



CORPORATE MERCHANDISING AND PACKAGING

Certificate

This is to certified that the Dissertation on “**Corporate Merchandising And Packaging**” which is being submitted by **Poonam Paul**, M.F.A. Applied Art, Lovely Professional University, is a record of student’s own work carried out by the guidance of..

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CORPORATE MERCHANDISING

Introduction

Fashion stores are dressed to call customers, and visual merchandising plays a major role in that. In present times, consumers are not influenced anymore from the salers but they are influenced by the showcases, a product of the merchandiser. Store image and shopping environment for fashion stores is a significant determinant to spend time in the store and to spend more money than planned. On the other hand, retail store elements such as color, lighting and Visual Merchandising have an immediate effect on the buying decision making process. The elements such as flat screen videos, lighting, color and composition create a unique atmosphere and excite the sense of consumers. The growth in competition and the changes of consumer habits obliges businesses to introduce new designs in order to attract more customers. It can be used to introduce a new product, a fashion trend, or a new idea in addition to selling actual merchandise. At this point, visual merchandising has a significant role because it helps consumers ensuring an attraction and finally, a personal connection with the product. It is a vital part of fashion stores. An effective visual merchandising can improve a store's brand image and increases sales. Traditional appearance of fashion stores are changing rapidly. Contemporary designs have been possible through technological innovations. The showcases should have a language. In order to have a visual language, it should efficiently employ some basic elements such as color and texture, line and composition, light and lighting. These are the indispensable instruments of visual merchandising. By using them, you can encourage the shopper to enter the store. At this point, the role of Visual Communication Designers is significant in the retail sales industry. Their task is to increase sales by creating attractive merchandise displays. They set design standards and create the theme, layout, colors, signage and props of all store displays. In this thesis, I will examine the elements of visual merchandising in order to prove their importance in attracting consumer's attention. The purpose of this study is to signify whether Visual Merchandising has an influence on consumers or not. In today's keen competitive environment store image and atmosphere are recognized by retailers as important factors influencing customers' decision

making processe. The term atmospherics refers to the stimuli in the store environment which have a direct influence on customers purchase behaviour. As presentation of goods is often the most crucial factor in decision-making retailers place more importance on visual merchandising in order to differentiate their offers from others due to the similarity of merchandize nowadays. Basically, visual merchandising can be described as “everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer”. Many authors state different visual merchandising techniques in the existing literature.



History

Prior to the late 18th century, when the contemporary methods of visual merchandising began to evolve, store owners and managers cared little for the appearance of their stores and the presentation of merchandise. Very little merchandise was displayed within the store. Rather, a customer would enter the store and speak with the retailer, who would then present merchandise that was kept in a back room. "Sales talk" and an ability to persuade were very important in convincing a customer of the quality of a product and making a sale. The evolution in store design brought about a new "process" of shopping. It was no longer a verbal engagement between retailers and customers, but now a "sensory experience". The first step in the evolution of store design occurred when small stores began to display their merchandise openly to the public, instead of keeping it stored in back rooms. Eventually, the deliberate displaying of goods became an important tool for retailers. What was once unattractive stores that were not meant to visually appeal to consumers, slowly became exciting shopping venues. When the giant nineteenth century dry goods establishments like Marshall Fields & Co. shifted their business from wholesale to retail, the visual display of goods became necessary to attract the general consumers. The store windows were often used to attractively display the store's merchandise. Over time, the design aesthetic used in window displays moved indoors and became part of the overall interior store design, eventually reducing the use of display windows in many suburban malls.



20th Century

In the twentieth century, well-known artists such as Salvador Dali and Andy Warhol created window displays. In the beginning of twenty first century visual

merchandising is forming as a science. Now a days, Visual Merchandising became one of the major tool of business promotion which is widely used to attract customers and increase sales. In our current, consumer-oriented culture, people do not shop merely to obtain items they need, but also to satisfy their wants. Frequently, shopping does not even involve making a purchase. For consumers, window-shopping has become a popular pastime. Visual merchandisers create "miniature worlds" for merchandise in an effort to attract the attention of consumers, draw them into the store and keep them coming back in the future. Despite the advanced techniques seen in visual displays, visual merchandising is not a new concept or art. As early as the 18th century, merchandise was staged in interesting and unique arrangements to attract consumers.



What is Visual Merchandising

Visual merchandising is the activity and profession of developing the floor plans and three-dimensional displays in order to maximise sales. Both goods or services can be displayed to highlight their features and benefits. The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase. Visual merchandising commonly occurs in retail spaces such as retail stores and trade shows. Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into prospects and ultimately buyers of the product. A creative and talented retailer can use this upcoming art to breathe in new life into his store products. Passion for design and creativity are essential to be a good visual merchandiser. A perfect design process and the ability to create ideas that are different are required. Awareness of happenings in fashion world is needed so as to keep up-to-date with the dynamics of the market constantly. Visual merchandising is therefore concerned with both how the product or brand are visually communicated to the customer and also whether this message is decoded. Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. The role of visual merchandising as stated is to:

- create awareness among customers about a product and provide relevant information about it.
- remind customers about the benefits of a product and of its availability.
- encourage customers to buy a particular product or brand.
- maximize the utilization of space, while at the same time making the buying experience as easy as possible for customers.
- reinforce the retailer's communications campaign.
- assist the customers in locating, evaluating and selecting a product.

Visual merchandising ranges from interior to exterior presentation it includes window – exterior displays, interior displays such as form displays, floor – wall merchandising along with promotion signage. There are three different kind of interior displays: merchandise display, point-of-sale display and architectural display. Other visual merchandising techniques and aspects are also mentioned in the literature such as space-floor layout, merchandise presentations, shelf space techniques, lighting, colour, cleanliness. Window display is an important visual merchandising technique and marketing tool that has a big impact on the customer’s decision to enter the store. This technique is defined as “Any kind of visual presentation of merchandise in the façade level in order to attract attention and ultimately to enter the store. Bustos argues that retailers often neglect their window presentation while designing their store. He also states that using mannequins, creative flooring, fixtures and backdrops can enhance the power of attraction of window displays. One particular type of display is the form display or the so-called mannequin display. This kind of display allows customers to visualize outfits and gives an idea about how it will look like on. Moreover, mannequins enhance the visual appeal of displayed products which is an important factor stimulating purchases.



Components of Visual Merchandising:

There are certain things which a retailer needs to take care while proceeding with the process of displaying his products. These components when combined together in a proper ratio will make a successful outcome.

Make merchandise the focal point:

The main goal of display is to showcase the products within the overall display area. Customers give three to five seconds of their attention to window display. The retailers visual message should be conveyed to the customer in that short period of time. It should not be like an unsuccessful TV advertisement, where the product is forgotten altogether and only the concept of the commercial remains in the mind of the viewer. The arrangement of window display should go with the product and should not suppress them to make it discernable to the eye.

Right choice of colors is vital:

Color is one of the most powerful tools in the Visual Merchandising segment. It is a visual perceptual property. Colors can be associated with emotions, special occasions and gender. It attracts attention and pulls more customers into the store. A retailer has to focus on the right choice of color that would match with the theme of display. It is not possible to satisfy everyone all the time, but it is possible to cultivate the taste of customers gradually and purposefully. A right choice of colors in the display items can turn walkers into stoppers and significantly convert them into customers. It is therefore mandatory to choose the right color for the right theme of display. A Halloween display would require black color in the display theme. Valentines theme should be ruled by red color supplemented with pink and white. A display of babys accessories should reflect light shades of pink and blue colors.



A Christmas display should contain colors of red, green, gold and silver.

Display themes to appropriately support the product:

A theme is a display of sale items of similar categories e.g. a display of kitchen accessories. Its essential to have themes for all retail displays. They can be romantic, wild, or capricious, and capture peoples imaginations. A good theme will lure the customer with a shopping mood into the store. Themes mainly depend upon the retailers imagination and creativity. Focusing on the right theme rather than creating a display with expensive raw materials is the key to successful window display. A shoe store theme can be a group of elves buying shoes. A theme for display of casual wears can be a group of mannequins sitting casually at a get together in different poses. Related themes will tug the



heartstring of the customers and will pay off.

Display should complement the retailers other strategies:

The content of the display should complement the in store environment and other marketing strategies of the retailer. If the retailer has a specific logo, the colors of the display can reflect the same color of the logo. For e.g. MacDonalds display, the clown is of the same color, red and yellow as in their logo.

Cleanliness:

Neat and clean arrangement is the foundation of an inviting a successful visual display. A beautiful display can be ruined by a cracked sign holder or an unclean display environment. Effective cleaning schedule of showcases and display fixtures is required.

Change the display settings in frequent intervals:

Changing the arrangement of the displays in regular intervals will initiate new interest about the products in the minds of the customer. With globalization and the retail boom, visual merchandising is growing in leaps and bounds. It is not simply concerned about decorating a store beautifully; but must also symbolise the brand keeping the target audience in mind.

Principles of Visual Merchandising

Visual merchandising is about presenting your retail space in a way that maximises your sales. Strategically presenting your products in your retail space helps you to create a unique identity for your business. You can set yourself apart from your competition by making your retail space warm, friendly and approachable. Retail displays can help your business to achieve sales because these visual elements make a good first impression on your potential customers. Retail displays are an element of your branding. If customers like the way your store looks and your products are made to look appealing through window, shelf and stock displays, they are likely to spend more time and money at your business.

The purpose of visual merchandising is to:

- Make it easier for the customer to locate the desired category and merchandise.
- Make it easier for the customer to self-select.
- Recommend, highlight and demonstrate particular products at strategic locations.
- Educate the customer about the product in an effective & creative way.
- Make proper arrangements in such a way to increase the sale of unsought goods.



Techniques

Visual merchandising builds upon or augments the retail design of a store. It is one of the final stages in setting out a store in a way customers find attractive and appealing. Many elements can be used by visual merchandisers in creating displays including color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations. As methods of visual merchandising can be used color and style, symmetry and rhythm, face and side presentation etc.

Tools

A floor map helps visual merchandisers to find the best place for garments, color stories of clothes and footwear in the shop. It is a kind of floor plan with merchandise marked. A planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. It also enables a chain of stores to have the same merchandise displayed in a coherent and similar manner across the chain. Clothes hangers are used for effective presentation of products in the practice of visual merchandising. The hangers can be divided into the waist and shoulder as well as all the clothes, similar to the names of the bearing surfaces of the human body. The waist hangers imitate lower bearing surface of the human body bounded above by waistline. The shoulder ones simulate an upper seat delimited above by junction lines of torso with neck and upper limbs. Suit hanger is a symbiosis of the shoulder and waist hangers and it is intended for simultaneous posting the shoulder and waist products on the same hanger.

IMPORTANCE OF SHOPPING ENVIRONMENT

In today's competitive retail environment, fashion retailers struggle in order to increase their sales and to carry their brands to the wider masses. The best way to achieve this purpose is to consider the significance of visual merchandising. The exterior of the buildings and their both exterior and interior designs can help to be recognized of the fashion brand. Store image and shopping environment is a significant determinant to spend time in the store and to spend more money than planned. On the other hand, retail store elements such as color, lighting or signage have an immediate effect on the buying decision making process. Store environment has a great impact on consumers. Today, consumers desire a comfortable shopping environment. An inviting atmosphere brings people into the store and also keeps them there longer. Ries (2010) asserts that aesthetics within the retail environment not only affect shopper comfort.



Types Of Displays

Window displays

Create themes for window displays that reflect your store's style and personality. Use your window display to make a statement about your business - for example, to say you are elegant, sophisticated, edgy or contemporary. You should:

- be topical and seasonal
- use props, images, signage and products to convey an idea and message that will help your customers connect with your products
- change your window displays regularly - make sure products in your display are easy to find inside the store but not necessarily at the front, where your customers will need to look no further
- when you change your window display theme, remember to change your store's interior theme to match.



Shelf displays

Plan how you will use your shelf displays to feature your products, and how much shelf space each product will get. You should:

- be careful not to clutter your products
- place a striking or appealing product in plain view of your entrance
- capitalise on spaces at the end of shelves
- place your popular or targeted products between eye level and knee level
- place your most profitable items at eye level
- place products for children at children's eye levels.



Stock displays

Group related stock items together, and use your premium spaces - for example the ends of your aisles - to feature profitable products. You should:

- group similar products together to encourage add-on sales - for example, place crockery with cutlery
- group different but related products together to help make companion sales - for example, include all components of a bathroom in a bathroom display
- change your product displays regularly and keep them clean and well ordered
- feature a few product items, including product blurb and fliers, at your point-of-sale space.



Creative Displays



Books cover display



Displays to attract customers attention





Packaging display



Clothing display



Summer display





Occasion display (christmas)



Shoe Displays



Displays to attract customers





Sandals Display





Display of Chocolates to attract chocolate lovers



THE ELEMENTS OF VISUAL MERCHANDISING

The focus of Visual Merchandising is on the presentation of goods in retailers. Visual Merchandising emphasizes visual elements because they capture attention of consumers. Pegler (2006) describes Visual Merchandising as the presentation of merchandise at its best; color coordinated, accessorized, and self-explanatory. An inviting atmosphere brings people into the store and also keeps them there longer. Morgan (2008) suggests that the visual merchandising is a vital part of any retail operation. It steers shopping stoppers in their tracks as they admire a window display then through the store towards the season's key buys. An effective visual merchandising can improve a store's brand image and dramatically increase sales.

Store image and shopping environment is a significant determinant to spend time in the store and to spend more money than planned. On the other hand, retail store elements such as color, lighting, signage and visual merchandising have an immediate effect on the buying decision making process. Morrison explains "one of the key challenges for retailers is to constantly add value to their brand. He recommends new and innovative elements to their existing retail marketing mix. Elements that excite the senses of shoppers such as flat screen videos, graphics, music and lighting help to create a unique atmosphere and shopping experience". Visual Merchandising is commonly accepted as a merchandising technique that uses the visual elements effectively. Visual element refers to lighting, colors and signage. In short, they are the visual communications in the designing of an environment. The key elements of visual merchandising are the elements of window display at the same time. First of all, I will explore the importance of windows display, and then other basic elements.

1. WINDOWS DISPLAY

"The display window is accepted as the most important part of the store design because it is the first meeting place the customer has with a brand and it gives passerby a quick impression of the store. A passerby can hold an opinion about the type of merchandise sold inside. The layout of the display windows should not take focus away from the clothes and it should suggest a feeling"(H&M Official Website, 2010).

Morgan (2008: 11) states that with the advent of new technology in the 1840s that allowed the production of large panes of glass, department stores

were perhaps responsible for taking the art of window display to a higher level,

using their large windows as stages, some of them as theatrical as a Broadway show. Window displays are crucial whether a store is situated in a mall or in a busy street. They are mix of art, fashion, design and marketing. They must compel customers to enter a store by defining a brand's image. Today, retailers are recognizing the importance of window display as the first point of contact between the store and the customer.

Window displays play an important part in visual merchandising and some of the objectives of window displays, is to create:

1. Impact
2. Image
3. Theme
4. Composition







2.COLORS

Color is accepted as the biggest motivation for shopping. Pegler suggests that people buy color before they buy, size, fit, or price. Colors says something about the kind of merchandise and merchandiser. Orange: is described as a friendly, sociable color; agreeable, overt, glowing, and incandescent. It is exciting, vibrant, and filled with anticipation. Purple: This traditionally regal color has become a favorite with children. In some shades it is a happy, youthful color, while, in its deepest and richest form, it is a color of taste, distinction, and discretion. It is a high-fashion color that has to be sold. Green: An alive, cool, and growing color. It is springtime and summer- lowns, bushes, vegetables, trees, and forest- the perfect accent to almost any setting, especially if it is alive and growing Colors are considered as one of the effective way to capture customer's attention. This realizes with the effective and knowledgeable use of colors. As the most powerful and effective tool of the Visual Merchandising, colors pulls more customer into the store. In this context, a retailer has to focus on the right choice of color. The theme of display and its harmony with color is, of course, significant at this point. As an instance, a Christmas display contain colors such as red, green, gold and silver.



Colors as a Motivation for Shopping



Display of Colorful Ties



Clothing display

3.LIGHTING

Lighting is another element of visual merchandising. The choice of the right lighting in fashion stores should be well considered. There are numerous products that offer many choices for shopping environment. Lighting deals with create an ambiance and make environments visually pleasing. The right utilization of light is highly important for shopping environments. Light reflections and energy requirements should be well analyzed. Pegler advices that the cheapest and most effective starting place in getting attention and recognition is with good lighting. Low light levels will also prevent consumers from comparing and possibly purchasing products. However, too much light can make shoppers uncomfortable and will waste limited operating dollars on energy that is not needed. Lighting is an integral part of design. It contributes greatly to the look of a space. There are many types of lighting that affect the perception of any space. In retailing, to create a special ambiance by using special lighting techniques should be one of the main tasks of visual merchandisers and designers. The objectives of lighting are explained as:

- To attract the customers' attention
- To create an appropriate mood for the merchandise
- To contribute to a positive visual image of the merchandise
- To allow careful inspection of the merchandise







4.SIGNAGE

Signage is not a new concept and is used for promotional purposes by merchants. Initially, the purpose was to provide basic information. Businesses operates in a highly competitive environment. They must communicate with customers quickly and effectively by introducing themselves and their products or services. “For most businesses, the most costeffective and efficient form of advertising to potential customers is on-premise signage”. The purpose is to promote impulse “stop and shop,” to create awareness for the product or service for future reference, and to influence purchasing decisions once the customer has stopped.

The objective of Signage are explained as:

1. To assist customer in their flow across the store.
2. To lead the customers in newer sections opened in the store if any
3. Through Color and contrast, add to the visual ambience of the store



Digital displays

5.SHOP INTERIOR

Shop interior is a significant part of merchandising because designing a modern retail store can affect the profit and image of the brands. Designing a shop interior is the art of planning because it is a creative process. It is the art of drawing, composing and selecting colors, materials, furnishings and accessories to enrich the design of a store interior. The main purpose is to create an attractive shopping environment and to enhance the presentation of merchandise. To create a distinctive image should be the main task of a designer because such an image will create a brand recognition which will be immediately perceived by the consumers.





Shop interior displays

PACKAGING

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use. The first packages used the natural materials available at the time: Baskets of reeds, wineskins, wooden boxes, pottery vases, ceramic amphorae, wooden barrels, etc. Processed materials were used to form packages as they were developed: for example, early glass and bronze vessels. The earliest recorded use of paper for packaging dates back to 1035, when a Persian traveler visiting markets in Cairo noted that vegetables, spices and hardware were wrapped in paper for the customers after they were sold.



Paper based packaging



Packaging folding cartons of salt

Set up boxes were first used in the 16th century and modern folding cartons date back to 1839. The first corrugated box was produced commercially in 1817 in England. Corrugated paper received a British patent in 1856 and was used as a liner for tall hats. The Scottish-born Robert Gair invented the pre-cut paperboard box in 1890 – flat pieces manufactured in bulk that folded into boxes. Gair's invention came about as a result of an accident: as a Brooklyn printer and paper-bag maker during the 1870s, he was once printing an order of seed bags, and the metal ruler, normally used to crease bags, shifted in position and cut them.



Packaging characteristics and consumer brand preference

The term business is defined as an organized way to earn profit. Profit is basic motif that coerces any business individual or organization to produce something that is really needed. This basic motif compels producers to take necessary steps to improve not only the product qualities but also the appearance. Producers manage to interlink demands and supplies and help their consumers to get maximum satisfaction in limited resources by offering them many well-suited goods. As there is always scarcity of sources and abundance of wants; to generate symmetry between wants and supplies a wide range of similar and nearly alternative products are offered with varieties of price, packing style, brand name etc. by various companies, which provides customers multiplicity of choices. Since, in perfect competition every individual or firm has rights to enter the market (or leave the market) at any time and produce and sell goods according to their own will, every producer tries his level best to captivate consumers' attention by emphasizing qualities of his products among many almost similar products, hence it becomes essential to use multiplicity of packaging style, size and color of likely products, so that specific brands may be distinguished among others. The intentions of Consumer for procuring anything depends upon the intensity of his desires to satisfy his needs. Consumers have expectations that anything he is buying will satisfy his needs. The basic purpose is to fulfill consumer's needs instead of product name, consequently consumer makes buying decision at the moment they encounter different objects rather making prior decisions. Consumer's purchase decision depends the way he is communicated for anything at store.



Cosmetics display with packaging



Cosmetics display

The packaging becomes a major cause of his decision to buy anything because it is the first introduction of the product, which communicates the consumer that whether a product may (or may not) fulfill his requirements. The product which appears more suitable to a customer a nearest match for his needs is bought, whereas others are left. The key factor to convince a customer is to know his needs and to make him understand that a particular thing is a perfect match of his requirements. As due to change of consumers' life style consumers are interested in packaging tool, So packaging performs an important role in marketing communications, Packaging characteristics could be treated as one of the most important factors influencing consumers' brand preference. Taking into consideration that package could be treated as a set of various elements communicating different messages to a consumer, the role of appropriate packaging material to form customers' behavior becomes inevitable. Customers' taste and behavior also participates significant functions in choosing specific packaging style, hence to know market trend

and behavior of consumers, companies conduct market surveys, prior launching any new product, so that they may understand perceptions of consumers regarding specific products and on the basis of customers' behavior, figure out the possibility of product success. Marketing Experts believe that Success is traditionally associated with the choice of an appropriate product positioning strategy, so the first step must be to correctly define a positioning strategy. Positioning strategy means to find out physical appearance of any product prior launching it to the market. It has also been observed that sometimes quite beneficial products could not get proper attentions of the consumers because of wrong market positioning strategy or weak planning. Packaging is a mean of communication. Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells.



Big packaging display to attract consumer attention

Purpose of Packaging Materials:

1. Physical Fortification

The objects enclosed in the package may require shield from many things like shock, shuddering, compression, high temperature, etc. Appropriate Packaging Material accumulates objects from all these hazards. A good packaging material reduces the probability of product loss and wastage. Food products like as other products are to move from one place to another for instance first from factories to warehouses then from warehouses to depot and later on from depots to distributors and then from distributors to retailers and then to the end users. Proper handling needs either to depute huge manpower to avoid such losses or to use good packaging materials; naturally usage of proper packaging material is more feasible, though manpower is also used wherever needed.

2. Protection

Food products can be kept safe for a long time, unless Oxygen, water vapor, dust, etc. may not affect them. Infiltration is a critical factor in designing packaging materials. Some packages contain desiccants or Oxygen absorbers to help extend shelf life, whereas usage of metallic sheet or poly film is quite normal in packaging of food related items to prevent oxygen. Modified atmospheres or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, disinfected and safe for the intended shelf life is a primary function of packaging materials.

3. Repression

Handling small objects separately is difficult than keeping them in one packet or box, hence diminutive objects are usually grouped together in one package instead of keeping them in different packages, for example, a single box of 1000 erasers requires less physical handling than 1000 single rubbers. Liquids, powders, and grainy materials need containment.

4. Communication

Packages are properly labeled to provide information related to usage of product that how to use, transport, reprocess, or dispose of the package or

product. Food, medical, chemical and pharmaceutical products are labeled proper manufacturing and expiry dates as well as suitable way of handling for example on some packages "keep in cold and dry place" is written because moisture and heat can cause hazardous change in the product, on some cartons stacking size has also mentioned to avoid any damage.

5. Marketing

The packaging and labels are used to influence consumers to buy something. Package graphic design and physical design are chosen after thorough survey and deep study of consumers' taste and behavior. It has also been observed that products which were proved a complete failure became much popular, just after changing the design of packages. The color schemes, designs, packaging style and size are rightly called tools to sell anything.

6. Safety Measures

Packaging plays imperative role in reducing safety risks of shipment. Prior packaging, need of safety measures are studied thoroughly. Good Packaging Material is the one that comprises tamper confrontation to deter tampering and also have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: Some package constructions are more resistant to pilferage and some have pilfered indicating seals. Packages may include validation seals and use security printing to help indicate that the package and contents are not imitation. Packages also can include anti-theft devices, such as dye-packs, RFID tags, or electronic article observation tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss deterrence.

7. Convenience

Packages are designed to keep viewing convenience in distribution, handling, stacking, display, sale, opening, re-closing, use, dispensing, and reuse, for example a tin of cooking oil is not used only once, it is to be used time and again, hence there must be convenience in use as well as in reuse. On contrary a can of disposable beverage is not designed for reusing purpose and once the seal is opened, it is to be used in a limited time; else it will end its properties. Many housewives are observed not using specific products because of inconvenience in use, despite knowing their low price or other benefits.

8. Portion Control

Specific quantities or proper dosage of some products, e.g. salt, are required to be used. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. It also aids the control of inventory for example selling sealed one-liter-bottles of milk, rather than having people bringing their own bottles to fill themselves.



Attractive Tea bag display

Types of Packaging Materials

The most widespread types of packaging material are paper, glass, aluminum, fiber board, plastic and steel.

1.Paper:

Paper is one of the most extensively used packaging materials, because of being light in weight, cheap in price and easily available. The use of corrugated cardboard, instead of wooden boxes, has reduced weight of packaging materials on one hand and made safe and easy transportation on the other hand.



2.Glass:

The use of Glass, as Packaging Material has almost been given up, especially for food items e.g. for beverages because any slight jerk or shock causes it to break into pieces, which is not only material loss but also is harmful for human health; usage of glass has been replaced with Tin and Plastic. Glass is the most common form of packaging waste, although it has been returned to the factories now days for recycling, yet because of its insecure nature, it is being avoided as packaging material.



3.Aluminum:

It is commonly used in packaging of food items, such as in cans of soft drinks and in tin packed provisions as foil to protect foodstuff from decomposition by preventing access of oxygen. The used aluminum as scrap is sold on high price because aluminum is recycled economically because 20 recycled aluminum cans, can be made with the energy it takes to manufacture one brand new one.



4.Steel:

Currently Steel is being used as packaging material for foods, beverages and paints as well as aerosols. Steel is recycled in great extent to minimize product cost. A survey declares that around 16% of energy saving is observed steel because of recycling of steel.



5.Plastic:

The use of plastic as packaging material brings so many advantages for instance plastic is light weighted, long lasting and easily available material. The cost of plastic is a bit cheaper as compare to aluminum and steel.





6.Mixed materials:

Instead of using a single material for packaging, the trend to use mixed materials is proven more beneficial in form of reducing energy consumption although combining different materials makes reprocessing difficult. Lack of facilities and necessary technologies to separate mixed materials have become great obstacle to recycle because without separating these materials contamination cannot be avoided.



Recyclable packaging

Sales

Marketing Department focuses to strategize methods to sell company's products in presence of competitors. Packaging and Branding is actually twofold picture. It is said that people do not buy anything unless it looks great. Brand department conducts market surveys to discover new ways to influence more consumers than their competitors, so that more part of market may be captivated. New advertising techniques are discovered and adopted with the passage of time. Brand campaigns are run in the most exclusive manners to form a cohesive brand or image. Brand department keeps an eye on market trends and in case the sale of concern product decreases, new and attractive ways are adopted to re-stable market position, sometimes change in color, size or packaging style revive a falling product. That is why many products are relabeled after a certain period of time by adding "new" in product name. Customers do not recognize the product but through the brands. It has also been experienced that when a group of consumers were offered to taste same products of different companies, including their own brand, without mentioning of products identities, only a few consumers chose their own brand, whereas majority either could not figure out any difference or chose products other than their brands.



Packaging Design

Suitable Packing is designed to captivate a customer's attention. The moment a consumer throws a glance towards products, his decision for whether or not to buy a product is formed on the basis of product appearance. A child will always reject product having dull colors whereas an old man will surely avoid using bright colored objects. A well marketed product is wrapped packaging, which suits the flavor of users. Mercedes can never be found in shocking pink color because people who use it, have sober taste and prefer elegance, whereas sports cars are manufactured in bright colors because the dominant users are young. Color effects human behavior such as some colors make us happy whereas others make us sad. While making purchase decision, colour scheme becomes more obvious. The effect of colour has been studied widely to know the consumer's perception. Consumer opinions of an adequate color are associated with discernments of other quality features, such as taste, aroma, satisfaction and nourishment levels. Positive effect can be gained by using one or more packaging variables. In some product clear packaging is used to allow consumers to view food colour, incident light.



Tea bag packaging in different types



Perfume packaging



Characteristics of Packaging

1.Package Size:

Prior visiting market, a buyer has to decide how much quantity of his required product must be purchased to fulfill his need. Since consumers face scarcity of resources and abundance of wants, everyone tries to form symmetry between resources and wants by spending specific amount of money on various articles of goods according to need, for instance a person has Rs 100/- in his pocket and he needs potatoes and milk powder. He will have to decide how much quantity of both can fulfill his requirements. The size of Package plays essential role in consumer's decision of purchase, for example a family consisting of only two members will never buy a container of ten kg milk powder on contrary a large family will never procure half quarter of same. Viewing huge number of variety consumers, it is important to use an appropriate packaging standard size, so that every consumer may have product according to his needs. The covariance of attention and size may cause the overall attention-attracting properties of a container's shape to bias or mentally "contaminate" volume judgments. External and irrelevant factors frequently intrude upon and contaminate judgments of objects, yet they are unrecognized because people often are unable to identify the basis for a judgment. When judging size, people are accustomed to relying on their senses to make quick judgments without introspecting about why an object appears larger than another. For example, people accept that a half-gallon milk carton appears larger than a quart without analyzing why it does so. Further, attention can intrude upon size judgments because attention can be directed to objects automatically, without a consumer having to consciously deliberate over it. An individual might not even notice that he or she is comparing across packages in their attention-attracting abilities because comparative evaluations are so ingrained as to be spontaneous. A consumer might simply conclude that one package "seems bigger" without quite knowing why. Although the paired comparisons methodology involves presenting participants with two packages simultaneously, attention should be directed to one object at a time.

2. Shape of Package

Size and shape also emerges as a crucial dimension. One way in which consumers appear to use these things is as a simplifying visual heuristic to make volume judgments. Generally, they perceive more elongated packages to be larger, even when they frequently purchase these packages and have experience using them. Disconfirmation of package size after consumption may not lead consumers to revise their volume judgment sufficiently in the long term, especially if the discrepancy is not very large. Different people respond to different packages in different ways, depending on their involvement. Increased competition is forcing brand managers of consumer goods to alter the portfolio of the package sizes they offer. In making these decisions, managers are beginning to speculate whether larger package sizes accelerate a consumer's usage volume of particular products. In effect, the interest of these managers is shifting from how consumers choose brands to how they use them. Although some managers assume that that larger package sizes encourage consumers to use more than smaller package sizes, the support is only anecdotal and these assumptions are becoming a source of controversy. At the center of this issue is the relationship between package size and usage volume. Different shapes and sizes of packaging obscure the ability of consumers to make correct judgments about the quantity of a product to purchase. Some package sizes vary because of the nature of the products (e.g., meat) but for others the basis of variation cannot be justified for example there are countless sizes, colors and shapes of shampoos, which confuse consumers. The puzzlement can be overcome by the consumers by reading labels thoroughly because most product labels provide particular information. The comparison of product volumes must be made after paying attention on product labels which provide all relevant information regarding sizes and standard units. Most of the Shoppers usually do not show consideration to read product label and consequently the variance of sizes creates ambiguity. Although consumers shop with their eyes, yet they pay little attention towards the volume information mentioned on labels. As a matter of fact there are only a few consumers who read complete label prior buying anything but providing complete information of product on labels save many problems occur due to negligence such as people with high cholesterol must avoid fatty and rich in protein products to avoid any harm. Food labels provide complete information about products and one can form his opinion whether or not to buy a certain product in light of these information.

3. Convenience of Storage

While buying something on monthly consumption basis, consumers do not buy anything in bulk quantity, which occupies more space, because unlike departmental stores or supermarkets, there is limited space at homes. Consumers' preference will always be convenience of storage instead of need for example despite consuming 20 lit of cooking oil, a consumer might not prefer one container of 20 Lit, his preference will be four cans of 5 Lit because using 5 Lit can is more comfortable rather than 20 Lit container. On contrary a family having small members would also buy 5 Lit can because big packing like as 20 Lit container will surely be useless for it on contrary small packing of quarter Lit will not be easy to store for a long time because it will occupy more area and space for other articles would not be left.

4. Packaging at the Point of Sale

Packaging seems to be one of the most important factors in purchase decisions made at the point of sale. Packaged food products are moving into ever larger supermarkets and hypermarkets, and there is a propagation of products, offering consumers vast choice. The competitive context is ever more intense, both in the retail store and household. With the move to self-service retail formats, packaging increases its key characteristic as the "salesman on the shelf" at the point of sale. The critical importance of packaging design is growing in such competitive market conditions, as package becomes a primary vehicle for communication and branding (Rettie and Brewer, 2000) The role of packaging in marketing communications is further advanced by recent developments in technology (McNeal and Ji, 2003) Rundh (2005) declares that good packaging draws and holds consumer's attention towards specific brand, increases its likeness, and manipulates consumer's perceptions to purchase the product. Package brings uniqueness of product in notice of consumer. A well suited packaging material works as an instrument to differentiate a product from a wide range of other products having similar qualities and helps customers to finalize his buying behavior (Wells, Farley & Armstrong, 2007). It can be claimed that package performs a vital role in marketing connections and can be treated as one of the most major feature to pursue consumer's purchase judgment. In this context, seeking to optimize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer's buying behaviour became a relevant issue.

CONCLUSION

The Visual Merchandising uses visual communication by putting the product or brand at the point of sale by making it as a title character. Visual Merchandising Designers are responsible for visual communication within a store. Their objective is to make evident the characteristics of a product in order to favour the selection process of the customer. They achieve this through the organisation of display systems in the store. The visual merchandiser is in charge of the display systems. They changes them according to seasons, promotional campaigns or special events. Without communicating, it won't be completed to sell a product. This refers to have a image of any brand. Right image is very important for brands. There are many businesses that neglected the visual communication. Visual merchandising is accepted as the art of presentation. It puts the merchandiser in focus and informs the customers. It also creates a desire to the products or brands. The findings of this study can be summarized as:

1. Visual merchandising starts with the store design to reflect the products in the store and window display. The purpose is to create a warm, friendly, and approachable atmosphere for customers.
2. To predict future merchandising trends is important.
3. Majority of customers respond to the lighting more positively. Visual merchandisers should select appropriate lighting system that creates satisfaction of psychological needs of customers.
4. Sophisticated Visual Merchandising requires convenient lighting combined with display themes.
5. Most people give buying or shopping decision by looking at the shop's ambience and visual display.
6. Store window displays is the most important tool to draw people into the store, because they are a great way to highlight certain types of merchandise.
10. Graphics and Signage are cost-effective and efficient tools for delivering a message or inform the customer about the products available in the department store.

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