



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

IJDR

International Journal of Development Research

Vol. 13, Issue, 03, pp. 62303-62307, March, 2023

<https://doi.org/10.37118/ijdr.26597.03.2023>



RESEARCH ARTICLE

OPEN ACCESS

A STUDY ON CANISTERS

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ARTICLE INFO

Article History:

Received 20th January, 2023
Received in revised form
17th February, 2023
Accepted 26th February, 2023
Published online 30th March, 2023

KeyWords:

Addiction, Obesity, Medication Overdose, Parental Control, Overeating, Internet gaming.

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ABSTRACT

We begin by expressing our gratitude to God for His blessings throughout our research, enabling us to complete it successfully. We would also like to extend our sincere appreciation to our research supervisor, Dr. Rakshitha M All appanavar, for providing us with the opportunity to conduct this research and for her invaluable guidance throughout the process. Her dynamic leadership, vision, sincerity, and motivation have been a tremendous source of inspiration. Under her guidance, we have learned the methodology for conducting research and presenting our findings clearly. Working and studying under her guidance has been a great honour and privilege, and we are extremely grateful for her contributions to our work. We would also like to express our deep appreciation to the management of CMS Jain and the various teachers who supported us throughout the formation of this research. We would like to extend our gratitude to the Vice Chancellor of Jain (deemed to be university), Professor (Dr.) Raj Singh.

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Citation: Dr. Rakshitha M. Allappanavar, Mazid Faizan, Milan K Baid and Moksh Doshi. 2023. "A study on canisters". International Journal of Development Research, 13, (03), 62303-62307.

INTRODUCTION

The SafeJar is a container designed to keep items secure for a specific period. It can be used for a variety of purposes, including storing food, electronics, toys, iPhones, and other items. To use it, simply place the item inside, close the lid, and set the timer. Once the timer is set and the button is pressed, the SafeJar is locked and cannot be opened until the timer reaches zero. The SafeJar is suitable for anyone, including moms, kids, families, people who are watching their weight or trying to lose weight, fitness enthusiasts, gadget lovers, gift givers, smokers, drinkers, people who have trouble staying focused or easily get distracted, and pet lovers. This innovative snack jar is called The SafeJar and is specifically designed to prevent children from sneaking sugary snacks. It helps combat childhood obesity and helps adults maintain their diets. If you struggle with self-discipline in the kitchen, The SafeJar can help you. It is a simple yet brilliant gadget that holds you accountable for your decisions and prevents you from giving in to temptation. The SafeJar is suitable for use in refrigerators but cannot be used in freezers. It can be used to store a variety of items, including food, as it is made of BPA-free plastic, which is an industry standard for quality and safety. The SafeJar is a timer lock container that is designed to limit access to certain items or substances. To activate the lock, the user needs to press the dial, and they will have five seconds to cancel. If the user wants to double-check the timer, they can press the dial a second time before the five-second timer reaches zero.



Once the timer is set, the container will remain locked until the timer reaches zero, and there is no way to cheat the system. The container's lid will remain locked if the battery runs out, and the timer will

continue counting down once the battery is replaced. The SafeJar is available in clear or white, with the clear version being a good choice if the user wants a clean look or if they are using multiple jars.

About the Product: The SafeJar is a plastic container with a time lock that prevents users from accessing the contents until the timer runs out. Originally designed to help people limit their access to junk food, the product has since been expanded to include other addictive products like phones and alcohol. To reflect this expanded scope of usage, the product was rebranded as SafeJar.



Need and Relevance: SafeJar can be a useful tool for building good habits. It is a plastic container with a time lock that prevents the user from accessing the contents until the set time has elapsed.

Why do we need SafeJar?

According to a report by App Annie, the average time spent by Indian smartphone users is 4.6 hours per day, which is the third highest globally. Additionally, kids and teens in the age group of 8 to 18 spend more than seven hours per day on screen time, as per a survey conducted by Aviss Foundation. The same survey found that one in three people between the ages of 15 to 50 were addicted to smoking. College students who are addicted to gaming tend to spend an average of 5 to 8 hours per day, with a minimum of 31 hours per week. However, addiction to any substance or behaviour can have negative effects on one's psychological, physiological, and personal well-being. Creating or changing habits requires a significant amount of willpower, which is limited. To address this, commitment devices like SafeJar can help conserve willpower and reduce decision fatigue by removing temptations. Precommitment involves making a good choice early on when you know you will face temptation later. SafeJar is a tool that enables precommitment by locking a timed container that cannot be reopened until the set time has elapsed.

Swot Analysis

Table 1.1

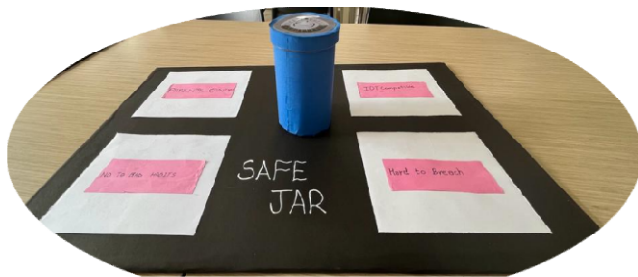
<p>Strength:</p> <ol style="list-style-type: none"> 1. Effective management: Our team comprises experts from diverse fields, ensuring comprehensive proficiency across all aspects of our business. 2. Distinctiveness: Our product stands out from traditional kitchen jars due to the inclusion of a time lock, providing versatility for multiple uses. This feature allows it to be utilized for storing snacks and other food items, as a child lock to regulate consumption, and even as a tool to reduce addiction, such as smoking. Such functionality sets our product apart from conventional kitchen jars. 3. Online presence: Our company operates a website where we offer great deals and customization options, including various sizes and color choices for lids and materials. Additionally, we are also present on several other popular online marketplaces. 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. Limited recognition: As a new entrant in the market, we have yet to establish a significant presence in the offline market. The COVID-19 pandemic has further impeded our ability to promote and advertise our product effectively. 2. Inexperienced production team: Our team involved in production lacks sufficient experience and as a result, it takes considerable time to manufacture our products. In the event of a surge in orders, we may encounter issues related to stock availability. This may impact our growth in the market. Additionally, the pandemic has led to a significant reduction in production capacity, resulting in limited stock availability and hindering our growth.
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. Social media advertising and promotion, such as on Pinterest and Instagram, can increase product awareness and sales. Additionally, online marketing can enhance brand recognition and reputation. 2. Due to COVID-19, many individuals have shifted to purchasing products online, providing an opportunity for our product to generate profits, while other companies may have suffered losses. 3. Our product's novelty in the Indian market can work to our advantage, as we face limited competition, allowing us time to establish our reputation before encountering more competitors. 	<p>Threat:</p> <ol style="list-style-type: none"> 1. A potential threat to our international expansion could be posed by a well-established competitor with a strong brand name and superior services in the international market. 2. Production has been significantly impacted by COVID-19, as raw materials have become scarce, and production had to be temporarily halted for health and safety reasons. This could be a significant threat to our operations.



This external motivation can be used to reduce addictions and build better habits for a happier life.

Maintain diet and reduce intake of unhealthy food: The prevalence of obesity in India is very high at 40.3% and it is a challenge for people to resist temptations from unhealthy food and snacks while maintaining a healthy diet. SafeJar can help by locking away these tempting foods and snacks, which can help create a habit of avoiding them and reducing or eliminating them from the diet altogether. In addition, using SafeJar can also help prevent night snacking, which is associated with various health risks such as increased blood sugar levels, heart diseases, obesity, and acidity. According to a new survey by Habit, Indians are prioritizing healthy eating to improve their physical and mental health in 2023.

Combat Addiction: Yes, that's correct. SafeJar can be a useful tool to help smokers limit their smoking habits by pre-committing to a fixed limit of smoking each day or week. By using SafeJar, smokers can reduce their temptation to smoke excessively and develop a habit of controlling their smoking habits. This can ultimately help in reducing the risk of smoking-related health problems such as cancer, heart disease, and COPD.



Parenting or time out tool: Yes, excessive use of electronic devices can lead to addiction and have negative impacts on one's physical and mental health. SafeJar can be a useful tool to help limit the amount of time spent on these devices by pre-committing to a set amount of time and then locking the device away until that time limit is reached. This can help individuals build better habits and reduce the negative effects of electronic device addiction.

Create a disciplined lifestyle and build better habits: SafeJar can act as a commitment device for people who struggle with self-discipline and willpower. By pre-committing to a goal and using the timed container, individuals can avoid making impulsive decisions and build better habits over time. SafeJar can be a useful tool in promoting self-control and discipline in various areas of life, including diet, smoking, gaming, and phone usage.

Expected Outcomes: SafeJar's locking timed container helps individuals pre-commit to healthy choices by limiting access to their temptations until a certain amount of time has passed. This helps individuals to overcome the limits of willpower and build better habits. By removing the option of giving in to temptations, SafeJar helps users stay disciplined and motivated towards their goals.

Reduce your phone usage: Indeed, limiting phone usage can free up valuable time for other activities. Spending quality time with loved ones, engaging in physical activity, expanding knowledge through reading, or pursuing entrepreneurial ventures can all lead to personal growth and fulfillment. By reducing phone usage, individuals can enhance their overall well-being and productivity.

Limit unhealthy snacking: SafeJar can help individuals limit their snacking and create healthier eating habits. By pre-committing to avoid unhealthy snacks and locking them away in the SafeJar container, individuals can remove the temptation and make it easier to stick to their dietary goals. This can lead to better overall health outcomes and greater success in achieving weight loss goals.

Say no to smoking: By locking up your cigarettes, you can make it harder for yourself to access them and reduce the frequency of smoking. This can be especially helpful for those who have tried to quit smoking in the past but failed due to the difficulty of resisting the temptation. By gradually reducing your smoking habits using a commitment device like SafeJar, you can improve your chances of successfully quitting smoking for good.

Parent's favourite container: SafeJar can be a helpful parenting tool to encourage healthy family habits and promote more face-to-face interaction. By locking away devices that can be a source of isolation and distraction, families can engage in more activities that promote bonding and connection. Playing board games, going for walks, completing a puzzle, and other activities that require social interaction and communication can be a great way to strengthen family relationships.

Helps in committing to the cause : While willpower can be an asset, it's not always the most reliable tool for achieving long-term goals. Research has shown that relying solely on willpower can be taxing on our mental and physical resources, leading to decision fatigue and ultimately making it harder to resist temptations. Commitment devices like SafeJar can help conserve our willpower by providing an external source of motivation, making it easier to stick to our goals without constantly relying on our willpower.

Willpower can't last forever: Decision fatigue can negatively affect our ability to make rational and informed decisions, leading to poor choices and indulging in bad habits. Commitment devices like SafeJar can help by reducing the number of decisions we need to make and conserving our willpower, making it easier to establish positive habits and resist temptations.

LITERATURE REVIEW

1. Cheol Park and Ye Rang Park (2014) - The objective of this research was to deduce the causes and effects of smartphone addiction among children. The factors leading to smartphone addiction in children were categorized into two types - parental and child-related factors. The study revealed that children with parents who have higher education/income/age, come from dual-income families, use smartphones for a longer period, follow a permissive parenting style, and have positive attitudes towards smartphones, are more likely to develop an addiction to smartphones. Child-related factors such as age, gender, number of siblings, and educational status also play a role in predicting smartphone addiction. The study found that children with smartphone addiction experience negative impacts on both their mental and physical health. Based on the conceptual model, the study suggests future research and implications for addressing smartphone addiction in children.
2. Andrew P Hills (2011) - The prevalence of obesity among children is on the rise globally. Engaging in physical activity is crucial in preventing children and adolescents from becoming overweight and obese, as well as lowering the risk of obesity in adulthood. Puberty and the subsequent adolescent phase are identified as critical periods for the onset of obesity due to sexual maturation and the decline in physical activity that often accompanies it.
3. Daria J Kuss (2022) - In the 2000s, online gaming became a popular activity, and with it emerged studies on Internet gaming addiction that highlighted the negative consequences of excessive gaming, its prevalence, and the associated risk factors. This growing need for professional help has led to the establishment of specialized treatment centres in South-East Asia, the US, and Europe. To fully comprehend the phenomenon of Internet gaming addiction, it is argued that it is necessary to understand the appeal of Internet gaming, its context, and its neurobiological correlates. The purpose of this review is to provide a comprehensive understanding of current perspectives on Internet gaming addiction through a holistic

approach that considers the biological, psychological, and social factors that contribute to its development and persistence.

4. Kerry A. Brown (2007) - This research aimed to investigate how different types of parenting control practices influence children's dietary habits and BMI. The study involved surveying 518 parents with children aged between 4-7 years across 18 primary schools in Southern England. The survey assessed various aspects of parental control practices and the child's diet. The findings revealed that older parents who were stay-at-home parents with a lower BMI tended to use more "snack overt control," "snack covert control," and "meal covert control." Parents with higher education levels tended to use more covert control strategies. Conversely, male, non-white parents with younger children tended to use more "pressure to eat." The study also identified links between parental and child demographics and unhealthy and healthy food intake. For example, consuming more unhealthy snacks was linked to less covert control and more pressure to eat, while consuming fruits and vegetables was linked to higher levels of both overt and covert control over meals and less pressure to eat. However, the study did not find any relationship between the children's BMIs and any variables measured in the study.
5. Christopher J. Ruhm (2012) - The "dual decision" approach suggests that individuals' choices are influenced by both a "deliberative" system, which considers long-term consequences, and an "affective" system, which responds rapidly to stimuli. In the case of food consumption, the availability of cheap and easily accessible food, combined with biological factors, can lead to overeating, even though individuals may prefer to eat less and weigh less in the long term. This has resulted in rising obesity rates and attempts to lose weight are common but often unsuccessful. One factor contributing to the rise in obesity is that food producers engineer products to stimulate the affective system, encouraging overeating. Additionally, evidence suggests that some irrationality exists in food consumption, as individuals may consume more than they intended to due to external cues or other factors. However, despite the increase in obesity, there is little evidence to suggest that people's ideal body weight has increased. Efforts to reduce weight have increased, and pricing strategies have been suggested as one way to influence food consumption. However, addressing the issue of obesity will likely require a multifaceted approach that considers both individual factors and societal influences.

FINDINGS

- There is a demand for products that aid in the management of addiction, such as timer-locked containers.
- Timer-locked containers are effective tools for parental control, as they enable regulation of children's access to snacks and other items.
- Timer-locked containers can help individuals with overeating habits by providing a mechanism for controlled access to food.
- Timer-locked containers can be used to control the overuse of medication by limiting access to the medicine.

Suggestions

- Manufacturers of timer-locked containers can target individuals who are looking for ways to manage their addiction by highlighting the benefits of these containers in limiting access to addictive substances.
- Manufacturers can target parents who want to limit their children's snacking habits by marketing the containers as an effective tool for parental control.
- Timer-locked containers can be marketed to individuals who are looking for ways to control their overeating habits by emphasizing the benefits of controlled access to food.

- Manufacturers can target individuals who are struggling with medication overuse by highlighting the benefits of timer-locked containers in providing a mechanism for controlled access to medicine.
- In addition to the above, manufacturers can also focus on improving the design and usability of these containers, such as using durable materials, providing multiple size options, and making them easy to clean, to increase customer satisfaction and brand loyalty.

Learnings

- There is a need for products that help individuals manage their addictive behaviours, and timer-locked containers can serve as a useful tool in this regard.
- Timer-locked containers can be an effective tool for parental control, enabling parents to regulate their children's access to snacks and other items.
- Timer-locked containers can be used to control overeating habits by providing a mechanism for controlled access to food.
- Timer-locked containers can be used to control the overuse of medication by limiting access to the medicine.
- Manufacturers of timer-locked containers should focus on marketing the benefits of these containers to individuals struggling with addiction, overeating, or medication overuse, as well as parents looking for effective tools for parental control.
- Improving the design and usability of these containers, such as using durable materials and providing multiple size options, can increase customer satisfaction and brand loyalty.

CONCLUSION

The study has been successful in giving an insight into the psyche of people with relation to our product "SafeJar". The study focuses on the requirements of markets regarding the product. The gap that our product is fulfilling in the market and the demand it will generate in the market is primary objective of this survey. The need of a product like SafeJar is immense in the market as every person has become accustomed to bad habits. The primary objective of our product is to eliminate those bad habits by providing a means of restraint. A person finds hard to continue a habit after a conscious effort to curb it. Our product helps in taking that conscious effort. It's true that obesity is a growing problem in India, and SafeJar could potentially help individuals in their efforts to maintain a healthy diet. By locking away unhealthy snacks, users may be more likely to avoid temptations and make healthier choices. However, it's important to note that SafeJar alone may not be a sufficient solution for addressing the complex issue of obesity. It's important for individuals to also engage in regular physical activity, eat a balanced diet, and seek professional medical advice if necessary. It's important to note that SafeJar is not a medical device and should not be used as a replacement for professional medical treatment or advice. However, it may be helpful in supporting individuals who are trying to quit smoking or limit their use of certain substances. Additionally, the use of SafeJar may help individuals reduce their screen time and improve their overall mental health and wellbeing. It's always recommended to consult with a healthcare professional before making any significant changes to your lifestyle or habits.

It's true that addiction to electronic devices is becoming increasingly prevalent among the younger generation, and it can have negative effects on their physical and mental health. SafeJar's ability to help users limit their time on electronic devices by locking them away can be a useful tool in promoting healthier habits and reducing distractions. As a parenting tool, it can also assist in teaching kids to balance their time between their electronic devices and other important tasks. Conducting an in-depth survey and questionnaire on the attributes of the product is a great way to understand consumer preferences and their expectations from the product. It can also help

identify any shortcomings in the product and areas for improvement. A telephonic and email survey on a decent sample size can provide valuable insights into consumer behaviour, preferences, and feedback on the product. Tweaking the design or attributes of the product based on consumer demand is crucial for the success of any product. Listening to the consumer and adapting the product to meet their needs can lead to increased customer satisfaction and loyalty. Placing consumer preference at the centre of product development is a wise strategy, and further studies on this product should continue to prioritize this approach.

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