

Introduction to Innovative Packaging in India

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Objectives of the Study

1. To study the latest trends in Innovation packaging in India.
2. To understand Company's strategy while going for an innovative concept in packaging.
3. To learn the growing need and scope of innovation with respect to packaging.

Abstract

This contextual paper explains the Indian scenario with respect to innovation in packaging. Packaging is a trump card of the marketer which can either make his product a best seller or ruin the image of the product. Hence Packaging has been added to the 7P's of marketing. Packaging is ultimately a marketing function, it is the final marketing message your customers will see before purchasing the product. It was Peter Drucker, the famous Author of the business corporations of the 20th century, who said that Business has two functions—marketing and innovation. When I have thousands of products in the market shelf I need a differentiation on the window of opportunity. Here packaging plays a crucial role by creating identification for the product and a differentiated brand. 'Jo Dikhta Hai Vo Bikta hai' (What is Visible, Sells) as per the Brand Mantra 7 in Twenty Four Brand Mantras: Finding a Place in the Minds and Hearts of Consumers (Kapoor, 2009). The visibility or the nutshell of the product creates uniqueness of the product. Moreover when we add a pinch of Innovation to Packaging, it transforms the product from, just a product to, "this is the product. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products.

Innovative packaging may actually add value to the product by

- Easy to store
- Good to look
- Recyclability
- Non Breakability
- Tamper-proofing
- Convenience handling

Indian Packaging Industry is likely to touch \$44 bn by 2016 (Source Press Trust of India, Jan 22, 2013). India, with immense market opportunity, needs to utilize the packaging concept with innovation. In retailing, packaging has an extreme importance with respect to the storage, handling, protecting and information about the product.

Keywords: packaging, innovation, innovative packaging, product, product range

1. Introduction

Consumerism has enhanced the scope of marketing for seller and buyers both. High demand of sustainability, social responsibility, and ethics practices transformed the area of packaging with respect to the concept of 3R's i.e., Recycle, Reuse and Regenerate. We are living in an Era of Beauty with Brains which

goes for products packaging as well. Size, shape, design and colors signify a product's beauty. Whereas convenience, storage and ready to use concepts add a brain to packaging. Right-sizing packaging in terms of efficient package shape/size, down gauging of package material and minimizing package failures dominate. Companies like Nestle Ltd, PepsiCo Ltd, Haldiram's Co. Pvt Ltd. and tuborg ltd etc with Indian and foreign based

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are recuperating their packaging to explore the Indian Market. Consumers are concerned about their ease, cargo space, affordability and safety of the material. Here the role of innovation is very crucial with respect to the economical cost, intend and convenience. The following should be the advantage of Innovating Packaging.

- Flexibility & light weight.
- Cost effective & hygienic.
- Transparent & easy printing.
- Increases shelf-life of the produce.
- Used for cultivation during winter.
- Provides invaluable support during processing, storing, preserving and transporting.

Indian's Packaging has been segmented with respect to two major demographic segmentation i.e. with Rural marketing and Urban marketing. The following are the illustrations

- HUL came up small sachets for rural marketing.
- PepsiCo and Coca Cola Ltd came up 100 ml cold drinks packages for rural market.
- Maggi pichkoo for urban market.

Rural residents found that packaging is more helpful in buying, that better packaging contains a better product and that they are more influenced by the ease of storing a package than their urban counterparts. Ease of carriage, package weight, simplicity, transparency and similarity of packaging have comparatively less impact on purchase decisions of rural consumers than urban ones. However, rural consumers are more critical about packaging as they strongly consider that it contributes to misleading buyers and is also an environmental hazard. (Sehrawet, & Kundu, 2007)

In the study of Ms. Malik Garima (2012) in the paper "The Impact of packaging on buying behavior: A Comparative Study of Rural and Urban Consumers" revealed that rural residents found that packaging is more helpful in buying, and better packaging contains a better product. They are more influenced by the ease of storage of a packaged product than their urban counterparts. Ease of carriage, package weight, simplicity, transparency and similarity of packaging have comparatively less impact on purchase decisions of rural consumers than urban ones (Malik, 2012). In few other research it has been found that the key trends fostering growth in developed packaged food markets are convenience, functionality and indulgence (Ahmed, Ahmed, & Salman, (2005)). Moreover, commercially successful product development projects involved a multidimensional approach to design with a focus on product performance,

features and build quality and, where relevant, technical or design innovation. (Roy & Riedel, 1997)

2. Companies and their Competencies

2.1 HUL- Kissan



Today, Kissan is more than just jams, ketchups and squashes. It's all about kids eating happily & growing up happily. Filled with nothing but natural goodness, Kissan has found a way to keep both, mothers & kids happy.

Being pioneers in food processing, Unilever launched the category of ketchups and jams under the brand name Kissan. With the current launch of the Kissan 100% Real Campaign, kids can now enjoy the real taste of jams and ketchups. Made from 100% real fruits and tomatoes, Kissan jams and ketchups are now even softer, richer and yummier for kids to eat, without mothers constantly having to worry about what they are consuming. Because with Kissan everything is 100% real.

Over the years, the Kissan portfolio has expanded with yet another launch; the launch of Kissan Creamy Spread. A unique product with a mayonnaise base blended beautifully with local Indian flavours. With superior taste and three times more nutrition than butter.

Product range



After decades of research, Kissan Jam (a market leader in the "Jam" category in India), another radiant brand in the HUL portfolio, has realized that children, the main target segment for jams,

are finding it difficult to take the jam out of the wide yet narrow necked bottle. Most of the spoons in the household do not go into the bottle and knives have to be used to take a scoop of jam. Obviously knives are a dangerous product to be used by small kids. Added to that, the bottles are expensive, and is of no use to the customer after its finished.

Kissan Jams has now introduced the latest “Jam Squeeze”, where the product is packaged in the form of a tube, where all one needs to do is to squeeze the jam onto the plate or directly in the bread. (They also have tied up with Disney to print several cartoon characters in the tubes to target young kids) Simple, yet brilliant isn't it?

Kissansqueeze jam

Competencies

1. Convenience in terms of usage (easy squeeze pack).
2. New plastic squeeze pack rather than glass bottle for better handling and storage.
3. Children friendly and no tension of breakage.
4. Using famous cartoon pictures on pack cover to attract major market segment of their prime consumers i.e. children.
5. Using fluorescent and vibrant colors to gain consumer's attraction.

2.2 Carlsberg Group



Carlsberg entered India in May 2006 by incorporating a company named South Asia Breweries Pvt. Ltd. The name changed to Carlsberg India Private Limited on 23rd February 2009 to reflect the company as a part of the Carlsberg Group.

India is one of the fastest growing markets for the alcohol industry. As for the beer market, it has grown at 17% in the year 2010 and is forecasted to grow at 12% CAGR going forward.

The ambition of the company in India is to be the fastest growing beer company in India. Carlsberg India is the number 3 player in the market within 5 years of operation.

Product range



Competencies

1. New easy to hold grip design for the Indian consumers.
2. Unique pull off cap for easy opening without a bottle opener.
3. Convenience with respect to ready to use.

2.3 Nestle India-Maggi

Maggi MAGGI Cuppa Mania

Rushing to work or hungry after a class? Working on assignments while texting your girlfriend? Trying to grab a quick bite while rushing between meetings? With multi-tasking becoming a necessity, it is essential that you have a quick meal that is healthy as well.

Maggi Cuppa Mania Noodles fits perfectly into your lifestyle while satisfying that hungry belly with instant taste, anytime. Take the Cuppa Mania wherever you go and enjoy convenience by just adding boiling water for a quick and healthy meal. With 2 mouth watering variants Masala Yo! and Chilly Chow Yo!; a fork inside for on-the-go consumption, attractive cup sleeves, real vegetables and calcium.



Competencies

1. Famous maggi noodle now available in a ready to go cup pack.
2. Easy peel-off cup sleeves.
3. Enclosed fork.
4. Available in two variants.

2.4 Nestle-Maggi Pichkoo

Maggi MAGGI Pichkoo

Pichkoo™

Pichkoo is a small doypack which makes MAGGI Tomato ketchup affordable to a host of new consumers. And now, MAGGI

makes the delight “Bigger’ by introducing a BadaPichkoo. A large Tomato Ketchup doypack which ensures that the fun goes on and on.

It’s endearing name, packaging and great taste evoke a resounding reaction.

“New MAGGI Pichkoo - It’s different!”



Competencies

1. Low cost plastic pack.
2. Pichkoo pack with a nozzle providing travelling solutions, different from traditional ketchup sachet.
3. Being the first in the market to launch ketchup in a Pichkoo pack.
4. Break free and children friendly.

2.5 ConAgra Foods Inc. - Act-II



ConAgra Foods Inc. (NYSE:CAG) is one of North America’s largest packaged food companies, serving consumer grocery retailers, as well as restaurants and other foodservice establishments. Popular ConAgra Foods consumer brands include: Banquet, Chef Boyardee, Egg Beaters, Healthy Choice, Hebrew National, Hunt’s, Marie Callender’s, Orville Redenbacher’s, PAM and many others.

ACT II is known for offering consistent quality at a great family value. We’re proud to present some of the most enticing popcorn products and flavors available, from our classics like Light Butter and Movie Theatre Butter to our special features like Kettle Corn, now with 0 grams trans fat.* Our other great products range from Pop ‘N Serve Tubs to individual popcorn balls. Be sure to check back here frequently for the latest on all of ACT II’s great products, and remember ACT II for light, fluffy, great tasting popcorn every time.

ACT II’s Mini Bags are personal bags of microwave popcorn that are ready in a snap and perfect for school, the office, the car, anywhere. They’re a great snack solution for people on the go. Mini Bags are available in Movie Theatre Butter, Butter Lover’s, Butter and 94% Fat Free flavors.

Product Range (Microwavable)



Competencies

1. Easy to cook popcorn.
2. No need of separate cooking utilities. Cook and serve packs.
3. Faster microwavable cooking.
4. Available in different sizes according to the requirement.

2.6 Haldiram & Sons Bhujawala



It was founded in 1937 by Gangabisenji Agrawal, as retail sweets and namkeens shop in Bikaner, Rajasthan, India. Haldiram was based in India and has been favorite for all the religious people. Many families have enjoyed the tastes of the delicious cuisines provided by Haldiram’s.

Product Range



Competencies

1. Added convenience with the launch of new zipper packs.
2. Easy to store.
3. Keeps namkeen crispy, i.e., extra freshness.

3. Conclusion

In this paper we can identify the aspects as well as the competencies the companies are looking and going for innovating packaging:-



Diagram as per our study

3.1 The Convenience Concept

Companies discussed are majorly looking for convenience factors for their customer. With busy schedules of corporate world, professionals want everything right now with all ease. Hence, we identified products like Cuppamania, Carlsberg beverages or Halidram's zipper packs, are inclined towards the convenience factor. For innovation they added ease factor in their packaging. Ready to use product concept is adopted by companies in innovation packaging.

Cup noodles are not new to the Indian market, but what's new is an added pinch of convenience that Maggi has added to its product-“Maggi Cuppamania”. Cup noodles serve as a ready to eat meal for a starving stomach when your alone, or travelling or out of cooking utilities. All you need to make a cup of ready to eat noodles is a cup of boiling water. Noodles will be ready in

minutes, but you keep looking for a fork or a pair of chopsticks to gulp it down your throat. Yes, you will still need a fork to eat those noodles through those old traditional Cup noodles. Maggi launched its Maggi Cuppamania to serve all the above mentioned requirements met by the other cup noodles and also to serve that one thing which others failed to do. Maggi added a fork inside its Cuppamania pack for its consumers. And that is where it gained an edge over others. Maggi noodles have been the favorite Instant noodles of millions of children and adult over the Globe. Added convenience with the blend of the same old taste of Maggi noodles has taken Maggi to a whole new dimension.

3.2 Tension Free Time

Furthermore, Pichkoo and Squeezee packs of ketchup have made the product handling easier. We can carry, store or keep the product any where we want. Customer will remain tension free for its breakage problem. The Glass container packs of Ketchup and Jam sold earlier had the following flaws:-

- handling problem
- heavy to carry
- couldn't be handled by children
- splintering fear

While looking for a jam bread solution for a hungry stomach, the first thing that comes to mind is to look for a perfect spoon or knife which could easily fit into that narrow head of jam bottle and is easy to apply on bread. But yes now with the launch of the new jam squeeze and jam tub pack that is no more a concern. Squeeze pack allows putting jam on bread directly, no more looking for a perfect spoon. While a tub pack, totally eliminates the concern of looking for spoon which would fit in the narrow head of the jam bottle. With Kissan coming up with such innovative packaging ideas in India, it has made the lives of the Indian households better.

Hence with the introduction of this innovative packaging by Kissan, customers can easily enjoy the taste without the fear of break or storage.

3.3 Ready to use Era

Ready to use concept in Maggi Cuppamania and opening the drink breakages without opener completed the customer wish to live life easy. If a customer is hungry they need to add hot water in Maggi Cuppamania and it becomes ready to eat and when they feel thirsty they have the Carlsberg non alcoholic beverages opened with the help of an opener.

Butter popcorn is loved by many people. But making them at home is quite a task. This is where Act-II Ready to cook butter popcorn pops in, which is now available in microwavable

packs. All you need is to open the outer covering, put it in a microwave and its ready in minutes. One more thing which Act-II has provided is the use of “cook and serve” packaging material. No need of looking for a microwave safe bowl to enjoy these delicious popcorns which are available in various flavors, just cook it in a mini bag or a tub, and eat right through it.

3.4 Carry me Anywhere Notion

With Kissan jam sachet or Maggisaucе Pichkoo pack, consumers can easily carry the product while travelling anywhere. Innovation is adding ease to all Indian consumers with respect to the travelling time, office time and family time.

Haldiram’s Zipper bags are often observed to be used even after its content has been consumed. Its packet is used as a substitute for foil paper while travelling. The food remains packed nicely and stays hygienic.

4. Limitation and Scope of the Study

This conceptual study is based on the data presented on the website of the company. This study was attempted to identify existence of a phenomena, which though theoretically anticipated, has not been tested practically in the Indian market.

The study is but a small attempt to identify self acknowledged awareness of the phenomena towards the innovating packaging. Scope of Innovation packaging is enormous. This is just a discussion of topic.

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