

## **A Study on the Secret of Tupperware Brands' Success**

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**ABSTRACT:** *In the era of globalization, to lure customers to any products in the market is not an easy task and every company will and still striving hard to attract them by introducing and implementing different marketing strategies continuously. To sustain customers and to buy their loyalty will be the other big plan for every company to focus on. Tupperware Brands known as the fastest growing business around the world and undoubtedly has achieved even greater heights. The paper identifies the factors contributing to Tupperware Brands' success and what are the approaches used to stay steady in the business market even after more than 70 years. Opportunities for improvement were identified as well to make sure that the Tupperware Brands acquire more success and sustain longer in the hearts and minds of customers.*

**KEY WORD:** *Customers, Products, Market, Strategies, Tupperware Brands, Success, Business, Opportunities.*

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### **I. INTRODUCTION**

Tupperware is a widely used term in every part of the world. It is a very well-known brand and undeniably popular especially among women. Say "Tupperware" and everyone knows what you mean. Tupperware Brands was invented by Earl Silas Tupper in 1946 in Leominster, Massachusetts. Earl Tupper had already designed the plastic for Tupperware Brands in 1938, but unfortunately the product only worked with the growth of the "sale through presentation" idea, took place in a party background.

The home party plan remains the center of attraction of Tupperware Brands business by providing its customers improved services and they are introduced with breathtaking experience and fascinating business opportunities. The Tupperware party has long been a part of popular culture and has now made many other brands to implement the concept to promote their brands to attract and create customers for life.

Since the uncovering of airtight containers back in 1946, Tupperware Brands has become a world leader of preparation, storage and serving solutions. In 2005, it changed its name to Tupperware Brands Corporation in line with the enlargement of its product line to include premium consumables and to show its multi-brand and multi-category status.

The company has fully grown into a reputable worldwide entity that has created a world shaking difference in the lives of families and households all over the world. Tupperware Brands' products and categories include design centric preparation, storage and serving solutions for the kitchen and home and meanwhile, beauty and personal care products were introduced through Avroy Shlain, NaturCare, Nutrmetrics, Nuvo, Nano Nature and Tupper Clean.

The ultimate purposes of Tupperware Brands are to stimulate women to gear up their confidence in order to improve their lives, bringing up their families and to boost up communities all over the world. Its main purposes are undeniably being achieved till date.

### **II. SETTING PRODUCT STRATEGY AND MANAGING SERVICES**

A product strategy can be defined as a base of a product life cycle and the action plan to further develop it. It is very crucial to come up with the right strategies to attract customers and to be well versed on how to handle and make sure every service that being provided is a success to both company and customers.

As for Tupperware Brands, its first ever strategy to attract customers was back in the 1950s, called the home party plan where all Tupperware Brands products were taken off store shelves and direct sales demonstration done and women welcomed it with open-heart and it still continues to take place from time to time. Such demonstrations will be provided before any of its products being sold to the end customers. Along with that, food preparation tips and kitchen advices will be provided to make it look more convincing. The Tupperware Brands products fulfilled the needs of leisure time where it contributed to storage of all kinds of foods during every gathering with friends, family and neighbors.

Back then, Tupperware Brands has created an appealing career for women with very few career opportunities after their men back home from war. More women went to work outside the home faced with

balancing their roles in the office and the home. Since Tupperware Brands openly accepted women to venture their career with it, they actually feel comfortable to work flexibly to earn money and at the same time able to spend time with their family members. This business trick has helped Tupperware Brands to remain strong in the business market and gain more profits.

Furthermore, Tupperware Brands has designed products for food preparation, serving, containment and storage. It has taken workable initiatives to attract new customers during the early introduction stage of microwave as a household appliance. Products such as Microwave Reheatables and also TupperWave were introduced to support in heating up frozen foods. The two main product specifications for the products are "safe to use" and the other one is "will not cause harm to the health of the consumers", where both have attracted even more customers to purchase Tupperware Brands products.

Then, Tupperware Brands has also made it a point to remain in the business market by implementing a new strategy by introducing lifetime guarantee against cracking, peeling, chipping and breaking for their products in many countries. Such kind of guarantee cannot be found with any other plastic based storage containers producers. Customers may walk in directly to Tupperware Brands outlets to change any of their damaged products into a new one. Definitely, this will be the best way to attract customers to purchase Tupperware Brands products without worrying much of its quality.

When it comes to managing services part, Tupperware Brands is always in favor of direct selling over retailing strategy. It is very convenient and easy to cover and convince customers to purchase Tupperware Brands products that best suit them. Live demonstrations of its products and products descriptions and explanation through face to face communication attract more people to purchase its products. Any questions or doubts about any of the products will be answered by the sellers immediately.

### **III. INTEGRATED MARKETING COMMUNICATIONS AND MARKETING CHANNELS**

What is integrated marketing communications? It is a simple concept which ensures that all types of communications and messages are cautiously linked together. To add-on, it is all about gathering all the tools to work together for betterment. Effective marketing communications always about goal oriented and is aligned with the company's marketing strategy.

Meanwhile, marketing channels is all about the people, organizations and activities that are crucial in delivering the ownership of goods from the point of production to the point of consumption or delivery to customers. Marketing channels can be divided into few, and they are direct selling, reverse channels, franchising, wholesale, agents, retailing and so on.

These two terms are interrelated in achieving the main purpose which is to tackle more customers to purchase Tupperware Brands products in market. When it comes to Tupperware Brands, its famous way of selling its products will be through direct selling through outlets and online selling. The other method of marketing will be through selling of the products to wholesalers that will then be sold to different retailers located all over the world. The Tupperware Brands makes sure it has many resellers to make its products available to customers easily without much hassle.

Other than that, Tupperware Brands uses social medias to market its existing products and also to introduce its upcoming products to customers especially the potential ones to gain their support as well.

Then, Tupperware Brands has a considerable amount of online sales and to run its online operations successfully, it has united with several delivery service providers to provide timely delivery of products to customers. This particular focus has gained its customers' trust to purchase more from it.

When it comes to direct selling, Tupperware Brands uses its sellers to create healthy relationship with potential customers for the purpose of building up their confidence about the products and to make sure they become regular customers immediately or in the nearing future.

The other way of marketing by Tupperware Brands is by having at least one Tupperware Brands outlet in every city of a country and this is to make sure customers reaches its products in a quick way instead of finding for alternative products.

Marketing communications will be the key to competing successfully especially when it involves competitors that are selling essentially the same products and with even lower price. Undeniably, Tupperware Brands has successfully attained higher heights as it has created wide range of customers through its marketing strategies.

### **IV. MANAGING MASS COMMUNICATION: ADVERTISING, SALES PROMOTIONS, EVENTS AND EXPERIENCES, AND PUBLIC RELATIONS**

Mass communication is about a process of transferring and exchanging information through mass media to large targets of the population in a quick way and it plays an influential role in modern society.

Advertising defined as a series of related, well-timed, carefully placed television ads coupled with print advertising in selected magazines and newspaper. Sales promotion is one of the points of the promotional mix and it is used to increase customer demand, stimulate market demand, as well as to improve product availability.

Events and experiences are all about creating unforgettable moments with customers. Public relations are crucial to be used as it they are the practice of managing the spread of information between the customer and an organization.

When it comes to Tupperware Brands, it uses many medias to advertise its products to new and existing customers to hike up profit and manage its sales worldwide.

Moreover, it will also come up with promotion and sales price once in a while and on special occasions for its resellers so that they can actually able to adjust the price and sell to their respective customers accordingly to gain extra profit and as well as to satisfy their customers and encourage them to purchase again in the future.

Not only that, Tupperware Brands has taken up a lot of efforts to promote its products to women and encourage them to get involved in its business venture. Tupperware Brands still practices get to gather sessions on Saturdays with its customers, retailers and resellers to create good relationship among the groups.

Public relations like advertisement is seek to promote Tupperware Brands products, as well as to identify and build up good connection with influential people and groups that are responsible in shaping its market.

## **V. CONCLUSION**

It is undeniably true that Tupperware Brands has created its own good reputation and very well-known by the people around the world. However, over the time, the needs of customers will definitely change according to the latest technology, advertisement, income, cost and available substitutes. In that case, to sustain longer and to create better competitive strategy, Tupperware Brands should consider implementing few more marketing strategies.

The very first strategy that can be introduced is through the introduction of additional benefits for purchasing its products which included warranty card, cash on delivery concept and also after sale service. These ways will definitely create trust on Tupperware Brands and will lead to more purchases and loyal customers.

Other than that, it will be great if Tupperware Brands expend its venture by identifying opportunities within the market and introduce new products that are in line with the latest trends. It should take initiative to cover different level of people who are potential to become its new customers. This marketing strategy will attract more people to purchase its products.

Nonetheless, Tupperware Brands should also focus on its product packaging to make it easier to be transported and also on visual appealing to attract more people which will lead to their purchase.

Next, is to obviously focus on the product pricing. Tupperware Brands products are considered expensive for people whose main attraction will be price. To cover this group of people and gain better market share, Tupperware Brands should revise and lower its price than other competitors for certain products that are in the market or come up with products which can be bought by this target group of customers.

Moreover, to better known by many people, Tupperware Brands should take extra initiative to promote through advertisements by using multiple media channels such as television, radio, newspapers, magazines and banners which is lacking at the moment. In a way, potential customers will give a try to Tupperware Brands products.

Last but not least, the other best way to quickly become the talk of the town is by enabling Tupperware Brands products to be promoted by every participating country's celebrities or famous Youtubers or Instagrammers. When more viewers take a look at Tupperware Brands' videos on its products, the wider the opportunity to gain more followers and potential customers and this will definitely assist Tupperware Brands to strengthen its market and position all over the world.

Overall, to sustain in a business market with many competitors around is unquestionably not an easy task to achieve. It requires a lot of hard work, passion, stable financial status along with strategic plans and right channels to reach out to the existing and new customers. When it comes to Tupperware Brands, it has obviously achieved its targets which are to sustain longer in the business market and as well as in the hearts of the customers. It is still successfully running the business even after more than 70 years. Although Tupperware Brands still needs to keep up the momentum, its way of managing the business is definitely to be appreciated. Other businesses especially the new ones must take up Tupperware Brands as an example to learn and implement its tricks to enter, be successful and sustain in the business market for longer years.

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