

## ECOLOGICAL PACKAGING A PART OF THE MARKETING IN THE ORGANIZATION OF A COMPANY

Dr.Ajka ALJILJI

### Abstract

The marketing of company is performing all activities required to create , promote and distribute products in accordance with the requirements of existing or potential customers.

Environmental packaging design, marketing and research are crucial factors that must be given the same importance given to the financial aspect.

Environmental packaging design plays an important role in attracting the attention of consumers, providing information, and often influences the decision to purchase. Ecological packaging today is the overwhelming part of the product and must be adapted to the needs and demands of consumers.

Therefore, changes in ecological packaging must be programmed and adjusted with the changes of the product and consumer preferences regarding of specific market, which are foreign or domestic. So one of the important functions of packaging is high lights .

There are many methods by which we can solve the problem of highlighting the product (color, shape, illustration ...), but the ultimate intention is that the buyer decides to buy a product that a specific company launches.

**Key words:** ecological packaging, design, marketing

### Introduction

Consumer satisfaction is closely linked with the quality of the product and service - as evidenced by the very SQIP model of creating values for consumers.

A higher level of quality leads to higher levels of customer satisfaction, which often allows companies to implement a strategy of higher prices in order to increase the profitability of enterprises and consumers.

Therefore, the companies focused on customer's satisfaction have accepted the concept of total quality management (TQM - Total Quality Management), which includes focusing on the effort to constantly improve the quality of their products, services and marketing processes. Besides the impact on sales of products, environmental packaging plays an important role in the transport of products to distant markets, protecting the product of a number of adverse consequences (waste loads, deterioration, cracking).

When transporting products to distant markets you should first be familiar with all the risks to which your goods are exposed to and how you can protect yourself. The need for a safe and good ecological packaging is a priority at the present time, in spite of improved and rapid transportation.

### The development of packaging design

Development of packaging design has long passed the point where the physical protection was it's only task. The protective function is still one of the main tasks of packaging, but it is just one of a series of conditions that a package has to meet so that we might call it a well-designed product.

Modern packaging design aims to anticipate and solve problems and meet the needs of an entire life cycle. Although the design includes a range of packaging solutions for all phases and its functions , in simple terms (over time) the life cycle can be divided into two parts.

Life before the point of sale usually requires a functional value for production factors, the possibility of practical and cost-effective storage prior to packaging, simple packaging and product protection during storage and transport to point of sale.

It is also necessary to make intelligible the ecological packaging, which comes from a well-organized hierarchy of data.

It should be noted that the visibility of secondary data (composition, durability, function ...) is extremely important to the customer's positive attitude towards the product, especially lately, when the composition of the product (eg because of GMO issues) has become a key factor in the selection of environmental packaging.

The "winning the customers trust" success is the intelligent use of environmental packaging options, such as colors that respond to temperature (eg, packaging for beer with a small thermometer that occurs when the product temperature is optimum for consumption). Then, an important ecological function is designing it to ensure advantage of over the competition.

It is only possible with providing proper organization of data on the packaging. It is necessary to decide what advantage to emphasize (price, quantity, taste, usability ...) and give it the most important place, being careful that sequencing "very important" comparative advantages in the crowd of distinguished data not make the key message invisible.

### The developing part:

Philip Kotler said that packaging (as a process) defines a "set of design activities,

and manufacture of packaging a product". "To justify their existence the packaging has to meet several key elements. What are the functions that the packaging does for you?

#### 1. Keeps the product.

Consequently, the function of packaging has to meet the basic requirements, and specific technological requirements and conditions within the holding company which produces it.

#### 2. Provides access and use.

In this sense, the package should be as simple as it opens, closes and holds, to allow easier use of the product.

**3. The declaration** on the product would have to be aligned with consumers needs and habits of the country they are imported or exported.

**4. The materials that we use for making packages** must carry out full product protection during transport, storage and manipulation of all.

Designed ecological packaging sells the product, and this is the last defense against competition.

It should provide basic information about the product, and the impact on sales volume.

The shape, color and type of presentation in retail outlets have to be adapted to the demanding customer's eye and hand, but also suitable for handling.

**5. Ecological packaging** cares about your health and your environment. Health consciousness, and a clean environment is becoming an essential element of the entire production process, from concept to packaging.

Disposal of environmental packaging, disposal or destruction of packaging plays a significant role in the planning lifecycle - packaging made from recycled materials, invest in reusable packaging, wrapping, or decreases the number of holders, heavy materials are replaced with lighter, avoid those that are difficult to decompose in nature, etc..

**6. The extended life of designed ecological packaging** and upon termination of use of the product, packaging can reincarnate, usually in the form of a bracket or guardian of everyday things, beautiful and dear things, recalling past times.

#### **How to design a good environmental packaging?**

Besides being beautiful, the packaging must suggest and "promise" something. With no guarantees, but the value of brand it carries packaging is a loud-speaker of the company. It "communicates" what sells, gives information about how the product contained in the packaging is used, which is its purpose and the necessary value.

The common interest of both parties (buyer and seller) is that the product is used properly, otherwise it can lead to disappointment, and that is where love ends.

The other information a package should contain, are price, size, date of manufacture, place of production, distribution method, production technology, production conditions (quality standards), and similar ingredients. New times bring new challenges, globally the package becomes an increasingly important tool of marketing workshops of large companies.

Developing a good package for the new product requires passing a series of systematized decisions.

First, companies need to establish a packaging concept that defines what the package should do for the product. Is it important to offer protection to product, attract consumers' attention or emphasize the specifications of quality of the product?

Most importantly, all these elements of packaging are adjusted to achieve the expected final effect.

In designing the packaging of export products you should focus customer profiles in a certain market. First of all, in

touch with sellers you can specify a target group of consumers of your product.

In the process of creating the product packaging it is important to understand the needs of consumers.

**The parameters that determine the customer profile are:**

1. geographical
2. Economical conditions, income and purchasing power.
3. Cultural and Ethnic
4. The social status
5. Age
6. Purchase
7. Media

#### **Conclusion**

Any changes in ecological packaging should be pre-tested in the market, to start in the designed products network so that opposite effects do not occur and hence the decision to change the packaging be careful and consider all possible consequences.

In this case, you can choose the cardboard packaging that provides reliable protection, light and easy packing of goods. Recently, the carton is suitable for all types of printing, which certainly contributes that the shoppers choose to buy these products. Each analysis indicates that the packaging must be seen as an investment, not expense. Unfortunately, many manufacturers are still shaping environmental packaging observing the initial cost of the design, thereby not taking into account the possible profits made by appropriate design of its packaging products. To be practical and efficient and also very cost-effective we have to follow some rules for developing a successful package, which will take its important place in the market.

1. Include experts in the development of environmentally designed packaging in the process of developing new products.
2. Try to make such products and packaging that will become an integral part of the life of your customers.
3. Let the eco-packaging be the ambassador of your brand
4. Let the eco-packaging be functional, and provide and ease in use.
6. Developing effective methods and tools for measuring customer satisfaction to your current package.
7. Let the eco-packaging be recognized in accordance with the visual identity of your product, as a strategy of communicating with consumers and their expectations.

#### **Literature**

1. (M> J> Kazimirski, creation of markets, the Department of Development of Management, International Office for labor relations Geneva, 2008).
2. INFLUENCE OF PROTECTIVE CHARACTERISTICS OF PACKAGING MATERIAL ON DRIED FRUITS packed Jasna J. Iron, Ajka R. Aljilji, Vera L. Lazic, Alexander N. Tepic, and Gordana V. Svrzić; Dried fruits are very delicate to biochemical changes during storage, due to I.
3. An extension of the optimal technological quality magazine packed dried fruit processing and energy in agriculture / PTEP 2009, Vol.13 No.2, p.188-191