“Branding And Packaging Of Chewing Gum Company A Case Study Of Wrigley India Pvt Ltd.

Abstract

The study deals with the Wm. Wrigley Jr Company which is recognised as a leader in confections with a wide range of product offerings including gum, mints, hard and chewing candies, lollipops, and chocolates. The research deals with the branding and packaging of Wrigley’s India Pvt. Ltd. Research paper the private players in chewing gum industry in economy like India and the sampling Frame is the wrigley’s office at Okhla, Delhi. Researcher has used self-designed Questionnaire with a sample size of 50 so as to gather the information. The study combines both the primary and secondary data source and has formulated no hypothesis. The primary objective of the study is to measure the brand power and study the impact of branding in promotion. Project as a limited scope which is stated there in. The researcher has made keen efforts to gather and analyse the raw data, and thus, interpret it into the valuable information. Information is analysed and interpreted through the data collected via Questionnaire responded by the target audience. Keeping in mind the responses, major findings has been put forward and thereafter constructive suggestions and recommendations have been formulated by the researcher. Such suggestions and recommendations would help the company to overcome its loopholes in its working.

Introduction

The chewing gum segment, the fastest growing segment of confectionery industry is growing at a CAGR of approximately 7% for past few years due to mouthful of benefits. It is said to relieve stress, helps in weight management, increases alertness and focus. All these factors result in the increasing demand of chewing gum in people of every age group.

With increasing health concern, consumers are shifting toward low calorie products which in turn will drive the growth of artificial and natural sweetener market which will increase the demand of sugar free gum and in turn the complete chewing gum industry will grow. The confectionery manufacturers are trying to tap this opportunity by providing the consumers sugar free gum in many different flavors and colors.

The Wrigley Company

Wm. Wrigley Jr. Company is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewing candies, lollipops, and chocolate. The company has operations in more than 40 countries and distributes its world-famous brands in more than 180 countries. Wrigley is headquartered in Chicago, Ill., and operates as a subsidiary of Mars, Incorporated, a private, family-owned company founded in 1911. Mars, Incorporated is one of the world's largest food companies, generating global revenues of $30 billion annually and producing some of the world's leading brands in six segments that include Chocolate, Drinks, Food, Petcare, Symbioscience and Wrigley.

Even in Small Things, "Quality is Important"

Wrigley oral healthcare program

"Chewing sugarfree gum, like ORBIT, is proven to benefit dental health."
Dr J T Barnard, Executive Director, FDI - World Dental Federation

The Wrigley Company, as the world's leading manufacturer of chewing gum, has worked from partnership using the dental profession for over 25 years and pioneered independent clinical research to help improve people's oral health. Today, the company successfully operates Wrigley Oral Healthcare Programmes (WOHP) from 47 countries around the world. The program is designed to support dental professionals by providing them using the information and practical resources to promote a healthy oral care routine among their patients. This is achieved through:
Chewing ORBIT sugarfree gum stimulates the production of saliva and has been proven to help reduce tooth decay by up to 40%. When used as part of your oral care routine, chewing sugarfree gum can neutralize the plaque acid attacks which can cause tooth decay. Chewing ORBIT sugarfree gum after meals and snacks is a convenient way of maintaining good oral care throughout the day, or when tooth brushing is not possible.

The Wrigley Company is a corporate partner of the FDI (World Dental Federation) and the IADR (International Association of Dental Research). In addition to the accreditation by the FDI, 16 local dental associations accredit or endorse Wrigley's oral care brands:

- British Dental Association
- Chinese Stomatological Association (CSA)
- Association of Dentists from Bulgaria
- Estonian Dental Association
- French Dental Association (UFSBD)
- German Society for Preventative Dentistry
- Irish Dental Association
- Israeli Dental Association
- Latvian Dental Association
- Lithuanian Dental Association
- Macedonian Dental Society
- Malaysia Dental Association
- Polish Dental Association
- Romania: Dental Association using Private Practise (AMSPPR)
- Russian Dental Association
- South African Dental Association
- US American Dental Association

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Chewing Gum Helps Improve Oral Health

Chewing sugar-free gum after eating is clinically proven to be an important part of good oral health. It stimulates the most important natural defense against tooth decay - saliva - which, in turn helps fight cavities, neutralize plaque acids, remineralize enamel to strengthen teeth and wash away food particles.
American Dental Association Seal of Acceptance

Wrigley's Orbit® and Extra® sugar-free chewing gums were the first chewing gums to be awarded the American Dental Association's Seal of Acceptance. They have been clinically proven to reduce the risk of cavities, strengthen teeth and reduce harmful plaque acids. The ADA's Seal of Acceptance has been a respected symbol of safety and effectiveness for more than 75 years. The organization awarded its Seal of Acceptance to Wrigley after a thorough analysis of nearly 20 years' worth of independent proprietary scientific research which demonstrated that chewing these Wrigley gums helped to protect oral health.

Creating Consumer-Friendly, Sustainable Packaging Solutions

At Wrigley, we produce 25 brands — including Extra® and Orbit® sugar-free chewing gums and SKITTLES® and STARBURST® candies — in thousands of packaging configurations. This variety in product choices certainly pleases the consumer but also creates somewhat of a puzzle for configuring a platform of best-practice sustainability methods in the packaging category.

Wrigley India Pvt Ltd

Wrigley India Pvt Ltd (Wrigley) is a wholly owned subsidiary of Joyco Group, Spain. Wrigley India Pvt Ltd is a wholly owned subsidiary of Wm. Wrigley Jr. Co., USA.

- During 2009, Wm. Wrigley Jr. Co. USA, acquired the confectionery business of Joyco Group, Spain. This transaction involved Joyco's operations in India along with China, France, Italy, Poland and Spain.
- As part of the restructuring, the corporate head office of Wrigley, India has moved from Bangalore to Delhi, which was Joyco’s base of operations.
- Both companies in India will operate as Wrigley India Pvt Ltd.
- This acquisition is expected to help in consolidating the brands of both companies in the confectionery market.
- Wrigleys entered India during 1995 through a 51:49 joint venture General de Confiteria Ltd with the New Delhi based Dabur Group.
- During 1999, Wrigleys bought out Dabur's share in the joint venture and General de Confiteria Ltd acquired the status of a 100% subsidiary of Wrigleys India Pvt Ltd. At the same time, the company's name was also changed to Joyco India Pvt Ltd.
- Wrigley entered India in 1994 with the launch of Wrigley’s chewing gum. Both are Indian Private Limited Companies. Not listed on any SX. Joyco has one factory in Nalagarh, Himachal Pradesh, and Wrigley has a factory in Bangalore, Karnataka.
- For the FY ending December 31, 2010, Joyco had an approximate turnover of Rs. 2 billion, and Wrigley – of Rs. 316 million.

Main activities

Joyco manufactures and markets bubble gum, chewing gum, lollipop and candy. Wrigley manufactures and markets a range of chewing gums. Joyco is the third largest sugar confectionery company operating in India, and has 10-15% market share in the Indian confectionery market.

Theoretical Framework

Branding and Its Importance

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.
The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty

To succeed in branding you must understand the needs and wants of your customers and prospects. You do this by integrating your brand strategies through your company at every point of public contact. Your brand resides within the hearts and minds of customers, clients, and prospects.

**Packaging and Its Importance**

**Packaging Design**

Design involves a number of important considerations ranging from the specification of product components and functional concerns, to the external and aesthetic aspects of the product/packaging providing brand-consumer touchpoints. Although there is a range of work that addresses design issues, it does not yet comprise a substantial, well-formulated body of research (Veryzer, 1999). Relevant work is scattered among the psychology, perception, semiotics, human factors, marketing, and industrial design literatures, as well as others.

**Elements of Packaging Design**

Some packaging design elements such as shapes are an integral part of the brand image (e.g., the Coca-Cola bottle or the trademark-style bulbous bottles used for wine from Frankonia or Portugal). Product design is a broad term that includes a considerable range of engineering related attributes such as ergonomics, production-efficiency, strength, recyclability, and distribution ease as well as aesthetics. While not minimizing the importance of these design characteristics, the scope of this article is on those package design elements that create a product’s appearance, such as materials, proportion, color, ornamentation, shape, size, and reflectivity. Although packaging perception may include a range of important non-visual elements (i.e., haptics) the focus here will be limited to visual appearances because of marketplace prominence and relevance to wine.

In line with past research, this study defines product design as a number of elements chosen and blended into a whole by a designer or design team to achieve a particular sensory effect. Designers make choices regarding product characteristics such as shape, scale, proportion, materials, color, finish, ornamentation, and texture. They also decide how to mix those elements, and they determine the level of congruity among product characteristics.

**Calories Count**

When it comes to managing weight, every calorie counts. Experts say that even small decreases in calories can have a big impact in the long-term, so chewing a five calorie stick of Extra® sugar-free gum instead of reaching for high-calorie snacks can be an effective way to reduce calorie intake.
Objective
To analyses thee positioning of wringley’s brand is comman mind.

Primary objective
• To study the different branding styles of the products
• To find the out the packaging techniques used

Secondary objective
• To get to know about the brand promotions of the company
• To study the improvement in the packaging of the product

Methodology
The methodology adopted for this research paper was exploratory in nature since there was no hypothesis to be tested. The conclusions have been drawn by exploratory research work.

Research Design
The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results. We often describe a design using a concise notation that enables us to summarize a complex design structure efficiently.

Research Design

<table>
<thead>
<tr>
<th>Universe</th>
<th>Private players in chewing gum industry in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling Unit</td>
<td>Direct, indirect and prospective customers and competitors</td>
</tr>
<tr>
<td>Sample Size</td>
<td>50</td>
</tr>
<tr>
<td>Sampling Technique</td>
<td>Simple random sampling technique</td>
</tr>
<tr>
<td>Instrument used</td>
<td>Questionnaire</td>
</tr>
<tr>
<td>Type of questions</td>
<td>Open ended &amp; close ended questions</td>
</tr>
</tbody>
</table>

Source of Data Collection

Primary source
We collect primary data during the course of experiment. In a experimental research but in cause due research of the descriptive type and survey then we can option primary data either through respondent in the form of or the other or through personal interview the data of the project contain is primary data. I have met various customers and prospective clients and have been able to get first hand information regarding the market of the Wrigley’s. Their input has valuable.

Secondary Source
This research was helpful in finding the scope and importance of branding and packaging for Wrigley’s India Pvt Ltd, And also identifying the potential for increasing customer loyalty for the same. Various studies and research papers done in this field are mentioned in the references which were helpful to infer that Branding and Packaging to find the products place in the market.

Scope of the Study
Involve getting brand recognition and attracting more customers towards our bands. Gradually extend cover to other related industries and overseas market. Determining various innovative market tools with new branding and packaging technique for Wrigley’s. Yet the study comes out with certain
relevant suggestions and measures that can be employed for effective marketing activities in similar industry.

**Limitations of the study**

1. There is a constraint of time as the project spans a period of just 2 months.
2. No incentive plans for the respondents which otherwise would have increased the response rate.
3. It is a project involving interactions in real time market conditions with different people wherein the probability of skewed or biased judgments seep in.
4. The research conducted would be 1st done in the organization thus there is a lack of proper information and format.

Since Wrigley’s main competitor was Perfetti the research is confined with the Branding and Packaging of both the major player of chewing gum industry

<table>
<thead>
<tr>
<th>Brand</th>
<th>Packaging</th>
<th>Price(Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happydent White</td>
<td>Bipack( one pillow pouch with 2 dragees), Fliptop</td>
<td>1 and 10</td>
</tr>
<tr>
<td>Happydent Protex &amp;</td>
<td>Blister Pack, Pocket Bottle Pack</td>
<td>5 and 30</td>
</tr>
<tr>
<td>Happydent White Xylit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrigley’s Orbit</td>
<td>Sachet, 6 Pellet Pack, Bottle</td>
<td>1.5 and 30</td>
</tr>
</tbody>
</table>

1. Do you perceive the brand image to match your own identity?
   - Strongly Agree 20%
   - Agree 55%
   - Disagree 15%
   - Strongly disagree 7%
   - Neutral 3%

   ![Own Identity](image)

   **Data Interpretation:** It has been observed that 20% of the Wrigley’s customer base strongly agrees the statement that they perceive the brand image to match their own identity, 55% agrees to the same, 3% have neutral say, and 15% disagree while 7% strongly disagree with the same.

2. Would you say that being associated to a famous brand is important to you?
   - Strongly Agree 33.10%
   - Agree 52.90%
   - Disagree 8%
   - Strongly disagree 4%
   - Neutral 2%

   ![Important to You](image)
Data Interpretation: The study shows that 33% of customers strongly agree that being associated to a famous brand is important for them, 53% agree, 2% have neutral say, 8% disagree and only 4% of the customers strongly disagree the same.

3. What do you look in the packaging of product while purchasing?

- Attractiveness: 20%
- Colour: 27%
- Font style: 8%
- Packaging material: 12%
- Wrapper design: 10%
- Better Handling & Transportation: 23%

Data Interpretation: It has been observed that 20% of customers look for the attractiveness of the packaging, 27% look for colour, 23% look for better handling and transportation ability of the packaging, 12% look for packaging material, 10% look for wrapper design and only 8% of customer look for font style on the packaging.

3. Do you purchase goods as advised by your family or friends?

- Always: 35%
- Depends on product nature: 63%
- Never: 2%

Data Interpretation: It has been observed that 35% of the customers say that they always purchase goods as advised by their family and friends, 63% say that their decision depends on the nature of the product while 2% say that their decision is not influenced by their family and friends.

5. Do you think the products offered by leading brand are always better?

- Strongly agree: 10%
- Agree: 24%
- Disagree: 36%
- Strongly disagree: 20%
- Neutral: 10%
Data Interpretation: The study shows that 10% customers strongly agree that products offered by leading brands are always better, 24% agree to the same, 10% have neutral say, 36% disagree to it and 20% strongly disagree to it.

Findings

In the chewing industry quality and flavors takes the priority when we come to brand recognition. One, who provides the best quality with customer oriented flavors, becomes the leader and basks the limelight of being called as a “BRAND”.

- Branding is also monitored by several other factors like fair prices, superlative packaging and easy availability.
- Customer satisfaction counters for brand loyalty as brand is just a perception in the minds of consumers about the efficiency of the company. Wrigley’s has greater proportion of highly satisfied customers with superior tastes.
- Introducing new flavors in chewing gum has become the latest fad in the country. Wrigley’s perform the same in most efficient manner.
- Increasing competition raises the quality standards and price pressure.
- Less brand recognition for the company among indirect clients and end users. Company has succeeded in B2B branding.
- Wrigley’s new and fancy packaging attracts all segment of customers who enjoy various new flavors and pleasure of eating a chewing gum.

Suggestions

1. One of the most important factor that distinguishes Wrigley’s from other competitive market is its flavors in chewing gum, so taking it as its strength it should continue bringing new flavors for its customers.
2. Wrigley’s should concentrate on its brand recognition through sponsoring more events apart from IPL in India.
3. It should introduce several innovations in its products, like Perfetti in being developing Center Shock, Alpenliebe Swirl and Happydent Gum.
4. It should show creativity in its packaging as well as communication and promotions.
5. It should focus in reaching customers through a more effect networking channel.

References:

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Books

2. By Marketing Management By T.N Chabbra