**Abstract**

With the improving technology day by day there has been increasing expectation in consumers mind for newer products and improved alternatives for the existing one. Tupperware offers a complete solution to store, serve and carry all the basic food groups by its range of products for a healthy and nutritious lifestyle. The present study seeks to identify the preference and attitude of 200 respondents of Tupperware customers. The relevant data of the socio economic profile, the factors influencing to use Tupperware products, the customer satisfaction level were collected with the help of a structured questionnaire. Majority of the respondents are female belonging to the age group of 21-40 years and most of them were unmarried with an educational qualification of Post-graduates. Most of the respondents are aware of Tupperware through their friends and relatives and they use the Tupperware due to good quality and easy to carry their lunch. The Chi-Square analysis shows that personal factors like occupation and marital status had significant influence on the purchase of Tupperware products. ANOVA test shows that there is significant difference among personal factors except Educational qualification and the opinion of the respondents regarding the price of the Tupperware products. T- Test shows that there is no significant difference between the gender and the price of the product. It also shows that there is no significant difference between the gender and the customer’s satisfaction towards the product. Thus the study has given in-depth knowledge about the present scenario of using Tupperware products.