

Customers Focus More
On Packaging
Rather Than
anything Else
While Shopping



Product Packaging

Apart from all the digital marketing of a brand or product, the first thing that a customer gets to visually and physically interact with is the packaging of a product. Strong marketing campaigns definitely help, in the sense that the product image will be embedded in the mind of the potential customer or consumer. They will remember and go and either search for it or ask for it at the nearest store; and once located the first and foremost thing that creates a lasting impression in line with the marketing campaign, is the actual product packaging. From looking at it and then touching it and holding it in the hand, it is true when said that first impressions are the last impressions and that the packaging makes or breaks a product.

Effective Packaging

Packaging plays a very important role, and not just to grab the attention of the potential customer or target audience. There are quite a few qualities and characteristics that serve it to be labeled as 'effective'.



Assuming that a potential customer has not been exposed to the digital marketing and amongst the long aisles of products, with similar products grouped together, if in a matter of seconds the product stands out and sparks curiosity so much so that the customer is attracted to it, the [custom product packaging](#) has served to do its first purpose, grab attention.

Grab Attention

Apart from doing the market research to understand what other manufacturers are doing for the same products or similar ones, there are a number of ways to stand out. Can be done through bright and bold colorful graphics printed on the packaging itself, or by having a unique shape of the packaging itself, different from what the competitors are doing, but in line with the product and the target audience, which goes without saying.



Protection

After grabbing attention, the customer has reached out and picked up the product from the display counter/ aisle and upon touching it, realizes that the product is broken inside or damaged in some way, not only will he or she put it back but will move on to pick up another product. In such a situation the packaging has failed to serve one of its primary purposes or protecting the product.

For some products packing materials comes in layers, in case of perfumes for instance, but in some cases where there is a single layer such as for products like soaps, or biscuits, if they are broken inside that not only gives a bad impression in regards to the product but also to the brand. Even for one time use plastic bottles, a very flimsy packaging is a big turn off for a customer.

Convenience

Packaging that is convenient, is an added plus when purchasing, and gets more points to a brand. Microwaveable and steam meal bags are a very good example, reducing the number of steps involved, number of utensils used, saving on time and other utilities in preparing a meal. A milk pouch with a screw on lid nozzle is much more convenient than a cardboard packaging that needs to be lifted from a corner and cut open with a scissor and then needs to be taken care to not get spilled over and consumed as soon as possible. Similarly, packages that have handles so it's easier for the customer to carry the product are also convenient. Also, two products that go together, if grouped in one packaging will also get convenience points from the point of view of the customer, saving time and cost.


Eco-friendly

With the increasing awareness about the environment and with the technological advancements leading to more and more options for eco-friendly materials available, manufacturers are left with no excuses for using materials that are not recyclable. For environment conscious people, a plastic package may be a big turn off when other packaging solutions are available.



Reusable and Durability

Products that come in beautiful packages, such as boxes and glass jars and bottles that can have the packing labels easily removed and be reused get major plus points. Not only does this reduce landfill waste but also is something that the customer will appreciate and reuse, further retaining the product image and identity in one's mind and leading to more sales. In some cases, even beautiful packaging can prompt a consumer to purchase a product even if they don't need it.





Conclusion

Considering so many options available for a single product from various brands and manufacturers, and is bombarded with so much of information in the digital age, along with the race against time; the average customer spends only a few seconds in glancing over an aisle and picking up a product and paying for it, it is very important that the retail packaging is effective, since that is what a customer mainly focuses on when shopping.

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