PREFACE

“No more packaging should be used than is required to fulfil its functions, thus guaranteeing that packaged products satisfy consumers' demands.”

Understanding consumer trends enables manufacturers to develop packaging and product variations that are more closely aligned to the needs of consumers.

Packaging is the key to communicating the value added benefits of a product that addresses a consumer need. This provides an opportunity to create differentiated packaging solutions to meet these changing requirements.

With all the advances in intelligent packaging, product manufacturers really can tell what you buy and where. This is going to increase with the advent of new and innovative smart packaging applications. The ultimate goal will be to track every product from the manufacturer, consumer and disposal. There is quite a bit of interest around the “cradle to grave” concept.

Convenience is king or queen it's all about time or the lack of if. The more one can simplify consumers' lives the more they will connect. Think of all the packaging categories that have developed around this concept. HMR-Home meal replacement, grab and go, and RTE-ready to eat categories all will continue to improve products and increase sales. Life is not getting any simpler for the majority of us so if you can't help through product packaging, step aside because other company’s products will.

The food sector probably is the single largest user of packaging, be it in types, forms and varieties. 45-60 percentage of the packaging consumed is by the food sector, the world over. Rightly said, the packaging and food sectors are complimentary to each other - in fact, the packaging industry has a very significant role to play as a support for the “Food factory of the world”. From being primarily exporters of commodities, it is time we move up the value chain and become a
global player for processed food since we are fortunate to be blessed with considerable natural resources. The industry needs to formulate a plan of action to convert these into products of international standards and enhance their acceptability. The significance and contribution of packaging—in product distribution and marketing cannot be undermined. It is important to realize that invariably it is the package that the distributor, a retailer or for that matter the consumer sees first and not the product. The first impression about the product is always created by the package. Packaging has become synonymous with the products - for example a drink, oil etc.

Packaging is therefore the heart of any marketing strategy. If all the stake holders and players viz food, fruits, vegetable, marine products producers, food processors, packaging manufacturers partner together synergistically and leverage on the huge incentives unveiled by the government, there is no reason why India can not claim its rightful position in the world food arena that is the first rank and be the “Food factory to the world”.

The study begins with the premise that packaging is an essential tool of marketing which affects consumer purchase behavior, and this essential tool has not received much acceptance, required attendance & deserved importance in Indian market. This research work attempts to know the significance of packaging and find out the packaging strategy and the actual difference between the documented packaging strategy and implemented strategy. So, with the help of this study we will come to know that whether actually the Packaging strategy is helpful in attracting the customers for processed food or not. If consumer attitude is centered while selecting package for the product, automatically packaged product shall be easily acceptable in the market.

This study has been divided into seven chapters.

Chapter 1 includes problem, significance of the study, conceptualization of the study, focus of the problem, review of literature, and objectives of the study.
Chapter 2 includes research methodology of the study, which is further divided into six sub chapters- research design, universe of the study, survey sample, data collection, limitations of the study, organization of the study.

Chapter 3 includes packaging trends in food processing industry which further subdivided into historical development of packaging in processed food, Relation between cost, profit and productivity, flexible packaging, aseptic packaging system, influence of packaging on consumer’s life style, packaging trends in terms of expenditure on packaging.

Chapter 4 includes packaging strategies of food processing industry in India and also includes various aspects of packaging strategies.

Chapter 5 includes major deficiencies and recommendations, which further includes environmental issues government policies and legislations, financial constraints with some recommendations, and also includes some other attached issues.

Chapter 6 is the last chapter which includes conclusion of the study and some suggestions.