



Packaging & labeling

The conditions which lead optimization for house-hold behavior

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- ▶ **Packaging** is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages.
- ▶ **Packaging** can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.



THE purpose of packaging labeling

- **Physical protection** – The objects enclosed in the package may require protection from, among other things, such as shock, vibration, electrostatic discharge , compression, temperature.
- **Marketing:** attracts customers and make them curious about the product.
- **Information transmission:** communicate how to use, transport, recycle, or dispose of the package or product.



- **Security** – Packaging can play an important role in reducing the security risks of shipment.



- **Branding/Positioning** - Packaging and labels are increasingly used to go beyond marketing to brand positioning, with the materials used and design chosen key to the storytelling element of brand development.

The conditions which lead optimization for house-hold behavior!

- ▶ households. The traditional (also called unitary) approach in that case consists in ignoring the differences that may exist between single-person and multi-person households, and analyzing the behavior of the latter as if there were a well-behaved utility function at the household level.
- ▶ Traditionally, the economic theory of the household examines, implicitly at least, the behavior of single-person households and focuses on consumption and labor supply decisions.

- ▶ Economists have dealt with the multiplicity of decision-makers in the household in different ways
- ▶ In the simplest model of household behavior, a single person is supposed to spend some resources on different goods and services to maximize a utility function .

References!

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THANK YOU!