



## Packaging as a competition tool

By Shruti Chaudhary

GRIN Verlag GmbH Mrz 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: The objective of this paper is to observe vital factors, that square measure influencing competitive advantage in India. The projected model of this paper uses sampling technique to live characteristics of society. There square measure eight freelance variables for the projected study of this paper as well as packaging endurance, simple distribution, and client promotion through packaging, packaging structure, packaging as silent adman, diversity of packaging, clean and healthy packaging and innovation in packaging. The projected study uses structural equation modeling to either settle for or reject all hypotheses related to the projected study of this paper. The population of this study includes all managers and specialists United Nations agency square measure concerned in packaging product. We tend to use easy sampling technique and chooses three hundred from a population of 450 those that square measure thought of because the population of this survey. Cronbach alpha determined as zero.732 that is higher than the minimum acceptable...



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