

PROMOTING AGROALIMENTARY FOODSTUFF THROUGH PACKAGING

Gabriela POPESCU¹, Iasmina PAUNCHICI¹

¹ USAMVB Timișoara, Facultatea de Management
Agricol

e-mail: alingabi@rdslink.ro

Promotional packaging consists of bonus packs, offers included inside the packaging, besides the packaging or special packaging. Bonus packs and special offers and packaging make products more attractive to consumers. Basic bonus promotions like bonus packs, special offers and reusable packaging can be strong incentives for inconsistent users who are influenced by what the bonuses add to a product. They prove very useful for generating impulse purchases that increase the sales amount. In addition, they can increase the long-term value of a brand in certain circumstances. according to the circumstances and the way they are used, bonuses can increase the sales among a large number of consumers and sometimes the future sales.

Key words: *promotional packaging, consumer, bonus*

Promotion through packaging uses packaging as a decisive factor in promoting the image of products, especially luxury goods. Packaging technology, printing techniques, design and various materials have encouraged the development of communication through packaging.

In the food sector, the influence of packaging on the way consumers perceive the product quality is decisive. This has led to the development of farm food industries that use modern pasteurization, sterilisation, vacuum packaging, freeze-drying, deep-freeze etc. techniques. The character of the packaging materials is a significant communication force that speaks about the quality, authenticity, protection, durability, efficiency or economy of a product. Such materials are glass, plastics (rigid or flexible – polyethylene, polypropylene), some metals (aluminium, white iron), paper, cardboard or combinations of them. The value of a product is also communicated through colour codes, labels, printing symbols (logos, logotypes), illustrations etc.

MATERIAL AND METHOD

Material and method. Promotional packaging consists of bonus packs, offers included inside the packaging, besides the packaging or special packaging. What these promotions have in common is the extra points of purchase they offer. As a result, they prove very useful for generating impulse purchases that increase the sales amount. In addition, they can increase the long-term value of a brand in certain circumstances.

Generally, a bonus pack has special packaging, a cardboard box or a larger container offering the consumer a larger quantity of a product for the same price or

sometimes a lower price. The idea of a bonus pack is similar to the baker's dozen: 13 articles (doughnuts, for instance) sold for the price of 12.

Bonus packs are often used with products sold at low prices and consumed rapidly. An additional quantity is a desirable reward in the eyes of the consumers. Further more, several successful programmes based on bonus packs can help promoting the extra quantities as having an exceptional value in special promotions.

For example, McDonald's once developed a campaign based on Jurassic Park, offering triple cheeseburgers, larger portions of chips one-litre soft drinks.

Both the offers **inside the packaging** and those **on the packaging** give the consumers who buy a certain brand an on the spot reward (something different than an additional product or a discount). The reward is usually an attractive article for the target consumer or a sample.

Bonuses are included in the special packaging and can be a "Toy Surprise" in the Craker Jack popcorn bags, towels, bed sheets or dishes in the detergent bags. This type of bonus is mostly used in the children segment, in instant breakfast cereals, for instance, because a toy is generally an attraction for the little ones.

Offers inside or on the packaging can differentiate a product at the point of sale and are used to attract certain consumer segments. In addition, certain bonuses can increase the use of a product by reminding the consumers about it. For example, cookery books encourage the use of special ingredients like nutmeg or other spices, the soup bowls remind of a certain soup brand and the coffee cups can increase coffee consumption.

Offers besides packaging are free or cost a certain additional amount paid with the product at the purchase point. When an additional sum is required, the offer is called a *surplus pack*.

Offers besides packaging have often been used for retail sales to generate traffic in stores. For example, Burger King could offer glasses to the consumers who buy certain products on the menu; Dunkin' Donuts could offer a free donut for a coffee; or petrol stations could offer Coca – Cola bottles.

Like other special packs, such offers can be used as sampling means for products that the consumers who buy promoted products might like. Mattel has discovered that its toy car sales increased after McDonald's used its articles as bonuses in Happy Meals.

Special packaging offers the consumer bonuses that can be used after the packed product has been consumed. Examples of reusable containers are the glasses used as jam jars that once decorated many American homes or the tomato juice containers. Products in special packaging are usually sold at full price, but if the container is very attractive the price may be increased to cover at least part of the additional costs.

Besides the increased sales amount in stores, reusable packaging like coffee jars encourages consumers to use a product more often in the future. (However, it is questionable whether this will increase the consumption of a certain brand and not of all brands in a category). As special packaging replaces common packaging, its cost can be added to the bonus value thus allowing a better offer.

Certain bonuses encourage a more frequent use of products. Even if they consist of products that are also sold individually by the same company, they can still encourage future cross selling among consumers who try and like them.

Basic bonus promotions like bonus packs, special offers and reusable packaging can be strong incentives for inconsistent users who are influenced by what the bonuses add to a product. In categories in which diversity is very important, it may be useful to

include a sample of a similar product as a bonus, in the hope that when the user decided to change brands, he will choose that brand and not a competitor one.

The major disadvantage of special offers and packaging is distribution. Many retailers want to avoid the complications involved by the bonus promotions in stores so they refuse to develop such promotions. This means that bonus promotions affect product distribution. For this reason and because of the decreasing power of producers in the distribution network, fewer and fewer companies offer bonuses.

RESULTS AND DISCUSSIONS

Results and Discussions. Consumers who buy the cheapest brand on the market regularly will not benefit from a bonus unless the article is very attractive or its price very small. Like all price-related promotions, in-store bonuses are expected to have a small long-term residual value.

Non-users of a product category will be even less attracted to bonuses than the loyal competition users. Certainly they will not be influenced by the possibility to obtain a larger quantity of a product they never use and it is less likely that they should be impressed by special offers or packaging. A product could influence them only if it is extremely attractive or hard to find. For instance, a person who never eats in fast-foods might buy a hamburger to get a poster of a certain film; however, this is a rare situation that is unlikely to increase sales when the promotion has finished.

Bonus packs and special offers and packaging make products more attractive to consumers. They seem to reward them for their purchases and thus generate positive attitudes toward a brand. Further more, they may encourage those consumers who never buy a brand to try it in the hope that they will use it in the future.

Some bonuses encourage consumers to use larger quantities of a product in the future (or make it easier for them to do it); others remind the consumers of a brand or, when the bonus is a T-shirt with the brand name impressed on it, turn them into mobile advertisements for that brand. Interposed bonuses consisting of samples of different products made by the same producer can make people decide to try them and increase their demand in the future.

CONCLUSIONS

Conclusions. In a store, according to the circumstances and the way they are used, bonuses can increase the sales among a large number of consumers and sometimes the future sales.

Certain bonuses encourage a more frequent use of products. Even if they consist of products that are also sold individually by the same company, they can still encourage future cross selling among consumers who try and like them.

BIBLIOGRAPHY

- Blaise, D., Carlton Maria, 2004 - *The Power of Promotional Products*, Blaise Drake & Company, Inc.
- Don E., Schultz, 1998 - *Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques... and How to Use Them*, McGraw-Hill; 3 edition.
- Mullin, R., Cummins Julian, 2008 - *Sales Promotion: How to Create, Implement & Integrate Campaigns That Really Work*, Kogan Page; 4th ed. Edition.