

Summer Internship Report

On

A STUDY ON COMPANY PROFILE, PRODUCT PROFILE, MARKET AWARENESS AND DISTRIBUTION NETWORK OF TUPPERWARE

Report being submitted for the partial fulfillment of the degree of Master of
Business Administration



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DECLARATION

This is to notify that this report “A Study on Company Profile, Product Profile, Market Awareness and Distribution Network of Tupperware” has been prepared as a part of my internship formalities. It is an obligatory part of our MBA program to submit an internship report. Moreover, I was inspired and instructed by my guide Dr. Soumendra Kumar Patra, Ravenshaw University. In this regard, I would like to mention that this report has not been prepared for any other purpose like presentation or investigation for any other authorities and the information incorporated in this report is true and original to my knowledge.

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CERTIFICATE OF GUIDE

This is to certify that Ch. Sritam Praharaj, Roll No. 19MBA003, student of Ravenshaw University of MBA program has completed the internship report titled “A Study on Company Profile, Product Profile, Market Awareness and Distribution Network of Tupperware” successfully under my supervision.

I wish him every success in life.

A large, faint, pink watermark of the Tupperware logo is centered on the page. The word "Tupperware" is written in a bold, sans-serif font.

Date:

Dr. Soumendra Kumar Patra

Place:

Ravenshaw university

ACKNOWLEDGEMENT

The internship opportunity I had with Tupperware was a great chance for learning and professional development. I take this opportunity to acknowledge the efforts of the many individuals who helped me completing this project. At first, thanks to The Almighty who granted me to complete this project. I want to express my heartfelt gratitude to my academic instructor Dr. Soumendra Kumar Patra and Dr. Biswaroop Singh sir for giving me the opportunity to do my internship project. The supervision and support that he gave truly helped the progression and smoothness of this program. However, I accept the responsibility for any possible error of omission and would be extremely grateful to the readers if they bring such mistakes to my notice. The co-operation is much indeed appreciated. Finally, I would like to thank my family, and friends for their constant encouragement without which this assignment would not be possible.

Tupperware

Date:

Ch. Sritam Praharaj

Place:

Enrolment No.: 19MBA003

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| CHAPTER 1 | |
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| INTRODUCTION | 1.1 INTRODUCTION 1.2 SIGNIFICANCE OF STUDY 1.3 SCOPE OF THE STUDY 1.4 OBJECTIVE OF THE STUDY 1.5 CHAPTER PLAN |

1.1 INTRODUCTION

Tupperware Brands Corporation, formerly known as Tupperware Corporation, is a multinational direct marketing company. It is the name of a home products line that includes preparation, storage, containment, and serving products for the kitchen and home. Tupperware develops, manufactures, and internationally distributes its products as a wholly owned subsidiary of its parent company Tupperware Brands. It is marketed by means of approximately 1.9 million direct salespeople on contract.

Tupperware Brands was invented by Earl Silas Tupper (1907–83) in 1946 in Leominster, Massachusetts. Earl Tupper had already designed the plastic for Tupperware Brands in 1938, but the product only worked with the emergence of the sale through presentation in a party setting. It started operations in 1946. He developed plastic containers used in households to contain food and keep it airtight. The once-patented "burping seal" is a famous aspect of Tupperware, which distinguished it from competitors. In 1949, Tupper seal introduced 'Wonderlier Bowl' that gave a start to a revolutionary range of kitchen utensils.

Tupperware pioneered the direct marketing strategy made famous by the Tupperware party. The Tupperware Party allowed for women of the 1950s to work and enjoy the benefits of earning an income without completely taking away the independence granted to women during the Second World War when women first began entering the labour market, all the while keeping their focus in the domestic domain. The "Party" model builds on characteristics generally developed by being a housewife (e.g., party planning, hosting a party, sociable relations with friends and neighbours) and created an alternative choice for women who either needed or wanted to work. Brownie Wise, a divorcee who did not have any prior sales training, realized Tupperware's potential as a fun commodity. She realized, however, that she had to be creative and therefore started to throw these Tupperware parties.

Brownie Wise (1913–92), a former sales representative of Stanley Home Products, developed the strategy. Tupper was so impressed that Brownie Wise was made vice president of marketing in 1951. Wise soon created Tupperware Parties Inc. During the early 1950s, Tupperware's sales and popularity exploded, thanks in large part to Wise's influence among women who sold Tupperware, and some of the famous "jubilees" celebrating the success of Tupperware ladies at lavish and outlandishly themed parties. Tupperware was known at a time when women came back from working during World War II only to be told to "go back to the

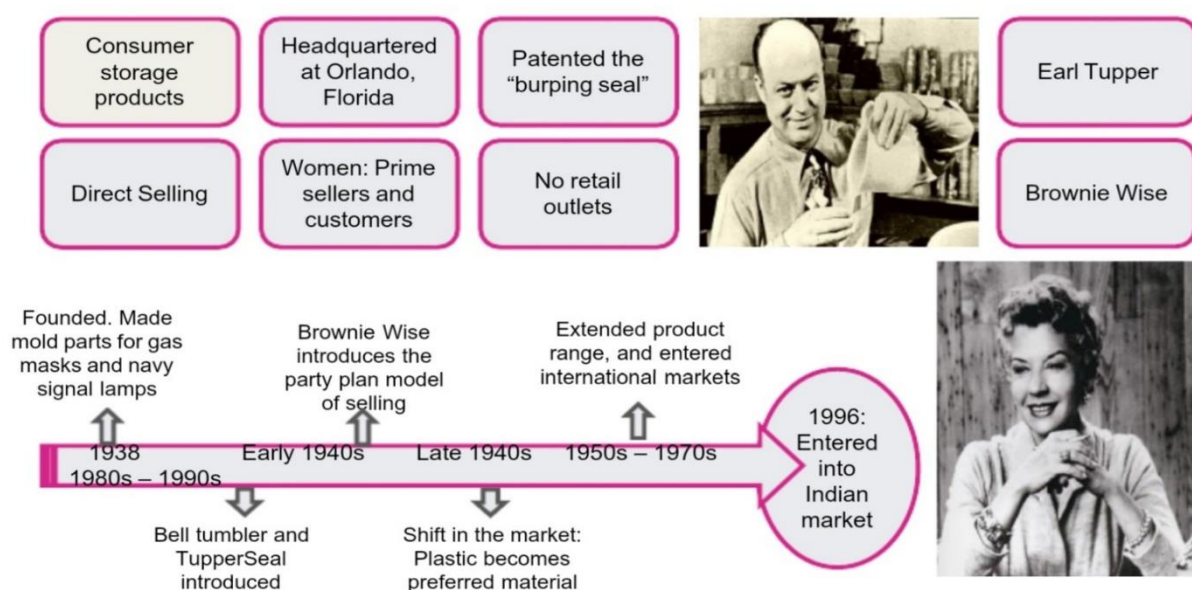
kitchen" as a method of empowering women, and giving them a foothold in the post-war business world.

In partnership with Sales Consultants worldwide, Tupperware reaches consumers through informative and entertaining home parties, special customer contact programs in malls and retail environment and other convenient venues. Tupperware Brands is a family of eight leading brands including Nutrimetics, AvroyShlain, BeautiControl, Nutrimetics, NUVO, Fuller Cosmetics, NaturCare and Swissgarde.

Today, Tupperware is one of world's leading direct selling companies with the largest women network, marketing premium food storage, preparation and serving items. Tupperware aims at enriching the lifestyles of its consumers. The entire Tupperware range of products provides a one-stop solution for all food storage, food preparation, microwave, lunch 'n' outdoors, refrigerator and serving requirements as well as a special range for Kids. Tupperware products are made from 100% food grade virgin plastic, they are stylish and elegant, light-weight, non-toxic, and odour-less and come in beautiful soothing colours which can complement and brighten up every home and kitchen. The USP of Tupperware product lies in its special airtight and liquid tight seals, which lock in freshness and flavour.

The tradition of Tupperware's "Jubilee" style events continues to this day, with reward top-selling and top-recruiting individuals, teams, and organizations.

ABOUT TUPPERWARE



Source: Tupperware India Website

1.2 SIGNIFICANCE OF STUDY

Significance of the study is very important which help the reader are as follows:

- To get a complete over view about the Tupperware.
- To understand distribution of Tupperware products.
- To aware lack of supporting information systems.
- To study the technology solution.
- To take right decision to increase their turn over and minimize their cost from supply distribution and maximize their profit.

1.3 SCOPE OF THE STUDY

At present in this competitive business world the plastic industries have more than lot of brands in the battle field facing stiff competition in every segment's targeted. Even Tupperware is also facing stiff competition even more years of heritage. In this stage it has to identify its competitors in this market by bringing brand awareness in minds of consumers also it has to come up with the consumer behaviour and customer perception. Through this study, the main problem that it studies is to find out the customer preference and customer perception towards Tupperware and its products and the awareness of brand among the consumers of twin city of Odisha. The present study is taken with special reference to Bhubaneswar and Cuttack city and it is about the study on customer's satisfaction and preference towards Tupperware products through various questionnaire. The study is based on various data and information collected by 398 consumers of twin city of Odisha.

1.4 OBJECTIVE OF THE STUDY

The objective of the study are as follows:

- To understand the growth of Tupperware in India.
- To understand the potential market of Tupperware in the twin city of Odisha.
(Bhubaneswar & Cuttack)
- To understand the key factors for success of Tupperware.
- To understand and evaluate to Marketing Strategy adopted by Tupperware
- To know consumer satisfaction regarding, price, quality and availability of the product.
- To know consumers opinion regarding promotional activities and brand image of Tupperware products.

- To suggest an action plan for smooth functioning of Tupperware.
- Difficulties, challenges, threats and opportunities faced by Tupperware.

1.5 CHAPTER PLAN

- Chapter 1 briefly describe the introduction part of the Tupperware as a brand, which includes introduction, significance, scope and objective of the study.
- Chapter 2 describe about the background of the study of Tupperware company, which includes company profile, vision and mission, Tupperware in India, product profile, product advantage and the consumer satisfaction of Tupperware products.
- Chapter 3 describe about the literature review of Tupperware.
- Chapter 4 describe about the research methodology which includes research design, sampling method, data collection method, data limitations and tools & techniques of data analysis.
- Chapter 5 describe about the data analysis, data processing, tables and charts with interpretation and swot analysis of Tupperware products.
- Chapter 6 describe about the findings and conclusion of the study which includes major findings of the study, conclusion, suggestions and implications of the study.
- Chapter 7 describe about the bibliography and webliography.
- Chapter 8 describe about the annexure – questionnaire for the market research of Tupperware products.

| CHAPTER 2 | |
|----------------------------|---|
| COMPANY PROFILE | 2.1 COMPANY PROFILE 2.2 VISION AND MISSION 2.3 TUPPERWARE IN INDIA 2.4 PRODUCT PROFILE 2.5 PRODUCT ADVANTAGE 2.6 CONSUMER SATISFACTION |

2.1 COMPANY PROFILE

Sector: Consumer Discretionary

Industry: Home & Office Products

Sub-Industry: Home & Office Furnishings

Tupperware Brands Corporation is a portfolio of global direct selling companies which sell products across multiple brands and categories through an independent sales force. The Company's product brands and categories include food preparation, storage, and serving solutions for the kitchen and home. Tupperware Brands Corp also sells beauty and personal care products. It was developed in 1948 by Earl Silas Tupper in Leominster, Massachusetts. He developed plastic containers used in households to contain food and keep it airtight. The formerly patented "burping seal" is a famous aspect of Tupperware, which distinguished it from competitors. It pioneered the direct marketing strategy made famous by the Tupperware party. Brownie Wise a former sales representative of Stanley Home Products, developed the strategy.

In 1958, Earl Tupper fired Brownie Wise over general difference of opinion in the Tupperware business operation. Officially, Tupper objected to the expenses incurred by the jubilee and other similar celebrations of Tupperware. However, the real reason was that Tupper had been approached by several companies interested in buying him out; he felt that he would not be able to sell with a woman in an executive position. Rexall bought Tupperware in 1958.

Tupperware spread to Europe in 1960 when Mila Pond hosted a Tupperware party in Weybridge, England, and subsequently around the world. At the time, a strict dress code was required for Tupperware ladies, with skirts and stockings (tights) worn at all times, and white gloves often accompanying the outfit. A technique called "carrot calling" helped promote the parties: representatives would travel door to door in a neighbourhood and ask housewives to "run an experiment" in which carrots would be placed in a Tupperware container and compared with "anything that you would ordinarily leave it in"; it would often result in the scheduling of a Tupperware party.

Rexall sold its namesake drugstores in 1977, and renamed itself Dart Industries. Dart merged with Kraftco to form Dart & Kraft. The company demerged, with the former Dart assets named Premark International. Tupperware Brands was spun off from Premark in 1996; Premark was acquired by Illinois Tool Works three years later.

In 2003, Tupperware closed down operations in the UK and Ireland, citing customer dissatisfaction with their direct sales model. There has been limited importer-distribution since then. The company announced a formal relaunch in the UK in mid-2011, and recruited UK staff, but in December the relaunch was cancelled.

Tupperware is now sold in almost 100 countries, after peaking at more than a hundred after 1996.

2.2 VISION AND MISSION

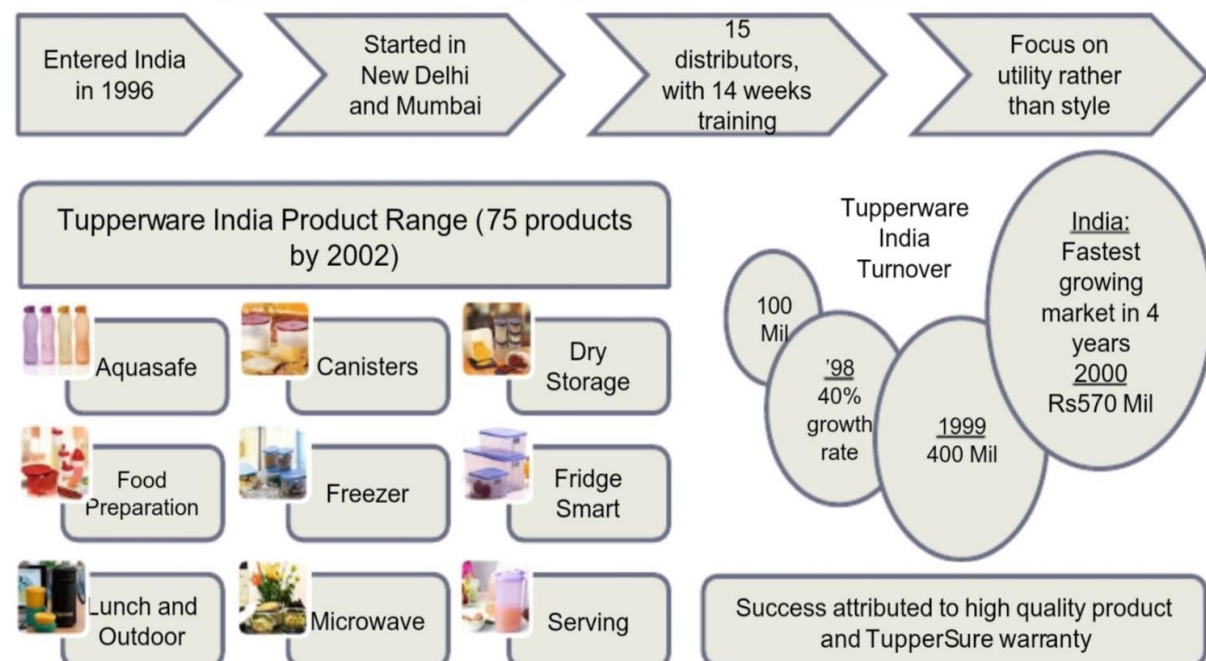
Vision: Vision is what firm or a person would ultimately like to become. Aspirations, expressed as a corporate mission statement, should lead to an end, otherwise they are waste. That end is the vision of an organization or individual. Therefore, a vision, express the position that a firm would like to attain or achieve in the distant future.

Vision of Tupperware: To be the premier global direct seller of premium, innovative products.

Mission: Mission is defined as “an enduring statement of purpose that distinguishes one organization from other similar organizations”. The mission is the purpose or reason for the organisation’s existence.

Mission of Tupperware: To be passionate about changing lives, especially for women by enlightening, educating, empowering.

2.3 TUPPERWARE IN INDIA



Source: Tupperware India Website

Tupperware entered in India in 1996 and started its operation from the capital of India i.e. New Delhi. Appointed 15 distributors in 1st 12 months. Its initial focus was on utility rather than style. These 15 distributors were given training on a 14-week designed training program. It launched 11 products in India which were useful rather than decorative. Initially standards were maintained by selecting units in Bangalore and Baroda. Within four years of launch in India Tupperware India become fastest growing market for the company in Developing countries.

2.4 PRODUCT PROFILE

Tupperware products are made of non-toxic, non-carcinogenic materials which is 100 percent virgin food-grade plastic thus they do not release harmful chemicals to food or liquid contents. Hence, you can easily rely on the quality of all Tupperware products. Products offered by it: -

- **Aqua safe-** Water bottles, water dispensers, jumbo tumblers, cool jugs, etc.
- **Dry storage-** Big storage tiffin's, airtight tiffin's, etc.
- **Food preparation-** Hand grater, Vegetable peeler, Multi masala storage, etc.
- **Freezer Products-** for freezer use like Freezer mate (set of tiffin boxes)
- **Fridge smart Products-**for storing food in fridge like air tight boxes, etc.
- **Lunch & Outdoor-** Kids tiffin's, office Tiffin's, slim tiffin's, sandwich keeper, etc.
- **Microwave-** Microwave proof bowls, crystal wave bowl, divided bowl etc.
- **Serving-** Clara Bowl, crystal plates, etc.

2.5 PRODUCT ADVANTAGE

World Standards: All Tupperware products are made from safe, non-toxic, non-carcinogenic materials; thus, they do not release harmful chemicals to food or liquid contents. Materials & Additives used exceed US Food & Drug Administration (FDA) & Japan Polyolefin Hygienic Association standards. What it means is that you can use with peace of mind every time!

Innovative Design: Tupperware products are designed to inspire. Unlike ordinary plastic products, many Tupperware products have won worldwide awards such as Industrial Design Excellence Awards, Red dot Award, IF Seal Award and numerous others. Indeed, one can use Tupperware with pride.

Colour Safe: One can enjoy the attractiveness of Tupperware Products in fabulous trendy colours and be assured that colorants used are all registered on the French Positive List, Circular Letter No. 176 (the most stringent in the world). It also complies with Council of Europe Committee of Ministers Resolution AP (89) 1 requirements.

Microwave Safe: Where Tupperware products are indicated for microwave use, Tupperware uses materials strictly meant for microwave use & adhere with the following bodies: USA - Toxic Substances Control Act Inventory (TSCA), Canada - Domestic Substances List (DSL), Europe - European Inventory of Existing Chemical Substances (EINECS), Australia - Australia Inventory of Chemical Substances (AICS), Korea - Korean Existing Chemical List (KECL), Japan - Japanese Inventory (ENCS)

Top Quality and Finishing: All products have passed stringent tests and are built to last. Its design and smooth finishing make Tupperware products a delight to hold and use for any occasion. The high quality and standards are reflected in its typical single product mould costing over USD\$100,000, a sum equivalent to 7 mid-sized cars!

Environment Friendly: Tupperware plays its role in saving Mother Earth from further pollution and degradation as its products are designed for long term use. On the other hand, plastic bags and bottles, Styrofoam containers and PET bottles are not made for repeated use, and thus adds to the mountain of garbage.

Cleaning and Storing: Wash and rinse Tupperware with liquid soap and lukewarm water. Store without seals to keep them fresh. Do not soak polycarbonate range in detergent or soap.

Hot Food and Beverages: Cool beverages before applying in the seal. Cool hot food or liquids containing fat (cooking oil/grease, curries, soups, sauces) before placing them in the containers can withstand temperature up to 80°C

Tight Seals: Place the seal in warm water for few minutes. Dry thoroughly, then apply to container while still warm.

Stain Removal: Use baking soda paste. It's ideal for removing stains and stickiness.

Preventing Cuts and Scratches: Avoid the use of abrasive scrubbers and washing powders.

Removing Unpleasant Odours: A piece of charcoal or moist newspaper, stuffed into the container and left sealed for 12 hours in the fridge (before washing and rinsing the product thoroughly) should get rid of unpleasant odours.

Liquid Storage: Only products with classic round seal are liquid-tight and can be kept in any position. Place containers with any other type of seal in upright position.

2.6 CONSUMER SATISFACTION

2.6.1 SATISFACTION

Satisfaction is a person feeling of pleasure or disappointment resulting from comparing the products received performance is in relation to his or her expectations.

As this definition makes clear satisfaction is a function of received performance and expectations. With the performance falls sharp expectations, the customer is dissatisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Mini companies are aiming for high satisfactions because customers who are just satisfied still find it easy to switch when a better offer comes along.

Those who are highly satisfied are much less ready to switch. High satisfactions or delights create an emotional brand with the brand. Not just rational performance the result is high customer loyalty Xerox senior managers believes that a very satisfied or delighted customer is worth tenth times as much to the company as a satisfied customer. A very satisfied customer is likely to stay with Xerox many more years and buy more than a satisfied customer.

A customer's decision to be loyal or to defect is the some of many small encounters with the company. Consulting from forum corporation says that in order for all this small encounters to add up to customers loyalty, companies need to create a "branded customer experience" in addition to customer value expectations and satisfactions companies need to monitor their competitors performance in this areas. For example, a company was pleased to find 80% of his customers said they were satisfied.

Then the CEO found out that its leading competitors attended a 90% customer satisfaction score. He was further dismayed when he learned that this competitor was aiming to reach a 95% satisfaction score.

Although the customer centered firm seeks to create high customer satisfaction, its main goal is not to maximize customer satisfaction. If the company increases customer satisfaction by lowering its prices or increasing its services, the result may be lower profits. The company might be able to increase its profitability by means other than increased satisfaction (for example, by improving manufacturing processes are investing more in R & B), also the company has many stake holders including employers, dealers, suppliers and stock holders. Spending more to increase customer satisfaction might divert funds from increasing the

satisfaction of other partners. Ultimately the company must operate on philosophy that it is trying to deliver value to other stakeholders within the constraints of its total resources.

2.6.2 CUSTOMER SATISFACTION SERVICE

Studies show that although customers are dissatisfied with one out of every 4 purchases. Less than 5% of dissatisfied customers will complain. Most customers will buy less or switch suppliers. Complaint levels are thus not a good measure of customer satisfaction. Responsive companies measure customer satisfaction directly by conducting periodic service, they send questionnaires or make telephone calls to a random sample of recent customers. While collecting customer satisfaction data, it is also useful to ask additional questions to measure repurchase intention, this will normally be high if the customer's satisfaction is high. It is also useful to measure the likelihood or willingness to recommend the company and brand to others. A high positive word-of-mouth score indicates that the company is producing high customer satisfaction.

2.6.3 DEFINING CUSTOMER SATISFACTION

Over 35 years ago PETER DRUCKER observed that a company's first task is to create customers. But today's customer faces a vast variety of product and brand choices, prices and suppliers.

The key to customer retention is Customer Satisfaction. A highly satisfied customer:

- Stay loyal longer.
- Buys more as the company introduces new products and upgrades existing products.
- Talks favorably about the company and its products.
- Pays less attention to competing brands and advertising and is less sensitive to price.
- Offers products or services and ideas to the company.
- Costs less to serve than new customers because transactions are reutilized.

Thus, a company would be wise to measure customer satisfaction regularly. The company could phone recent buyers and inquire how many are highly satisfied, satisfied, indifferent and dissatisfied.

2.6.4 CONSUMER SATISFACTION

Today in the consumer driven economy, all firms are engaged in a rat race to attract customers and build a long-term relationship with their loyal customers. The key to customers' loyalty is

through customer satisfaction. A satisfied customer will act as a spoke person of the company's product, and bring in more buyers. There is the Pareto principle or the 80/20 rule; it says 80 percent of one thing comes from 20 percent of another. That is to say a small percentage of loyal customers will lend a large weight to the company's sales.

So, marketers have to ensure customer value satisfaction. For this they have to ensure:

- Products are developed to meet consumer requirements.
- Brands are positioned so as to convey distinctiveness.
- Communications are used to convey to consumer to experience that goes on using a value-added product.
- Delivery to reinforce the promptness in making available to the consumers a value-added product.
- Relationships are built to offer lifetime customer value to enable the consumer to experience value satisfaction.

All the efforts of the marketers at trying to understand buying motives, organizing buying behaviour and working out suitable promotional strategy to suit the consumer behaviour are to ensure consumer satisfaction. In today's competitive environment, where companies are adopting various methods to whom the prospective consumers, marketers have to make all efforts to understand all the complexities which go into the buying behaviour and frame marketing programs suitable to the target market.

| | |
|-----------------------------|------------------------------|
| CHAPTER 3 | |
| REVIEW OF LITERATURE | 3.1 LITERATURE REVIEW |

3.1 LITERATURE REVIEW

Annual Report (1997) declares a survey of over 250 of the most recognized names in home furnishings conducted by HFN magazine, the Tupperware brand was ranked third, ahead of such powerhouses as Sony and Maytag”. Dhevika et al (2013) found that there is a significant relationship between age, educational qualification and their satisfaction level and there is no significant relationship between income and their satisfaction level. And also they concluded that the quality of the Tupperware product does not spoil the food, so the consumers prefer the products even though the price is high.

Sudha Lakshmi and Chinnadorai (2013) found that educational qualification and occupational status have significant influence over consumption of Tupperware products while income and size of the family have no significant influence over consumption of Tupperware products and majority of the respondents were highly satisfied with the health and safety.

McDaniel, S.W. & Rylander, D.H. (1993) in the article titled “Strategic Green Marketing” stated that Green marketing is taking shape as one of the key business strategies of the future. The increasing environmental consciousness makes it incumbent on consumer marketers not just to respond to, but to lead the way in, environmental programs. Consumer marketers should: recognize a product's environmental implications, analyze the changing consumer and political attitudes while recognizing the role that companies can play in protecting the environment.

Polonsky, et al., (1998) In the paper titled “Developing Green Products: Learning from Stakeholders” discussed the research which focused on US and Australian markets' perceptions of stakeholders' potential to influence the green new product development process and what strategies can be used to involve stakeholders in this process. The findings suggest that marketers believe some stakeholders with "high" influencing abilities should be involved in the green NPD process, although firms use very basic methods to include these stakeholders.

Clare D'Souza, et al., (2006) focused a study on Green products and corporate strategy: an empirical investigation. The purpose of the study is to examine Tupperware customers in Australia. The results indicate that customers' corporate perception with respect to companies placing higher priority on profitability than on reducing pollution and regulatory protection were the significant predictors of customers' negative overall perception toward green products. The green customers rely more on personal experience with the product than the information provided by the marketer.

| CHAPTER 4 | |
|---------------------------------|---|
| RESEARCH METHODOLOGY | 4.1 RESEARCH METHODOLOGY 4.2 RESEARCH DESIGN 4.3 SAMPLING METHOD 4.4 DATA COLLECTION METHOD 4.5 TOOLS & TECHNIQUES OF DATA ANALYSIS 4.6 DATA LIMITATIONS |

4.1 RESEARCH METHODOLOGY

Research methodology is the systematic approach to solve the research problem with some logic behind it and to evaluate the success of organizational design the two types of data sources are considered. Primary Source as well as Secondary Source. Primary data was collected through a structured closed / open-ended questionnaire and interviews with senior officials of Tupperware, its employees and customers. Secondary data was collected through internet, newspapers, magazines, journals and annual reports.

4.2 RESEARCH DESIGN

A research design is the specification of method and procedure for accruing the information needs. It is overall operational pattern of frame work of project that stipulates what information is to be collected for source by the procedures. It specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyses, and communicates the findings and their implications.

Descriptive Research design is appropriate for this study.

Descriptive study is used to study the situation. This study helps to describe the situation. A detail description about present and past situation can be found out by the descriptive study.

4.2.1 DATA SOURCE AND COLLECTION

Data sources used in this research is secondary data. Secondary data was collected for reputed statistical website, procurement officer and sales team to get some ideas about the project and related perception of the situation. This means the data are already available, i.e. the data which have been already collected and analyzed by someone else.

4.3 SAMPLING METHOD

There are two types of sampling methods:

- 1) Probability sampling methods
- 2) Non probability sampling methods

In this study the non-probability sampling has been used using convenience-sampling technique. This is because probability sampling involves random selection, allowing you to make statistical inferences about the whole group and non-probability sampling methods involves Convenience sampling, Voluntary response sampling, Purposive sampling and

Snowball sampling. It is helpful because population elements were scattered over a wider area and specific category could not be find out.

For the kind of research study sampling plan must be designed for appropriate result. A part of the population is known as a sample. When researcher thinks about the sampling plan, researcher must have clear idea about the following things: -

POPULATION

The aggregate of elementary unit to which conclusion of the study apply is formed as population. The population of this study is the retailers of the Bhubaneswar region.

SAMPLING UNIT

The units that form the basis of the sampling process are called as sampling unit. Sampling unit may be as elementary unit.

SAMPLE

Sample is the reprehensive part of the population is chosen at random from a large number of items.

4.4 DATA COLLECTION METHOD

The search of answer to research questions called of collection of data are facts, figures, and other relevant materials, past, and present servings as based for study and analysis.

Data are of two types

- Primary data
- Secondary data

4.4.1 PRIMARY DATA

The information that has been directly given by the prospect or obtained from the questionnaires is considered to be primary data. The responses were recorded on the basis of conversations with the prospects both over the phone and face to face. The scales used in the questionnaire were nominal and ordinal. Pictures are also taken so that it could be used for further reference.

- Questionnaire
- NGO Members
- Dealers

4.4.2 SECONDARY DATA

Data which exists already is considered as secondary data, such data were collected through sources such as

- Company website
- Magazines
- Journals
- Newspapers
- Product brochures
- Booklets etc.

In the research study both Primary and Secondary type of data has been collected.

The Primary data is collected by consumer response through various questionnaire.

For the Secondary data, the instruments are used: -

- Tupperware website
- Tupperware newsletter
- Tupperware magazine
- Retailers data
- Local Newspaper
- World Wide Web / Internet

4.5 TOOLS & TECHNIQUES OF DATA ANALYSIS

There are different tools and techniques of data analysis.

4.5.1 DATA ANALYSIS TOOLS

There are several data analysis tools available in the market, each with its own set of functions. The selection of tools should always be based on the type of analysis performed, and the type of data worked.

Here Ms Excel is used for data analysis.

MS EXCEL

It has a variety of compelling features, and with additional plugins installed, it can handle a massive amount of data. So, Ms Excel is a very versatile tool for data analysis.

4.5.2 DATA ANALYSIS TECHNIQUES

There are different techniques for data analysis depending upon the question at hand, the type of data, and the amount of data gathered. Each focuses on strategies of taking onto the new data, mining insights, and drilling down into the information to transform facts and figures into decision making parameters. Here Techniques based on Visualization and Graphs are used. Some of them are as follows: -

- **Column Chart, Bar Chart:** Both these charts are used to present numerical differences between categories. The column chart takes to the height of the columns to reflect the differences. Axes interchange in the case of the bar chart.
- **Line Chart:** This chart is used to represent the change of data over a continuous interval of time.
- **Area Chart:** This concept is based on the line chart. It additionally fills the area between the polyline and the axis with colour, thus representing better trend information.
- **Pie Chart:** It is used to represent the proportion of different classifications. It is only suitable for only one series of data. However, it can be made multi-layered to represent the proportion of data in different categories.
- **Funnel Chart:** This chart represents the proportion of each stage and reflects the size of each module. It helps in comparing rankings.

4.6 DATA LIMITATIONS

Limitations is a part from the needs and importance of the study, there are limitations also.

- The study is confined to Cuttack and Bhubaneswar city. Not the customers around the world.
- The survey was carried about 2 months, which was a time constraint.
- Time factor is the main limitations of the study.
- The methods used in this project are random sampling methods and the result obtained may not be fully accurate and believable.
- The research has been centered to only 398 customers rather than millions.
- Some of the customers are not interested to give the accurate information about the product.
- This study is based on the information given by the customers. The conclusions drawn are subjected to the information provided by various buyers contacted

CHAPTER 5

DATA ANALYSIS

5.1 DATA ANALYSIS

5.2 DATA PROCESSING

5.3 TABLES AND CHARTS WITH INTERPRETATION

5.4 SWOT ANALYSIS

5.1 DATA ANALYSIS

The systematic application of statistical and logical techniques to describe the data scope, modularize the data structure, condense the data representation, illustrate via images, tables, and graphs, and evaluate statistical inclinations, probability data which derive a meaningful conclusion.

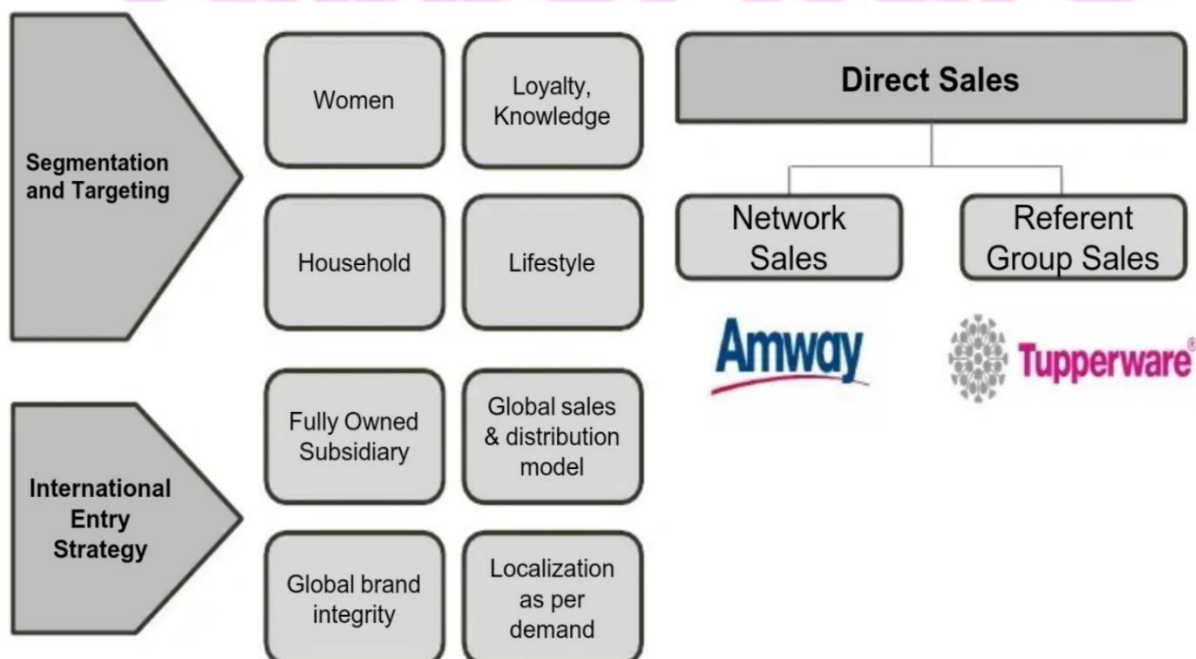
Here to analyse data different types of tables, chats, images and graphs are used.

5.2 DATA PROCESSING & INTERPRITATION

Tupperware have a unique business strategy, strong selected direct selling over retailing, effective different marketing strategy, strong supply chain management and it effectively manages its upstream flow and down stream flow.

5.2.1 UNIQUE BUSINESS STRATEGY

Tupperware is growing at a compounded annual rate of 30 per cent, is a leading kitchenware brand in India and is completely into direct selling; it started its operations in 1996. The way the brand has charted out its success path is unique. Asha Gupta, Tupperware India shares some novel business strategies that made Tupperware feature among India 's top 3 per cent of brands across all categories and segments.



Source: Tupperware India Website

This figure represents the unique business strategy of Tupperware through segmentation and targeting strategy and various international entry strategy.

5.2.2 POSITIONING

Positioning is the concept of associating and developing a mental position in the public consciousness about the brand and its products and services. Since minds are so stuffed with information it becomes important in choosing a unique position in the mind.



Source: Quora

Tupperware positioning itself as a high quality and high price product.



Source: Quora

Tupperware providing high quality and high price product, so it is targeting to the upper class.

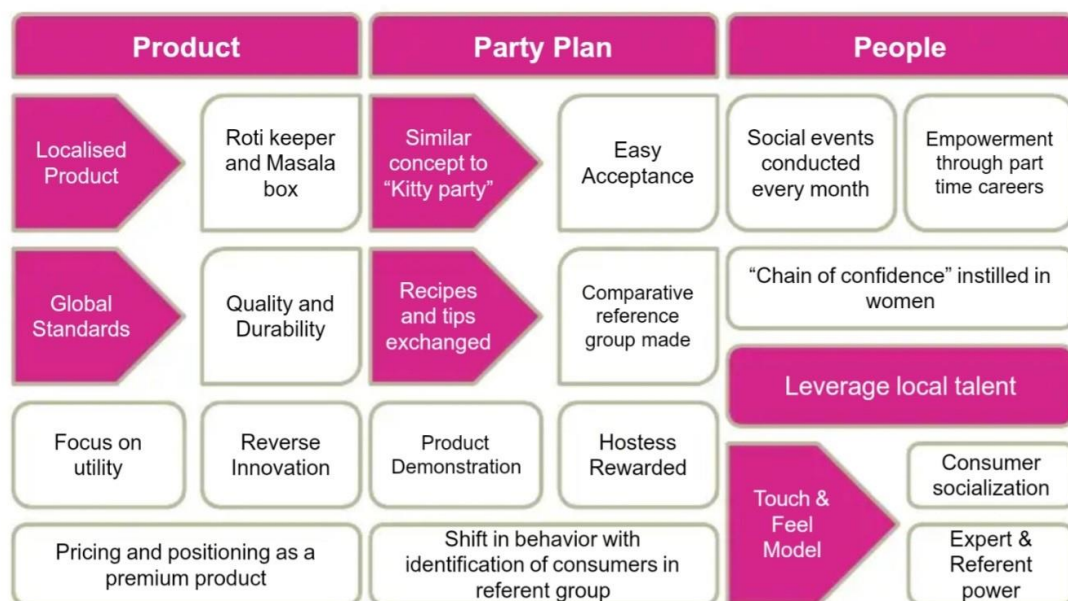
5.2.3 TUPPERWARE SELECTED DIRECT SELLING OVER RETAILING

Tupperware products are very unique and need to be demonstrated to the end user before being sold. Tupperware promote via direct selling salesforce, who perform home demonstrations to groups of people and sell to end consumers. This helps the user to get optimal performance from its products. It also offers advice and tips on food preparation, storage and organisation to our users. All this can be best done in the comfortable setting of a home rather than in retail. Its business model is similar to that of franchising, in the sense that create business leaders. They are called distributors and the one who appoint salesforce and train them to success duly supported by the company. This model is easily replicable everywhere.

5.2.4 DIFFERENT MARKETING STRATEGY

Its marketing strategy is the three P 's: (Product, Party Plan & People)

3 P'S OF TUPPERWARE



Source: Scribd

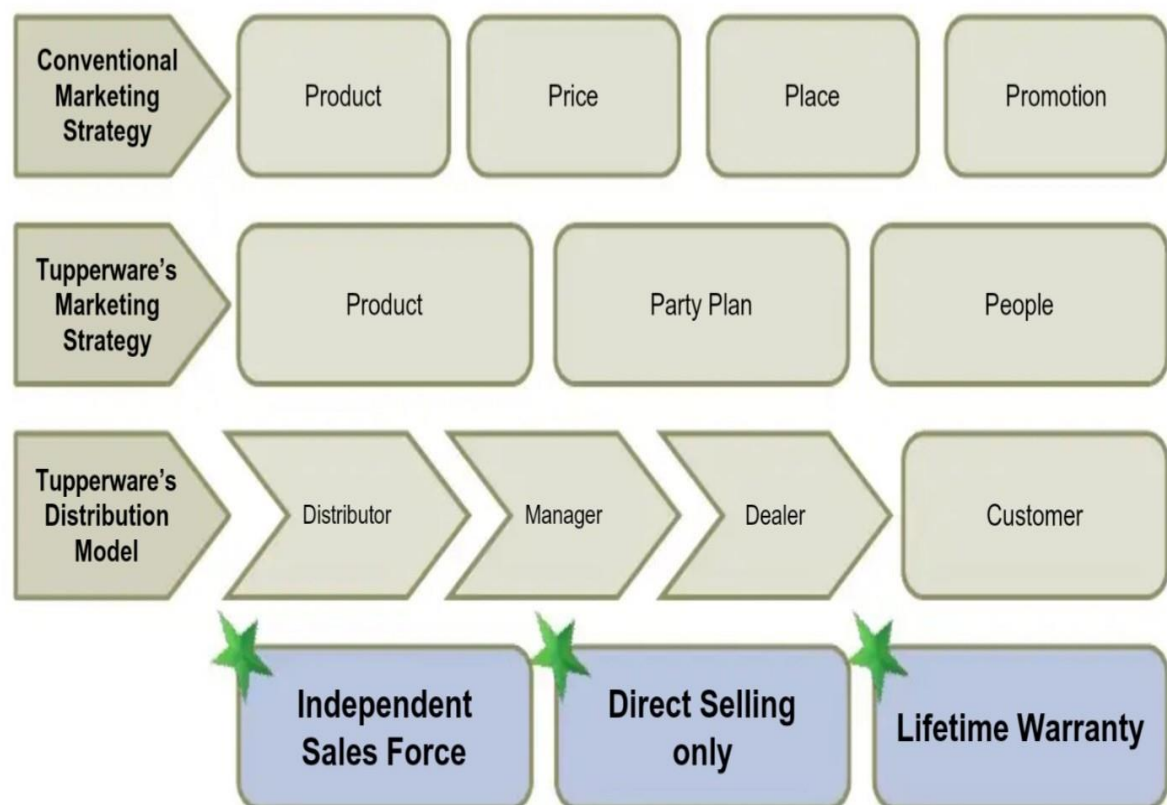
1.Product- Tupperware products carried a lifetime guarantee. Any damage to the product could be replaced any point of time anywhere in the world.

2.People- Tupperware believed that their business success was through people therefore they had said built the people, and they will build the business. They had reward system for employees. They organized three social events per month.

3. Party plan- Tupperware used a direct selling method called the party plan. In this the women dealer approaches a lady and asks her to host a party at her place, the investment in the party was borne by the hostess. The Tupperware women demonstrated the benefits and usages of the products to the invites to the party. And the hostess gets a free gift of Tupperware product. This method allows the Tupperware products to be demonstrated physically and their utility explained and by this process they justify the reason for the higher costs of the products.

5.2.5 MARKETING AND DISTRIBUTION MODEL OF TUPPERWARE

TUPPERWARE'S MARKETING AND DISTRIBUTION MODEL



Source: Scribd

Marketing and Distribution model of Tupperware represents the conventional marketing strategy, Tupperware's marketing strategy and Tupperware's distribution model. Conventional marketing strategy include the 4 p's of marketing, Tupperware's marketing strategy include the product, party plan and people. Tupperware's distribution model include distributor, manager, dealer and customer.

5.2.6 BASIC POINTS BEHIND FORMING MARKETING POLICY:

- A clear agenda with customized offerings.
- Encouraging women
- Rewarding the woman's
- Competition
- Network Marketing

5.2.7 WAYS OF MARKETING TUPPERWARE:

- 1. Social Networking
- 2. Online Marketing
- 3. Theme Parties
- 4. Gift Sets
- 5. Bring Value to your Products
- Newspapers and magazines
- Campaigns

5.3 TABLES AND CHARTS WITH INTERPRETATION

Table 5.1: Demographic Profile of the Respondents (N=398)

| Particulars | Frequency | Percent | Cumulative Percent |
|------------------|------------|--------------|--------------------|
| CITY | | | |
| BHUBANESWAR | 240 | 60.3 | 60.3 |
| CUTTACK | 158 | 39.7 | 100.0 |
| Total | 398 | 100.0 | |
| GENDER | | | |
| FEMALE | 306 | 76.9 | 76.9 |
| MALE | 92 | 23.1 | 100.0 |
| Total | 398 | 100.0 | |
| EDUCATION | | | |
| GRADUATE | 224 | 56.3 | 56.3 |
| PG AND ABOVE | 139 | 34.9 | 91.2 |
| PRIMARY | 3 | .8 | 92.0 |
| SECONDARY | 32 | 8.0 | 100.0 |
| Total | 398 | 100.0 | |

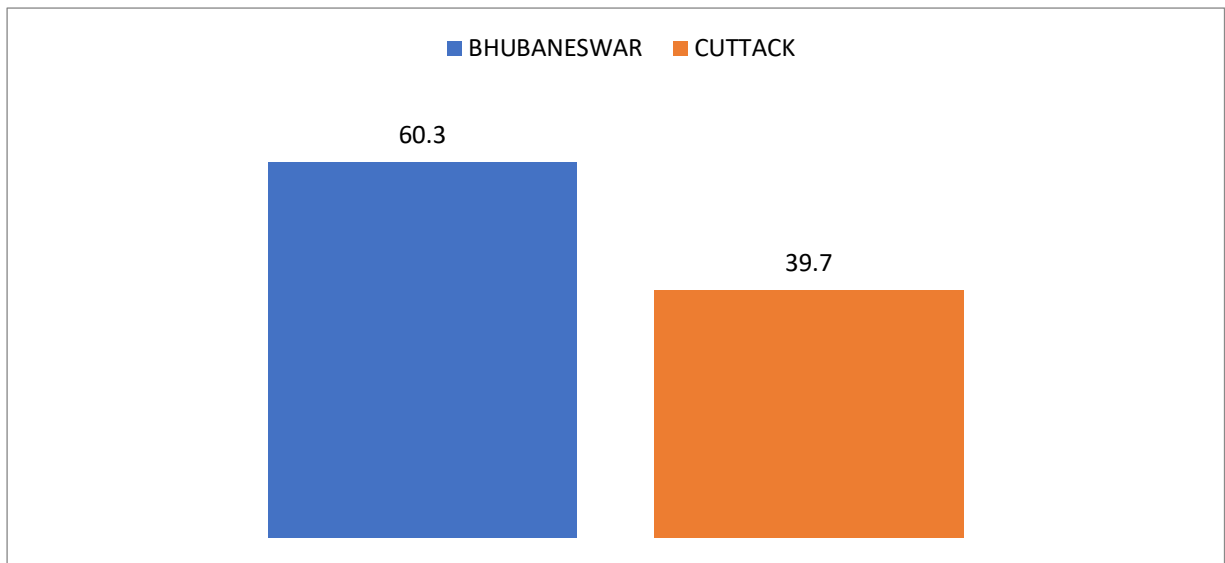


Fig.5.1: Respondents' detail with respect to twin city of Odisha

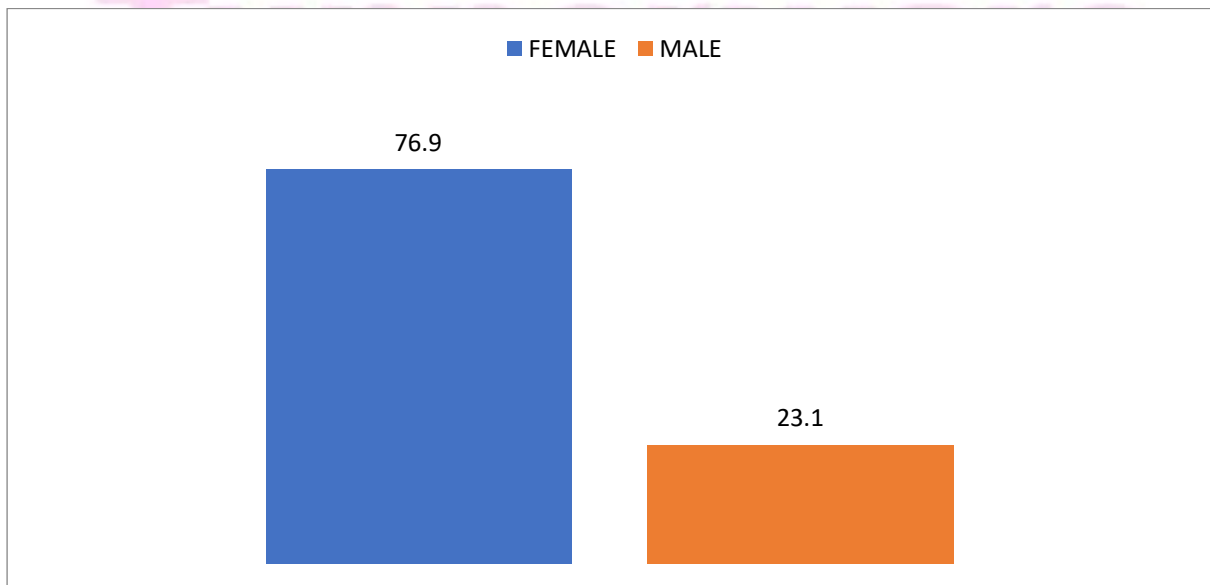


Fig.5.2: Gender of the respondents

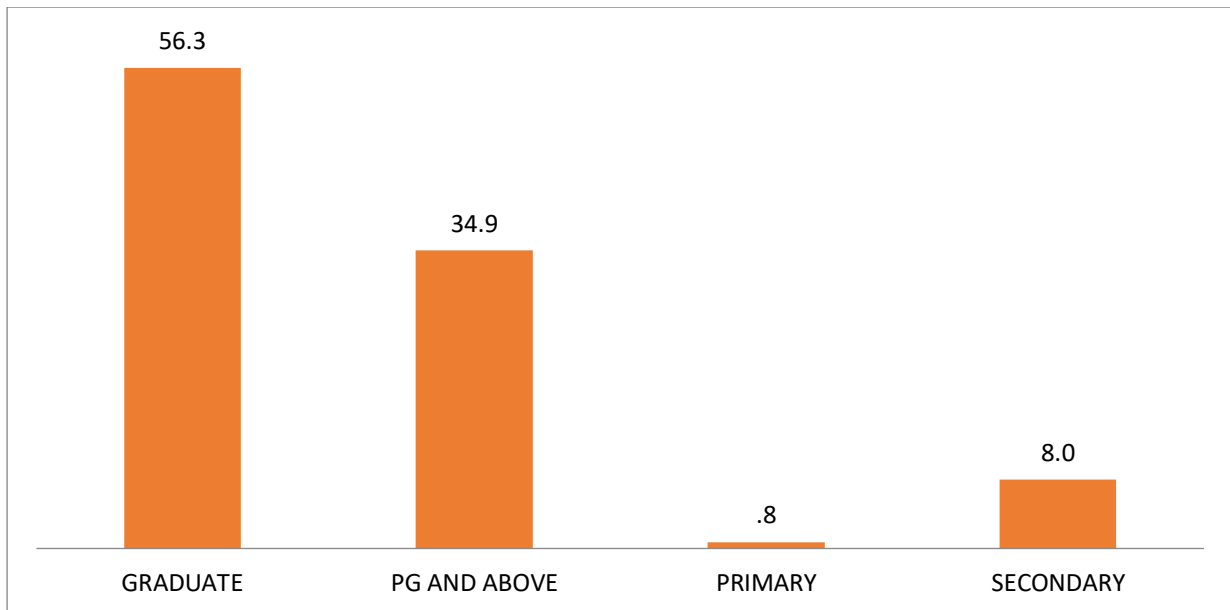


Fig.5.3: Education background of the respondents

Baseline information

Table 5.2: Baseline information provided by the Respondents (N=398)

| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Are you using Tupperware Products? | | | | |
| NO | 83 | 20.9 | 20.9 | 20.9 |
| YES | 315 | 79.1 | 79.1 | 100 |
| Total | 398 | 100 | 100 | |
| Do you know Tupperware product provide lifetime warranty? | | | | |
| NO | 197 | 49.5 | 49.5 | 49.5 |
| YES | 201 | 50.5 | 50.5 | 100 |
| Total | 398 | 100 | 100 | |
| Whether Tupperware products are easily available? | | | | |

| | | | | |
|--|-----|------|------|------|
| NO | 115 | 28.9 | 28.9 | 28.9 |
| YES | 283 | 71.1 | 71.1 | 100 |
| Total | 398 | 100 | 100 | |
| Whether Tupperware products are available in online? | | | | |
| NO | 56 | 14.1 | 14.1 | 14.1 |
| YES | 342 | 85.9 | 85.9 | 100 |
| Total | 398 | 100 | 100 | |
| Are products delivered on time post your order? | | | | |
| 99 | 28 | 7 | 7 | 7 |
| NO | 81 | 20.4 | 20.4 | 27.4 |
| YES | 289 | 72.6 | 72.6 | 100 |
| Total | 398 | 100 | 100 | |
| Have you visited Tupperware out let with a product in mind? | | | | |
| NO | 259 | 65.1 | 65.1 | 65.1 |
| YES | 139 | 34.9 | 34.9 | 100 |
| Total | 398 | 100 | 100 | |
| Have you purchased any product from Tupperware outlet? | | | | |
| NO | 246 | 61.8 | 61.8 | 61.8 |
| YES | 152 | 38.2 | 38.2 | 100 |
| Total | 398 | 100 | 100 | |
| Any issue/challenges while using Tupperware products? | | | | |
| NO | 236 | 59.3 | 59.3 | 59.3 |
| YES | 162 | 40.7 | 40.7 | 100 |
| Total | 398 | 100 | 100 | |

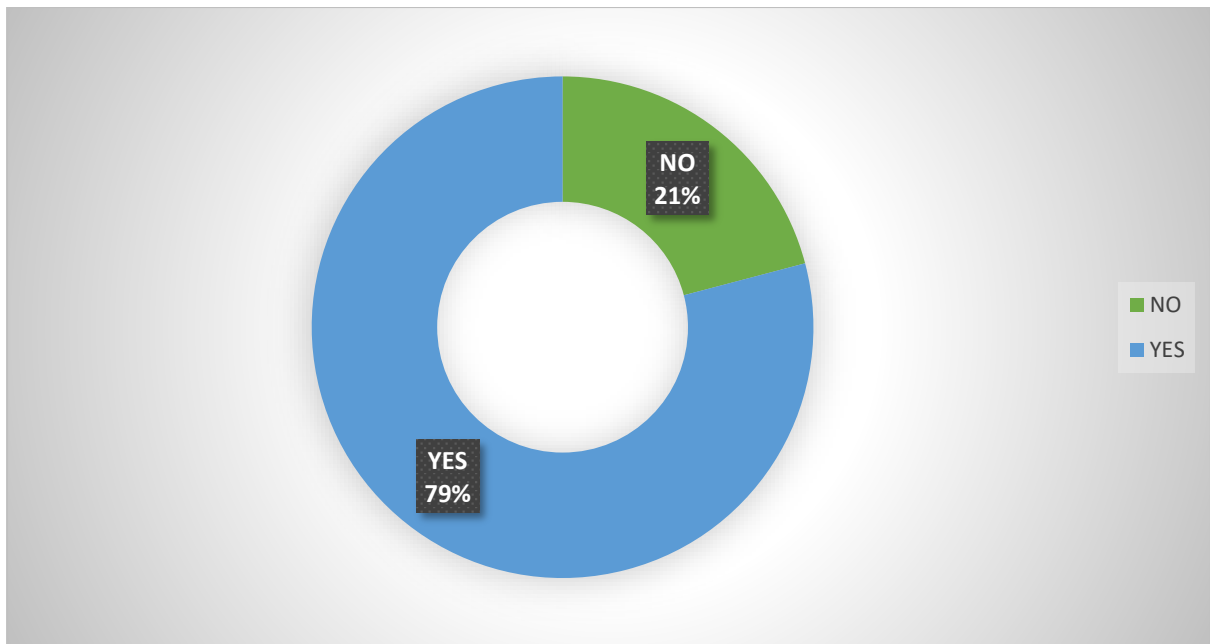


Fig. 5.4: Are you using Tupperware Products?

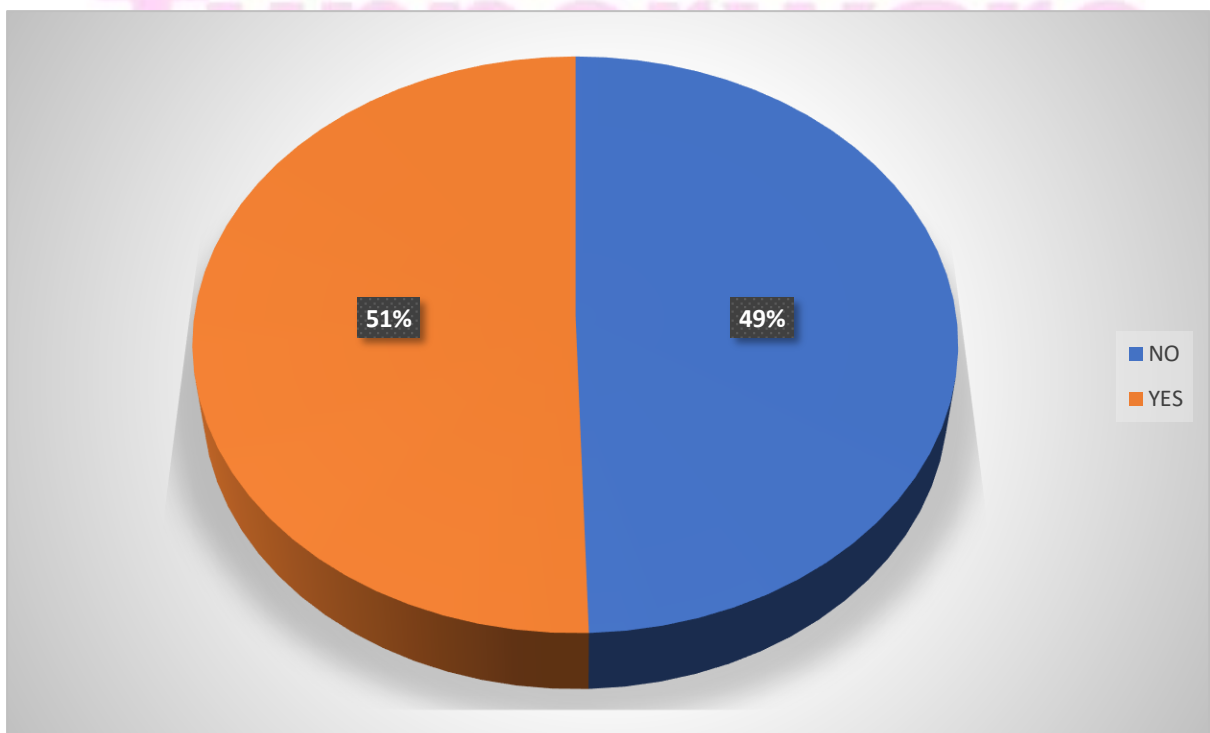


Fig.5.5: Do you know Tupperware product provide lifetime warranty?

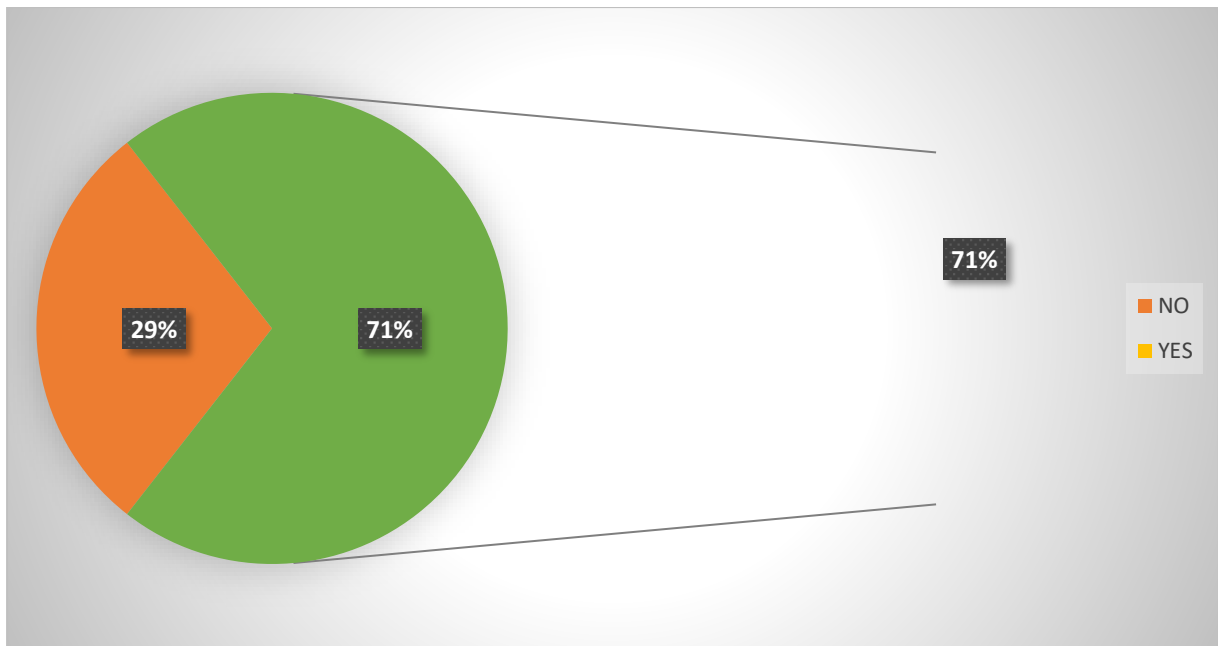


Fig5.6: Whether Tupperware products are easily available?

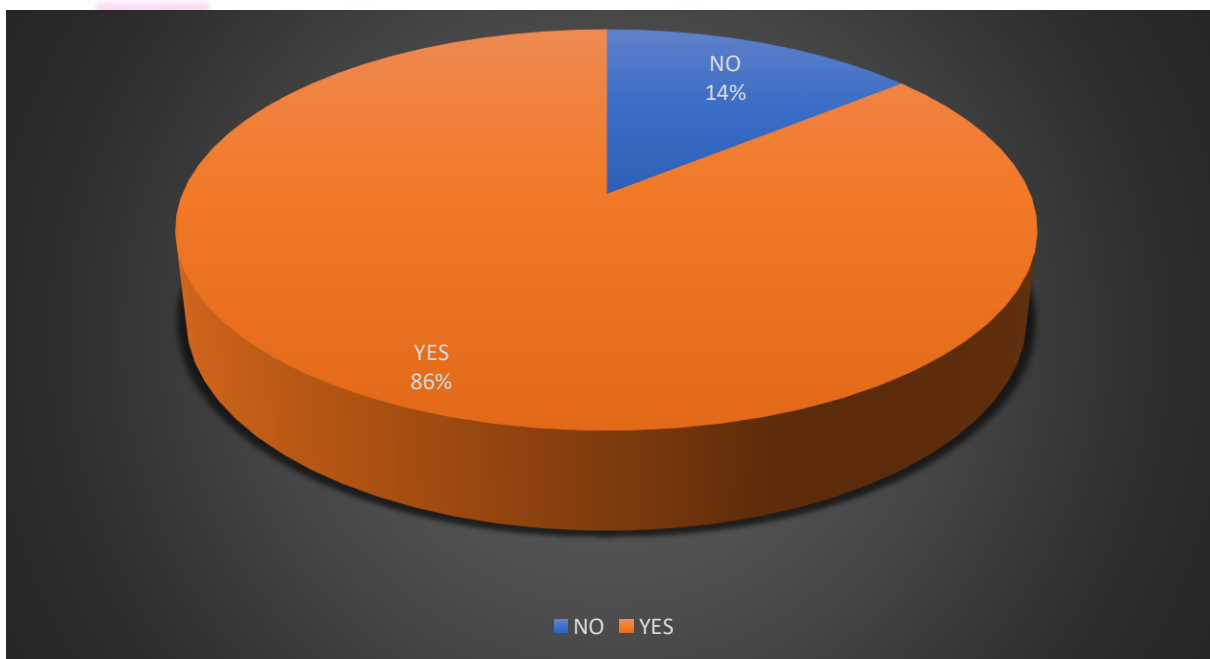


Fig5.7: Whether Tupperware products are available in online?

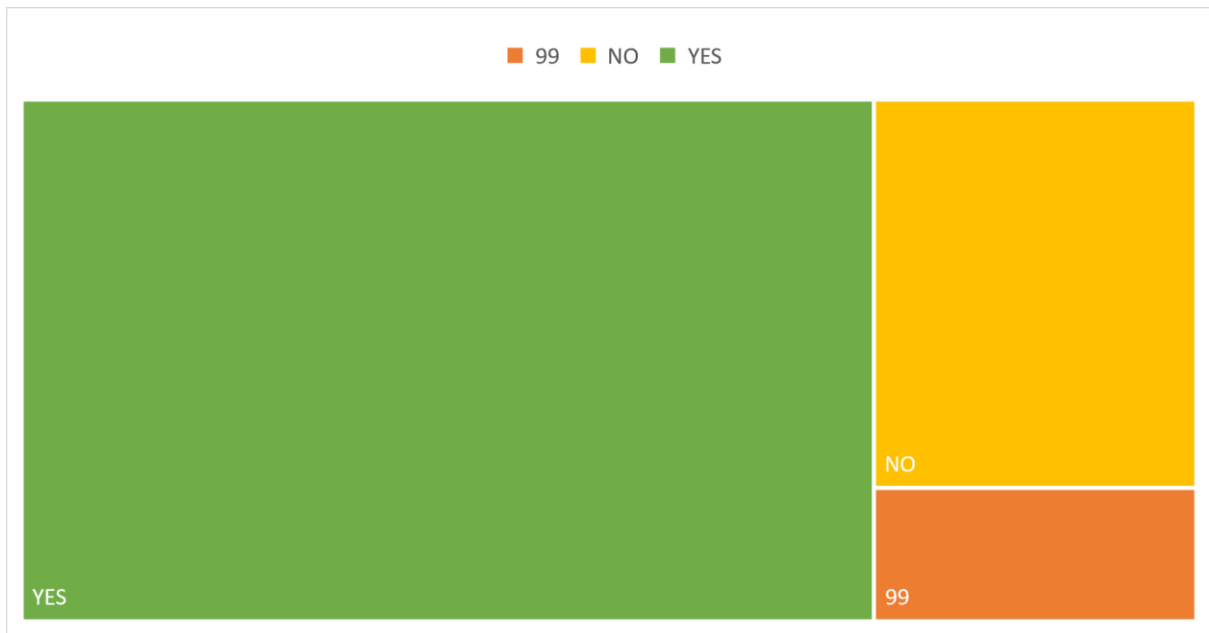


Fig.5.8: Are products delivered on time post your order?

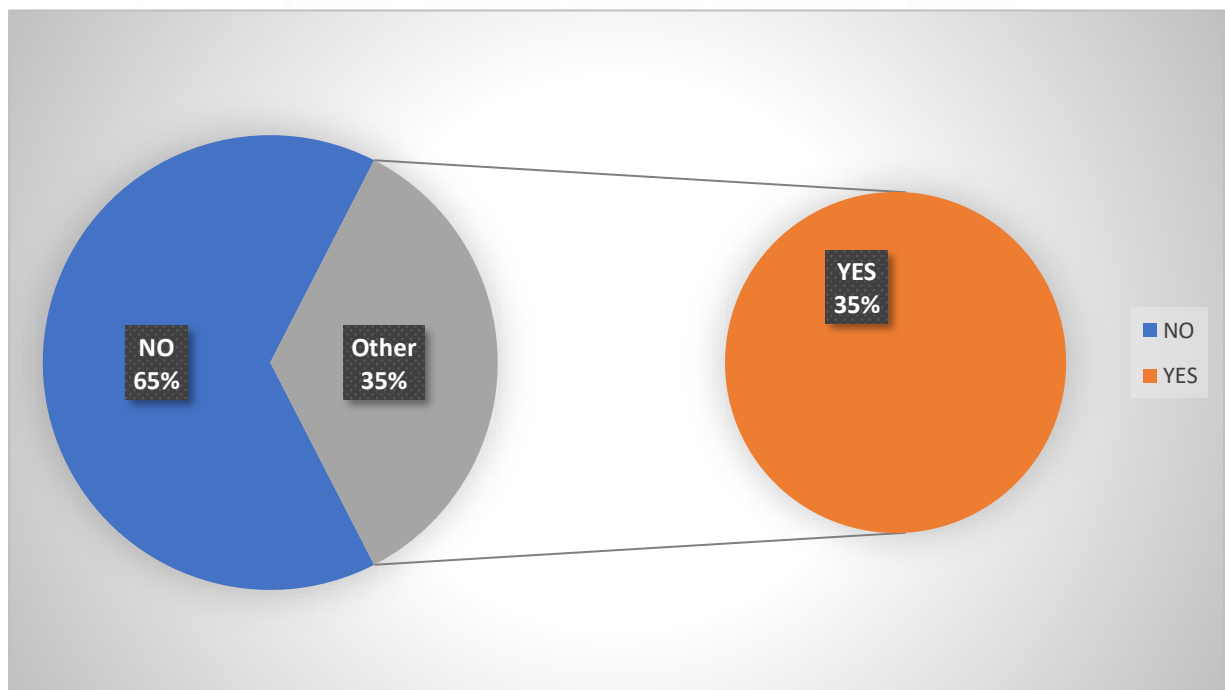


Fig.5.9: Have you visited Tupperware outlet with a product in mind?

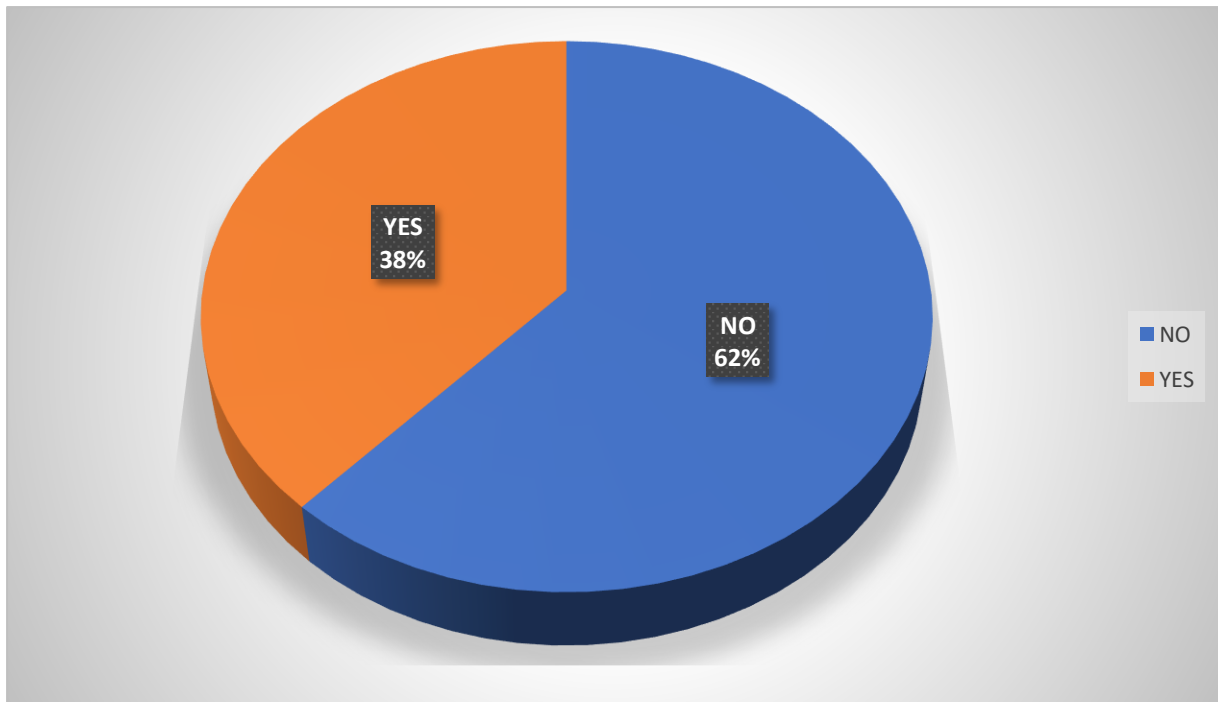


Fig.5.10: Have you purchased any product from Tupperware outlet?

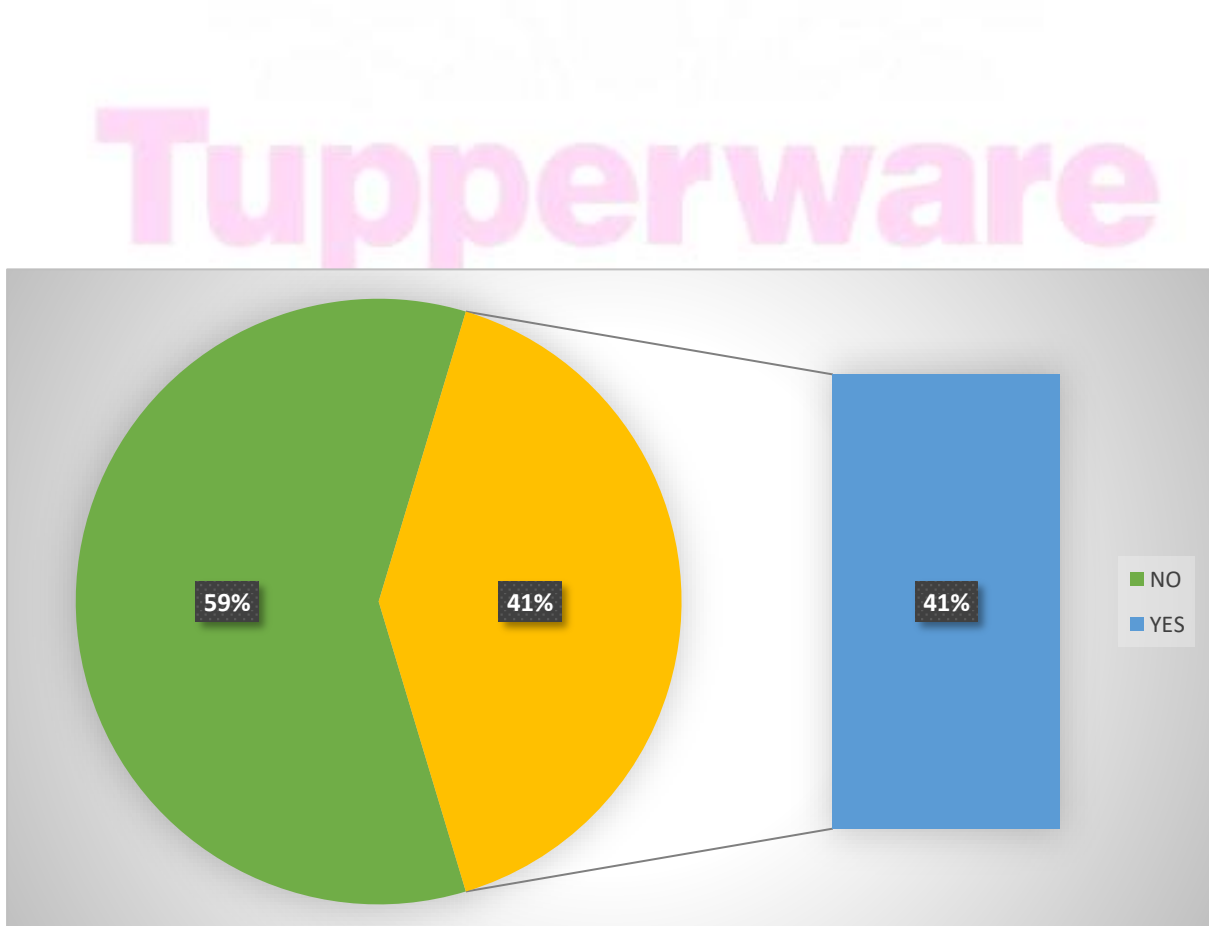


Fig.5.11: Any issue/challenges while using Tupperware products?

Table 5.3: How long the respondents known Tupperware (N=398)

| How long have you known Tupperware? | | | | |
|-------------------------------------|-----------|---------|---------------|--------------------|
| Time | Frequency | Percent | Valid Percent | Cumulative Percent |
| < 2 YRS | 148 | 37.2 | 37.2 | 37.2 |
| >15 YRS | 8 | 2 | 2 | 39.2 |
| 10-15 YRS | 18 | 4.5 | 4.5 | 43.7 |
| 2- 5 YRS | 165 | 41.5 | 41.5 | 85.2 |
| 5-10 YRS | 59 | 14.8 | 14.8 | 100 |
| Total | 398 | 100 | 100 | |

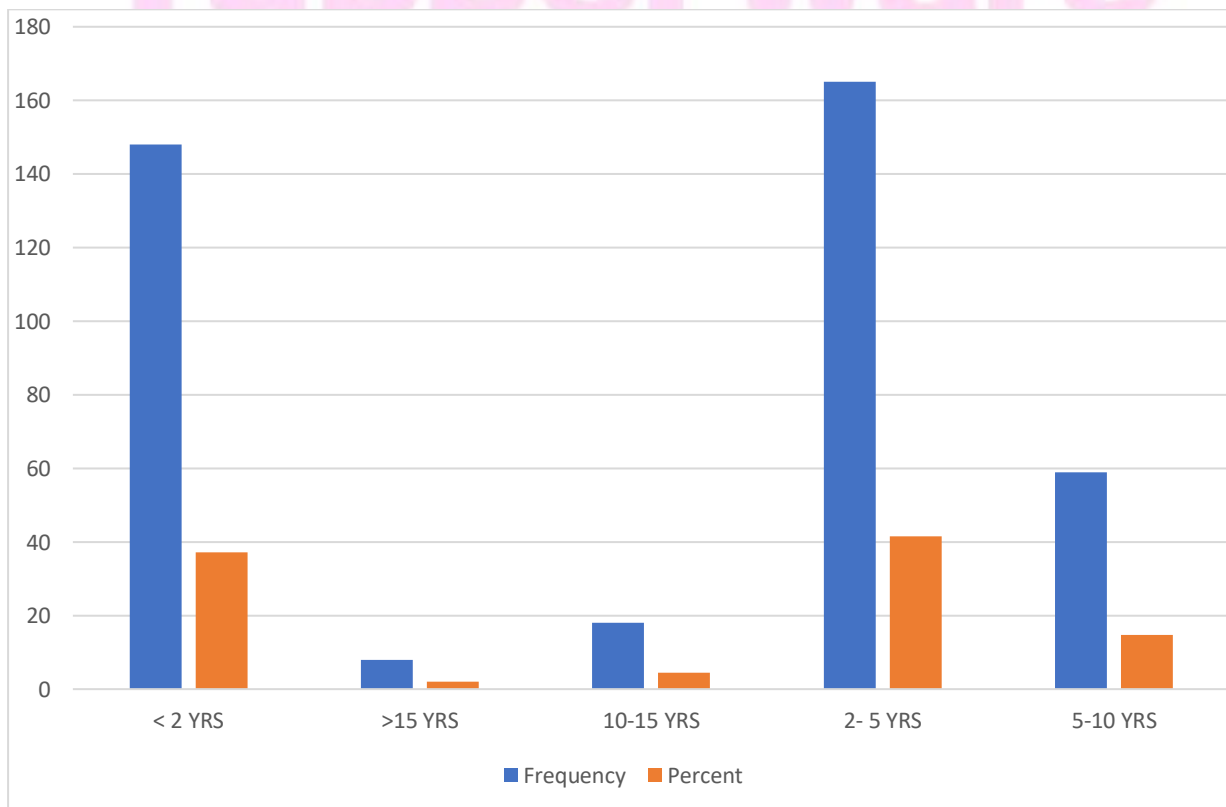


Fig.5.12: How long have you known Tupperware?

Table 5.4: Rating of Tupperware products as ideal for gifts.

| How do you rate Tupperware products as ideal for gifts? | | | | |
|---|-----------|---------|---------------|--------------------|
| Rating | Frequency | Percent | Valid Percent | Cumulative Percent |
| Good | 181 | 45.5 | 45.5 | 45.5 |
| Neither good nor poor | 81 | 20.4 | 20.4 | 65.8 |
| Poor | 21 | 5.3 | 5.3 | 71.1 |
| Very good | 107 | 26.9 | 26.9 | 98 |
| Very poor | 8 | 2 | 2 | 100 |
| Total | 398 | 100 | 100 | |

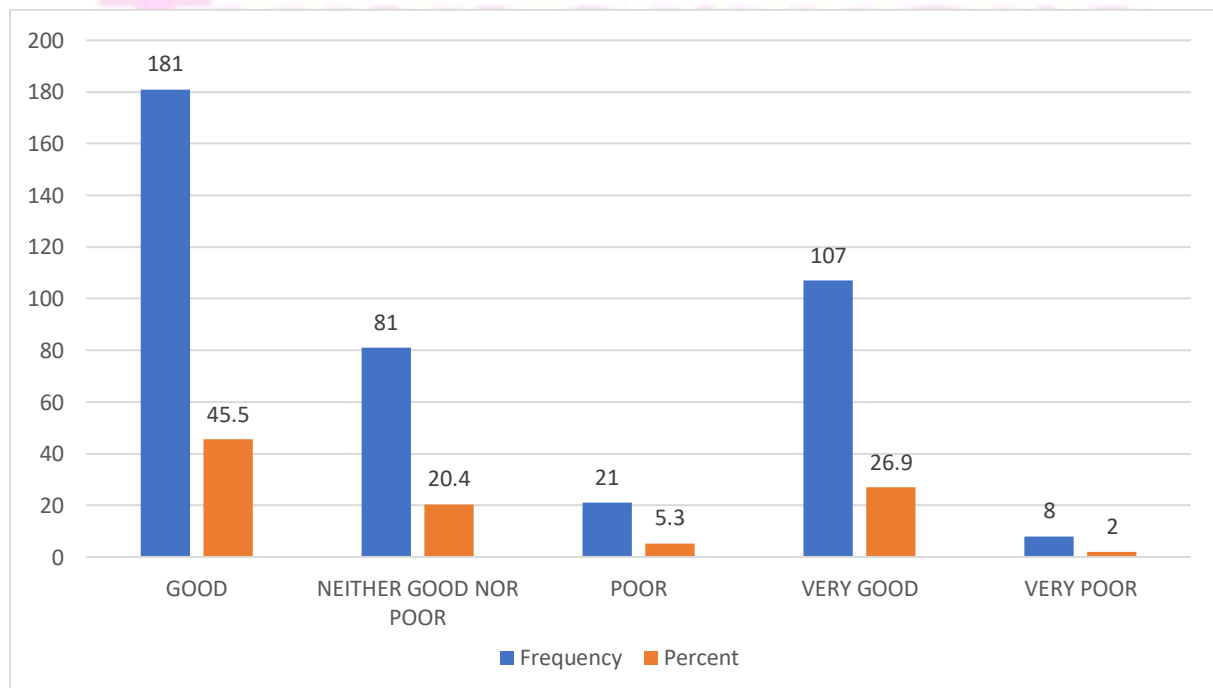


Fig.5.13: Rating of Tupperware products as ideal for gifts

Table 5.5: How often the product is being used by peer group (N=398)

| How often the product is used by peer group? | | | | |
|--|-----------|---------|---------------|--------------------|
| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
| ALWAYS | 51 | 12.8 | 12.8 | 12.8 |
| CAN'T SAY | 71 | 17.8 | 17.8 | 30.7 |
| NO | 9 | 2.3 | 2.3 | 32.9 |
| NOT AT ALL | 44 | 11.1 | 11.1 | 44 |
| SOMETIME | 166 | 41.7 | 41.7 | 85.7 |
| YES | 57 | 14.3 | 14.3 | 100 |
| Total | 398 | 100 | 100 | |

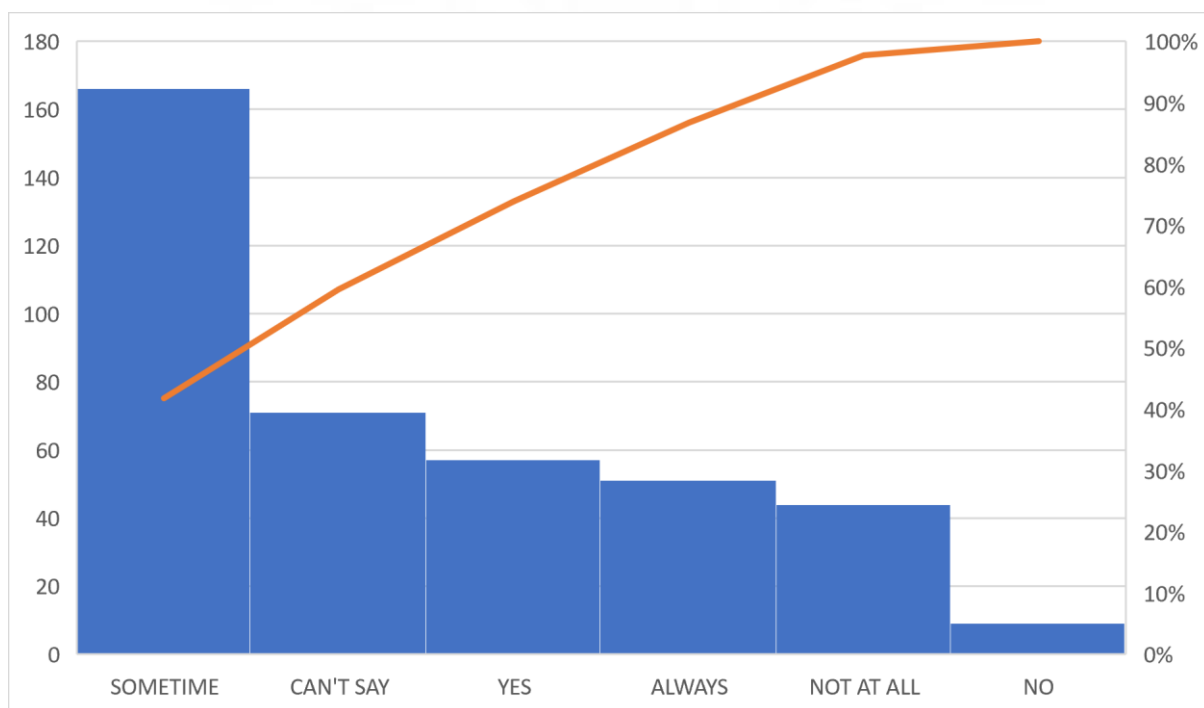


Fig5.14: How often the product is being used by peer group

Table 5.6: Which other brands are frequently used by Respondent (N=398)

| Which other brands do you use frequently? | | | | |
|---|-----------|---------|---------------|--------------------|
| Brand | Frequency | Percent | Valid Percent | Cumulative Percent |
| Borosil | 25 | 6.3 | 6.3 | 6.3 |
| Cello | 54 | 13.6 | 13.6 | 19.8 |
| Hawkins | 42 | 10.6 | 10.6 | 30.4 |
| Lock and lock | 3 | 0.8 | 0.8 | 31.2 |
| Milton | 145 | 36.4 | 36.4 | 67.6 |
| Nayasa | 18 | 4.5 | 4.5 | 72.1 |
| Pigeon | 13 | 3.3 | 3.3 | 75.4 |
| Prestige | 94 | 23.6 | 23.6 | 99 |
| Signoraware | 4 | 1 | 1 | 100 |
| Total | 398 | 100 | 100 | |

The above table shows that Which other brands are frequently used by Respondent. Out of 398 respondent 145 used Milton and after that Prestige, Cello and Hawkins are used as an alternative brand of Tupperware. Very few respondents are using Borosil, Lock and Lock, Nayasa, Pigeon and Signoraware. So, Milton and Prestige are providing tough competition to Tupperware.

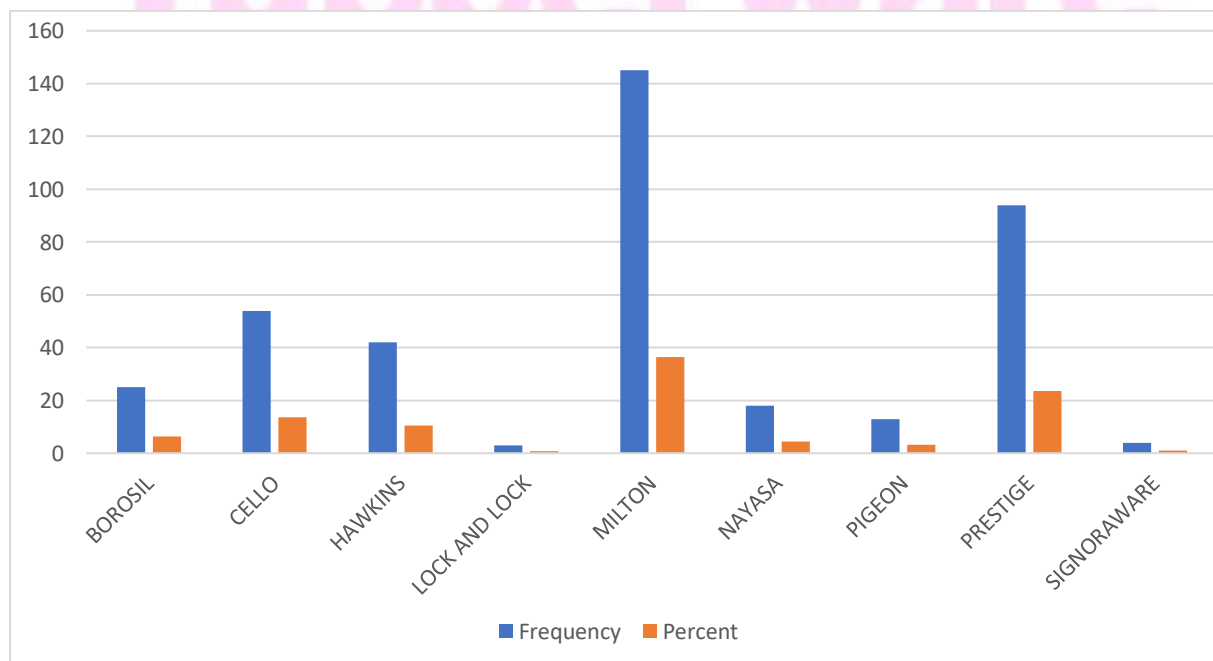


Fig.5.15: Which other brands are frequently used by Respondent

The above figure shows the graphical view of which other brands are frequently used by Respondent and Milton is way ahead.

Table 5.7: **Response under warranty and the reception of the product (N=398)**

| Response under warranty and the reception of the product? | | | | |
|--|------------------|----------------|----------------------|---------------------------|
| Time | Frequency | Percent | Valid Percent | Cumulative Percent |
| <1W | 75 | 18.8 | 18.8 | 18.8 |
| <2W | 34 | 8.5 | 8.5 | 27.4 |
| <3W | 12 | 3 | 3 | 30.4 |
| <4W | 12 | 3 | 3 | 33.4 |
| >5W | 5 | 1.3 | 1.3 | 34.7 |
| 3W | 26 | 6.5 | 6.5 | 41.2 |
| 99 | 234 | 58.8 | 58.8 | 100 |
| Total | 398 | 100 | 100 | |

The above table shows that how long the product takes between the moment respondent inform of a claim under warranty and the reception of the product the maximum number of respondents says that they don't claim under warranty and after that those who claim under warranty the reception of the product time is less than one week. Very few unsatisfied respondents says that the time taken is more than five weeks from the moment respondent inform of a claim under warranty and the reception of the product.

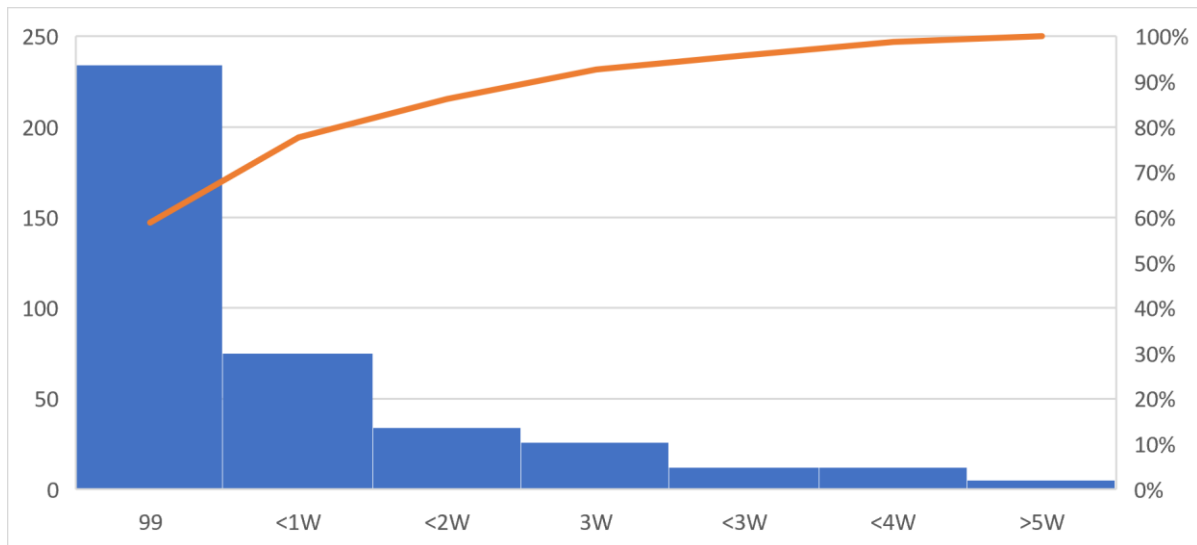


Fig.5.16: Response under warranty and the reception of the product

The above figure shows the Frequency, Percentage and Cumulative Percentage of that how long the product takes between the moment respondent inform of a claim under warranty and the reception of the product in a graphical view.

Tupperware

Table 5.8: Which aspects of Tupperware makes respondent being as a delighted Customer (N=398)

| Which aspects of Tupperware makes you being as a delighted Customer? | | | | |
|--|-----------|---------|---------------|--------------------|
| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
| All of the above | 169 | 42.5 | 42.5 | 42.5 |
| Globally trusted brand | 65 | 16.3 | 16.3 | 58.8 |
| Product functionality | 39 | 9.8 | 9.8 | 68.6 |
| Product trendy look | 42 | 10.6 | 10.6 | 79.1 |
| Value for money | 51 | 12.8 | 12.8 | 92 |

| | | | | |
|------------------------|-----|-----|-----|-----|
| Warranty & replacement | 32 | 8 | 8 | 100 |
| Total | 398 | 100 | 100 | |

The above table shows that out of six aspects of Tupperware that makes respondent being as a delighted Customer, maximum number of respondents says that all the aspect of Tupperware makes them as a delighted customer (42.5%) and after that they prefer Tupperware because of it is a globally trusted brand (16.3%). Very few of them prefer Tupperware because of its Warranty & replacement policy (8%).

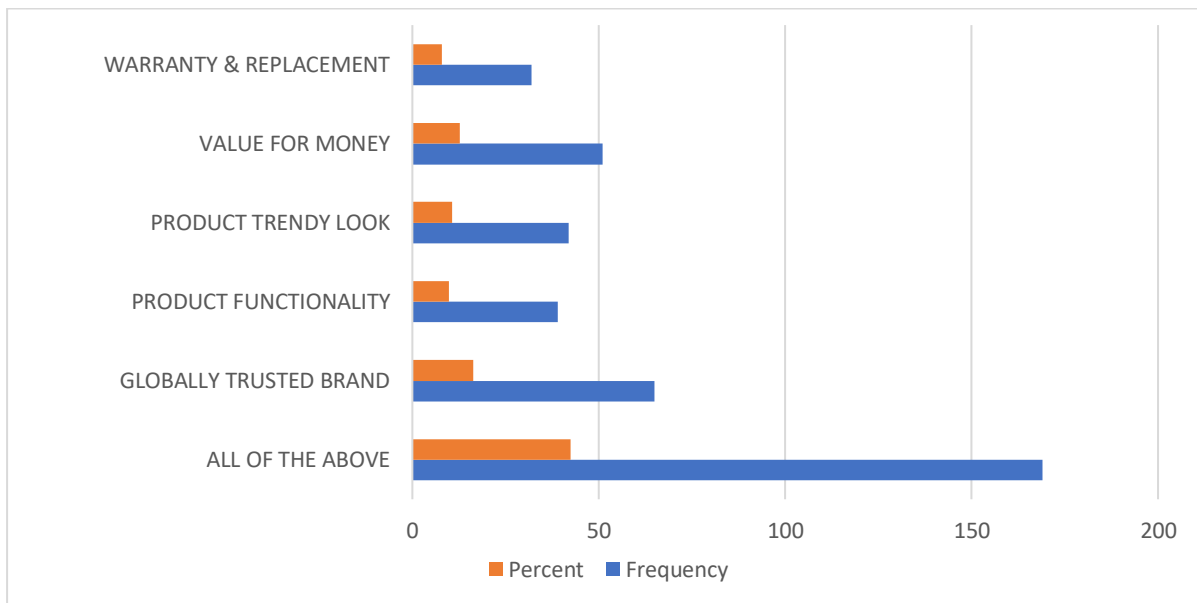


Fig.5.17: Which aspects of Tupperware makes respondent being as a delighted Customer

The above figure represents the percentage and frequency of all the six aspects of Tupperware that makes respondent being as a delighted Customer. Out of 398 respondent 169 believes that all of the aspect of Tupperware makes them as a delighted Customer.

Multiple Regression of the respondent's opinion

Table 5.9: Model Summary of Regression Analysis (Opinion)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.938 | 0.879 | 0.877 | 0.28280 |

Since R square value is coming 0.879, the dependent variable i.e., opinion influence by all the eight independent variables by 87.90 percent which a good result for model validation.

Table 5.10: ANOVA (opinion)

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|---------|-------|
| 1 | Regression | 226.527 | 8 | 28.316 | 354.046 | 0.000 |
| | Residual | 31.111 | 389 | 0.080 | | |
| | Total | 257.638 | 397 | | | |

a. Dependent Variable: Opinion

The above table shows the ANOVA result of opinion analysis. Since significant value of ANOVA is coming 0.000, the dependent and independent relationship is quite good and model is valid.

Table 5.11: Regression coefficients (Opinion)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -0.059 | .083 | | -.711 | .478 |
| 2 | Fulfil kitchen requirements | 0.122 | .019 | 0.136 | 6.318 | 0.000 |
| 3 | Good value for money | 0.139 | .019 | 0.185 | 7.405 | 0.000 |
| 4 | Product require special cleaning agent | 0.112 | .012 | 0.174 | 9.115 | 0.000 |
| 5 | Products are met the intended purpose/application | 0.127 | .019 | 0.163 | 6.671 | 0.000 |
| 6 | Products range enough for our Indian markets | 0.111 | .016 | 0.161 | 6.843 | 0.000 |
| 7 | Product is must have and need to reach in all India | 0.150 | .018 | 0.202 | 8.477 | 0.000 |
| 8 | Product is for life time and a sustainable solution for our daily needs and also for planet | 0.103 | .017 | 0.143 | 6.076 | 0.000 |

| | | | | | | |
|---|--|-------|------|-------|-------|-------|
| 9 | Do you agree Tupperware products are environmentally sustainable | 0.168 | .015 | 0.236 | 11.27 | 0.000 |
|---|--|-------|------|-------|-------|-------|

a. Dependent Variable: Opinion

Eight independent variables have been used to measure different opinion of customers. All the independent variables are quite significant towards dependent variable since the significant value of t-test is coming 0.000 (< 0.05). Out of all, the beta coefficient of the variable 'Do you agree Tupperware products are environmentally sustainable' and 'Tupperware product is must have and need to reach in all India' is coming highest among all, this signifies this variable contribution is major towards opinion.

Table 3.15: How long have you known Tupperware? w.r.t Which aspects of Tupperware makes you being as a delighted Customer? (Crosstabulation)

| | | | Which aspects of Tupperware makes you being as a delighted Customer? | | | | | | Total |
|--------------------------------------|--------------|------------|--|-----------------------|-------------------------|-------------------|-------------------------|-------------------|--------|
| | | | Product trendy look | Product Functionality | Global ly trusted Brand | Valu e for Mon ey | Warranty & Replaceme nt | All of the abov e | |
| How long have you known Tuppe rware? | < 2 yrs. | Count | 19 | 14 | 26 | 20 | 9 | 60 | 148 |
| | | % of Total | 4.8% | 3.5% | 6.5% | 5.0% | 2.3% | 15.1 % | 37.2 % |
| | 2 - 5 yrs. | Count | 21 | 24 | 32 | 30 | 13 | 45 | 165 |
| | | % of Total | 5.3% | 6.0% | 8.0% | 7.5% | 3.3% | 11.3 % | 41.5 % |
| | 5 - 10 yrs. | Count | 8 | 9 | 13 | 7 | 3 | 19 | 59 |
| | | % of Total | 2.0% | 2.3% | 3.3% | 1.8% | .8% | 4.8% | 14.8 % |
| | 10 - 15 yrs. | Count | 1 | 0 | 4 | 2 | 2 | 9 | 18 |
| | | % of Total | .3% | 0.0% | 1.0% | .5% | .5% | 2.3% | 4.5% |
| | >15 yrs. | Count | 1 | 1 | 0 | 2 | 1 | 3 | 8 |
| | | % of Total | .3% | .3% | 0.0% | .5% | .3% | .8% | 2.0% |
| Total | | Count | 50 | 48 | 75 | 61 | 28 | 136 | 398 |

| | | | | | | | | |
|--|---------------|-------|-------|-----------|-----------|------|-----------|------------|
| | % of Total | 12.6% | 12.1% | 18.8 % | 15.3 % | 7.0% | 34.2 % | 100.0 % |
|--|---------------|-------|-------|-----------|-----------|------|-----------|------------|

5.4 SWOT ANALYSIS (STRENGTH, WEAKNESS, OPPORTUNITIES & THREATS)

Strengths Include:

- High level of brand recognition.
- Moderate Barriers to Entry.
- Low Threat of Substitutes.
- Expertise employing a direct sales channel of distribution in which it utilizes 2.4 million professionals working as part of an independent sales team (Sec fillings).
- Ability to take advantage of negative correlation with respect to the ability to recruit new sales professionals in economic recessions.
- Decreased risk and leverage within selling and administrative costs due to sales commissions to independent professionals varying highly with sales.
- Tupperware 's strategy to make product innovation a priority enables them to differentiate their product enough to increase profit margins and reduce the threat of substitutes.

Weaknesses Include:

- Low differentiation between products in the Housewares and Specialties Market.
- Low level of penetration in emerging markets outside of North America and Europe.
- High costs to create a beauty product that is highly differentiated, though marketing costs are reduced using the current sales model.
- Declining brand identity despite high levels of recognition.

Opportunities Include:

- Expand sales network and increase penetration in emerging markets, such as South America and Africa.

- Enhance sustainability goals and capitalize on buyer preferences for green products by marketing products constructed with sustainable materials such as bamboo or recycled paper (Tupperware Brands).
- Increase brand identity and profitability by following through on mission to keep Tupperware products innovative.

Threats Include:

- Relatively easy for customers to switch brands.
- Competition from retail and online rivals.

Tupperware

| CHAPTER 6 | |
|--|---|
| FINDINGS AND CONCLUSION | 6.1 MAJOR FINDINGS OF THE STUDY 6.2 CONCLUSION 6.3 SUGGESTIONS 6.4 IMPLICATIONS OF THE STUDY |

6.1 MAJOR FINDINGS OF THE STUDY

The major Findings of Tupperware are as follows:

- Most of the consumers are satisfied with the quality of the product and brand of the product.
- Most of the consumers are conclude that the price is reasonable.
- Most of the consumers are satisfied with the time supply.
- It is also found that the influencing factor for the consumers to purchase Dell is through Advertisements.
- Brand loyalty is playing a major role in increasing of sales.
- Inventory levels are also maintained accordingly.
- The survey conclude that majority of consumers want to suggest Tupper ware bottles to others.

5.1 CONCLUSION:

It is undeniably true that Tupperware Brands has created its own good reputation and very well-known by the people around the world. After launching its products in India in 1996 for the first time. And within few years it was amongst the top growing industries in India. It adopted Direct Selling Marketing Strategy instead of adopting Retailing. But the Strategy of Direct Selling proved to be successful for them. Tupperware key factors for Success were its product; even if their products were costly than other products in market people still today prefer buying Tupperware Products because of their long-life factor and best quality. Plastic used to produce Tupperware products is of high quality which helps to keep food products fresh and health even after days. Another key factor for Success was its Unique Strategy and 100% women involvement. As Tupperware offers deals in wide range of Kitchen Ware Products, women were the best source of marketing it because if one woman is satisfied, she can successfully convince another woman for the same. Hence, from the above i can conclude that finding out the best Strategy which suits your business is very necessary, which Tupperware did and because of which it is one of the successful companies with a wide range of customers and employees.

6.3 SUGGESTIONS

The major Suggestions of Tupperware are as follows:

- Distribution channels are to be strengthened.
- Price must be reasonable to all sections of people
- Tupperware should improve sales promotional activities.
- The company and its dealers should increase the attachments with the customers
- Tupper ware should maintain its brand image.

6.4 IMPLICATIONS OF THE STUDY

Tupperware

CHAPTER 7

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CHAPTER 8

ANNEXURE - QUESTIONNAIRE

“Baseline Survey of TUPPERWARE Products in Cuttack and Bhubaneswar City of Odisha”

Sec. A: Profile

1. City: a) Bhubaneswar b) Cuttack
2. Gender: a) Male b) Female c) other
3. Education: a) Illiterate b) Primary c) Secondary d) Graduate e) PG and above
4. Mail id: _____

Sec. B: Baseline information

1. Are you using Tupperware Products?
a) Yes b) No
2. How long have you known Tupperware?
a) < 2 yrs b) 2- 5yrs c) 5-10yrs d) 10-15 yrs e) > 15 yrs
3. How do you rate Tupperware products as ideal for gifts?
a) Very poor b) Poor c) Neither good nor poor d) Good e) Very good.
4. Do you know Tupperware product provide lifetime warranty?
a) Yes b) No
5. How often the product is used by peer group?
a) Not at all b) Sometime c) Always d) Can't say.
6. Whether Tupperware product is easily available?
a) Yes b) No
7. Do you know Tupperware products are available in online (Amazon, Flip cart etc.)?
a) Yes b) No
8. Are products delivered on time post your order?
a) Yes b) No
9. Have you visited Tupperware outlet with a product in mind?
a) Yes b) No
10. Have you purchased any product from Tupperware outlet?
a) Yes b) No

11. Which other brands do you use frequently?

- a) Milton b) Borosil c) Prestige d) Hawkins e) Nayasa f) Pigeon
g) Lock and lock h) Cello i) Signoraware

12. Have you faced any issue/challenges while using Tupperware products/ are you satisfied with solutions when you connected DB/Consultant?

- a) Yes b) No

13. How long it takes between the moment you inform of a claim under warranty and the reception of the product?

- a) <1 w b) <2w c) <3w d) <4w e) >5 w

14. Which aspects of Tupperware makes you being as a delighted Customer?

- a) Product trendy look b). Product Functionality c) Globally trusted Brand
d) Value for Money e) Warranty & Replacement f) All of the above

15. In the following questions, you may kindly put the tick mark (✓) the number which best describes your opinion. Here **1** indicates **Strongly Disagree (SD)** and **5** indicates **Strongly Agree (SA)**.

| Sl . | Statements | 1 | 2 | 3 | 4 | 5 |
|------|---|---|---|---|---|---|
| 1 | Tupperware product fulfil kitchen requirements | | | | | |
| 2 | Tupperware product provide good value for money | | | | | |
| 3 | Product require special cleaning agent | | | | | |
| 4 | These products are met the intended purpose/application | | | | | |
| 5 | Do you think whether the current Tupperware products range enough for our Indian markets | | | | | |
| 6 | Do you think Tupperware product is “must have” and need to reach in all Indian families | | | | | |
| 7 | Do you agree Tupperware Product is for life time and a sustainable solution for our daily needs and also for the planet | | | | | |
| 8 | Do you agree Tupperware products are environmentally sustainable and solution for “Single use Plastics” (in avoidance of single use plastics) | | | | | |



Tupperware