LIST OF TABLES

1.1. Growing use of plastics in packaging
1.2. Growth of Plastics in various end use segments
1.3. Consumption of plastics in different sectors
1.4. Use of Plastics for Packaging in India
1.5. Packaging Market India
2.1. Export of Consumable products
2.2. Import of Consumable products
4.1. Consumer Perception on Food Packaging
   4.1.1. Product packaging due weightage for promotion of sale
   4.1.2. Consumers’ perception on contribution of packaging
   4.1.3. Consumers’ perception on Priority of Packaging over its Content
   4.1.4. Consumers perception on display of products in show case
   4.1.5. Consumer perception on well-attracted packaged
4.2. Demographic Response
   4.2.1. Consumers usual perception on standard package
   4.2.2. Consumers’ perception on Package account to level of literacy
   4.2.3. Children’s perception on attractive Package
   4.2.4. Elderly persons’ perception on attractive package
   4.2.5. Male customers’ perception on attractive package
   4.2.6. Female customers’ perception on attractive package
4.3. General Response
   4.3.1. Consumers’ demand well-packed package
   4.3.2. Consumers’ perception on well designed package
4.3.3. Consumers' choice regarding package.

4.3.4. Consumers' consciousness about shelf-life of package

4.4. Response in respect of Regulation

4.4.1. Consumers awareness about the regulatory aspects

4.4.2. Manufactures, sellers protected by the regulations

4.4.3. Regulatory intervention in to the marketing fringe growth product of sales.

4.4.4. The aptness of relating to package

4.4.5. Market has a threat to the indigenous manufacturers goods

4.4.6. Foreign product with high packaging standard a challenge on indigenous product

4.4.7. Well packed consumer choice regarding foreign product

4.4.8. Goods not adhering to the regulatory norms

4.4.9. Import product package; a threat to the local manufactures

4.4.10. Importing packaged material increased the cost of packaging.

4.5. Strategic Position

4.5.1. Packaging: a marketing strategy

4.5.2. Significance of product package in the certain stage of market positioning.

4.5.3. Foreign products more comfortable than the local products

4.5.4. Different states product in better quality than Assam

4.5.5. Present regulations not sufficient to regulate the product

4.6. Shelf-life of Product

4.6.1. Consumers’ not aware of the shelf-life of product.

4.6.2. Preservation of shelf-life food product related to the time factor

4.6.3. Shelf-life of a product depends on the quality of preservation.

4.6.4. Shelf-life of a product decreases on the date of expiry of the product.

4.6.5. Shelf-life of a product depends on the quality of the product.
4.6.6. Shelf-life of a product to ascertain the longevity of the product.
4.6.7. Shelf-life of a product is related to scientific packaging
4.6.8. Shelf-life of a product is maintained properly.
4.6.9. Shelf-life of a product related to the contents, when packed.
4.6.10. Shelf-life of a product never remains the same, as it decreases with time.