



Comparative study on mango Drinks in Regards to Maaza, Frooti and Slice

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ABSTRACT

Alphonso is a mango cultivar that is considered by numerous individuals to be truly outstanding as far as pleasantness, lavishness and flavor. It has extensive timeframe of realistic usability of seven days after it is ready making it exportable. It is additionally quite possibly the most costly sorts of mango and is filled primarily in Kokan district of western India. It is in season April through May and the natural product weigh somewhere in the range of 150g and 300g each. Non circulated air through Mango drinks like Frooti (Parle Agro Co.), Jumpin (Godrej Industries Ltd), Maaza (Coca Cola Co.), Dukes Mangola and Slice (PepsiCo Inc.) are mainstream in India. Numerous other nearby brands are likewise accessible. Alphonso mangoes are generally traded from Ratnagiri and sindhudurg regions of Maharashtra. Here fundamental three mango drinks monsters Coca Cola, PepsiCo and Parle Agro showcased their mango drinks for example Maaza, Slice and Frooti separately. India's mango fixation may be similarly old as the organic product yet the business openings it is making for food handling area is something that has never occurred. While mango drink brands like Coca-Cola (Maaza), Pepsi (Slice), Dabur (Real Mango juice) and Parle Agro (Frooti) are advancing the classification with new promoting and publicizing efforts. New limits, driven by the mango squeeze and drink section, are being added even as the business combines itself. The all out homegrown handling limit with regards to the ruler of organic products has gone up ordinarily in the previous two years and now is assessed at 15,000 tons for each day during the season. The interest for prepared Indian mango items is developing by about 25% in both the homegrown and the fare markets. The coordinated refreshment market in India is administered by mango

juices, nectars and beverages that have about 85% of the piece of the overall industry; around 38 million instances of mango-based beverages are devoured by Indians consistently. Also Coca-Cola, whose item 'Maaza' is said to have over 35% piece of the pie for mango drinks in India. The interest for this mango all over India is anomalous. Anyone can't estimate the specific interest and development of this mango drinks looking at on market. India is the world's biggest mango maker, representing more than 50% of the world's yield in 2019.

Keywords: Comparative study, Consumer Behavior, Slice, Maaza, Frooti, effects on brands.

I. INTRODUCTION

The non-carbonated SOFT DRINK (NCSD) area can be named Fruit beverages, Nectar and Juices. The order depends on the level of the organic product mash content in the drink. Organic product drink must have least natural product mash substance of 10%, while Nectar needs to have a base natural product mash substance of 25%. The all out size of the marked noncarbonated refreshments in the coordinated fragment is assessed at Rs.500 crores. The Fruit drink portion is assessed at Rs.250-300 crores, while the Juice market (Branded and Packaged) is assessed at Rs 150 crores. Nectar is a little classification of around Rs 35-50 crores. In the organic product drink class, Parle's Frooti, Godrej's Jumpin and Coca-Cola's Maaza and Pepsi's Slice are the significant brands. In the Nectar portion, the key public players are - Dabur, Godrej Xs and Parle's Appy. The two key public level parts in the juice portion are Tropicana and Real. Genuine is the market chief with 55-60% piece of the overall industry. Tropicana has an expected portion of 30-35%. A few nearby/local brands likewise exist, other than an immense disorderly area. The Juice classification is the quickest developing portion as of now, assessed to be developing by 20-25% p.a. The organic product drinks classification has likewise been seeing development of around 5% p.a. The fundamental explanation behind this development in the NCSD Category is the difference in the customer inclination from the carbonated to the non-carbonated soda area for the most part because of expanding Health Awareness among purchasers and the Pesticide issue identifying with Coke and Pepsi. In the Fruit Drink fragment, Frooti is the unmistakable market pioneer with around 85% piece of the pie yet in the NCSD class overall, its 12 offer has been declining a result of the development in Fruit Juice section. Thus, with the development of the NCSD class, Frooti needs to rival all the sections in this classification to take a bigger portion of this development.

II. OBJECTIVES

1. To study the taste and preferences of the consumer among Slice, Maaza and Frooti.
2. To study the marketing mix of Slice, Maaza and Frooti.
3. To study the market share of Frooti in the non-Carbonated Soft Drink (NCSD) category.
4. To study the consumption pattern of the Slice, Maaza and Frooti.

III. BAGROUND OF THE STUDY

1. Detailed study of the non-carbonated soft drinks industry in India.
2. Analysis of Slice, Maaza and Frooti's performance against each other.
3. Analyzing consumer perception based on various parameters such as purchase frequency, effect of sales promotion schemes, brand attributes and consumer loyalty, packaging, pricing and advertising.

IV. Literature Review

In their article they mentioned how the company arranged a campaign to engage its existing and new consumers with the new Slice Taste Challenge. They also mentioned how the company's on-air campaign will be supported by the online and on-ground activation which would include consumer tasting also. Homi Battiwalla, category Director - Colas, Hydration and mango-based Beverages, PepsiCo India, said: "Our campaigns have always highlighted the pure mango pleasure promise of Slice in an aesthetic, sensuous and appealing manner. However, for the first time, we are talking about Slice as the most delicious mango drink." PepsiCo Launches new Slice campaign, March 6 2013, The Hindus. In this article author mentioned how the Beverage maker Coca-Cola announced that its Atlanta-based parent will invest about US\$2 billion in the country over the next five years, beginning 2012. The company also mentioned that the investment will capture the opportunity in the Indian non-alcoholic ready-to-drink beverage market; it will span across infrastructure, brand building and sustainability programmes. The Economic Times, November 14, 2011. In this article it is mentioned how the coca-cola company teamed with the Jain Irrigation for project Unnati to help the mango farmers. The Unnati project had basically focused on creating an ecosystem that delivered higher growth and income for the mango farmers and the 'Grove to Glass' fruit supply chain for developing delivery. Mango Framers bears the fruit of Project Unnati.,coco-cola Journey.9th July 2015. In his report he mentioned that how the people of India are obsessed with Mango and its beverages. 25% of demand on mango products have increased in both domestic and the export market in India. He also mentioned that nobody can exact mark the number of percentage on the demand and growth of mangos and mango based beverages in the market. Akbar Ali ,OCT 12,2012. Comparative Study on Mango Drink in Regards to Maaza, Frooti and Slice. In her article she mentioned how these days advertises on the television are quite impressive that people get inspired through the celebrities showed in it but it should either be focused on parameters such as the amount of pulp, sugar levels and the type of preservatives that have been used. Avantika Bhuyan, June 9th 2014, Is it mango you are drinking? Are you getting artificial flavors instead of real juice, Business Standard News. In his report he focused on particular age group visiting retailers to purchase the soft drinks so the brand needs to focus on them while advertising. According to the data collected by him the most people preferred frooti as the price of frooti is comparatively less than other products in the market. Mahendra M pawar, comparative analysis of Foorti & its competitors.

V. RESEARCH METHODOLOGY:

A) **DATA COLLECTION**

1) **Primary Source**

- Consumers

2) Secondary Source

- Website
- Magazines and Newspapers

B) RESEARCH INSTRUMENTS

- Questionnaire

C) SAMPLING PLAN

1) Sampling Unit: Who is to be surveyed?

- Urban Consumers

2) Sample Size: How many people to be surveyed?

- 110 Units (of all age groups)

3) Sampling Procedure:

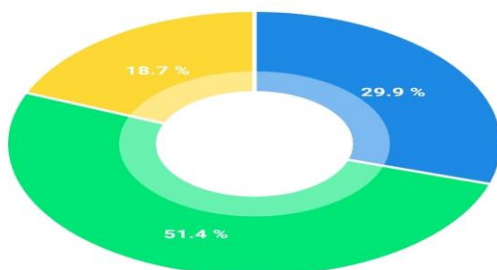
- Convenience Sampling

VI. Data Analysis and Findings

1. Which Mango Drink do you prefer ?

PIE CHART

■ Frooti - 32
■ Maaza - 55
■ slice - 20



ANALYSIS:

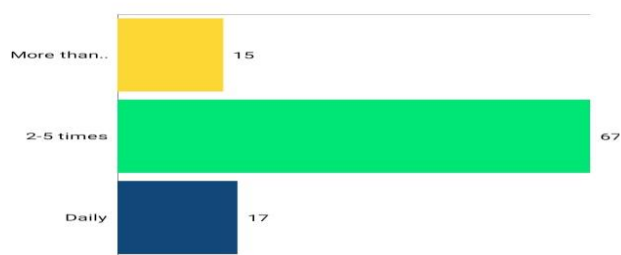
- 29.9% of the respondents prefer Frooti Mango Drink.
- 51.4% of the respondents prefer Maaza Mango Drink.
- 18.7% of the respondents prefer Slice Mango Drink.

FINDINGS:

From the above survey, it has found that people Prefer Maaza in comparison of Frooti and Slice. However it is to be say that Maaza is a Market Leader as there is a vast difference in consumer's preference. There is a huge competition. However from the survey it suggests that Maaza is preferred by 51.4% of respondents.

2. Frequency of consumption of your preferred drink in a week?

BAR CHART



ANALYSIS:

- a) 67% of the respondents consume their preferred drink 2-5 Times in a week.
- b) 22% of the respondents consume their preferred drink Daily in a week.
- c) 11% of the respondents consume their preferred drink

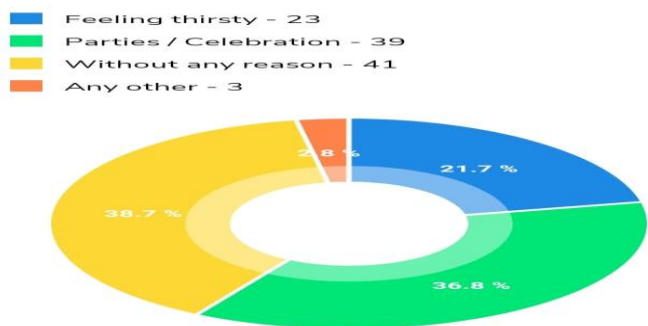
More than 5 Times a week.

FINDINGS:

From the survey, it has found that 67% of the Respondents consume their preferred drink 2-5 times in a week. So it is clear that Mango drink is not preferred more on a daily basis. It would sell more in the non-season of Mango. In the season of Mango people can enjoy it directly so it is less preferred at that time period and thus it affects the daily consumption of Mango Drink.

3. On what occasion, do you often consume mango drinks ?

PIE CHART



FINDINGS:

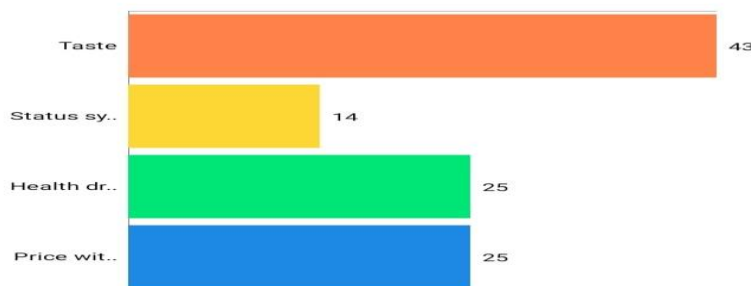
From the survey, it has found that more than half of the respondents have mango drink without any reasons. However it has been observed that 2.8% of the respondents said any other reason. This reason could be no

choice at retailers shop, others having mango drink and can opt for own choice, price of the product, Parents Choice or may be forced to drink due to non availability of other product.

□

4. What induces you to buy mango drinks ?

BAR CHART



ANALYSIS:

- a) 40% of respondents buy Mango Drink because of the Taste.
- b) 23.4% of respondents buy Mango Drink because of the price and with good amount of quantity.
- c) 23.4% of respondents buy Mango Drink because they feel it is a Health

Drink.

- d) 8% of respondents buy Mango Drink because of variety.
- e) Only 1% of respondent buy Mango Drink because of status symbol.

FINDINGS:

From the survey, it has found that people buy Mango drink for the purpose of taste and this is because of absence of Mango in all the seasons. Thus to get the feel of Mango people buy Mango Drink. There are 23% of People who buy Mango Drink keeping price in mind with quantity. The price is one of the other factor which influences to buy Mango Drink.

There are some people who also prefer to buy mango drink just to make a change in their Taste as they feel it is a different variety. Health conscious people look it as Health Drink and thus it influences to buy Mango Drink. However Mango drink cannot be said as Status symbol. So there are very rare people who feel it as buying Mango drink is Status symbol and thus it influences them.

5. How do you view mango drink?

PIE CHART

- As a health drink - 21
- As a status symbol - 22
- As an aid to put off thirst - 44
- Any other - 20



ANALYSIS:

- a) 41.1% of respondents view Mango Drink as an aid to put off thirst.
- b) 19.6% of respondents view Mango Drink as a health drink.
- c) 18.7% of respondents view Mango Drink as any other drink.
- d) 20% of respondent view Mango Drink as

status symbol.

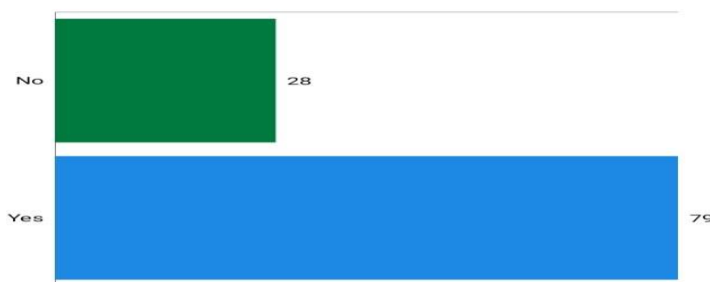
FINDINGS:

From the survey, it has found that mango drink is viewed as just an aid to put off the thirst by nearly 50% of the crowd. At the same time it is also viewed as a health drink by 20% of the crowd. This is because it contains Mango and mango has many benefits for the purpose of health.

The remaining crowd feels that it is just another drink to hang out with. May be it is seen as a children drink or a drink which a general public drinks and there is no adventure in it as compared to cola drinks.

6. Do advertisement affect your purchases?

BAR CHART



ANALYSIS:

a) 74% of respondents say that advertisement doesn't affect their purchases.

b) 26% of respondents say that advertisement does affect their purchase

FINDINGS:

From the survey, it has found that it is situation in advertisement affecting purchases. Nearly 70% of People think that brand ambassador has made them buy Mango drink. However, now all the three companies are using it just to attract consumers. And the other 30% say it doesn't affect as ads are not effective and it doesn't influence them to buy the product.

7. What do you feel about the price of mango drinks?

PIE CHART

- Very high - 6
- High - 40
- Medium - 54
- Low - 7



ANALYSIS:

a) 51% of respondents feel that the price of Mango drink is Medium.

b) 37% of respondents feel that the price of Mango drink is high.

c) 5% of respondents feel that the price of Mango drink is Very high.

d) 6.5% of the respondents feel that

the price of Mango drink is low.

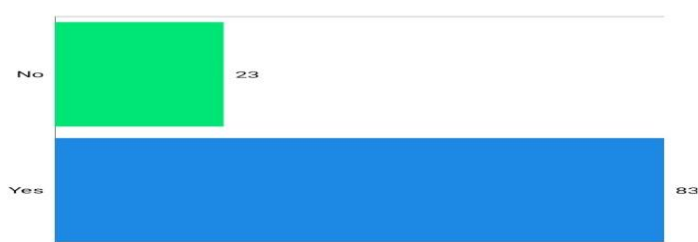
FINDINGS:

From the survey, it has found that mango drink has a reasonable price and more than 50% of the crowd feels that the price for mango drink is medium. And 37% of people find it as price is high i.e. the cost of mango drink is higher. Medium means specifically affordable to each class of people and medium means comparatively affordable.

However 5.6% of people feel that the cost is Very high if compared with the quantity which is provided. And the remaining people find that it is very costly in comparison with the quantity. 5% of the crowd feels that it is low rated. This may be because of the quantity provided by the companies is lesser against the price. And any product provided at cheaper or lower rate would be said as costly as people have to pay for it.

8. Do you feel a price reduction will increase your purchasing power?

BAR CHART

**ANALYSIS:**

- 78% of respondents says that reduction in price will increase their purchasing power.
- 22% of respondents says that reduction in price will not increase their purchasing power.

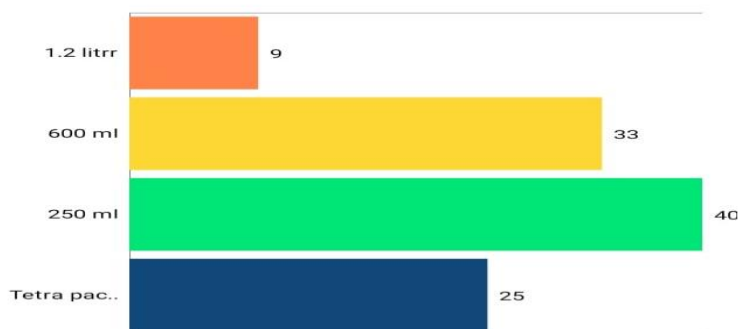
FINDINGS:

From the survey, it has found that 78% of people will have more purchasing power as the price is reduced. This is because of the quantity provided against the price charged. People would love to buy more of Mango drink if the price is reduced. This could increase sales.

The other remaining 22% of people says that it's not going to affect their purchasing power as they are happy with the product and they need the product anyhow no matter the price increases or decreases. Another reason is also that people buy a specific quantity and if price decreases they are going to save that money instead of buying more mango drink.

9. which pack do you consume the most?

BAR CHART



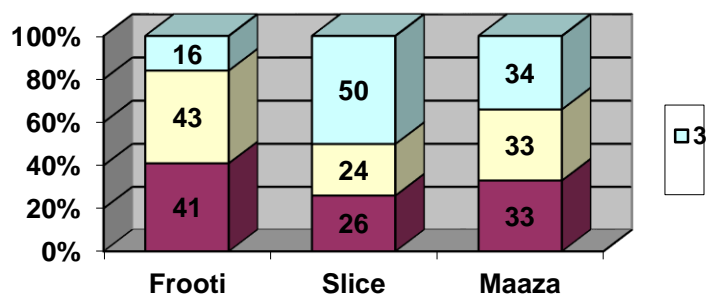
ANALYSIS:

- a) 37.4% of respondents consume 250 ml pack.
- b) 30.8% of respondents consume 600 ml pack.
- c) 23.4% of respondents consume Tetra pack.
- d) 8.4% of respondents consume 1.2 ltr of pack.

FINDINGS:

From the survey, it has found that 37.4% of people prefer to buy 250 ml pack. This is due to many reasons such as may be he wants it to consume with lunch or dinner or may be he is alone to consume it or it is the best pack which is consumed by all as it is easily available.

The other 30.8 % of respondents consume 600 ml pack may be due to they are in a group or a couple sharing the bottle. 23.4% of people consume Tetra pack. The simple reason could be to put off thirst. And the remaining 8.4% of people are those who buy 1.2 ltr of pack. The reason could be family enjoying it or parties and celebrations.



ANALYSIS:

- a) 41% of respondents ranked Frooti as no.1 preference in terms of taste.
- b) 33% of respondents ranked Maaza as no.1 preference in terms of taste.
- c) 26% of respondents ranked Slice as no.1 preference in terms of taste.
- d) 43% of respondents ranked Frooti as no.2 preference in terms of taste.
- e) 33% of respondents ranked Maaza as no.2 preference in terms of taste.
- f) 24% of respondents ranked Slice as no.2 preference in terms of taste.
- g) 16% of respondents ranked Frooti as no.3 preference in terms of taste.
- h) 34% of respondents ranked Maaza as no.3 preference in terms of taste.
- i) 50% of respondents ranked Slice as no.3 preference in terms of taste.

FINDINGS:

From the survey, it has found that Frooti is most preferred drink. It is then followed by Maaza and slice respectively. Frooti is mostly preferred due to its taste and thus it is at no.1. However Maaza is not so far behind at no.2. There is a vast gap between Frooti and slice and to be ahead in competition, slice has to make necessary changes in the taste.

ATTRIBUTES	VERY GOOD	GOOD	AVERAGE	BAD	VERY BAD
QUALITY					
BRAND IMAGE					
AVAILABILITY					
PACKAGING					

ANALYSIS:**Quality**

- a) 51% of respondents rated Maaza as having good quality product.
- b) 30% of respondents rated Maaza as having Very good quality product.
- c) 18% of respondents rated Maaza as having Average quality product.
- d) Only 1% of respondents rated Maaza as having Bad quality product.
- e) None of the respondents rated Maaza as having Very Bad quality product.

Brand Image

- a) 65% of respondents rated Maaza as having a good Brand Image.
- b) 25% of respondents rated Maaza as having a very good Brand Image.
- c) 10% of respondents rated Maaza as having an Average Brand Image.
- d) None of the respondents rated Maaza as having Bad or Very Bad Brand Image.

Availability

- a) 44% of respondents rated that Maaza has Average availability in the market.
- b) 37% of respondents rated that Maaza has Good availability in the market.
- c) 16% of respondents rated that Maaza has Very Good availability in the market.
- d) 3% of respondents rated that Maaza has Bad availability in the market.
- e) None of the respondents rated Maaza as having Very Bad availability in the market.

PACKAGING

- a) 42% of respondents rated Maaza as having Average Packaging.
- b) 29% of respondents rated Maaza as having Good Packaging.
- c) 18% of respondents rated Maaza as having Bad Packaging.
- d) 10% of respondents rated Maaza as having Very Good Packaging.
- e) Only 1 % of respondents rated Maaza as having Very Bad Packaging.

FINDINGS:

From the survey, it has found that 51% of people say that quality is good and 30% of people say that quality is Very Good. It means overall quality of Maaza is good.

65% of people say the brand image is good and 25% of people say that brand image is Very good. It means the overall brand image of Maaza is good.

44% of people say that the availability of Maaza is average and 37% of people say that the availability is good. It seems the overall availability of the product is average. And this is the place where company has to look out for making changes in their distribution strategy.

42% of people say that packaging of Maaza is just average and 29% of people say that Maaza has good packaging. It means the packaging of the company is average and thus they need to work on it.

ATTRIBUTES	VERY GOOD	GOOD	AVERAGE	BAD	VERY BAD
QUALITY					
BRAND IMAGE					
AVAILABILITY					
PACKAGING					

Quality

- 39% of respondents rated Slice as having good quality product.
- 39% of respondents rated Slice as having Average quality product.
- 18% of respondents rated Slice as having Very good quality product.
- 4% of respondents rated Slice as having Bad quality product.
- None of the respondents rated Slice as having Very Bad quality product.

Brand Image

- 54% of respondents rated Slice as having a good Brand Image.
- 29% of respondents rated Slice as having an Average Brand Image.
- 16% of respondents rated Slice as having a very good Brand Image.
- Only 1% of respondents rated Slice as having a Bad Brand Image.
- None of the respondents rated Slice as having Very Bad Brand Image.

Availability

- 40% of respondents rated that Slice has Good availability in the market.
- 37% of respondents rated that Slice has Average availability in the market.
- 19% of respondents rated that Slice has Very Good availability in the market.
- 4% of respondents rated that Slice has Bad availability in the market.
- None of the respondents rated Slice as having Very Bad availability in the market.

PACKAGING

- 28% of respondents rated Slice as having Average Packaging.
- 58% of respondents rated Slice as having Good Packaging.
- 4% of respondents rated Slice as having Bad Packaging.
- 10% of respondents rated Slice as having Very Good Packaging.
- None of the respondents rated Slice as having Very Bad Packaging.

FINDINGS:

From the survey, it has found that 39% of people say that quality is good and 39% of people say that quality is Average. It means overall quality of Slice is Average.

54% of people say the brand image is good and 16% of people say that brand image is Very good. It means the overall brand image of Slice is good.

37% of people say that the availability of Slice is average and 40% of people say that the availability is good. It seems the overall availability of the product is average. And this is the place where company has to look out for making changes in their distribution strategy.

58% of people say that Slice has good packaging and 10% of people say that packaging of Slice is Very Good and. It means the packaging of the company is really good and that's what people like it as it gets easy to handle.

Recommendation and Suggestions:**For Maaza:**

- Need to start local advertisements.
- Need to change the pricing strategy.
- Appoint Brand ambassador as both other company has it already.
- Need to Work on Distribution Strategy (Availability).
- Improvement in the packaging of Maaza bottles.
- Introduction of small tetra pack of Maaza of Rs 3/-

For Slice:

- Need to improve Quality in terms of thickness.
- Need to Work on Distribution Strategy (Availability).
- Introduction of small tetra pack of slice of Rs 3/-
- Decrease in the price of slice
- Need to start local advertisements.

For Frooti:

- Need to focus more on advertisements strategy.
- Focus on Brand positioning.
- Need to improve Brand Loyalty.
- Need to expand brand, brand equity is not utilize properly.
- Must increase flavours.

CONCLUSION

Following are the concluding points taken into consideration after the conduct of the research study

After conducting the observational survey & interacting with 203 respondents in the city of Vadodara , it is observed that there is a great potential market for fruit-based beverages because the significant health advantages offered by them. It is been observed that households are aware of the options available in the market and fruit-based beverage have a good market acceptance. Fruit beverages have started becoming an important part of the daily needs of the households on social occasions and during entertainment. With the increased importance of health and nutrition, changing life styles and higher incomes, the Indian beverage market offers numerous opportunities for new products and product modifications.

Fruit beverages have become an important part of Indian households, especially urban & semi urban household as it provides vitality and energy, relation and nutrient benefits etc every passing day. There are many factors that influence the buying behavior and attitude of a customer during his/her buying process including demographic factors like age, marital status, monthly household income, occupation etc. and other factors like influence of friends and family, advertisement through various media etc. These key factors should be seriously considered to attain an optimum market space, as in today's world catering to a customer's needs is very essential to formulate a strategic marketing plan that enhance the market share. Such novel strategies should also be backed by efficient on ground customer support and robust R & D for product innovation.

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