

Developing food product packaging to attract kids and achieve convenience

Dr. Mona Abdalhay Azab

Lecturer at the Higher Institute of Applied Arts, Department of Printing, Publishing and Packaging

Monalw85@gmail.com

Abstract:

Packaging is the group of activities that are concerned with designing and producing the product packaging. The role of packaging is not limited to protecting and preserving the product during its storage, transportation and delivery to the consumer, but it also performs the marketing and marketing functions of the consumer.

Children are a community group whose needs and requirements cannot be ignored, as the packaging and the outward appearance of the package play a fundamental role in attracting them to the product more than the product itself. The research seeks to stimulate the development of packaging Egyptian food products for children with packages that avoid the problems of packaging such as opening and closing problems that suit them, carrying and handling (shape and weight), suitable materials that are safe and suitable for the age group and an attractive design that carries an appropriate message for this group, through a study of the target consumer of a certain age group (Children), appropriate marketing, and application of packaging standards in a manner that achieves compatibility and commensurate with modern trends worldwide, such as (active packaging - smart packaging - climate-modified packaging (MAP) - modified atmosphere packaging - environmental trends).

The packaging is considered a cornerstone of product strategies. Some marketing experts call it the fifth "P", similar to the four main elements that make up the marketing mix.

Research problem: The lack of application of appropriate packaging standards for children in the packaging of food products, as the packaging is the silent seller. There is insufficient awareness in our society of the rapid global development, whether it is an intellectual and environmental development in modern packaging trends.

Research aims: To apply packaging standards in line with the nature of children's age groups to solve the problems of packaging food products directed to them, such as the use of methods of opening and closing appropriate to the nature of the product - taking into account safety and security (user - environment) and reaching attractive packages in line with modern trends in the world.

Importance of research: Raising the added value of food product packaging for children, taking into account product and environmental considerations.

Research methodology: the descriptive - analytical approach.

Key words:

Alignment, Consumer Requirements, Nature of Product, Consumer Physiology, Marketing Mix