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PACKAGING AND BRAND – DETERMINING FACTORS FOR A COMPANY'S SUCCESS

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The paper analyzes the role of packaging and the brand in the success of a company. The market study showed that the packaging proposed by local producers is made of cardboard, paper and polyethylene, being unattractive for consumers. And the packaging proposed by foreign producers can be characterized as follows: original, attractive and interesting. The founder of the brand "Anișoara RACOVITȚ Lenjerie" understood the role of packaging and the brand, and created several packaging variants, which reflect the refined and elegant nature of the products she makes.

Key words: *packaging design, consumers, market, competitiveness, products, message.*

INTRODUCTION

In an increasingly competitive market, a company's success depends not only on the quality of its products, but also on how they are presented and perceived by consumers [1]. Branding and packaging play an essential role in creating a strong identity, differentiation from the competition and strengthening the relationship with customers.

The manufacturing mark related to an element of guaranteeing the authenticity and quality of the product giving consumers confidence and security in their choice. On the other hand, packaging is not only a protective support, but also a powerful marketing tool, influencing the purchase decision through design, colors, materials and the messages transmitted [2,3].

PURPOSE

The purpose of the paper is to analyze the role of packaging and branding in the success of a company, highlighting how they contribute to creating brand identity, attracting consumers and differentiating in the market. The paper aims to demonstrate that well-designed packaging and a strong brand can influence the purchasing decision, customer loyalty and competitive positioning of a company.

RESULTS AND DISCUSSION

Packaging and branding are closely linked, as together they help to identify, protect and promote products in the marketplace. The packaging is one of the first elements that consumers notice about a product. A distinctive packaging helps to quickly recognize the product on the shelf, increasing brand visibility. The design, colors and logo should be consistent with the brand to strengthen the visual identity. The manufacturing mark printed on the packaging helps prevent counterfeiting and



provides the guarantee of authenticity. Some packaging includes security features, such as seals or QR codes, that confirm the product's originality.

Packaging conveys the brand's values and message, influencing consumers' purchasing decisions. The materials and style of packaging can reflect the brand's positioning (e.g. luxury, eco). Details such as instructions for use, the manufacturing brand, quality certifications, etc. are included on the packaging. This information contributes to transparency and strengthens consumers' trust in the brand.

The case study was conducted through a comparative analysis of the packaging proposed by local producers from the Republic of Moldova, as well as by foreign producers. The results obtained are presented in Table 1.

Table 1.
Comparative analysis of packaging from different manufacturers

Criteria	Local manufacturers	External manufacturers
Design and aesthetics	Simplicity, neutral or unattractive colors	Innovation, bright colors, modern and minimalist design, global trends
Materials used	Emphasis on conventional materials (cardboard, plastic)	Premium materials, biodegradable, smart packaging (with QR codes, interactive elements)
Sustainability	The first green initiatives, but using traditional materials	Clear sustainability policies, eco-friendly packaging, plastic reduction
Marketing strategies	It is based on authenticity, connection to the local market	Global branding, influencer partnerships and advanced digital campaigns
Adaptability to consumers	Focus on local audience, less flexibility for international trends	High adaptability to global requirements, customization and rapid innovation

From table 1, it can be seen that local producers propose to their customers packaging made of cardboard, paper and polyethylene. These fulfill the role of protection, handling, transport, storage, information and promotion. The packaging of external producers is, in general, more innovative, sustainable and aligned with international trends, having a strong visual impact. Therefore, the packaging proposed by external producers can be characterized as follows: original, attractive and interesting.

To remain competitive, domestic manufacturers must adopt more sustainability and innovation practices in their packaging, without losing brand identity.



Ana Racoviț is a student at the Public Institution Center of Excellence in Light Industry and the founder of the brand “Anișoara RACOVIT Lenjerie” (fig. 1). She understood that the packaging of manufactured products is part of the purchasing decision and contributes to the overall impression of the product. Ana created several packaging variants (fig. 2), which reflect the refined and elegant nature of manufactured products (women’s intimate lingerie, hair accessories, removable collars, bags, etc.). Thus, packaging is not only a physical support for the product, but also an essential branding tool that complements and strengthens the brand. And the brand is an essential element of the identity of a product and a business, playing a major role in market success and in protecting commercial rights.



Fig. 1. The manufacturing mark of the brand “Anișoara RACOVIT Lenjerie”



Fig. 2. Examples of packaging, labels proposed by Ana Racoviț

In addition to the cardboard boxes, paper bags, and fabric pouches, she also sends a thank-you message to her clients. And to surprise them nicely, a small gift is placed in the packaging along with the product and the message (fig. 3).



Fig. 3. The gift offered by Ana Racoviț to her clients

CONCLUSIONS

Packaging is an essential element in modern industry, having a major impact on how products are protected, transported and marketed. Choosing the right packaging contributes not only to the safety of products, but also to their success in the market. In the current context, the importance of sustainable packaging is growing, and companies are increasingly concerned with reducing the environmental impact of their packaging.

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УПАКОВКА ТА БРЕНД – ВИЗНАЧАЛЬНІ ФАКТОРИ УСПІХУ КОМПАНІЇ

У статті проаналізована роль упаковки та брендингу в успіху компанії. Дослідження ринку показало, що запропонована місцевими виробниками упаковка виготовлена з картону, паперу та поліетилену, що є непривабливою для споживачів. А запропоновану зовнішніми виробниками упаковку можна охарактеризувати так: оригінальна, приваблива і цікава. Засновниця бренду "Anișoara RACOVIȚ Lenjeriie" зрозуміла роль упаковки та бренду-виробника та створила декілька варіантів упаковки, які відображають вишуканий та елегантний характер продуктів, які вона виготовляє.

Ключові слова: дизайн пакування, споживачі, ринок, конкурентоспроможність, продукти, повідомлення.