

# *The relevance of marketing and product packaging design*

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**Abstract:** In recent years, with the rapid development and application of the Internet, customers often consider how to make full use of the Internet to obtain pertinent information when they are considering the purchase of a certain product. Numerous modern marketing models have surfaced on the internet as a result of the proliferation of social e-commerce networks and social portals. These models are not only an important source of information for customers, but they are also a crucial source of strategic decision for business person. As a consequence of this, the dissemination of marketing models and the conception of product packaging can have an effect on end users and can influence the kinds of goods they decide to purchase. The research also takes into account the behavioral characteristics of marketing models found on the internet, which indicates the user's preference for product packaging design. Additionally, the research takes into account the perception and trust of the user as a double mediating influence, which indicates a correlation pattern between marketing models and product packaging design. The application of marketing models to the process of product packaging design is the primary subject of this paper.

## **1. Introduction**

Buyers now have a wide variety of product options to choose from as a direct consequence of the large network structure and the intense rivalry that exists in the market. However, the current trend of competing with one another in all industries has led to a high degree of similarity in product packaging and a lack of distinctive features in the design of product packaging, which has led to less selectivity in the choice of products for buyers. Moreover, this trend has led to an increase in the number of competitors in all industries. In the midst of all of this, the information that the customer possesses concerning the decoration of the product's packaging is rather significant to the decision that they make in the end. When confronted with novel or previously undiscovered product packaging designs, it is necessary to rely on external information as the only source of knowledge concerning product packaging design. This is because there is a lack of previous experience, making it necessary to rely on external information. External factors, such as the level of professionalism of product packaging design information sources, marketing models, and so on, will have an impact, at least to some degree, on the path that purchasers choose to take when it comes to allocating their financial resources.

## **2. Relevance of marketing and product packaging design**

The effect of the marketing model directly on the audience is limited; its marketing effect needs to be tested by the marketing model in order to be strengthened; and from a macro perspective of the country, China is currently in a critical period of social structural transformation along with the continuous development and growth of civil society. On the basis of the powerful guidance and attraction of consumers, marketing models are progressively becoming a very significant category of key models for people and society. This is because marketing models are a very essential key factor in social marketing. Quite typically, these models act in the capacity of a bridge or link between multiple disciplines and industries. The continuous development and integration of marketing models are steadily becoming a vital link connecting all links and parts of the entire consumer society. Otherwise, the absence of or loss of a marketing model would indicate a break in the entire process of social marketing, which would eventually lead to a gradually inefficient functioning of the social structure or even a complete halt in the operations of the social structure. This would eventually lead to a situation in which the consumer social structure no longer exists.

### **2.1 The importance of marketing on packaging design under Internet era**

In this age of the Internet, marketing strategies, particularly those that originate from the grassroots and civil society, have the distinct benefit of being "pro-people" in the sense that they represent the demands of the grassroots and respond to the voices of civil society. They have the ability to participate well in political and economic society, with a unique vision, effective views, and familiarity with the use of modern technology. On the one hand, they understand the purchasing needs of people at the grassroots level, and at the same time, they have the enthusiasm, drive, and time to follow topical news and public welfare causes, with a mindset of taking the world into their own hands. On the other hand, they are similar to the public intellectual youth of modern society in that they have the ability to take the world. They can be utilised to establish the relevance of the marketing model to the design of the product packaging, as well as to lead and guide the general public to participate in the marketing activities, which ultimately makes it easier to fulfil the objectives of the marketing activities. Through its strong consumer appeal and perception, the marketing model can finally create positive and successful product packaging design awareness. This will help to lay a solid foundation for mass purchase and advance the evolutionary processes of marketing. The marketing model and product packaging design are extremely intertwined due to the fact that regular product packaging design communication and buyer information processes, in addition to the social development process in contemporary China, underpin their respective foundations.

### **2.2 The balance between marketing and product improvement of packaging design**

Nevertheless, the marketing model, particularly the online marketing model, is going through a crisis of trust in the current Chinese context, despite the fact that it plays an important role in the transmission of information data and other aspects of product packaging design. This is especially true of the online marketing model. Therefore, the model for online marketing should have a tight connection to the design of the product packaging, and the design of the product packaging should be done in a way that is both creative and effective in order for it to be able to be integrated into the marketing model. To begin, in contrast to the real-world marketing model, the online marketing model is more malleable, the marketing model shifts more frequently, a large number of new product packaging designs are developed, and the overall packaging design position is in a state of constant flux; some packaging design positions even have a relatively short lifespan. In order to serve as a rallying cry and guidance for customers, the most important aspect of the position taken by the online

marketing model must be to develop a greater variety of product packaging design options. Therefore, the effective way for marketing models to keep a strong position and promote appropriate product packaging designs is for them to continually strengthen their marketing approach, connotation, and nature, and to improve the quality of their products, thereby further enhancing their trust in the consumer group and stabilising their marketing value. Based on this way that marketing models can promote appropriate product packaging designs.

Second, in this day and age of network information technology, "product-oriented" is the fundamental component that needs to be present. This is a requirement. Because the quality of the product itself that is most important when trying to attract people's attention to your brand in this day and age when there is an abundance of both positive and bad information regarding products. The model of marketing that is carried out via the use of the internet needs to be able to ensure not only the quality of the product but also the quality feel of the packaging design. As a consequence of this, the model for internet marketing should strive to continuously improve the quality of the product packaging design, maintain an always serious and responsible attitude, and ensure that the marketing is both rational and rigorous. This is the obligation that should be taken on by the model of online marketing, and this is the fundamental component of the model of online marketing in terms of the design of product packaging.[1]

### **3. The influence factors of marketing on product packaging design**

The major goal of the marketing model is to improve the general public's capability of efficiently sifting through information that is relevant to their needs. In the course of this study, a number of real-life situations that occurred on the Taobao platform were chosen for the goal of conducting an in-depth investigation. The Taobao network currently holds the distinction of being the software that is utilised by the greatest number of online commerce platforms in China. It is possible that the manner in which the marketing model is applied on Taobao is communicated back directly to the user through the function of the shop, and this has the potential to have a substantial impact on the user's capacity to make purchases. In this part of the article, we are going to analyse the marketing model's relevance to the process of designing product packaging by concentrating on the aspects that are stated below.

Statistical studies have shown that the value of marketing models continues to increase in proportion to the degree to which the input of those models is utilised in the process of developing product packaging. This is something that businesses should keep in mind when developing their packaging. This has an effect on the consumer demand that the average purchaser has for a particular product, and possibly even their love of the product and their desire to shop for it. This is because the recommendation of a marketing model frequently has a direct influence on the quantity and quality of packaging design choices made by the average purchaser. As a consequence of this, marketing models often have a more in-depth comprehension of how the design of product packaging ought to be done than the average consumer does. We were able to discover, as a result of a field survey and interviews with a variety of buyers from the Taobao network, that the information on product packaging design that is presented by the marketing model is more substantial than the information that is given by the Taobao merchants. This was the conclusion that the research was able to reach. This was one of the most important things that we learned from doing the research. In a nutshell, you could say that they are on par with experts in the field of product packaging design. This is a fair assessment. On Taobao, there are also users who refer to themselves as "webmasters." These users create content in the form of question-and-answer exchanges, and they broadcast these exchanges to their supporters via Taobao webcasts. Users benefit from this by having an easier time placing their trust in the packaging design of the products they buy. When customers have higher confidence in a

specific method of marketing, they are more likely to purchase product packaging designs that are recommended for them.[2]

#### 4. Analysis of product packaging design by marketing model

In general, the marketing model recommends the use of product packaging design is very simple to show the appearance of the product packaging design to the purchaser, through the live form, the user can get about the purchase of product packaging design instructions and notes, and the recommended product packaging design to generate interest in the hobby, on this basis to quickly form the intention to purchase the product. Customers can receive more helpful information, for example, in a manner that is more specific and direct, thanks to the live presentation format of this sort of e-commerce platform, which was not previously feasible with older types of e-commerce platforms that were more conventional. The marketing model is capable of presenting, explaining, and analysing each of these product packaging designs in real time and in vivid detail for the consumer while the live broadcast is in progress. This method of online face-to-face and just-in-time purchasing helps to improve the reliability of information on product packaging design, and it also reduces, at least to some extent, the buyer's perception of the risk that is associated with completing the purchase.[3]

#### 5. Conclusions

The model of online marketing is a strong force on the Internet that plays a decisive role in a range of areas, including the economic, social, and cultural spheres. In general, this model is a significant part of the Internet. One of the many reasons why the internet marketing strategy has been so successful is that it places a significant emphasis on the design of the product's packaging. This is one of the primary factors that influences the consumer's choice of goods. In the purchaser's field of the online marketing paradigm, this is an accurate statement. In the context of the model of online marketing, one may claim that the design of the product's packaging is an essential component of the buyer's experience throughout the entirety of the process of buying the product. This is true throughout the entire buying process. The communication process involved in the online marketing model places a large emphasis on the design of the product's packaging from start to finish. It is also possible for it to have an impact on the character of marketing activities and the way in which they develop over the course of time. For a product packaging design to be considered innovative, atmospheric in look, and unique in form, a marketing model with a strong sense of responsibility is required to be used as a guide. This model needs to assume the crucial roles of monitoring and administration, eradicating fakes, processing and screening, evaluating product quality, and functioning as a "gatekeeper" for the vast majority of end users.

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