

## Heritage Packaging Design Inspired from Saudi Artist Work (case study on duty-free shop products)

Prof. Rania Fawzi Mohammed Ali

Packaging design Professor Printing, publishing and packaging department

Faculty of applied arts – Helwan university

[Rfali1399@gmail.com](mailto:Rfali1399@gmail.com)

### Abstract

Packaging and packaging design is the most important marketing tool. Package attracts consumer's attention and considered one of the most important influences in the purchase decisions-making process especially when we try to attract the Foreigner to heritage products, as most of the products which have been offered on the free market are characterized by the simplicity of the packaging design, whether in the terms of structural forms or graphic design of the package, which is not sufficient attraction factor, moreover as a tool to define Saudi's artists to the others.

**Purpose** –The purpose of this paper is to emphasize the importance of innovative packaging in marketing and stimulating sales and as an introductory tool for the cultures and heritage. The intent is also to understand the function of packaging as a marketing tool. The outcome of the study is expected to encourage the designer to link the development of packaging with consumer behavior

**Design/methodology/approach** –The researcher adopts a descriptive method, as he relied on the specific inquiry as a tool to get data, case study method was chosen to evaluate and develop heritage products package, the study focused on developing packaging for heritage products through a design that combines the work of Saudi artists' works with modern design trends.

**The Aim** – The present study clarifies the following:

- Demonstrates that packaging has become an important tool in marketing in addition to being a very effective promotional medium for various heritage products, whether this is for end consumers or customers.
- There is a need to pay attention to design heritage product packages and link them to modern trends in terms of sustainability and being environmentally friendly. The study also emphasizes the importance of linking packaging with marketing strategy.
- An importance of using the packages for the purposes of differentiation, as well as introducing the cultures of different peoples through the merging between the nature of the product and the artistic works related to peoples' cultures

**Practical implications** – The managerial implication from the case study shows that packaging can be used together with the product concept to create a competitive offering in a market. This gives the possibility distinguish heritage products by using creative packaging design.

**Importance** – This paper fulfills an identified need for contributions to more research on packaging and marketing strategy. The study shows the influence of developing heritage products packaging on marketing.

### Keywords

Marketing, Packaging, Saudi Arabia, artists, innovation, heritage

**الملخص**

يعد تصميم التغليف احد أهم أدوات التسويق. وتتميز عبوات التغليف بدورها في جذب انتباه المستهلكين وتعتبر من أهم العوامل المؤثرة في عملية اتخاذ قرار الشراء خاصة عندما نحاول جذب المستهلكين من ثقافات مختلفة إلى المنتجات التراثية ، حيث تتميز غالبية المنتجات التي يتم عرضها بالسوق الحرة ببساطة تصميم العبوة سواء من حيث الشكل البنائي او التصميم الجرافيكي للعبوة ، مما لا يشكل عامل الجذب الكافي

**الهدف** - يهدف البحث الي التأكيد علي دور التغليف المبتكر في التسويق وتنشيط المبيعات وكاداه تعريفية بثقافات الشعوب العربية وتراثهم ، من المتوقع أن تشجع نتائج الدراسة المصمم على الربط بين تطوير تصميم العبوات وسلوك المستهلك. **المنهجية** ينهج الباحث المنهج المسحي التجريبي ، حيث اعتمد علي الاستبيان كأداة لجمع البيانات الخاصة بالعبوات وايضا اراء المستهلكين فيما يتعلق بالعبوات الحالية ، تم اختيار طريقة دراسة الحالة والتجريب من أجل تقييم والتحقيق في كيفية استخدام التغليف في التسويق. تركز الدراسة على تطوير عبوات ترويجية جديدة للمنتجات التراثية الخاصة بالمملكة العربية السعودية يمكن استخدامها في السوق الحرة بالمطارات ، وتم استخدام تحليل الحالة وأيضًا إنشاء تصميم جديد لبعض العبوات الترويجية التي تعتمد على أعمال الفنانين السعوديين علاوة على ذلك تم محاولة الربط بين تصميم العبوات والاتجاهات الحديثة في مجال التغليف .

**النتائج** - توضح الدراسة الحالية التالي :

- أن التغليف أصبح أداة مهمة في التسويق بالإضافة الي كونه وسيط ترويجي فعال للغاية لمنتجات التراثية المختلفة سواء كان هذا للمستهلكين النهائيين أو العملاء
- هناك الحاجة الي الاهتمام بتصميم عبوات المنتجات التراثية وربطها بالاتجاهات الحديثة من حيث الاستدامة وكونها صديقة للبيئة كما تؤكد الدراسة على أهمية ربط التغليف باستراتيجية التسويق.
- اهمية استخدام العبوات لأغراض التمايز وايضا التعريف بثقافات الشعوب المختلفة من خلال الدمج بين طبيعة المنتج والاعمال الفنية المرتبطة بثقافات الشعوب
- الآثار العملية** - يُظهر من دراسة الحالة أنه يمكن استخدام التغليف مع مفهوم المنتج لإنشاء عرض تنافسي في السوق. وهذا يعطي إمكانية تمييز المنتجات التراثية باستخدام تصميم التغليف بطريقة إبداعية.
- أهمية البحث** - تلبى هذه الورقة حاجة محددة للمساهمات في مزيد من الأبحاث حول استراتيجية التعبئة والتغليف والتسويق. تظهر الدراسة تأثير تطوير تغليف المنتجات التراثية علي تسويقها .

**الكلمات مفتاحية:**

تسويق - تغليف - فن تشكيلي - ابتكار - منتجات تراثية

**Introduction**

The packaging design of high quality draws attention and provokes the buyer which determines the first interaction between customers and products according to the rapid evolution of technology, packages and its design has evolved over the years. moreover was influenced by the development of technology and transport, and the changes in society. These changes allowed producers and manufacturers to obtain more products which should be stored to be sold. Through quality design of the package, a brand can become a consumer favorite mark. The design must adapt the product to all the needs and features that brand stands out and take into account the transmission of these traits through colors, shapes, text and other particular

elements. the main purpose of packaging design should attract the customers and highlight the qualities and benefits of the product moreover to protect, carry, sell or use a product

In some European countries the commodification of cultural heritage has been vilified by the heritage community. This attitude has resulted in a lacuna of knowledge about how it operates in the heritage context. although , heritage is increasingly subject to commodification in all Arabic countries and it can't no longer be ignored. Heritage sites are increasingly seeking to boost both visitor numbers and revenue. Calls from national authorities for museums to cater to popular sentiments as a means to keep them economically and socially viable are frequently heard. For some visitors and heritage managers, the difference between the gift shop and the museum experience is diminishing. moreover the free duty market has become a market for heritage products to achieve greater financial income , despite the difference in the heritage goods from the traditional meaning of heritage as it included food , clothes, accessories , extra . which need to provide packaging attracts consumers in addition to being compatible with international standards

### **Packaging:**

Packaging not only communicates the product but could affect consumers purchase decision. Safe, high quality, overall product information are all required from consumers to make the positive attitude towards the product and make the purchasing decision. Bill Stewart (2004) stated that there are three main functions of packaging :

1. To contain,
2. To protect (from environmental influences that might harm the product such as temperature, light, gases, moisture,
3. To identify: consist of the content of the product, product use and legal information.

Elements of Packaging :

The packaging design elements play a main role for consumers to make the decision of purchase. There are several classification of elements of packaging in the literature. Rettie and Brewer (2000) classified the elements into 2 groups: Verbal and Visual. As for Kotler (2003) classification was according to six elements: size, form, material, color, text and brand. Silayoi and Speece (2007) divided these packaging elements into: Visual (which includes graphics, size, shape of packaging) and Informational elements (which consists of product information, information about the technologies used on the package. Graphics: include images, colors and typography and product photography. According to Silayoi et al (2007) eye-catching products are used on the design of the package and colors used this would make the product stand out on the shelf and attract consumers to buy it.

Sustainable packaging

Four principles of sustainable packaging were originally identified by SPA under the headings of 'effective', 'efficient', 'cyclic' and 'clean'

#### 1 Effective

This first principle is primarily concerned with the functionality of packaging. It suggests that packaging will support sustainable development when it 'adds real value to society by effectively containing and protecting products as they move through the supply chain and by supporting informed and responsible consumption'.

2 Efficient

The second principle is that the packaging-product system is designed to use materials and energy as efficiently as possible throughout the product life cycle.

3 Cyclic

The third principle is that ‘packaging materials used in the system are cycled continuously through natural or industrial systems, minimizing material degradation’.

4 Clean

The fourth principle is that ‘packaging components used in the system, including materials, finishes, inks, pigments and other additives do not pose any risks to humans or ecosystems

Principles	Strategies for packaging design, manufacture, logistics and marketing	KPIs
<p><u>Effective: social and economic benefit</u> The packaging system adds real value to society by effectively containing and protecting products as they move through the supply chain and by supporting informed and responsible consumption</p>	<p>KPIs Eliminate any packaging which is not necessary (can the product-packaging system be redesigned to eliminate one or more component?). Ensure that the packaging fulfils supply chain requirements for product protection, containment, distribution, retailing and use. Design the product-packaging system to minimize total life cycle environmental impact.</p>	<p>Functionality of each component of the packaging system (list). Social and economic benefits of the packaging system as a whole (list). Product-packaging ratio by weight (tonnes of product divided by tonnes of packaging).</p>
	<p>Minimize overall supply chain costs.</p>	<p>Supply chain costs (\$ per unit of product)</p>
	<p>Provide information to consumers on environmental attributes of the packaging</p>	<p>Specific, relevant, accurate and verifiable environmental claims consistent with ISO 14021.</p>
	<p>Provide advice to the consumer on correct disposal of the packaging.</p>	<p>Recycling logos and advice on recyclable packaging. Plastics identification code correctly used on plastics packaging (PACIA guidelines). Instructions NOT to recycle on containers used for hazardous products</p>

<p><u>Efficient: doing more with less</u> The packaging system is designed to use materials and energy efficiently throughout the product life cycle. Efficiency can be defined through reference to world's best practice at each stage of the packaging life cycle</p>	<p>Reduce packaging volume and weight to the minimum required for product protection, safety, hygiene and acceptability to the consumer. Increase the efficiency of the product packaging system by changing the product, e.g. use of concentrates Minimize product waste</p>	<p>Total weight of material used in the packaging system (breakdown between sub-retail, retail, merchandising and traded unit levels). Product-packaging ratio by weight (tonnes of product divided by tonnes of packaging). Percentage of product which becomes waste before it reaches the consumer (e.g. is damaged in transit). Percentage of product remaining in retail unit packaging (once consumer has dispensed product).</p>
	<p>Maximize energy and water efficiency during manufacturing and recovery systems.</p>	<p>Energy consumed over the packaging lifecycle (MJ per tonne of packaging). Water consumed over the packaging lifecycle (kL per tonne of packaging).</p>
	<p>Improve transport efficiency, e.g. through maximum cube utilization.</p>	<p>Pallet configuration and efficiency - cube utilization (%).</p>
<p><u>Cyclic: optimizing recovery</u> Packaging materials used in the system are cycled continuously through natural or industrial systems, with minimal material degradation. Recovery rates should be optimised to ensure that they achieve energy and greenhouse gas savings.</p>	<p>Identify the cyclic loops which are available to recover the packaging and ensure that the packaging can be collected and processed within them.</p>	<p>Collection and reprocessing systems for the packaging (list)</p>
	<p>Reusable packaging: design to minimise lifecycle impacts, e.g. by maximising return rates. Design for 'closed loop' reuse in preference to an alternative use.</p>	<p>Reusability (national recovery rate for the product through company / industry schemes)</p>
	<p>Recyclable packaging: specify a material with an existing and widespread system for recovery. If</p>	<p>Recyclability (national recovery rate for the material through recycling systems). Percentage of the packaging</p>

	possible use only one material, if not use materials which are easy for the consumer to separate or do not contaminate recycling systems. Design for ‘closed loop’ recycling rather than ‘downcycling’. Use the maximum amount of recycled content which is physically possible (preferably postconsumer).	(by weight) which can be recovered through available recycling processes. Average % of recycled material (post consumer). Average % of recycled material
	Specify renewable materials where it is demonstrated they provide the lowest environmental impact.	Percentage of packaging material which is from a renewable source
	Use renewable stationary energy (e.g. by purchasing ‘Green power’).	Percentage of stationary energy use which is from a renewable source.
	Use renewable transport energy (e.g. biofuels) where these are found to have the lowest environmental impact.	Percentage of transport energy which is from a renewable source.
Safe: non-polluting and nontoxic Packaging components used in the system, including materials, finishes, inks, pigments and other additives do not pose any risks to humans or ecosystems. When in doubt the precautionary principle applies.	Manufacture packaging using cleaner production techniques and using best practice materials and energy consumption technologies.	Cleaner product policies and procedures (list).
	Avoid or minimise the use of heavy metal-based additives	Use of heavy metal-based additives (list) and concentration (ppm).
	Avoid or minimise the use of materials or additives that may migrate into food and be harmful to human health, e.g. certain plasticisers. Avoid or minimise the use of materials or additives which may pose risks to humans or ecosystems during recovery or disposal.	Health or environmental risks associated with the package

	<p>Minimise the environmental impacts of transport (considering distance, mode of transport and fuel type).</p>	<p>Transport distances at each stage of the packaging life cycle (km). Mode of transport used for each stage of the packaging life cycle (km). Fuel type used for each stage of the packaging life cycle (list).</p>
--	---	--

Table Revised SPA sustainable packaging definition, strategies and key performance indicators<sup>(5)</sup>

## Methodology

**The first stage** of the study involved an exploratory study to identify the Saudi heritage product that is available in airports. A self-administered questionnaire was distributed on 130 respondents. A convenient sample was from students and professionals. Only 111 respondents' questionnaire were completed. The response rate is 85%. The general characteristics of the sample were as follow:

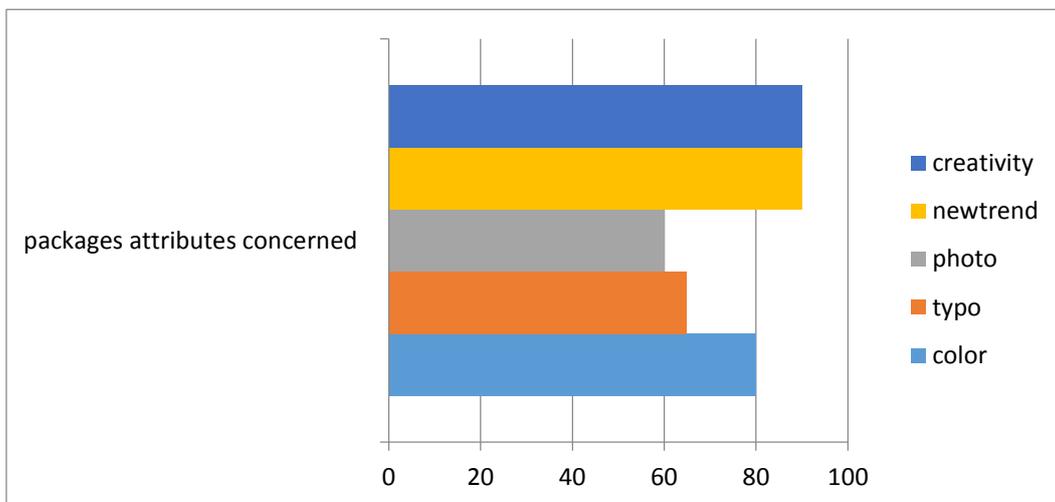
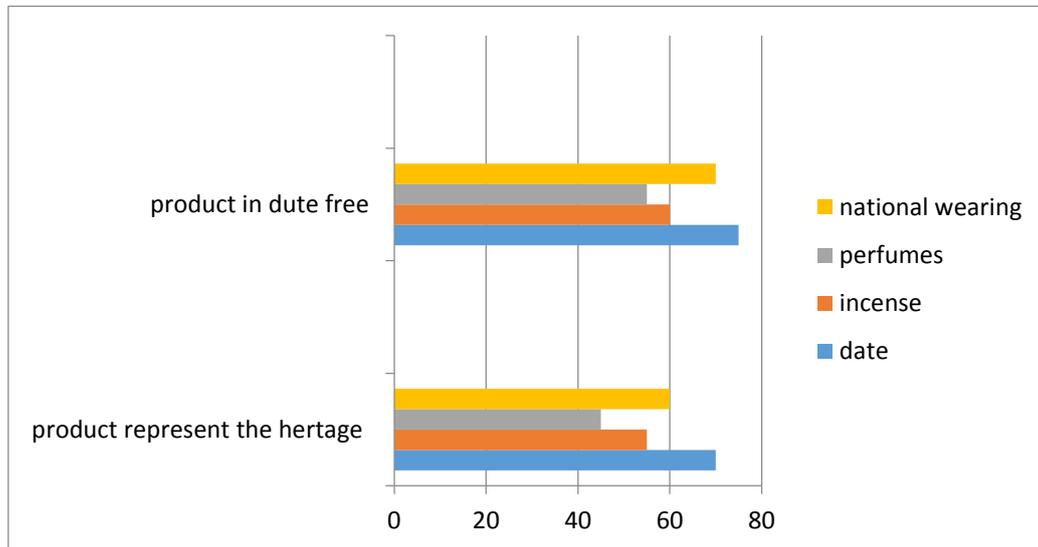
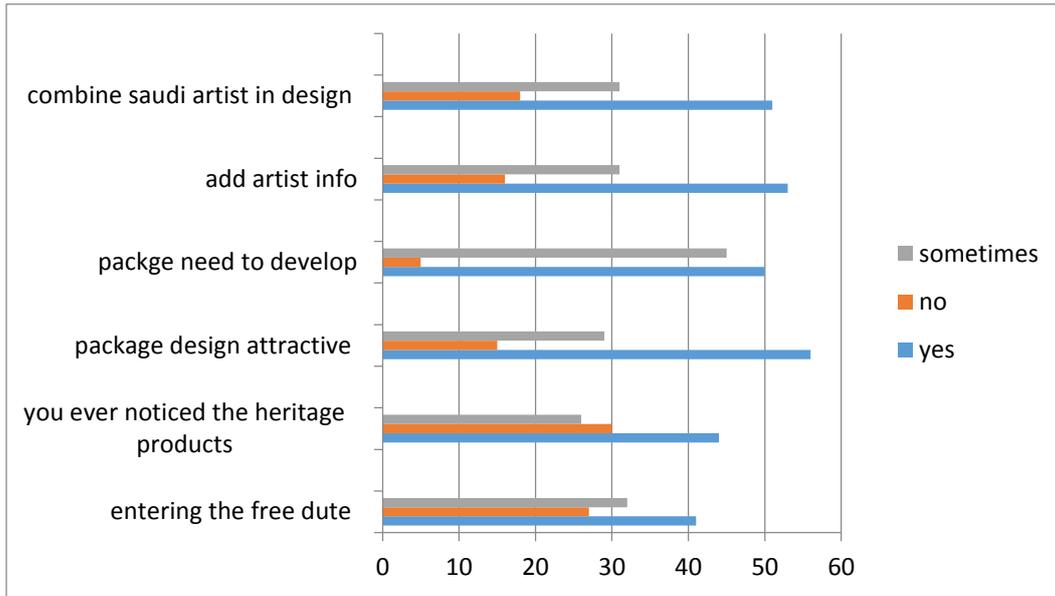
The age ranged from 18 to 50+ while the majority of the respondents were from 16-55 years. The education from high school to postgraduate while the majority of the respondents had high education, Income was not considered moreover the gender because we target the people who travel inside and outside Saudi Arabia

**The second stage** of the study involved innovate a package for different products that express the heritage goods moreover could sale in the airports specially for Foreigners, the package depend on the design on the Saudi artists works moreover the structure of the package and the material were different and could use several times in many ways as a way for sustainable product.

## Analysis:

According to the Saudi market the major heritage products were a date, perfumes, national wearing and incense. After asking respondents about travelling abroad and if they notice the products in the duty-free or airports, the majority 100% recognize the products in foreigners duty-free but 43.4% recognize the products in Arabic duty-free. As for which type of products they prefer to see in the duty-free, there were many products but the majority choose the dates, incense and the heritage souvenirs. The respondent considered several important issues such as the shape of the package, the design of the package, being environmental friendly, and attractiveness of the package. Accordingly from the respondent's responses, it was clear that they were more concerned with the attributes of the packages such as color, design and attractiveness of the package moreover they were heedful of using the Saudi artists work in packaging design as a tool to introduce the Saudi art to the world.

According to respondents' results about the most popular product which refer to Saudi heritage the researchers innovation packages for the main products for the Saudi duty-free and then analyzed it. The tables below show the important responses to some questionnaire items.



## Package analysis

### First package



Product: dates

Artist: Abdullah Al- Rashed (Saudi artists)

Packaging Substrate / Materials: Cardboard, Acrylic, Wood

Printing Process: Flexography, Offset Printing

### Design creativity and invention

Structure: Combines between wood and acrylic, easy to turn and open

The structure divided into two pieces, first one for the dates it made from acrylic to make it easy to see the product the second part made from wood with drawer and carved gap for incense

Graphic design: depend on one of the artist painting about the (Almandina)

Reuse: the package could be reused for jewelry or accessories, also a part of the design which contains the artist work could use as a bookmarker

### Second package



Product: dates covered with gold and coasters

Artist: Hanaa which known as Havinci (Saudi artists)

Packaging Substrate / Materials: Acrylic, plastic

Printing Process: Flexography

### Design creativity and invention

Structure: Acrylic, easy to open

The structure divided into two pieces, it's open from the middle then there's a plastic cover over the dates, an engraved base for the dates and the coasters

Graphic design: depend on typography and window to make easy to see the artist painting also the coasters design depend on the artist's works and in the back of the coaster there's a brief about the painting.

Reuse: the package could be reused as a small table

### Third package



Product: Traditional slipper (national wear)

Artist: Shaker Kashgari (Saudi artists)

Packaging Substrate / Materials: cardboard

Printing Process: lithography

### Design creativity and invention

Structure: cardboard, easy to open ,The structure divided into two pieces, when it opened the first piece of the slipper will be appear easily but the second one still covered

Graphic design: depend on typography and one of artist work ,the deign depends on black and white and inside package there was information about the artist and the product

### Conclusion:

When competition is increasing we need to search for more efficient ways to compete, packaging design has become an essential tool . Packaging can be used together with the product concept to create a competitive offering in a market, Creative packaging solutions for heritage products are also supplying different kinds of information and could be an educational tool about the nature of society which gives the possibility to distinguish heritage products .

Designer should focus on the innovation and how to combain between the art and applied ,also manufacturers need to design their packages and consider consumers perception and responses towards the packages they provide consumers with. This can guarantee efficiency and optimize the potential of packaging.

**Limitation:**

A key limitation of this study is sampling. The researchers found it difficult to provide information across all areas in Saudi Arabia. Therefore, it is difficult to generalize the findings of the current study to all population. Replication of the study would be recommended in different areas across Saudi Arabia.

**Managerial Implications:**

The findings of the research would help companies understand that there is a need to have a differentiated packaging design from competitors' packages. The results of the study will enable companies to implement appropriate marketing strategies to increase their market share.

**Questionnaire**

packaging of heritage products in the Kingdom of Saudi Arabia

We are honored and pleased with your participation in answering the questionnaire for the purposes of scientific research, as the research aims to "identify the most important heritage products that represent the Kingdom of Saudi Arabia and the role of packaging in promoting products"

Note: assurance that all the mentioned data and answers will be treated with complete confidentiality and for scientific research purposes only.

We thank and appreciate your efforts

**Personal information:**

1-Name (optional)

2- Gender: male female

3- Age: 25-35 36-45 46- 55 55+

4- Education:

**Questions**

1- How many times have you traveled outside Saudi Arabia?

- 4 times and more -less than 3

2- Are you interested in entering the free-dute ?

- yes - no - sometime

3- Have you ever noticed the heritage products in the free- dute market at the Kingdom's airports?

- yes - no - sometime

4- What grabs your attention the most? ( long answer)

5- Does the heritage packaging attract your attention in the free market in the Kingdom?

- yes - no - sometime

6- Have you ever bought a heritage product from the free-dute market in the Kingdom?

- yes - no

7-Have you ever noticed the heritage products at free- dute market in foreign countries while traveling?

- yes - no - sometime

8-Have you ever purchased a heritage product from the free market of another country?

- yes - no

9-From your point of view, do you think that the packaging of heritage products in the free-market in the Kingdom needs to be developed?

- yes - no - Maybe

10- What are the most products from your point of view that represents the heritage of the Kingdom? ( long answer)

11-Which products, should be displayed on the duty- free market as souvenirs for foreigners (non-Arab - non-Muslim) and represent the Kingdom? ( long answer)

12- Do you have any information about Saudi' artists?

- yes - no - Maybe

13- Do you think combine between Saudi artists' paintings and the new design trend will be attractive ?

- yes - no - Maybe

14- Do you think adding information about the artist is something special in the product?

- yes - no - Maybe

15- do you think this kind of package will be good tolls to introduce Saudis' culuture ?

- yes - no - Maybe

### References:

- 1- Asla M. Sá and others,*Parametric 3D-fitted frames for packaging heritage artefacts*, The 13th International Symposium on Virtual Reality, Archaeology and Cultural Heritage VAST (2012)
- 2- Britt Baillie, Afroditi Chatzoglou & Shadia Taha ,*Packaging the Past “The Commodification of Heritage”* Published online: 02 Jul 2014.
- 3- Deborah Hayes\* and Nicola MacLeod, *Packaging places: Designing heritage trails using an experience economy perspective to maximize visitor engagement* , Journal of Vacation Marketing Volume 13 Number 1, 2006
- 4- Gary R. Holmes, Audhesh Paswan, (2012), "*Consumer reaction to new package design*", Journal of Product & Brand Management, Vol. 21 Iss: 2 pp. 109 – 116
- 5- Helen Lewis, Leanne Fitzpatrick, Karli Verghese, Kees Sonneveld and Robert Jordon, *Sustainable Packaging Redefined DRAFT*, November 2007 Sustainable Packaging Alliance
- 6- Kuvykaite, R., Dovaliene, A., & Navickiene, L. (2015). *Impact of package elements on consumer's purchase decision*. Economics and Management, (14), 441-447.
- 7- Norbisimi Nordin ,Susan Selke,*Social aspect of sustainable packaging* , packaging technology and science journal , 05 September 2010
- 8- Rundh, B. 2009. *Packaging design: creating competitive advantage with product packaging*. British Food Journal. Emerald Article. Accessed on 8 October 2012