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ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР**

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## LOGISTICAL AND MARKETING FACTORS IN PACKAGING DECISIONS

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Every company trying to get the place for its product on the market, plans to receive as many orders and customers as possible. However, the products are not always adequately accepted by the market. Product promotion on the market is possible only when the product satisfies the needs of the customers and its quality meets the market expectations. If it does not, then the product loses its appeal to buyers rapidly and then leaves the market. To prevent this situations, it is very important to use all features of a product including the packaging.

Marketing pays much attention to the packaging. Packaging, its quality and its functions aimed basically at the market promotion are very important for the success.

Packaging also has a big effect on the logistics efficiency, where the qualitative improvements could be reached by the development of the “logistical packaging” concept. On the one hand, packaging plays an important role in protecting a product quality, but on the other hand, it should also increase the interest among buyers. The simultaneous achievement of these two objectives is a quite complicated task.

Packaging is an important and essential attribute of a product in the modern world. It is a container or a product wrapper [1, 2, 3, 10].

In the modern world, packaging creates an additional value for a customer by providing the following benefits:

- Informational – it gives a required product details.

- Functional – it helps to ensure the consistency, security and the safety of a product, guarantees a comfortable usage of a product.

- Perception benefits – it provides a positive perception with the help of a bright design proposal, which is easy to remember.

There are the following factors that influence the type of packaging in a practice:

- properties and characteristics of the goods, weight and volumes during transportation, loading and storage;
- level of adaptability to the transportation, storing;
- types of goods and means of transport, as there are significant differences in the package, depending on the vehicle.

The choice of packaging manufacturer is affected by many factors. Basic factors influencing the choice of packaging are listed below:

- packaging design should match the image which the company wants to create for their products and marketing strategies
- collective package should be adequate to make the group (one item on each package of a certain range, or a variety of packages for different segments of the market)
- the standardization of packaging caused the desire for international products recognition
- the cost of the package must meet the consumer's needs
- the choice of materials for packaging (cardboard, plastic, metal, glass, etc.) is dictated by the transportation, storage products, manufacturing traditions
- multi-various packing is determined by the possibilities of a company, the requirements of distribution channels, customer needs
- printing prices in advance is based basically on the wishes of dealers

- competitive advantages may create individually packed portions

The desire of designers to create an original and complicated packaging, which is often prompted by the requirements of the marketing, may lead to the unplanned increasing of logistical costs of physical distribution.

Marketing sometimes defines a packaging term as an “silent seller” concept because on the retail stage it may become the decisive factor affecting sales greatly. From the position of marketing the following parts are important for the product: the appearance of packaging, its colorfulness, the presence of complete information about this product – i.e. a list of features, that can distinguish a product among similar interchangeable goods from the different competitor offers.

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