

Juice – online shopping essay sample



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Juice is the liquid that is naturally contained in fruit or vegetable tissue. Juice is prepared by mechanically squeezing or macerating fresh fruits or vegetables flesh without the application of heat or solvents. For example, orange juice is the liquid extract of the fruit of the orange tree. Juice may be prepared in the home from fresh fruits and vegetables using a variety of hand or electric juicers. Many commercial juices are filtered to remove fiber or pulp, but high-pulp fresh orange juice is a popular beverage. Juice may be marketed in concentrate form, sometimes frozen, requiring the user to add water to reconstitute the liquid back to its "original state". However, concentrates generally have a noticeably different taste from that of their "fresh-squeezed" counterparts. Other juices are reconstituted before packaging for retail sale. Common methods for preservation and processing of fruit juices include canning, pasteurization, freezing, evaporation and spray drying .

Labeling

Most nations define a standard purity for a beverage to be considered a "fruit juice." This name is commonly reserved for beverages that are 100% pure fruit juice. In the United Kingdom the name of a fruit or fruits followed by juice can only legally be used to describe a product which is 100% fruit juice, as required by the Fruit Juices and Fruit Nectars (England) Regulations and the Fruit Juices & Fruit Nectars (Scotland) Regulations 2003. However a juice made by reconstituting concentrate can be called juice. A product described as the "nectar" of a fruit must contain a minimum of juice between 25% and 50% for different fruits. A juice or nectar including concentrate must state that it does. The term "juice drink" is not defined in

the Regulations and can be used to describe any drink which includes juice, however little. Comparable rules apply in all EU member states in their respective languages.

In the USA fruit juice can only legally be used to describe a product which is 100% fruit juice. A blend of fruit juice(s) with other ingredients, such as high-fructose corn syrup, is called a juice cocktail or juice drink. According to the Food and Drug Administration (FDA), the term “nectar” is generally accepted in the U. S. and in international trade for a diluted juice to denote a beverage that contains fruit juice or puree, water, and which may contain artificial sweeteners. In New Zealand and Australia particularly (and others) juice denotes a sweetened fruit extract, whereas nectar denotes a pure fruit or vegetable extract. Fruit juice labels may be misleading, with juice companies actively hiding the actual content. “No added sugar” is commonly printed on labels, but the products may contain large amounts of naturally occurring sugars; however, sugar content is listed with other carbohydrates on labels in many countries. Some carbonated beverages, not described as fruit juice, contain fruit juice (such as Mountain Dew, which contains orange juice).

Health effects

Juices are often consumed for their perceived health benefits. For example, orange juice is rich in vitamin C, folic acid, potassium, is an excellent source of bio available antioxidant phytochemicals and significantly improves blood lipid profiles in people affected with hypercholesterolemia . Prune juice is associated with a digestive health benefit. Cranberry juice has long been

known to help prevent or even treat bladder infections, and it is now known that a substance in cranberries prevents bacteria from binding to the bladder. The high sugar content of fruit juices is often not realized—many fruit juices have a higher sugar (fructose) content than sweetened soft drinks; e. g., typical grape juice has 50% more sugar than Coca Cola.

Fruit juice consumption overall in Europe, Australia, New Zealand and the USA has increased in recent years, probably due to public perception of juices as a healthy natural source of nutrients and increased public interest in health issues. Indeed, fruit juice intake has been consistently associated with reduced risk of many cancer types, might be protective against stroke and delay the onset of Alzheimer's disease. The perception of fruit juice as equal in health benefit to fresh fruit has been questioned, mainly because it lacks fiber and has often been highly processed. High-fructose corn syrup, an ingredient of many juice cocktails, has been linked to the increased incidence of type II diabetes. High consumption of juice is also linked to weight gain, but fruit juice consumption in moderate amounts can help children and adults meet daily recommendations for fruit consumption, nutrient intake and calories.

Introduction of fruit Juice Company in India

India is a market of diversity diverse with regards to incomes, price points of products, culture and preferences and a marketer has to get use to these diverse characteristics of the market. Drinking juice is not a part of our culture. We drink water with our meals but in the West one starts the day with breakfast and a glass of juice. Juice is to a great extent considered as a

luxury not a necessity in our society, surely but slowly things are changing mainly in the urban and semi urban areas, where the population is getting more and more health conscious and are realizing the important nutrient values of fruit and are making them a part of their daily diet.

The companies in this Rs. 100 crore industry will have to organize various promotional activities from time to time mainly to increase sampling and to educate the consumers about packaged fruit juice that it is as pure and nutritious as fresh juice which is perceived as fresh as it is extracted in their presence i. e. actual or assumed . There are two main brands in this segment of non- carbonated drink markets; they are ' Real' from Dabur and ' Tropicana' from PepsiCo. These two players command around 80% market share in the organized sector. We can observe this industry growing and new players entering the market. In recent times we have seen the entries of some international brands, like Berri [Australia], Ballantyne [Australia], and Tipco [Thailand], with the intention to strengthen their hold in India and to grow with the market.

India is the second largest for foods and vegetables in the world. The total production of food and vegetables is estimated to be around 148. 5 million tones, out of which fruit account for only 48. 5 million tones and the rest 100 million tones is accounted for by vegetables. However, the fruit juice market has not been fully tapped because of poor infrastructure, poor storage facility, and highly unorganized market, chiefly constituted by road side vendors. Consumer still prefers to buy juice from road side vendors even if juices are unhygienic. The major growth drivers in fruit juice market are,

increase in health consciousness among consumers, increase in disposable incomes, and more sophisticated cocktail culture.

Major Player and their brands:

- Pepsi with its brand Tropicana.
- Dabur foods with its brand Real.
- Coca Cola India with its brand Maaza.

Topic:

To find out Consumer Decision Analysis for purchase of fruit drinks.

Objectives:

- * To determine the factors influencing the consumer decision while buying fruit drinks.
- * Factors influencing the choice of a particular brand in fruit drink category.

Hypothesis:

* Ho: Factors doesn't influence the choice of purchase of fruit drink. H1:

Factors that influence the choice of purchase of fruit drink. * Ho:

Demography factor doesn't influence the choice of purchase of fruit drink.

H1: Demography factors that influence the choice of purchase of fruit drink.

Literature review

Shoubhayga Ranjan Malakad (2009) conducted the survey on " The market scenario for fruit juices" India produces about 9 million tons of fruits every year, growing at a rate of 12% per annum. The total market for fruit juices is 230million litres which includes both packeted and freshly made fruit juices. The proportion of packed fruit juices is small at just 3. 4 Mn litres -just over 1% of market. The key issue before the markets was to raise the

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consumption of packet fruit juices. The consumer perception is not the constant one for the different product available in the market. The market for fruit juices is more concerned about the facts behind fruit juices. so the need for it is not diminishing but it is rapidly increasing day by day. For every fruit juice there is certain amount of market share but the real holding of market share depends upon the identity of the product by taking into account price, brand, quality, quantity, packaging, availability, flavor etc. This Key Note Market Report on fruit juices and health drinks covers the market for fruit juice, health drinks and fruit drinks. Fruit juices in the unorganized segment are considered cheaper and fresher by the consumers.

The organized natural juice market is currently in a nascent stage-though it is growing at a healthy 35-40 percent rate per annum. This market has had high entry barriers. The drinks market is relatively more mature and growing at 20-25 percent. In 2003, the total UK fruit juices and health drinks market was worth an estimated £2. 19bn at retail selling prices (rsp), a rise of 6. 6% on 2002. Fruit juice was the largest sector in 2003, accounting for 40. 2% of the total market. Despite the relatively mature nature of the fruit juice sector, the market grew strongly in terms of both value and volume between 1999 and 2003. A number of factors contributed to this growth, including the increasing interest in health and diet, which is undoubtedly one of the main drivers. In general, fruit juices and health drinks are regarded as healthy choices, certainly in comparison to alternative soft drinks So Manufacturers have launched innovative products, which are popular with consumers; for example, Sunny Delight, RedBull has contribution to growing sales in this sector. In addition, growing awareness of the importance of the

Government's ' five-a-day' campaign to increase fruit and vegetable consumption will encourage new entrants into the market. The fruit juice sector will be boosted by growing demand for premium-priced products, such as smoothies. In addition, heavy marketing expenditure and the introduction of new products that are fortified with vitamins.

At the 2009 MRA First Outlook Conference, Owen Shapiro of LJS Associates and Tom Malkin of GeeYee, Inc. presented " The Impact of Social Media on Market Research". In order to better understand the strengths and weaknesses of social media research, LJS conducted phone and social media research into the Tropicana unrepackaging incident. Earlier this year, Tropicana rolled out repackaging that many shoppers complained looked like a generic brand and made the product much harder to find on store shelves. The resulting pushback led to Tropicana to revert to its earlier packaging. For social media research, GeeYee scraped 1, 900 posts from over one million web pages analyzed; each post typically covered three or four topics. Here is the categorization of the most frequently mentioned topics: Price , Premium OJ , Ingredients, Confusion in store , New package design , Reversion to " classic" packaging. Comparing surveys to social media is like comparing apples to orange juice : Social media's impact is disproportionate to the level of activity. The data is dirty. Topics are not always organized to answer our questions. Social media is not representative, only directional.

Ravi Yadav (2008 - 2010) conducted the survey on " Tropicana Juice Retail Survey (Market Improvement)" A survey because we want to study what different problems retailer are facing today regarding juices. Our research is restricted to TROPICANA juices. We have included existing number of

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Tropicana retailers. We have developed market research on basis of distribution and sales network. This include direct interview of retailers those keeping Tropicana Juices. On basis of our study, what are different areas on which company can improve the distribution and sales network. In this survey Recommendation Conclusion and Limitations was seen Company is introducing more and more schemes to reduce problem regarding schemes and also on other hand company is facing problem of expiry density. Single handed solution is provided by customer executive. Tropicana is using mass communication tools to generate awareness in public about Tropicana juices. So company should increase their existing number of retailers to generate more sales. Company should have differential scheme for different retailers and their class.

Usually, company has four class group, Gold class, A class, B class, C class. Company can try to improve the ranking by introducing different options and services to them. Company is charging premium prices over competitor prices. Company also think about the commission offered to them. Company can increase commission to some extent that can give relief to retailers. Conclusion in survey consists of eight questions, among eight questions some of them also be divided into different categories. It means focusing the brand from the retailers and company side instead of understanding it from consumer point of view and Limitations were We have interviewed 60 number retailers keeping Tropicana juices; this number is insufficient for extensive research.

For that at least we need 150 retailers to know the performance. Our research consists of only those retailers who are keeping Tropicana juices.

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Next time we need to address also those retailers who are not keeping Tropicana juices. Some of retailers are not providing answers adequately, so they may be shuffle in the future research. We have only 8 questions in survey, at least 10 to 15 questions would be sufficient number for the interview. Our research is restricted to only develop areas of Gurgaon; we have very less number of respondents from developing areas of Gurgaon. This research is restricted to education purpose, company acts as an authorised signatory. Company may use data for official purpose.

Research Methodology

Data collection Method:

Primary data:

Data was collected from candidates using questionnaire. The questionnaire was distributed in colleges and people on the street. We distributed the questionnaires outside the shops to gather data from people who had come to visit there. Secondary data:

Data was collected from various website, journals and literature review .

RESEARCH DESIGN

Descriptive Research (Aware of Problem)

Samples

The aim was to collect 100 samples for analysis. The samples should be such that they are consumers of fruit drinks. I also tried to get adequate ratio of men and women in the samples. The main demongraphics targeted were the younger age group as they are more health conscious and aware of such drinks. Also we tried to focus more on the college going crowd and young

professionals as they would be more interested in trying out new products and were more conscious. Buyers who have been consuming fruit drinks were better able to answer the questions regarding the influencing factors and the reasons for consumption and purchase. The samples collected from internet have also been very valuable in the research.

TOOLS AND METHODS OF DATA COLLECTION

Data is collected from individuals through direct interaction. A set of close ended questionnaire was provided to individuals wherein, they were required to fill those questionnaires.

Limitations:

* The main limitation is the sampling conducted. It was done in a random manner and no particular technique followed. In the first survey a greater number of college students have been surveyed. The data might not be representative of the entire population.

* Various statistical techniques as learned have been implemented and conclusions as best possible have been drawn making few assumptions as and when required. * Since no data was on interval or ratio scale it was not feasible to conduct Regression and ANOVA.