the way of using the product by the consumer.

Promotion and advertising of goods and its packaging is very important because some studies show that consumers often buy by image and perception [1].

Packaging colour and how it can affect sales by consumers' subconscious colour associations are being investigated by a number of advertising companies. Without exceptions, advertisers know that colours affect the subconscious of people, and that each colour produces a certain psychological reaction (positive or negative).

Red is the colour of passion, blue is the colour of tranquility, yellow represents the sun and prosperity, green is a symbol of peace and hope, orange creates a feeling of warmth, comfort, joy, fun, pink is the colour of tenderness and friendliness, it reduces internal and external aggression.

Studies show that coffee from a blue coffee pot is perceived as having a mild flavour, coffee from a yellow coffee pot as a weak one, coffee from a brown coffee pot as too strong and coffee from a red coffee pot as a drink with a rich taste and aroma [2].

So, the colour of the package has a significant impact on the choice of consumers and should be chosen very carefully.

An important point to keep in mind when creating packages is that in order to please the outer look we must not forget about the quality of the product. Regardless of how interesting it looks visually, the main task is to deliver the order to the client in undamaged condition.

So, good packaging requires research on target markets, retail environment and external environment, including social change and technological developments.

References

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