EMPIRICAL STUDY ON THE ROLE OF AESTHETIC ATTRIBUTES OF PACKAGING ON RURAL CONSUMERS IN CONTEST OF PACKED RESTAURANT FOOD IN DIST. MORENA OF GWALIOR (M.P)

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ABSTRACT
Packaging was nicely defined as an extrinsic element of the product - an attribute that is related to the product but does not form part of the physical product itself in 1972 by Olson and Jacoby. Since then various definitions has evolved and many industrial practices has brought revolution in the packaging. Previously where packaging performed the function of just protection, preservation, now it is working as a marketing tool and promotion aid. Various attributes of packaging are identified which can attract the customers. In today’s time of cut throat competition when industries are trying their hard to explore every possible aspect, one of the aspects that has come into picture is a feel which customer gets from the product i.e. aesthetic element. These elements in packaging can be color, size, design, material used, graphics and labeling. If marketer knows in advance which element of packaging has what kind of influence on consumers then they can plan their marketing plan accordingly. This research work focus on studying the relationship between various elements of packaging and consumer preferences for packed restaurant food in Morena dist. Near Gwalior of Madhya Pradesh.

KEY WORDS: Packaging, Aesthetic Elements, Rural consumers, packed restaurant food.