Volume -5, Issue- 3, June. 2018, ISSN: 2394 - 8124

Impact Factor: 4.564 (2015) | Index Copernicus - ICV 2016 = 51.4

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# Carpet Packaging: as a Tool For Branding and Enhancing Durability, Case Study: Jaipur Rugs Private limited, Jaipur

DOI 10.5281/zenodo.1302405

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Abstract: Packaging performs a central role as a medium in the marketing mix. It not only specifies the character of new products, but also acts as a tool to create shelf impact. Packaging showcases the level of creativity, innovation that has gone into manufacturing the product. This study is an attempt to explore and establish various options available for the packaging and branding of carpets/rugs.

A two stage research was conducted. First stage was the normative approach of conducting a focus group discussion, involving skilled and veteran artist s along with participants from middle management. A structured survey, on the basis of the conclusion of the focus group discussion, was conducted among the workers doing the packaging of the end product.

The focus of the study was on identifying high quality packaging options to showcase the exclusivity of the product and enhance the durability for shipping and freight.

Keywords: Packaging, marketing mix, tufted carpets, hand woven carpets, flat weave, hand loom

#### I. INTRODUCTION

Carpets or rugs have been used as a decorative and functional design element and has a significant impact on the ergonomic design of the indoor environment. Man is known to be guided by the ides of "utility" in his purchases. This utility is manifested either in the form of comfort, essentials, esteem or any other appeal for him. To put it differently, man is known to invest his resources to posses anything that adds value in his life.

The carpet and rugs market is expected to grow significantly during the next five years period, as reported by Management Research Future, UK<sup>1</sup>. The reasons have been identified as the increase in demand from the residential and non-residential sectors and the rise in the renovation activities in both the residential and non-residential infrastructures. In the regions with very cold temperatures, carpets and rugs have been known to help in maintaining the temperature of the floor and also in thermal conductivity. The marked increase in conspicuous consumption also tends to increase the use of carpets and rugs for bringing aesthetic improvements to home and office interior.

The regions expected to dominate the market is North America and Asia-Pacific. The Asia-Pacific region is projected to grow at high CAGR of 4%, due to the existence of developing nations such as India, China, Turkey, Iran where the number of unorganized manufacturers of carpets and rugs is high. The increase in purchasing power and

increase in construction and renovation activities are also driving the growth of the market.

The key players of global Carpet include Mohawk Industries, Inc. (U.S.), Taekett S.A. (France), Lowe's Companies, Inc. (U.S.), Shaw Industries Group (U.S.), Dixie Group, Inc. (U.S.), Home Depot, Inc. (U.S.), Tai Ping Carpets International Limited (China), Interface, Inc. (U.S.), Orientals Weavers Company for Carpets (Egypt), Victoria PLC (U.K.) and others.

#### II. CARPET INDUSTRY

Carpet Weaving is a traditional activity and has been flourishing in India since the 16<sup>th</sup> century. Carpets have been in vogue and still are considered as a prized possession. The Online etymology dictionary states that the term 'Carpet' comes from the old French *Carpite* or "heavy decorated cloth".

At the peak of the Mughal period in India, the carpets got the patronage of emperors and the noblemen. The hand-knotted and weaving forms flourished and manifested themselves in varied forms. From the nobility to the homes of a common man, Rugs have made a long journey. Carpet industry is said to be the fastest growing segment in the global home textile market. Accordig to a report by Lucintel<sup>2</sup>, the world carpet industry is expected to reach US\$ 39.1 billion by 2021 with a CAGR of 2.6 percent by value from 2016 to 2021.

India is currently the world's largest producer and exporter of hand knotted (handmade )rugs, both in terms of value and volume. Pakistan is another major carpet exporter owing to its exquisite workmanship in its carpet manufacturing. Other prized carpets weaves come from Belgium, Iran, Turkmen, China, Afghanistan, Turkey, Armenia, Azerbaijan, Scandinavia, Spain, Serbia, Bulgaria, France and England.

#### III. PRODUCT PACKAGING

While making a firm's marketing plan, the most important element in consideration is the product offering. The firm offers a value proposition to the customer and this value proposition is communicated to the customer via a well structured marketing communication mix.It was Jerome McCarthy, a renowned American professor of marketing described the marketing mix in terms of four Ps. The subelements of marketing mix can be referred to from Table 1.3

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PRODUCT	PLACE	PRICE	PROMOTION
Product	Channels of	Pricing	Personal
design,	Distribution-	Policies,	Selling-selling
Features,	channel design,	margins,	expertise, size
Brand	types of	discounts	and quality of
Name,	intermediaries,	and	sales force.
Models,	location of	rebates,	
Style,	outlets, channel	terms of	
Appearance	remuneration,	delivery,	
	dealer-	payments	
	principal	terms,	
	relation, etc.	credit	
		terms and	
		installment	
		purchase facilities.	
Product	Di i	raciiiues.	A 1
Quality	Physical Distribution-		Advertising- Media mix
Quanty	Transportation,		vehicles and
	warehousing,		programmes
	inventory		programmes
	levels, order		
	processing etc.		
Warranty			Sales
			Promotion
Package-			Publicity and
design type,			Public
material,			Relations
size,			
appearance,			
labelling			
Service-Pre			
service sale			
and after			
sale, service			
standard,			
service			

One of the foremost elements is offering of a product which is a means to desire satisfaction for the customer. It gains an identity, a persona of its own in the hands of the marketer and its features kike the brand name, the packaging becomes the part of its personality.

The material of the package, the color, the shape, and size of the package, its finish, the labeling on it, the possibilities of reuse etc. came to be used in building the total sales appeal of the product.

#### IV. JUSTIFICATION OF THE STUDY

Traditionally, packaging was intended to protect from deterioration and damage en route. Product package is also an important consideration to facilitate handling at various points of distribution. With competition increasing exponentially, packaging has emerged as a prominent strategic tool to gain competitive advantage in the market. Marketers are turning to innovative packaging to establish a distinct edge. With communication technologies, virtually shrinking the world, packaging has become a strategic tool in the hands of the marketer to promote and differentiate their product offering.

This study was undertaken to bring in the element of innovativeness in the packaging process of the company.

#### V. OBJECTIVES OF THE STUDY

 to establish commercially viable options available for effective and attractive packaging of the carpets manufactured by Jaipur Rugs

#### VI. JAIPUR RUGS

Jaipur rugs was founded by social activist, Nand Kishore Chaudhary in 1978, with two looms. From the dry lands of Rajasthan he expanded to the tribal region in Gujarat in 1989. Jaipur rugs as an independent firm were launched in Jaipur in 1999. It was later converted to a private limited firm in 2006. It has given sustainable livelihood to 40,000+ artisans across 600 villages in India.

It has been rated A+++ by ICRA, due to its established track record in carpet manufacturing, established weaver network and manufacturing infrastructure supported by the extensive experience of its promoters in the sector. The firm is also known for its social initiatives. It has resources committed to providing skill training and functional literacy to over 4000 women across India. Other plans include providing access to health care to over 12000 women and children across rural India

#### The type of rug weaving techniques used at Jaipur Rugs<sup>4</sup>

- I. Hand knotted-it takes 5- 12 months to manufacture this rug. When taken care of the rug stays in a good condition for more than 20 years. It is the most labour-intensive weaving process, conducted by specially-trained artisans. The artisan works off a rug map, and ties individual knots to build up the rug's design one row at a time. The quality of a hand-knotted rug is determined by the number of knots per square inch (KPSI). A higher KPSI requires greater skill on the part of the weaver and results in a higher-quality rug
- II. Had tufted- it take 4-6 months to manufacture these types of rugs. Individual tufts of yarn are punched into a pre-made backing fabric with a special tufting gun. This tool hooks and pulls yarn through the backing to form loops or piles. This process is less skill involved and labor intensive than hand-knotting, so rugs can be completed in a shorter amount of time.
- III. Flat weave- Flat weave carpets are created on a loom and are often reversible, with design on both sides. They do not have thickness of knotted and tufted rugs. Flat weave rugs are lightweight and often require rug pads to stay in place. They have a long life of 20 plus years.
- IV. Hand loom- these rugs can last for anywhere between 3 to 10 years. Weavers use a loom to create these rugs by hand; different looms are used to produce different type of rugs, including felted textures, shags, naturals or solid and border rugs.

#### Process of Rug Packing at Jaipur Rugs:

The process of Rug Packing at Jaipur Rugs is conducted in the following process,:

- Four bamboos are taken as central core, for support (figure 1)
- The manufactured carpet is rolled around the bamboos.(figure 2)
- A white transparent plastic sheet is wrapped around the carpet.
- An adhesive tape is tied around to secure the plastic over the carpet.

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Volume -5, Issue- 3, June. 2018, ISSN: 2394 - 8124





The brand identification mark on a silken tag, is sewn below the pile. The tag carries the logo and name of the company along with the care

instructions.





Figure 1. Showing the unpacked and semo – packed rugs.

### Packaging options Available (images of the same can be referred from Appendix A):

- 1. Cardboard patchwork
- 2. Cylinder roll
- 3. Transparent Prism
- 4. Rectangular Cardboard
- 5. Rectangular wood pack
- 6. Panel Flap Cardboard
- 7. Fabric Drawstring
- 8. Hexagon wood pack
- 9. Cylinder Timber

#### VII. RESEARCH METHODOLOGY

#### Primary Data:

The primary Data in this report was collected through the use of personal interviews, focus groups discussion, along with Experience survey and Telephonic interview. It's consists of the number of question interviewed to the employees and designers within the company.

#### Secondary data;

Secondary data was collected from magazines, old reports, or company literature. Some web based resources were also used.

Case study analysis was an empirical enquiry carried out to gather the input from the workforce about the appropriateness of various packaging options available. A two stage research design adopted.

#### Stage 1: Focus Group discussion

Qualitative approach was chosen where informal but well planned discussion among a group of veteran artisans, craftsmen, supervisors, middle managers and designers to identify the desired features of the packaging option. No. of participants =12.

Stage 2: Opinion survey of the workmen carrying out the packaging was conducted. The responses were sought on the conclusions drawn out of the focus group discussion. Sample size: 30

Sampling: Non-probability, Judgmental sampling

Criteria for judgment: employees engaged in packaging and dispatch of consignments.

#### VIII. ANALYSIS

#### Stage 1:

Conclusion- following desirable factors were identified during the discussion Durability, Attractive design, environmental friendliness, weather resistance, assists in brand recall.

#### Stage 2: Following were the points of interpretation

## IX. HEXAGON WOOD PACK WAS CONSIDERED MORE DURABLE THAN OTHER PACKAGE OPTIONS.

- Fabric draw strings were found to be suitable for hand woven carpets, especially if they are being sold in the local markets.
- II. Fabric Drawstrings were also considered most environmental friendly.
- III. Panel flap cardboard packing was found to be the most suitable for branding, by majority of the respondents
- IV. Rectangular wood-pack was found to be most suitable for protective storage of the product
- V. Transparent prism was found to be the most cost effective
- VI. Other suggestions include;
  - Setting up a bigger area to dedicate only to packaging activity so that the designing team and the packaging team could assemble together to carry the work accordingly in a fast and efficient matter.
  - ii. Jaipur rugs want to remain unique in term of products differentiation in the market since most rugs company like to keep their packaging style simple.

#### X. CONCLUSION

There is a strong need to innovate the process of packaging at Jaipur Rugs. Increased competition has made it mandatory that the packaging process also adds value and results in enhanced customer satisfaction. Another important issue that needs to be a constant consideration is that consumers are more concerned about environmental changes and their purchasing behavior is increasingly being affected by environmental consideration. Concern for the environment in buying patterns of consumers who prefer products that support the environment with a growing trend are visible.

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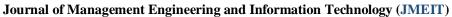


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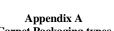




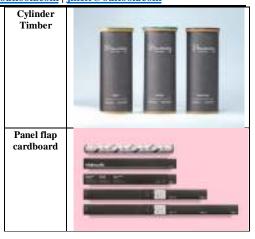




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#### Guidelines for Focus Group Discussion Facilitator's welcome, introduction and instructions to participants

**Welcome** and thank you for volunteering to take part in this focus group. You have been asked to participate as your point of view is important. I realize you are busy and I appreciate your time.

**Introduction:** This focus group discussion is designed to assess your current thoughts and feelings about the value addition via the packaging options for packaging of rugs

Anonymity: I would like to assure you that the discussion will be anonymous. You should try to answer and comment as accurately and truthfully as possible. I and the other focus group participants would appreciate it if you would refrain from discussing the comments of other group members outside the focus group. If there are any questions or discussions that you do not wish to answer or participate in, you do not have to do so; however please try to answer and be as involved as possible.

#### **Ground rules**

- The most important rule is that only one person speaks at a time. There may be a temptation to jump in when someone is talking but please wait until they have finished.
- There are no right or wrong answers
- You do not have to speak in any particular order
- When you do have something to say, please do so.
  There are many of you in the group and it is important that I obtain the views of each of you
- You do not have to agree with the views of other people in the group
- Does anyone have any questions? (answers).
- · OK, let's begin

#### Warm up

• First, I'd like everyone to introduce themselves. Can you tell us your name?

#### **Introductory question**

I am just going to give you a couple of minutes to think about your experience of providing care to women during childbirth since the introduction of the Safe Childbirth Checklist. Is anyone happy to share his or her experience?

#### **Guiding questions**

- Do you think about the current packaging of the carpet
- What features according to your opinion is desirable in the packaging of the product?

#### **Concluding question**

 Of all the things we've discussed today, what would you say are the most important issues you would like to express about this checklist?

#### Conclusion

- Thank you for participating. This has been a very successful discussion
- Your opinions will be a valuable asset to the study
- We hope you have found the discussion interesting



- If there is anything you are unhappy with or wish to complain about, please contact the local PI or speak to me later
- I would like to remind you that any comments featuring in this report will be anonymous
- Before you leave, please hand in your completed personal details questionnaire

Please, write your report based on the results of the focus group. Please remember to maintain confidentiality of the participating individuals by not disclosing their names.