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Strategic Logo Placement on Packaging - Using Conceptual Metaphors of Power in Packaging – Evidence from Pakistan

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Abstract

In this study, the researcher examines how brand managers can take advantage of the brand power of their Brands in the marketplace of Pakistan by using strategic logo placement on Packaging. Using the conceptual metaphors of Power in Packaging the researchers have found that consumers prefer a high power brand if its logo is placed on the upper side of the packaging while consumers will not prefer the same high power brand if the logo is placed on the lower side of the packaging. For a low power brand, consumers will prefer it when the logo is placed on the lower side of the packaging, and they will not prefer the same low power brand if the logo is placed on the higher visual side of the packaging. The researchers also linked the underlying mechanism behind this assumption that is the conceptual metaphors of Power; people tend to see a powerful object on the higher visual side and vice versa.

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1. Introduction

In today's competitive world of business, every firm attempts to achieve excellence. Marketers and business owners make such strategies which help them to get the maximum profit from the operations of their businesses. A successful business should produce such profit for its owners which can please them and their family [13]. In order to achieve the goal of getting financial benefits from business activities, a firm has to compete with many competitors in industry. Every industry in Pakistan now has a lot of local and foreign enterprises competing with each other, and there is rarely any sector in Pakistan where there is a monopoly of a specific firm. So to remain in the market in a stable financial position a firm has to gain competitive advantage.

Competitive advantage is a set of features or competencies which enables the company to exhibit much better performance compared to its rivals [11]. Without getting a significant competitive advantage, no business can achieve excellence in today's era of competition. According to Michael Porter, there are three strategies which can be used to achieve competitive advantage, cost leadership, centralization and creating differentiation in the product [27].

One of the methods for creating differentiation in the product is using a unique packaging design for the product. Today's retail environment packaging plays a significant role in guiding consumer's choice, it can draw a consumer's attention to a brand and can also help the consumers to identify and remember a specific brand [34]. The role of

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packaging in the field of marketing cannot be ignored because it acts a factor which directly affects consumers buying behavior. As [25] stated that packaging is also one of the important elements which cause a change in consumers buying behavior. Similarly, [2] also stated that packaging is a very powerful tool which can influence a consumer purchase decision. Packaging becomes more important for many firms because for some products cost of packaging could be as high as 40% of the selling price of the product [33].

Packaging includes different components such as color, the material of packaging, logo, images used and design of wrapper. A logo is one of the important element in packaging designs as it is useful in brand communication. In today's competitive marketplace a Logo helps the consumers in recognizing and identifying a brand or product [20]. Further [12] stated that effective logo must be on a package design in order to create attraction in products for buyers.

One of the important decisions for manufacturers while designing the product packaging is about the placement of the logo. Most of the marketers place their company logo at the top of packaging [10]. Usually, a logo is placed at the top of product packaging in order to increase the visibility and importance [3]. However, very little to no researches has been conducted in order to evaluate that whether placing the logo at the top product packaging is a good strategy or not. Placement of logo is important in another aspect as a logo is an effective tool for communicating brand power to consumers. Moreover [9] and [19] defined brand power as the command which a specific brand has over a category of product.

Using the conceptual metaphors of power in product packaging this research investigates that how marketers can take benefit in the marketplace through strategic logo placement. According to conceptual metaphor theory [21], people learn and understand one idea in terms of another idea or by taking concepts from another idea. This theory suggests that people interpret a large number of events through conceptual metaphors that are they understand an event or concept by using the previous knowledge about another event or concept and then relate that prior knowledge of the current situation. Conceptual metaphor theory is based on the mapping of concepts from a source domain to the target domain. "Business is a War" this is an example of the conceptual metaphor in which war and the battle is a source domain while business is a target domain and mapping can be done from source to target domain. Similarly in case of power and height by using the conceptual metaphor theory one can assume that the objects that are placed up are better than the objects that are placed below because people evaluate an object on the basis of their visual space [24]. Conceptual metaphor theory by using the metaphors of power has been demonstrated in this study in order to find that how powerful brands should use strategic logo placement as compared to the brands having low power in the marketplace. Usually, people associate power with height, and they tend to see the powerful things at top as [28] stated that higher vertical plane is associated with more power. A common example of this concept is that after winning a race the winner who gets the first position always stands on top while second position holder stands below him. A recent study by [29] demonstrated that customers prefer powerful brands more when they place their logo at the top of product packaging while they prefer less powerful brands when their logo is placed low rather than high on product packaging. However to the best of researcher knowledge, there is no solitary study on strategic logo placement on packaging being conducted in Pakistani context so this study will be the first in Pakistan which will help marketers in deciding that where they should place brand logo while designing the packaging for a product. This research will demonstrate that how powerful and less powerful brands can use the strategic logo placement to take maximum advantage from their current standings in the marketplace and how they can affect the consumer's choice towards a product using the effective logo placement on a product package. Moreover, this research will also be helpful for the managers in case of rebranding their product by using a new packaging design.

This research will provide a special contribution as there is no research conducted in Pakistan about strategic logo placement so this will be the first study in Pakistan about logo placement which will provide a unique contribution for marketers and manufacturers in Pakistan by demonstrating that how they can take maximum benefit from their market standing by using package design.

This research will also provide significant information to marketers which will be useful in re-branding in case marketers have to design a new packaging or in case they have to modify the existing packaging of a product as the results of this study will provide information that how a brand should place their logo on product according to their market standing and brand power.

The first portion of this research paper includes an introduction, theoretical background, objectives and significance of research topic, in second portion literature review has been discussed with reference to the previous studies been conducted on this topic. In third portion conceptual frameworks along with hypothesis have been developed. The fourth portion of this study contains methodology used for the research and results for the whole study and the last

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