

# Packaging for saffola rice



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Background Packaging is a very important marketing strategy to glamorize your product in order to attract the consumer's attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it. Most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products.

There are many elements involved in the success of a product and packaging is one of the key drivers of purchase. This report is to understand the role of packaging in the success of the product, it is important to know the key elements in packaging which are working or not working for the consumer. The various forms of packaging types that are available to us are Tetra pack, Plastic bags, Tins , Paper bags, Plastic bottles, Tubes, Soft pouches, Nozzle bottles, Gunny bags, Paper boxes. In the case of Rice purchase it is observed that packaging is seen important however not critical. Most consumers were buying branded rice in 20 kg jute bags and were driven more by price vs. packaging. ) Research Objectives To evaluate the new packaging for Saffola rice. Basic studies have reflected on the need for a new packaging. Once the packaging is confirmed at the outset, it is imperative to notify the credibility the packaging lends to the rice inside and to understand the drivers of these impressions. Also it gives an opportunity to capture cues for improvement. Variables Dependent : Purchase Preference, \* Independent : Overall packaging \* Intervening: Introduction of

a new packaging concept by competitor, change in requirement/ need. \*

Control : Income group, Gender, Occupation Type of Study \* Process –

Exploratory \* Type of data – Qualitative \* Content – Empirical \* Period - One time study \* Setting - Field Sample The Sample should be people who have bought a product or who are thinking of buying a product. They should be buyers and not specifiers. They may be multiple purchasers.

During the course of our research when the probable sample was listed there was a temptation to say – “ yes, all of these” but considering that the greater the scope of the project the more it will cost and the longer it will take we decided to stick to a sample size of 50. Our Target profile a. Females -SEC A, B b. Must be a primary cook in the house i. Must cook at least one meal on weekdays and weekends c. Decision maker in purchase of household items d. Regular buyers, decision makers and consumers of rice. The segmentation was based on Working Women and Housewives who were aged between 24 to 45 years.