Kurdish Studies

Apr 2023

Volume: 11, No: 2, pp. 5441-5450

ISSN: 2051-4883 (Print) | ISSN 2051-4891 (Online)

www.KurdishStudies.net

Received: May 2023 Accepted: June 2023

DOI: https://doi.org/10.58262/ks.v11i2.394

**E-Product Packaging's Role in Competitive Marketing Strategy**

Khaled Alshaketheep[[1]](#footnote-1), Anan Y. Deek[[2]](#footnote-2), Tamara Mahmoud Rasheed Al-Qaruty[[3]](#footnote-3), Ahmad Moh’d Mansour[[4]](#footnote-4), Mahmoud Alghizzawi[[5]](#footnote-5), Younes Megdadi[[6]](#footnote-6)

***Abstract***

*The primary purpose of this study is to determine the role that electronic product packaging plays in competitive marketing strategy and the significant aspects that are affecting a company's ability to get a competitive advantage. Things are shifting in a fundamental way, and one of the most remarkable strategies that assists businesses in achieving their targeted goals and, as a result, getting a competitive edge is marketing. In a similar vein, the purpose of the study is to highlight case studies that focus importance on Marketing Strategy, more specifically e-packaging, in order to obtain a competitive edge and stay ahead of the competition. In order to accomplish the goals of the research, the suggested study will use a qualitative research approach. The findings demonstrate that the use of electronic packaging can significantly influence competitiveness in a way that is both effective and efficient.*

***Keywords:*** *Digtail Marketing, E-Sercvices, Product, Marketing Strategy.*

**Introduction**

A key marketing tactic for glamorising products and grabbing customers' attention is packaging. Sometimes packaging is so crucial to a product's success that it must cost more than the product itself. The four main Ps of marketing—product, place, promotion, and price—should unquestionably include packaging (Alghizzawi, Ahmed, et al., 2023; Majid et al., 2018). Most consumers, according to (Schyns & Shaver, 2021), evaluate a product based on its packaging before making a purchase. Therefore, it makes sense to say that having appealing packaging is essential for luring new customers to your items. Who would purchase it to try it if the package wasn't appealing? If the packaging is unsightly, your efforts to penetrate the market will be in vain (Abdullah et al., 2021; Al-Gasawneh et al., 2022; Halim et al., 2023). According to (Stewart, 2006), the primary purpose of packaging is to "preserve product integrity" by shielding the real food product from potential harm caused by "climatic, bacterial, and transit hazards."

In a single 30-minute grocery store visit, an American shopper encounters 20,000 different (Coelho et al., 2020). Packaging can differentiate a product in this cutthroat market or provide it a competitive edge. Every aspect of packaging has a beneficial impact on consumers' brand experiences and buying decisions, which promotes brand loyalty. Packaging serves as a significant tool for convenience marketers to draw in customers and gain an edge over rivals. The packaging's colour plays a crucial role in differentiating it from the company's other items. Customers are more drawn to products with colourful packaging. Companies employed various packaging colours to entice customers and serve as a reminder in a competitive climate. In order to reduce losses, packaging material is also a crucial aspect. If enough material is used, then clients will be drawn to the products. Font style is printed on packaging in accordance with consumer perception because businesses who successfully employ the best font style are able to grab the market.

E-Packaging has a significant function in luring in customers. Children are more focused on packaging design, thus organisations create packaging specifically for kids. The advice is to use information to attract customers and have a significant impact on young adults' purchasing behaviour (Schyns & Shaver, 2021). Electronic information gives specifics on the product, how it is made, and how to use it. The increased competitiveness in daily life has made the product packaging a more significant part of brand communication. The choice of packaging should be the first marketing plan in the overall marketing strategy because it is frequently the most crucial element in determining whether a product succeeds or fails. In addition to increasing the visual stimulus, colour choice is one of the most crucial aspects of packaging and brand design. It is also regarded as a crucial instrument for building and maintaining the brand and shaping the corporate image in the minds of consumers. Furthermore, it is closely connected to a different brand (Habes et al., 2021; Roblek et al., 2019). The size and shape of the packaging affect the consumer's choice of product. Most consumers are drawn to products that are convenient to use and transport (Coelho et al., 2020).

E-packaging's primary purpose is to "preserve product integrity" by shielding the item being packaged from any potential hazards that could compromise its condition (Salloum et al., 2019, 2021). The marketing of consumer goods has been profoundly influenced by the packaging of those commodities. Finding a solution to a problem of such catastrophic proportions is therefore of the utmost importance. Aware of the fact that packaging serves considerably more functions than just that of a salesperson, including acting as a symbol of values and a flag of recognition on digital medium. It is one of the most essential vehicles for communicating the message of the brand directly to the consumer who is the goal of the communication. If a product wants to be recognised through the congestion of other rival products in a retail environment that is becoming increasingly crowded with competitors vying for customers' attention, the product's packaging will need to work harder than it ever has before.Examining the influence that eelectronic product packaging can have as a strategic weapon in the marketing of consumer goods is the primary purpose of this research project. to investigate the impact that digital product packaging has on the development of a competitive advantage. On the other hand, in order to better cater to competitors, it is important to determine the features of the packaging that should be stressed while designing the package.

**Literature Review**

E-product packaging is one of the most important components of marketing strategy and is crucial to the sale of goods and services. An effective product's packaging draws more customers and increases the likelihood that those customers will purchase the goods (Alghizzawi, Habes, et al., 2023). The amount of expectations placed on customers has increased as a result of a growth in their median income. Producers must make the necessary changes to their business plans in order to meet the expectations of their customers and to stay competitive with new rivals. (Iskamto, 2020) asserts that one of the most crucial factors in boosting efficiency and effectiveness is innovation in new products. Packaging is one of the most crucial strategies that can be employed to increase the success of business ideas.

Packaging plays a significant role in the product development process since it is an essential component of the product itself and has the power to affect the quality of the finished items (Gamit et al., 2021). Over a long period of time, packaging became one of the most important aspects in effective market building (Coelho et al., 2020). Future viability Is it understood how the characteristics of e-packaging relate to competition? is one of the most crucial questions. One may assume that more clients will be lured to buy the goods when a certain product is shown on a digital platform or in supermarkets with an appealing visual. The vast majority of the time, consumers choose products more on the basis of the packaging than the characteristics of the actual product. Packing can be done in many different ways, such as by using paper packaging, plastic packaging, glass packaging, and so on. The significance of size and colour for both packaging and packing The research from 2020 by (McClean et al., 2020). claims that essential components include graphical features like colour type. The shape and structure of the product's packaging is a crucial component of product packaging since a product's design can influence whether or not it is purchased. This has motivated many design makers, according to Schafer and Cheung (2018), to concentrate on the structure and geometry of their products. A good package should have all the information buyers need on a label that is visible on the product; this is a great way for producers to show that they care about the advantages of using their goods (Firouz et al., 2021).

E-packaging must do a respectable job of identifying product characteristics, and products must have clear usage instructions. There needs to be a rapid and reliable way to reach out to the customers from the labels that are put on the products. If the product box has more pertinent information, we can predict higher levels of customer satisfaction. The second prerequisite that must be satisfied is the disclosure of pertinent producer-related information. Customers often have less time to weigh their alternatives, thus firms must find ways to give them the information they require in the smallest amount of time possible, according to Schaefer and Cheung (2018). At least two separate informative factors need to be considered for every product. The information components come first, which may include labels or RFID tags, and the additional, crucial information comes next, which may be located on a different piece of paper or another type of medium.However, if there are too many concerns about the government or the environment, customers could become confused. Items must therefore have the least amount of information while still provide the necessary details (Iskamto, 2020). The shape and size of the package can have an impact on consumers' purchasing decisions. (McNeill et al., 2018) assert that the majority of consumers are drawn to products that are easy to use and transport.

E-product packaging of consumer goods is an area where conditions are continuously shifting as a result of internationalisation and influencing variables in both the supply and demand sides of the packaging business. This is the case in an area known as "e-product packaging of consumer goods." In this article, we suggest that the primary variables that determine the success of package design can be found in the interface between the external driving forces and the ability to appraise them and translate them into attractive packaging solutions. We believe that this interaction is where the majority of the success of a packaging design lies. There is little doubt that the design of packaging and newly designed packages are subject to the ever-changing impacts of the business environment in which they are located. These influences are the result of shifts in consumer values, such as an increased emphasis on utility and convenience, as well as other factors, such as concerns about the environment and food safety (Khaled et al., 2021). Additional impacts come from increased criteria placed on the printing quality within the supply chain (on the retail side). Even though packaging has become a significant marketing technique for many consumer items in a highly competitive business climate, relatively few research have been conducted on the topic, and there has been little interest in the theoretical work that has been published in marketing literature. Some of the earliest studies were conducted in the areas of general characteristics and the function that packaging design played as a variable that influenced product evaluation (A. S. Alnaser et al., 2022). Studies on the communication role of packaging have also been conducted as part of other study linked to packing (Theeb et al., 2021).

**Create an Eye-Catching Design and Improve the User Experience**

Despite the negative consequences of globalization and the need for rapid production everywhere, packaging has become increasingly identical. Of US food shoppers, 52% believe they are drawn to unique package designs, and 44% of Chinese consumers want to customize the soft drink packaging (Baxter, 2018). Package design is still crucial for both identifying and recognising businesses and for giving consumers information about them. As was previously discussed, packaging is important when it comes to product promotion. According to a recent study, product package design is valued as a marketing variable since it enhances the value of products; as a result, design components significantly improve the package's overall appeal (Bleier et al., 2019). Any package should be designed with the tastes and purchase habits of the target audience in mind. He shows how packaging has a great emotional impact on consumers, allowing design to speak to them on an emotional level and influence their decisions (A. S. Alnaser et al., 2022). He demonstrates how, while creating any package, design has the power to emotionally connect with the client and influence their choices. Furthermore, the box's design ought to be visually appealing enough to entice buyers to take it off the shelf where it is placed next to the other products. This may improve the likelihood that customers will make a purchase, especially when it comes to new products. A study claims that appearance comes before content, therefore supermarket shelves containing packaged goods allow consumers to make quality assessments of the products even when they can't physically view them (Hsu et al., 2018). All of the components of a product's packaging, including color, shape, size, materials, and branding, should work in harmony to promote the product's positioning and marketing plan.

Each and every consumer want to be able to handle the product packing. Emotional appeal often outweighs rational considerations when it comes to a product's packaging design, such as cost or features (Gilal et al., 2018). Among these are the person's self-perception and sense of uniqueness. Therefore, a superb package design should include graphic design aspects to target the chosen audience and give the consumer a sense of uniqueness and belonging. Applying design elements and principles—such as images, color, typography, contrast, repetition, and hierarchy—to produce aesthetically pleasing packaging that highlights the advantages of the product can improve its functionality and foster consumer loyalty (Baxter, 2018). The purpose of graphic design on the packaging is to determine the psychological effect of images of customers. Brands create experiences by assembling all of its component elements, but in order to maintain consistency with the brand's essence, experiences must be built in a specific manner.

**Figure 1:** Impact of Product Packaging.



Source: Baxter, 2018

**Research Methodology**

Analyzing case studies in terms of their innovative electronic marketing tactics is the main focus of researchers. A theoretical framework, secondary data analysis, and the qualitative research approach are used to achieve this (Al Mansoori et al., 2023; Alghizzawi, Al-ameer, et al., 2023). The core principles of inventive electronic packaging and the elements that, in comparison to other items in the same category, might persuade buyers to buy the particular product.

Three case studies from the food industry made up the sample since this industry best captures the variety of customer needs and is indicative of the products that customers use on a daily basis (Alqurashi et al., 2023; Hammouri et al., 2023; Nusairat et al., 2021). The three main features that the researchers found noteworthy about the packaging of the items were: first, the packaging's attractive appearance; second, its functionality; and third, the packaging's originality and creativity.

Businesses and marketers may find the analytical study's conclusions useful as they offer vital details regarding the elements that contribute to innovative and successful package design for electronic goods (Al-Shibly et al., 2019; F. Alnaser et al., 2023; Habes et al., 2023; Rahi et al., 2021, 2022, 2023). The phrase "new trends that could increase the competitive advantages of the products" can be used because the case studies focus on developing an effective packaging design to stimulate, attract, and convince their customers, as well as on new tendencies that may improve the products' competitive advantages.

**Result and Finding**

According to the findings, the packaging of the electronic product has a substantial impact on both cognitive and affective responses (Alshibly et al., 2019). These responses, in turn, have a major impact on both attitudinal brand loyalty and the ability to aid in competitive marketing strategy (Agariya et al., 2012; Ali, 2019; Dhurup et al., 2014; Mensah et al., 2021; Sivaram et al., 2019). The findings imply that the moderating effect of product involvement on the association between product packaging and marketing strategy is statistically significant (Bian & Moutinho, 2011; Kautish et al., 2022). Despite the fact that it positively and significantly moderates the link between product packaging and marketing strategy, the findings do not indicate that this moderating effect is responsible for the findings.

**Case Study Number One**

The "Dumbbell" brand's product bottle was sliced in a way that was easily recognizable, visually appealing, and associated with the name, function, and target market of the product. The product bottle's design conveys this idea since it is lightweight and comfortable to grip, which aids in subtly communicating the brand's identity and making it stand out from rivals. Customers are encouraged to utilize the bottle as the equivalent of a 0.5 kg dumbbell by the e-product package, and the container design itself reinforces this behavior. The font styles and sizes were readable, and orange was selected because it symbolizes energy and is connected to the core of sports drinks.



**Case Study Number Two**

The purpose of the "Pepsi: Brisk X Marvel Studios" presentations is to improve the Black Panther movie's online marketing efforts and set it apart from other competing movies. The clever packaging was created to resemble a Black Panther mask that had been produced via 3D printing. The centerpiece of an advertising package was this mask. The character names are printed in an easy-to-read font style, size, and color on the cans, which have a distinctly colored exterior. The mask is a depiction of the movie's main character, Black Panther. Customers can take home a Black Panther mask that was trimmed to fit the can that matched the offer utilizing 3D printing technology. The can's intelligence allows it to link consumers to the web campaign with ease, generating over 10 million social media impressions.



**Case Study Number Three**

A range of funny mouth graphics in contrasting colors were featured on the "Trident" gum packs to draw potential buyers' attention to the product. Men are portrayed in black, and women in red, therefore these two fundamental colors are used in the creative design and graphics to represent both genders, resulting in a diversity of mouth forms for each. The translucent part of the product helps customers identify it since it shows the gum in a way that simulates a real mouth tooth. The contrast highlights this. with the healthy, white teeth on the gum's interior. The design makes it very evident to customers that their gums will be healthy and will not negatively impact how well their teeth look. By placing the packet over their own mouths, the customer is given the idea that they are having fun while striving to acquire a healthy mouth appearance, thanks to the comical and optimistic graphics on the box. The consumer gets a favorable impression as a result. Furthermore, that could function as a catalyst for them to use their purchasing behavior to turn their feelings into actions.



**Conclusion**

We have concluded that e-product packaging should be viewed as a crucial tool for all businesses in order to address the various issues posed by markets and to gain a competitive advantage, after reviewing the pertinent literature and analyzing the case studies. Rapid changes are impacting the package manufacturing industry globally for a variety of reasons, such as differentiating the brand from rivals, drawing in customers, streamlining product usage through package functionality, engaging and communicating with customers, and influencing their purchase decisions.

The results show that many organizations boosted their expenditures to produce a unique and innovative product by concentrating on three main elements. First and foremost, the package design's attractiveness; second and third, the package's functionality in terms of materials, usability, and safety; and finally, the package's inventive and creative exterior structure and the advantages it offers. These elements lead to the creation of numerous attractive packages, the goal of which is to increase consumer involvement by offering an enjoyable experience related to brands. One of the best practices in this context is the creative use of "AR" technology, which started to integrate with the purpose of packaging to function as a helpful communicational tool that increased consumer interaction with the product and gave them more information about its advantages. In this particular context, it is among the best practices. As a result, we think that in the future, there may be more applications for further customizing packaging to match customer preferences. By giving customers an exceptional experience, this could help bridge the gap between customer needs and product packaging.

To sum up, we advise marketers and designers to employ innovative designs, especially in marketing campaigns, and to leverage the newest technologies to showcase their products, grab consumers' attention, and encourage them to buy. Additionally, in order to reap benefits that help both the environment and customers, businesses should utilize "Eco-Friendly" and "Sustainable Packages" in order to honor and fulfill their social responsibility requirements. Furthermore, food firms need to be careful about how well their packaging work, especially with the explosive expansion of "E-Commerce," which causes lengthier shipping times. Food firms should therefore choose materials that safeguard the product, especially during emergencies and pandemics like "Covid-19," when packing material needs to be more secure from the time it is sent until it reaches customers.

**Liimitation of the Study**

Since only secondary data were provided, the research is limited to the level of candor displayed in the answers to the questions. There wasn't enough time allocated for the research project to enable more in-depth investigation of the topic under study. Furthermore, the application of the quantitative research approach can be made to better suit the topic and give it more depth.

It's likely that the results of this study cannot be applied to other contexts due to the use of a qualitative research methodology. It may become more important to analyze and explain how the usage of information for different online trading platforms influences online decisions since a quantitative technique can help increase the size of a big and diversified sample and can generate different results. This is due to the fact that a quantitative approach can help increase the size of a large and varied sample and can yield various outcomes. An additional avenue for investigation would be the ways in which the effectiveness of various online marketplaces and the various types of online shoppers impact the products that are purchased. There was inadequate thought or research before to initiating or building a system or platform to sell products or services online, which can be explained in more detail. The behavior might be assessed in subsequent studies before the system is created. Members of the business community now have the chance to analyze the variables more carefully when determining whether or not to acquire goods or services online, thanks to this in-depth investigation.

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1. Department of Marketing, Business School, The Hashemite University, Zarqa, Jordan. Email: k.alshikh@hu.edu.jo [↑](#footnote-ref-1)
2. Faculty of Graduate Studies, Arab American University, Jenin – West Bank, Palestine. Email: Anan.Deek@AAUP.edu [↑](#footnote-ref-2)
3. Assistant Professor, Department of Business, Business School, Al-Ahliyya Amman University, Amman, Jordan. Email: t.alqariouty@ammanu.edu.jo [↑](#footnote-ref-3)
4. Assistant Professor, Department of Business, Business School, Al-Ahliyya Amman University, Amman, Jordan. Email: a.mansour@ammanu.edu.jo [↑](#footnote-ref-4)
5. Assistant Professor, Faculty of Business, Marketing Department, Applied Science Private University, Amman, Jordan. Email: Dr.alghzawi87@gmail.com [↑](#footnote-ref-5)
6. Faculty of Business Amman Arab University, Amman Jordan. Email: megdadi@aau.edu.jo [↑](#footnote-ref-6)