CHAPTER 4 – METHODOLOGY OF STUDY

4.1 Objective of study

The objective of the study is to

- To highlight the latest trends and developments prevailing in the packaging industry
- To know the preferences of the packaging material from the opinions of manufacturers and users
- To identify the most preferred packaging material and its impact on the preference
- To analyse the factors influencing the preference of the packaging material
- To suggest the improvements to be implemented in the packaging industry

4.2 Hypothesis

A Hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

Various packaging material are used in the industry.

Today Flexible packaging materials are used to maximum extent. The following hypothesis has been set up for the study “Flexible packaging has maximum usage and growth prospects in the Indian industry” and hence it is the preferred material compared to other packaging materials
The following alternative hypotheses have been tested in relation to the research variables

H1: There is a significant association between the type of industry and the usage rate of the packaging material

H2: Flexible Packaging material is the widely preferred packaging material in the industry

4.3 Sources of Data

The sources of data involves both Primary and secondary data.

Primary Data – Survey and schedule using questionnaire to packaging user and packaging material converter industry

Secondary Data – Literature from text books, articles published in both national and international journals, magazines and website

4.4 Research Design

Descriptive cross sectional design

The research aims to quantify the trends and developments taking place in packaging sector and perceptions of the consumers towards flexible packaging. It would be descriptive in nature because it measures the impact of trend and technological development of packaging material, process, product etc and its influence on the consumer. The data will be collected from the packaging material user industry and packaging material converters/manufacturer industry and
their responses will be analysed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

4.5. Sampling method: It refers how sampling units are selected.

Types of sampling – Probability Sampling and Non Probability Sampling.

Method of Probability Sampling -

Simple Random Sampling – This method will be highly suitable for selecting the executives from packaging material users and packaging material converters as the elements were clearly identified without any difficulty.

Method of Non Probability Sampling

Convenience Sampling – This method will attempt to obtain a sample of convenient elements that were ready to give information. The sampling elements were identified as follows:

Firstly, through the known sources

Secondly, based on the convenience and accessibility, the information has been collected

This method provided an opportunity to identify and interact with the industry personal having the right knowledge.
4.6. Sample Size:

The Sample Size is 100(80+20) and will be segmented Usage wise for food, pharmaceuticals, cosmetics & toiletries, and industrial products and will cover packaging material user industry mainly food sector and packaging material converting industry.

The samples will be drawn from the executives belonging to both Private & Public limited industry

4.7. Research Area

The packaging material user and converting industry were basically organisations which are spread over the metros.

4.8. Tests of Hypothesis

The hypothesis will be tested by using the simple percentage method

The following alternative hypotheses have been tested in relation to the research variables

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H2 : Flexible Packaging material is the widely preferred packaging material in the industry