



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ROBOT MANIPULATOR CONTROL USING INTELLIGENT CONTROL SCHEME <i>HIMANSHU CHAUDHARY, DR. RAJENDRA PRASAD & DR. N. SUKAVANUM</i>	1
2.	SECURITIZATION AS A FACTOR OF ECONOMIC INTEGRATION <i>DIVVIO GALLEGOS PANIAGUA & JOSE G. VARGAS-HERNANDEZ</i>	7
3.	E-GOVERNMENT - TRENDS AND CHALLENGES FROM THE PERSPECTIVE OF DEVELOPING NATIONS WITH FOCUS ON PAKISTAN <i>SHAKEEL IQBAL & DR. IJAZ A. QURESHI</i>	15
4.	INFLUENCE OF INTERNATIONAL LABOR MIGRATION AND REMITTANCES ON POVERTY REDUCTION IN BANGLADESH <i>MD. MORSHED HOSSAIN, MD. ZAHIR UDDIN ARIF & MD. NASIR UDDIN</i>	21
5.	APPLICATION OF SYSTEMATIC INNOVATION IN TECHNOLOGY DEVELOPMENT (RCA AND TOPSIS MODELS PRESENTATION TO DETERMINE PROBLEM SOLVING STRATEGIES) <i>DR. YOUNOS VAKIL ALROAIA, JAVAD SOFIYABADI & ELAHEH BAKHSHIZADEH</i>	27
6.	FINANCIAL FLEXIBILITY AND RISK MANAGEMENT <i>MOZAFFAR A CHOWDHURY</i>	35
7.	BOARD DEPENDENCE, INTERNAL AUDITORS AND EARNINGS MANAGEMENT: AN EMERICAL RESEARCH OF IRAN <i>MOHAMMADREZA ABDOLI, MARYAM SHAHRI & MOHSEN RAHMANI</i>	39
8.	CHILD LABOUR CONDITION IN RESTAURANT SECTOR OF BANGLADESH <i>JASMINE JAIM</i>	44
9.	FISCAL DEFICITS AND OUTPUT GROWTH IN NIGERIA <i>DR. FREDRICK ONYEBUCHI ASOGWA & MUSA SHERIFF URAMA</i>	47
10.	MEASURING THE QUALITY OF TEHRAN'S MUNICIPALITY SERVICES FROM THE VIEW POINT OF THE CLIENT <i>DR. AMIR HOSSEIN AMIRKHANI, SAYD MEHDI VEISEH, MARYAM GHASEMI & HAMIDEH SHEKARI</i>	52
11.	ATTITUDES OF INDIANS TOWARDS SERVICE QUALITY FOR LIFE INSURANCE IN INDIA <i>ANAND PRAKASH, SANJAY KUMAR JHA & S. P. KALLURKAR</i>	57
12.	PROFITABILITY PERFORMANCE: A CASE STUDY OF PANYAM CEMENTS AND MINERAL INDUSTRIES (AP), INDIA <i>N. VENKATA RAMANA, S. MD. AZASH & K. RAMA KRISHNAIAH</i>	64
13.	THE AUDIT EXPECTATION GAP: AN EMPIRICAL STUDY IN JORDAN <i>SULTAN HASSAN MOHAMMED AHMED & DR. D. RAGHUNATHA REDDY</i>	68
14.	DIFFUSION OF MOTOR VEHICLE SALES IN DELHI <i>DR. DEBABRATA DAS</i>	77
15.	AN EXPLORATORY INVESTIGATION ON EFFECTIVE RISK HANDLING ATTITUDES OF TOP BUSINESS LEADERS IN RELATION TO THEIR APPROACHES TOWARDS INNOVATION <i>DR. PUSHP LATA & ABHISHEK SYAL</i>	84
16.	AUTOMATIC INFORMATION COLLECTION & TEXT CLASSIFICATION FOR TELUGU CORPUS USING K-NN ALGORITHM <i>NADIMAPALLI V GANAPATHI RAJU, VIDYA RANI V, BHAVYA SUKAVASI & SAI RAMA KRISHNA CHAVA</i>	88
17.	RE-ATTEMPT CONNECTIVITY TO INTERNET ANALYSIS OF USER BY MARKOV CHAIN MODEL <i>DIWAKAR SHUKLA, KAPIL VERMA & SHARAD GANGELE</i>	94
18.	FACTORIAL STUDY OF STUDENTS ATTITUDE TOWARDS TECHNOLOGY ENABLED ACADEMIC LEARNING <i>SHARMILA.C & DR. R. RAJENDRAN</i>	100
19.	ATTITUDE AND PERCEIVED IMPORTANCE TOWARDS WORK-LIFE BALANCE POLICIES: A COMPARATIVE EMPLOYEE ANALYSIS OF PRIVATE AND PUBLIC SECTOR BANKS <i>S.M. SHARIQ ABBAS & VANDANA PREMI</i>	103
20.	AUDIENCE AWARENESS AND MULTICULTURAL COMMUNICATION <i>DR. DIVYA WALIA</i>	109
21.	FINANCIAL ANALYSIS OF INDIAN AUTOMOBILE INDUSTRY <i>DR. NISHI SHARMA</i>	112
22.	ANALYTICAL STUDY OF VARIOUS APPROACHES IN SERVICE QUALITY, DESIGN AND DEVELOPMENTS <i>DR. RAJESH N. PAHURKAR</i>	117
23.	WORK – FAMILY ROLE CONFLICT OF WOMEN TEACHERS IN ENGINEERING COLLEGES IN TIRUCHIRAPPALLI DISTRICT <i>DR. M. YASMIN & FAYAZ AHAMED .M.A.</i>	121
24.	INTERROGATION OF PACKAGING AND ADVERTISING <i>A.NITHYA</i>	125
25.	A COMPARATIVE STUDY OF THE DOT.COM CRISIS AND THE SUB-PRIME CRISIS <i>DR. T.GEETHA</i>	130
	REQUEST FOR FEEDBACK	136

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at: [Ulrich's Periodicals Directory](#) ©, ProQuest, U.S.A., [Index Copernicus Publishers Panel](#), Poland, [Open J-Gate](#), India

as well as in [Cabell's Directories of Publishing Opportunities](#), U.S.A

Circulated all over the world & Google has verified that scholars of more than Hundred & Fifteen countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, Government H. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: **1** or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

INTERROGATION OF PACKAGING AND ADVERTISING

A.NITHYA

LECTURER

PGP COLLEGE OF ENGINEERING & TECHNOLOGY

NAMAKKAL

ABSTRACT

Packaging is an activity which is concerned with the protection, economy, convenience and promotional consideration. Packaging is the general group of activities in designing the containers or wrappers for the products. It is fifth p of production mix. This research utilized a focus group methodology to understand consumer behavior toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding consumer's behavior towards the packaging of FMCG products. When consumers search for and process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product. Finally the researcher found through survey that packaging and advertising plays a vital role in building good image for the company. Can earn huge market share, not only because of packaging and advertising but quality and quantity too. Packaging induces the consumer to have a try on it but it is quality which retains them for life longer. It is highly advisable that the manufacturer can go for innovative packaging but they should adhere to the quality and quantity too.

KEYWORDS

Advertisement, advertising, Indian and foreign packaging, interrogation of packaging packaging,

INTRODUCTION

In recent years packaging has developed well beyond its original function as merely a means of product protection and now plays a key marketing role in developing on shelf appeal, providing product information and establishing brand image and awareness. As packaging's role in the marketing mix gains momentum, so research into this arena becomes increasingly important. The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), are products that are sold quickly at relatively low cost.

"Never underestimate the importance of packaging. Marketers often measure consumer brand perceptions and ignore the pack. Yet we know from the way that consumers react to unbranded products that packaging plays a huge role in reinforcing consumer perceptions. Packaging helps to drive the way consumers experience a product. Yet, we spend little time researching the connections between packaging and the direct experience of the product". Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. In recent years the marketing environment has become increasingly complex and competitive. Although advertising can be a highly effective means of communication for those consumers who are exposed to it, reaching the entire target market for most products is generally not a feasible prospect. Media fragmentation has meant that it is becoming increasingly difficult (and expensive) to reach and communicate with customers and potential customers, forcing marketers to adopt more innovative means of reaching their target market. In contrast to advertising, which has limited reach, a product's packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product. "In most cases, our experience has been that pack designs are more likely to influence the consumer perception of the brand than advertising". For products with low advertising support, packaging takes on an even more significant role as the key vehicle for communicating the brand positioning. Packaging's dual role is what makes it a truly unique marketing tool. Unlike other forms of communication which tend to be fleeting, packaging plays a crucial role not only at the point of sale, but also after the actual purchase of the product. "The packaging has to provide consumers with the right cues and clues – both at the point of purchase and during usage. The first moment of truth is about obtaining customers attention and communicating the benefits of the offer. The second moment of truth is about providing the tools the customer needs to experience the benefits when using the product"

An innovative pack design can help to set a brand apart from its competitors.

OBJECTIVES

- To know about the consumer opinion towards FMCG packaging
- To find out which attribute attract the consumer.
- To determine the mostly preferred aesthetic component of the FMCG packaging.
- To bring out the difference between the Indian and foreign FMCG packaging.

RESEARCH METHODOLOGY

This research utilized a focus group methodology to understand consumer behavior toward package of the FMCG products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behavior towards the packaging of FMCG products.

Research design specifies the methods and procedures for collection of requisite information and its measurements and analysis to arrive at certain meaningful conclusion at the end of the proposed study.

This research was conducted with the help of Questionnaire and from the initial stages, to the final designing of questionnaire; and conducted the research through exploratory research as well as Descriptive research.

The sample size is 100 and the researcher concentrated only on women of age between 20-40 as they are the key role in deciding in purchasing the FMCG products.

REVIEW OF LITERATURE

So many researchers have done a research on packaging but my research is completely differing from others as this study carries the difference between the Indian and Foreign packaging.

Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product. When consumers search for and process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes.

According to Nacarrow, Wright and Brace (1998) there are typically seven Reasons/occasions when research agencies are asked to get consumer response on Packaging design:

1. New product development (NPD)
2. Revitalizing a dated/tired pack
3. Repositioning a product (changing what it competes with and/or its functional or Symbolic benefits)
4. Changing a product's target market
5. When cost reductions in packaging are required
6. When legal or regulation requirements demand it
7. When new packaging technology becomes available

MESSAGE PLACEMENT INFLUENCES PERCEPTION

The term 'sensation transference' was coined by Louis Cheskin in the 1930's and is discussed further in the book, Blink, by Malcolm Gladwell. Cheskin was one of the first marketers to notice that people's perceptions of a product or service were directly related to the aesthetic elements of their design. He believed that people didn't make a distinction between the product and the package. Instead how we feel about the package is often transferred to how we feel about the product itself. In essence, for consumers the product is the package AND the product combined.

The placement/positioning of messages on the package influence how a package will be read.

"Research in psychology on brain laterality, shows that perception is not symmetrical; for instance, words are recalled better if they are perceived from the right-hand side of the individual, while pictorial or non-verbal cues are more successful if coming from the left-hand side. Under conditions of rapid perception, e.g. scanning packs while walking along the aisle in a supermarket, this differential perception and the positioning of the elements in a pack design may make the difference between identifying and missing the item concerned."

Brain laterality research has found that verbal stimuli are recalled better when they are on the right-hand side of the visual field, and non-verbal stimuli is better recalled when on the left-hand side of the visual field.



If we accept this theory, this would imply that in order to maximize consumer recall, pictorial elements (such as product photography) should be positioned on the left hand side of the package and important pack copy (such as brand name or flavour description) and visuals should be placed centrally or on the right-hand side of the pack.

Other elements, such as an unappealing legal descriptions or a product disclaimer, of which recall is not very important for brand building, should rather be placed on the left-hand side or back of the label. It is also found that it is best to group the key messages/benefits in one location, and to create a consistent/dominant viewing pattern by leading shoppers from the main visual or product visual (their typical starting point) to the key messages. "When labeling messages are positioned on either side of the main visual, it pulls viewers in two different directions, and often results in some messages getting lost outside of the primary viewing flow".

CREATIVITY IN PACKAGING

Even though the goal of **modern retail packaging** is to encourage potential buyers to purchase the product, clever packages can also be a great source of inspiration. The post showcases **innovative and creative packaging design ideas** from all over the world.

People always want to be different and want to have different things. Consumer mind be easily attracted and captured by creative packing. If not creative ad establish inspiration in the mind of consumer then the FMCG manufacturer can go for innovative pack. People will definitely come forward to purchase and will create a word of mouth.

BANANA GUARD PACKAGING

A robust case that ensures the banana survives the travels in perfect condition.



MR. CLEAN DUMBBELL PACKAGING

Tommaso Ceschi designed this lovely innovative packaging which can act as a cleaning detergent container and a dumbbell!



HANGER TEA

One can't think of a better or more obvious way to pack teabags than this hanger & T-shirt design. It's a funny take on how the simple motion of hanging a used teabag on the rim of the cup, be done. Color-coded for different varieties, the hangers are rather cute and so are the tea-shirts!



INDIAN PACKAGING AND FOREIGN PACKAGING COMPARISON

THE PACKAGE OF VERMICELLI IN INDIA AND FOREIGN RESPECTIVELY

In India the packet of vermicelli looks simple but it is easily understood by illiterate that product is manufactured by Anil Company as the picture of squirrel is shown on the packet. The prepared vermicelli in the plate is also shown on the packet which indicates it's delicious. Everyone will definitely like this packaging manufactured in US, both in the plain or red version. The red tone chosen is calm and earthy, not too much saturate. It reminds the cornfields at the sunset in Italian hot summer. The font is linear, an egg icon show how many eggs has been employed. Beautiful and modern. Is unnecessary to remind that Vignelli is a great and famous Italian designer.



JUICE OR COOL DRINKS IN THE STYLE OF INDIAN AND FOREIGN PACKAGING

The Maaza word derived from Hindi word Maaza means fun. Its packages are in PET bottle. This is compact to carry for any travelling. The yellow color wrapper touches the heart of the Indian people as yellow color is auspicious. The shape of bottle is quite attracting. The mangoes shown on picture itself will create saliva from the mouth it indicates that Maaza is consist of sweet taste. Cawston juice is an apple-centered product. The various juices are a mix of apple and something else. The modern packaging shape is in contrast with the old style lettering and the general sign that remind a journal but this is the interesting thing: Cawston Press. The meaning is double press" as "printed journal" and "press" as "pressed apple", a juice coming from pressed fruit and not from water concentrate juice. Real juice.



First Juice packaging is fresh and colored. The "hand sketched" style is aimed to the target of little boys going around with their bikes. What's the best thing to drink after a crazy cycling? A fresh juice!



COFFEE PACKAGE IS VERY DIFFERENT IN FOREIGN COUNTRIES

The packaging is really modern and tries to be different from other more traditional coffee packaging. Bright colors, no coffee beans, it looks more like a cosmetic packaging. Everyone will like very much the green version. Generally, tin packaging for a coffee brand will bring good inspiration.



Indian coffee packages are also eye catching as the green color attracts the Indian people. The cup of coffee shown on packages induces them to buy as it reveals the taste. Bru aroma lock coffee bag attracts more than ordinary one.



PACKING OF NOODLES IN INDIA AND FOREIGN

Aluminium foil cover for noodles has very much attracted the foreign people. Instant noodle in cup become a hot sales because of beautiful design on packaging. The Maggi and top roman packages has attracted the kids because of the noodles is shown on the pack which puts in their mind that the food will be more delicious.



FINDINGS

1. Most of the respondents used to have a glance on the packaging. As they are interested in knowing about the product that too only when they get time.
2. Safety is the main factor for packaging followed by convenience of packaging. Less number of respondents reveals that message on packaging is read only when they get time otherwise they don't look at it. But most of the respondents just look at the instruction for preparation if it is a food product. Both Indian and Foreigner pay less attention on the color of the packages.
3. Most of the respondents are very well attached to the packaging they are even ready to shift from one brand to another brand because of packaging. Hence, packaging plays a vital role than brand name.
4. Advertisement is one where the message is being transformed to the nook and corner of the world. Respondents get information about the new package mostly through ad
5. Respondents highlight that in order to compete the manufacturer change their packages design followed by attracting the consumer.
6. Even some of respondents (19 %) indicate that quantity get change due to changes in packaging's followed by changes in price and quality.
7. It is wonder that the respondents are much affirmed to refuse to buy the product if packaging is not quite good.
8. More than half of the respondents are willing to buy the product because of beautiful packaging than unknown brand name.
9. Most of the respondents agree that message on packaging is best than message communicated through advertisement.
10. 87% of the respondents strongly believes that packaging is kind of advertisement.
11. Respondents are very much confident that there is differentiation between the Indian and Foreign FMCG packages.
12. Foreign FMCG packaging's are more creative than Indian FMCG packaging.
13. The difference between the Indian and Foreign FMCG packaging is based on its shape and size followed by color, text and graphics.
14. There are various material used for packaging but the material used in India and Foreign are mostly one the same
15. Respondents claim that cosmetics packaging are more attractive than others followed by food packaging in India
16. Rest of the Indian FMCG product like personal care, Hair care and Oral care brings less inspiration by the respondents.
17. In case of Foreign FMCG packaging the best packaging is food followed by cosmetics.
18. Rest of the Foreign FMCG product like personal care, Hair care and Oral care brings less inspiration by the respondents.
19. Always the picture captures the mind of the people followed by logo on the FMCG packaging. Most of the respondents express that the picture and logo is the first thing seen on the packaging.
20. The price, offer and date of manufacturing and expiry is next thing that the respondents would like to see followed by instruction, ingredients, brand name, company name and slogan.
21. Last but not least the most inspired aesthetic component is material, shape and size, color and text and graphics respectively.

SUGGESTION

The researcher would like to suggest that

1. Manufacturer should carefully put more concentration on FMCG product packaging as it plays a important role in the mind of the consumer.
2. The first thing in the FMCG product packaging is its material therefore one should pack the FMCG product in such a clever packaging which shall be reusable even after the quantity gets over.

3. The more important for the manufacturer is that the consumer think if packages get changed the quality also can be changed that false notion is to be removed by frequent advertisement.
4. The taste of Color, shape, size, text and graphics varies from person to person so the manufacturer should identify the target market and according to their perception , the FMCG product packaging must show some difference
5. Compact FMCG product packaging is highly preferable by the both Indian and Foreign society hence more concentration is to be given for the same.
6. It is advisable for the advertise to show various FMCG product packaging under one product line because the consumer notice the information on advertisement.
7. Manufacturer can adopt innovation and creativity as mentioned earlier in order to capture huge market share as the foreign manufacturer do.

CONCLUSION

FMCG Packaging design is an essential part of product marketing. When a customer is browsing the shelves and choosing at a glance between brands, packaging is the main thing they notice. Consumers buy based on emotion, and the right packaging design can make a product desirable.

Thus FMCG product packaging induces the consumer to step forward and make a purchase. Packaging alone is not enough to create awareness among the public but the advertisement is necessary too. To become a healthy manufacturer both packaging and advertising should go in same pace. Innovative and clever FMCG product packaging makes the business life longer.

REFERENCES

BOOKS

- Anon: "Packaging Matters",. Institute of Packaging Professionals, 1993
Robertson, G. L., "Food Packaging", 2005,
Y. Schneider; C. Kluge, U. Weiß, H. Rohm (2010). "Packaging Materials and Equipment".
Selke, S., "Plastics Packaging", 2004,
Opie, R., *Packaging Source Book*, 1991,
Jankowski, J. *Shelf Space: Modern Package Design, 1945–1965*, Chronicle Books. 1988
Calver, G., *What Is Packaging Design*, Rotovision. 2004,

ONLINE SOURCE

- <http://www.businessmantra.net/category/packaging/page/4>
<http://ezinearticles.com/?Successful-packaging-Strategies&id=1423716>
<http://drypen.in/packaging/defining-packaging-concept.html>

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator