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Role of Product Packaging in Market Strategy: A Case Study of Nepalese Organization

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Abstract

This study examines the role of product packaging in market strategy of Nepalese organization. The dependent variable is marketing strategy. The selected independent variables are, innovativeness, security and privacy, perceived trust, brand perception, and brand communication. The primary source of data is used to assess the opinions of respondents regarding innovativeness, security and privacy, perceived trust, brand perception, and brand communication. The study is based on primary data of 112 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of role of product packaging in market strategy: A case study of Nepalese organization.

The study showed a positive impact of innovativeness on marketing strategy. It indicates that innovative product packaging helps to develop customer oriented marketing strategy. Similarly, the study showed a positive impact of security and privacy on marketing strategy. It indicates that more secure packaging, better would be the marketing strategy of the company. Likewise, the study also revealed a positive impact of perceives trust on marketing strategy. It indicates that higher the level of perceived trust on product packaging, better would be the marketing strategy of the company. Further, the study observed a positive impact of brand perception on marketing strategy. It indicates that higher the level of brand perception of the customers towards packaging, better would be the marketing strategy. In addition, the study observed a positive impact of brand communication on marketing strategy. It indicates that higher the brand communication about packaging helps to develop customer oriented marketing strategy.

Keywords: innovativeness, security and privacy, perceived trust, brand perception, brand communication, marketing strategy

1. Introduction

The total method that a company unit takes to fulfill its marketing objectives is referred to as market strategy. Identifying and selecting target markets, building a distinctive value proposition that resonates with those target markets, and developing a marketing mix that successfully conveys

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and delivers that value proposition to customers are all part of this process. In order to generate a sustainable competitive advantage and promote long-term corporate success, a well-designed market strategy should consider elements such as the competitive landscape, market trends, and customer wants and preferences, among others (Kotler and Kevin, 2016). Aaker (1989) analyzed the differentiated position in the market, based on customer needs and competitor offerings. The study stated that a strong brand identity that resonated with clients and distinguishes the company from its competitors. Packaging is an important part of a company's marketing strategy. It not only protects and maintains the product, but it also communicates with the buyer. Packaging can be used to convey brand identity, product characteristics and benefits, and other customer-relevant information. , packaging can be used to establish a distinct and memorable brand image that distinguishes the product from competitors. Companies may create a visual identity that is instantly recognizable and helps to promote brand loyalty over time by using unique design features, colors, and materials. Packaging can also be utilized to communicate a brand's values, personality, and positioning, which helps to reinforce the brand's identity and relationship with the customer (Kotler and Kevin 2016).

Shaharudin *et al.* (2010) found that product packaging is the final opportunity for marketers to relay the brand message and visually convey that a product is a better choice than its competitors. Similarly, the importance of packaging is in establishing brand awareness and loyalty. Packaging can be an effective technique for developing a strong brand identity and distinguishing products from competitors (Kumar and Pant 2015). The perceived worth of a product can also be influenced by the quality of its packaging materials. Businesses should select materials that are long-lasting, appealing, and appropriate for the product. Packaging design can also convey a company's dedication to environmental sustainability. The adoption of ecologically friendly materials and designs can increase the perceived value of a product among environmentally conscious clients. Packaging should be both practical and functional. It should protect the product during transportation and storage and be simple to open, close, and store (Singh *et al.,* 2011). According to Deliya and Parmar (2012), innovative packaging increases the value of the goods if it meets a consumer's needs. In most instance customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products.

Sial *et al.* (2011) examined the impact of packaging on consumer buying

behavior. The study revealed that consumer buying behavior is positively associated with packaging. Similarly, Mousavi and Jahromi (2014) found that packaging is the major tool to influence consumer buying behavior for inexpensive goods. Likewise, Raisanen (2014) showed a positive impact of packaging color on consumer attention and product perception. Moreover, Azad and Masoumi (2012) determined important factors influencing competitive advantage associated with packaging and determined eight independent variables including packaging endurance, easy distribution, customer promotion through packaging, packaging structure, packaging as silent advertiser, diversity of packaging, clean and healthy packaging and innovation in packaging. Similarly, Parmar and Amin (2014) revealed that design have relatively stronger influence on brand perception.

Ashaduzzman and Mahbub (2016) found that packaging color, background image, font style, wrapper design, printed information, and packaging innovation are the most important for consumer purchase decision for detergent powder in Bangladesh. Likewise, Ferrero *et al.* (2017) examined the environmentally sustainable product design: understanding the environmental impact of product function and product labeling. The study is based on primary data. Using repositories to store product design information can provide additional and extensive design knowledge to the global design community. Using repository data in the design of new products can be especially impactful for DfX design objectives, such as product sustainability, about which many engineering designers have limited knowledge. Furthermore, repositories can prove useful for product trend identification. In this study, a collection of product data that includes environmental impact information. The study found that millennial are three times more likely to check for sustainable labels and spend more on sustainable products. Furthermore, current research shows that consumers are willing to pay more for products that are sustainable. In addition, Benachenhou *et al.* (2018) investigated the effect of marketing innovation and the visual and verbal elements of packaging on customers purchase intentions. The study showed that brand communication and the visual and verbal elements of packaging influence the purchase intentions of the customers of the brand.

Shaharudin *et al.* (2010) found that product packaging is the final opportunity for marketers to relay the brand message and visually convey that a product is a better choice than its competitors. Packaging provides detail about the name, feature, quality, price, utility, nature, ingredients etc. of the product and also manufactured date, place and producer's identification. Likewise,

Kumar *et al.* (2012) examined the essential component of marketing mix. The study found that brand communication has a positive impact on packaging. Moreover, Thogersen *et al*. (2010) analyzed the consumer responses to eco packaging. The study found that early adopters of a new eco-packaging mostly employ a high effort adoption process. Similarly, Saeed *et al.* (2013) examined the impact of packaging and labeling on customer buying behavior in Sahiwal Pakistan. The study showed that consumers purchase more quantity of the products after looking a well packed and labeled product. However, as consumers who choose their products out of habit tend to ignore most of the marketing stimuli at the point of purchase, the role of product packaging has become increasingly important (Underwood, 2001).

Borin *et al.* (2011) assessed the consumer effects of environmental impact in product packaging. The study showed that growing body of literature on environmental packaging, and investigates the effects of different levels of environmental information on key consumer metrics. Similarly, Shruti (2014) examined the packaging as marketing tool. The study found that packaging creates organization's competitive advantage in market. Likewise, Singh *et al.* (2011) analyzed that Eco-friendly packaging materials. The study found that organization can use reusable and recyclable product packaging for advanced market strategy. Further, Burt and Sparks (2008) investigated the function of packaging in the marketing strategy of UK supermarket merchants. The study revealed that retailers are investing in packaging design and materials to differentiate their items from competitors and appeal to consumers. In addition, Brauer and Frey (2016) examined the functionality of packaging in the management of sustainable supply chains. The study found that sustainable packaging can help to protect the environment, conserve resources, and promote corporate social responsibility.

Sharma (2021**)** examined the relationship of green marketing and gap between customer attitudes and actual buying behavior toward green items. The study demonstrated the lack of environmental awareness, price, perceived related dangers, organizational image, trust, and willingness to pay have all been cited as hurdles, resulting in a gap between customers' attitudes and actual buying behavior toward green products. Similarly, Kapoor (2019) examined the impact of packaging on young customers' buying decisions. The study found that non-vegetarian consumers are more worried about environmental issues than vegetarian ones. The study not only helps to understand the impact of packaging on food product purchases, but it also gives food marketers information into consumer preferences.

In the context of Nepal, Sharma (2008) revealed that branding, packaging are very important role in consumer buying decision, therefore further study need to be carried to explore the impact of packaging and branding on consumer buying decisions. Similarly, Sapkota and Phuyal (2016) stated that friends and family are the primary source of information for the purchasing decisions for Nepalese women. Similarly, Poudel *et al.* (2020) examined the function of packaging in the marketing strategy of Nepalese tea goods. The study found that packaging design and quality significantly affect consumer behavior and purchasing decisions in the Nepalese tea industry. Further, Sthaphit and Shakya (2010) revealed that brand preference and brand value perception motivated brand loyalty behavior of buyers. Similarly the study also concluded that there is no significant difference between brand loyalty and buyer's demographic aspects like age and gender, but it difference is significant with education and occupation. In addition, Gurung *et al.* (2021) investigated the function of packaging in the marketing strategy of Nepalese handcraft products. The study found that there is a significant relationship between packaging design, quality, and its impact on customer satisfaction and loyalty.

The above discussion shows that empirical evidences vary greatly across the studies on the role of product packaging in market strategy. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the role of product packaging in market strategy: A case of Nepalese organizations. Specifically, it examines the relationship of innovativeness, security and privacy, perceived trust, brand perception, and brand communication with marketing strategy of Nepalese organizations.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 112 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on innovativeness, security and privacy, perceived trust, brand perception, brand communication

and marketing strategy. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that marketing strategy depends upon role of product packaging. The dependent variable selected for the study is marketing strategy. Similarly, the selected independent variables are innovativeness, security and privacy, perceived trust, brand perception, and brand communication. Therefore, the model takes the following form:

$$MS = \beta_0 + \beta_1\, IN + \beta_2\, SP + \beta_3\, PT + \beta_4\, BP + \beta_5\, BC + e$$

Where,

MS = Marketing strategy

IN = Innovativeness

SP= Security and privacy

PT = Perceived trust

BP = Brand perception

BC = Brand communication

Innovativeness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I enjoy trying out new ideas", "I recognize the benefits of being in an innovative organization" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.964$).

Security and privacy was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Packaging of the product provide realistic information about use of the product", "I think the information related to user help to aware about the use of the product" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.934$).

Perceived trust was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I feel safe by using packaged product", "Packaging of the product is trustworthy"

and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.987$).

Brand perception was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Brand's packaging differentiates itself from competitors in the marketplace", "Product's packaging impact my perception of the brand" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.963$).

Brand communication was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Brand's packaging design communicates its values and positioning in the marketplace to me", "I have purchased a product solely because of its packaging design, even though I was not familiar with the brand" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.970$).

Marketing strategy was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Digital marketing plays important role in product packaging", "Local marketing is essential for Nepalese organizations" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.987$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Innovativeness

Innovativeness is defined as the process through which an individual can willingly accept change and contributes to the creation of an idea, object, or practice that allows people to embrace change enthusiastically (Bhagat and Sambargi, 2019). Similarly, Moilanen *et al.* (2014) found that external knowledge inflows from a range of actors improve firm innovation performance. Similarly, Robert and Candi (2014) showed that there is a positive and significant impact of innovativeness on business setting. Likewise, Crepon and Duguet (1998) revealed that there is a significant empirical evidence that innovativeness is an important correlate or determinant of firm performance. Moreover, Cerne *et al.* (2013) indicated that knowledge exchange results in

innovation through IT systems (computers, Internet, communications devices, etc.) that enable information and knowledge to flow within an organization. The study concluded that there is a positive relationship between markets based actors and innovation. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between innovativeness and marketing strategy.

Security and privacy

Security, trust, and privacy have a positive impact on perceived trust (Shin, 2010). Pavlou (2003) found that in web-based shopping, the commodity distribution safety, information quality, exchange processes, ease of transaction, protection of data, the security of critical information, benefits after the deal and other security frameworks have an association with the trust of online consumers. Similarly, Salo *et al.* (2007) showed that web security significantly affected the introductory foundation of online purchaser trust. Further, Fortes *et al.* (2016) found that privacy reasons and concerns over the internet adversely influences the opinions about the application of E-commerce, such as perceived ease of use, trust perceived usefulness, and perceived behavioral control have a positive effect on perceived risk. Further, Varma *et al.* (2019) revealed that there is a positive and significant relationship between privacy and consumer trust. In addition, Gupta *et al.* (2015) found that perceived security and privacy are positively related to perceived trust within social networking sites. Similarly, Suh *et al.* (2003) showed that security and privacy concerns are actually based on user perceptions, not objective measures, because the average internet user is not knowledgeable enough to distinguish between the various security features present on a particular website. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between security and privacy and marketing strategy.

Perceived trust

Trust as a psychological state based on the intention of accepting vulnerability to another individual based on positive expectations of his or her actions (Colquitt *et al.,* 2007). Beldad *et al.* (2010) found that online trust is viewed as a critical success factor for online enterprise, e-services, e-communications or digital initiatives. Likewise, Bryce and Fraser (2014) showed that the relevance of trust in communication transactions and is

particularly significant when users appraise risk in online communicational transactions. The perceived risks and trust associated with online transactions and trust in relation to online environment likely influence decision making and ultimately behavior intentions (Benson *et al.,* 2015). Hansen *et al.* (2018) found that increased perceived risk is associated with an increase in the strength of attitude that is on need for guarding information sharing in technology usage. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between perceived trusts and marketing strategy.

Brand perception

Brand perception is the subjective perception that consumers form about a brand, based on their interactions with the brand and the information they receive about it (Keller, 1993). Aaker (1996) found that brand perception and packaging has a positive impact on the intention to adopt a product. Similarly, Kapferer (2012) examined the factors concerning a higher brand perception as significant in use of new packaging technologies, as it can help to minimize the doubt associated with product and the organizations. The study found that effective packaging design helps to shape and enhances brand perception by communicating the brand's message, values, and personality, and creating a unique and distinctive identity that resonates with the consumer. Likewise, Keller (2013) assessed the positive impact of packaging influences brand perception by delivering crucial information, establishing an emotional connection with the consumer, and affecting the overall perception of the brand that makes brand perception and packaging inter relating with each other. Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between brand perception and marketing strategy.

Brand communication

Brand communication involves the planned and coordinated use of marketing communication tools and activities to build and maintain favorable brand associations in the minds of target customers (Keller, 2013). Aaker (1989) found brand communication has a positive impact on packaging to use a product. Similarly, Keller *et al.* (2016) stated that packaging has a positive effect on establishing and communicating to a target audience a clear and consistent message about a brand's identity, values, and benefits. The study also found that packaging is an important component of brand

communication. Based on it, this study develops the following hypothesis:

H$_5$: There is a positive relationship between brand communication and marketing strategy.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 112 observations. The dependent variable is MS (Marketing strategy). The independent variables are IN (Innovativeness), SP (Security and privacy), PT (Perceived trust), BP (Brand perception) and BC (Brand communication).

Variables	Mean	S.D.	MS	IN	SP	PT	BP	BC
MS	3.65	0.764	1					
IN	3.69	0.788	0.428**	1				
SP	3.69	0.743	0.543**	0.519**	1			
PT	3.76	0.793	0.541**	0.520**	0.580*	1		
BP	3.75	0.733	0.528**	0.523**	0.510**	0.522**	1	
EI	3.55	0.742	0.405**	0.459**	0.422**	0.431*	0.463**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 reveals that innovativeness is positively correlated to marketing strategy. It indicates that innovative product packaging helps to develop customer oriented marketing strategy. Similarly, the result reveals that security and privacy is positively correlated to marketing strategy. It indicates that more secure packaging, better would be the marketing strategy of the company. Likewise, perceived trust is positively correlated to marketing strategy. It indicates that higher the level of perceived trust on product packaging, better would be the marketing strategy of the company. Further, brand perception is positively correlated to marketing strategy. It indicates that higher the level of brand perception of the customers towards packaging, better would be the marketing strategy. In addition, brand communication is positively correlated to marketing strategy. It indicates that higher the brand communication about

packaging helps to develop customer oriented marketing strategy.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. The regression result of innovativeness, security and privacy, perceives trust, brand perception and brand communication on marketing strategy of Nepalese organization is shown in Table 2.

Table 2

Estimated regression results of innovativeness, security and privacy, perceives trust, brand perception and brand communication on marketing strategy

The results are based on 112 observations using linear regression model. The model is MS = β_0 + β_1 IN + β_2 SP + β_3 PT + β_4 BP + β_5 BC + e_{it} where the dependent variable is MS (Marketing strategy). The independent variables are IN (Innovativeness), SP (Security and privacy), PT (Perceived trust), BP (Brand perception) and BC (Brand communication).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value
		IN	SP	PT	BP	BC			
1	0.987 (6.243) **	0.561 (7.681) **					0.304	0.580	58.994
2	1.332 (7.509) **		0.381 (4.787**				0.141	0.644	22.914
3	1.146 (6.488)**			0.454 (5.894) **			0.202	0.621	34.741
4	0.937 (5.699)				0.618 (7.669) **		0.303	0.580	58.816
5	0.884 (5.333) **					0.584 (7.936) **	0.318	0.574	62.977
6	1.001 (5.844) **	0.577 (5.529) **	0.022 (0.212)				0.299	0.582	29.306
7	0.965 (5.418) **	0.527 (4.218) **	0.047 (0.431)	0.087 (0.731)			0.296	0.583	19.646
8	0.716 (4.050) **	0.448 (3.779) **	0.146 (1.403)	0.014 (0.123)	0.433 (4.346) **		0.381	0.547	21.483
9	0.415 (2.278)*	0.346 (3.023) **	0.055 (0.548)	0.097 (0.885)	0.320 (3.261) **	0.335 (4.102) **	0.449	0.516	22.659

Notes:

i.   Figures in parenthesis are t-values
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. Marketing strategy is the dependent variable.

The regression results show that the beta coefficients for innovativeness are positive with marketing strategy. It indicates that innovation has a positive impact on marketing strategy. This finding is consistent with the findings of Moilanen *et al.* (2014). Likewise, the beta coefficients for security and privacy are positive with marketing strategy. It indicates that security and

privacy has a positive impact on marketing strategy. This finding is consistent with the findings of Gupta *et al.* (2015). In addition, the beta coefficients for perceived trust are positive with marketing strategy. It indicates that perceived trust has a positive impact on marketing strategy. This result is consistent with the findings of Benson *et al.* (2015). Further, the beta coefficients for brand perception are positive with marketing strategy. It indicates that for brand perception has a positive impact on marketing strategy. This finding is consistent with the findings of Aaker (1996). In addition, the beta coefficients for brand communication are positive with marketing strategy. It indicates that brand communication has a positive impact on marketing strategy. This finding is similar to the findings of Aaker (1989).

4. Summary and conclusion

In the era of creative market strategy, product packaging have brought creative services to customers and market through brand promotion and information. During this transformation, product packaging have become more convenient and have reached a broader group of users. Unique packaging innovations in product packaging drive the importance of role of product packaging in market strategy.

This study attempts to examine the role of product packaging in market strategy within Nepalese Organization. The study is based on primary data of 112 respondents.

The major conclusion of this study is that innovativeness, security and privacy, perceived trust, brand perception, and brand communication have positive impact on marketing strategy. The study also concludes that brand perception followed by brand communication is the most influencing factors that affect the role product packaging in market strategy of Nepalese organization.

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