

# Research on the Correlation Between Marketing and Product Packaging Design

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## ABSTRACT

Modern marketing plays a vital role in promoting the development of enterprises. Enterprises need to plan and strategically carry out marketing activities based on products, channels, promotion and price. In the entire marketing process, the packaging of products is an important part. Packaging in modern society is not just for protecting products and facilitating product storage. Exquisite and personalized packaging plays is one crucial component in expanding product sales. This article will mainly discuss the relationship between marketing and product packaging design.

**Keywords:** marketing, product packaging, relevance

## 1. INTRODUCTION

In the highly competitive modern market environment, if companies want to gain a stable market share, in addition to constantly improving their products and services, they can also use special packaging to promote themselves. With the continuous improvement of modern material living standards, people's consumer needs have undergone great changes. The image of products directly affects consumers' desire to buy, which also lays a solid foundation for brand marketing in the market, personalized and fashionable products, It can always effectively satisfy consumers and bring profits to enterprises.

## 2. THE RELATIONSHIP BETWEEN PRODUCT PACKAGING AND MARKETING

Packaging is an advertisement on the outer packaging of a product, and it is one of the most direct ways to promote a product. Good product packaging can effectively highlight product characteristics, conform to product characteristics, adopt reasonable packaging patterns, match personalized colors, and follow the objective facts of the product, which can bring great visual impact to consumers and form a good impression of the brand, in order to enhance consumer awareness of products[1].

On the contrary, if the product packaging remains the same and cannot be reformed and innovated according to

market changes and people's aesthetic needs, product packaging will affect their market to a certain extent. Although stable packaging can appease some loyal customers, new packaging can attract more new users to the brand and then increase market share. From this we can see that product packaging design is closely related to the market, and favourable product packaging is conducive to helping companies develop markets and strengthen marketing. These two also show a positive correlation.

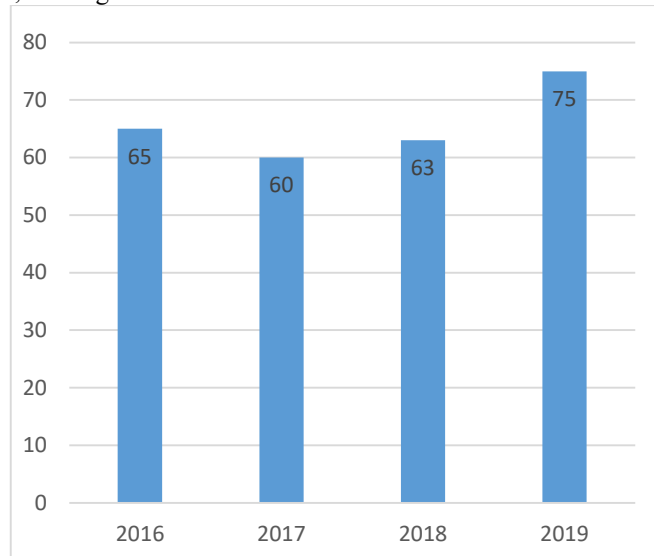
## 3. THE ROLE OF PRODUCT PACKAGING IN PRODUCT MARKETING

### 3.1 Promote product sales

In the days of food products becoming increasingly abundant, consumers need to accept different products every day, how to ensure products to be recognized by consumers, companies need to rely on packaging. Favorable packaging can always attract consumers to stop watching, and at the same time show brand-specific information by highlighting the common interests between products and consumers. It can also bring impact to consumers, and finally promote consumer purchases and enhance product sales. For example, the well-known soap brand "Safeguard", the earliest Safeguard soap series brand is single, consumers are just some loyal customers, and the packaging is simple paper packaging. Later, Safeguard launched a new "Red Pomegranate" series soap in 2019, and published it on

paper. On the basis of high-quality packaging, the plastic packaging was removed, and once it went on the market, it quickly swept the country, which directly promoted the sales of Safeguard soap series. As can be seen from Figure 1 below, before 2019, although the market share

of Safeguard's soap in the market was relatively large, it declined in 2017. Until 2019, Safeguard has drastically carried out product packaging updates and launched new products. The market share continues to rise.

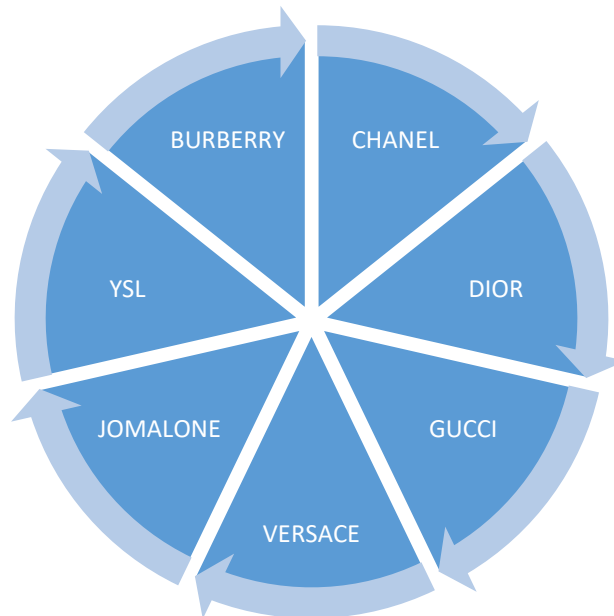


**Figure 1.** Market share of Safeguard Soap Series (%)  
Source from: Qianzhan Brand Research

### 3.2 Enhance the value of the product

Types of packaging container, shape and material used in the product will also have an impact on the value of the product[2]. If the beautiful and practical packaging is used, it can effectively attract the attention of consumers, and the product price can be increased accordingly and the product value can be enhanced. For example, the famous perfume brand Chanel No. 5, its

simple packaging design stands out among the many dazzling perfume bottles, becoming the weirdest but most successful one. Chanel No. 5 perfume was personally designed by the founder. With a gem-cut bottle cap, a transparent crystal square bottle shape, and simple lines, it became a new aesthetic concept and quickly captured consumers. Since then, Chanel No. 5 perfume has been sold all over the world for more than 80 years, and it is still prosperous in the market today.



**Figure 2.** Top 7 sales of perfume brand in 2018 in China  
Source from: China business industry research institute

**3.3 Create product market competition**

Packaging plays a significant role to decide whether a product can form its own competitiveness in the market, and it can also help the product to occupy market share in the fierce market competition[3]. When companies formulate marketing strategies, they generally need to focus on products packaging. Packaging is a kind of cultural power, which not only shows in appearance, but also reflects personality and brand affinity. Product packaging effectively presents brand culture in front of consumers. For example, the mineral water that people often drink. Many mineral water brands are in marketing, but it is really hard to highlight the taste of the product, that is the reason companies start to work hard on the packaging to attract consumers. Many mineral waters brands with fashionable appearance and personalized beauty are loved by consumers. As a traditional brand, Nongfu Spring has been constantly innovating in recent years. It has spent a lot of effort on packaging and has successively launched different series of packaged mineral water. The audience is positioned in high-end consumer groups, who have strong consumption ability. And the consumption concept is mainly high-end, focusing on the aesthetics of packaging. Therefore, Nongfu Spring's packaging effectively caters to this consumer culture and helps brands effectively form their own competitiveness in the market. The data has been showed below in Table 1:

**Table 1.** Market share and Revenue of Nongfu Spring

Product type	Market share No.	Market share in 2019	Revenue in 2019 (million)
Packaged drinking water	1	20.9%	14346
Tea beverage products	3	7.9%	3138
Energy drink products	3	7.3%	3779
Fruit juice beverage products	3	3.8%	2311

Source from: Qianzhan Industry research

**4. PACKAGING DESIGN STRATEGIES FOR PRODUCT MARKETING**

Packaging is both positive and negative for marketing. Favorable packaging can enable products to occupy a favorable position in the marketing center, and poor

packaging will also frustrate product development. With the development of modern society, people's consumption levels continue to rise, and packaging plays a greater role in marketing. In this regard, companies can integrate modern new design concepts and packaging technologies according to product characteristics, and actively adopt different packaging strategies to promote the development of marketing[4].

**Table 2.** New product packaging design strategies

Packaging strategy	Application Characteristics
Graded packaging strategy	Dividing products and their packaging into high, medium and low consumption level based on customers' economic level.
Serialization of packaging strategy	Using same pattern, related color, same text and composition to the packaging appearance of various products, in order to form serialization of packaging.
Set packaging strategy	Putting related products together in the same package to form a complete package, which fully consider the characteristics of supporting use and sales.
New technology packaging strategy	Packaging with modern science and technology, such as soluble materials, edible materials packaging etc.

**5. CONCLUSION**

From the above analysis, it has been found that modern product packaging is closely related to marketing. Brands must have their own market position and convey product characteristics to consumers through packaging, in order to truly arouse consumerism and promote consumer purchases[5]. Product packaging is not only a preparation for marketing, but also determines the results of marketing. It is necessary to ensure that the packaging conforms to the corporate culture, has a distinctive personality, and is easy to identify, so that the product can obtain expected market competition.

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