

ROLE OF PACKAGING AS A COMMUNICATION TOOL IN RETAIL SECTOR: A STUDY CONDUCTED IN SELECTED PARTS OF BANGALORE CITY

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ABSTRACT

Marketing competition in this day & age is quite stiff, and as a result, businesses & other organizations are frantically trying to find new ways to get customers to purchase their products, therefore by utilizing excellent packaging, companies can bring more customers' in. nothing tends to get a attention of customer the same way that outstanding packaging design can. At the point of purchasing a product packaging is what serves as a direct link between the product within and the customer looking to make a purchase. Packaging is everything when it comes to truly reflecting the brand and its communication.

The earlier approach to marketing was simple enough: make sure the product is visible - on store shelves and through mass media advertising - and it will more or less sell itself. With the evolution of modern retail, though, the emphasis is shifting to in-store displays and promotions - probably also because for the first time, the space for such initiatives is available.

But manufacturers no longer have the last word on what will happen at the store. Modern trade has a significant say in promotions, perhaps because it offers far superior results with a much faster lead time. A good packaging strategy will endeavour to produce packaging that can communicate the brand value to the customers and this makes it easy for the retailer to well organize the products.

KEYWORDS: Communication, Customer value, Packaging, Retailer.

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