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STUDY ON CONSUMER BEHAVIOR TOWARDS MANGO DRINKS IN REGARDS TO MAAZA, FROOTI AND SLICE

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ABSTRACT

Alphonso is a mango cultivar that is believed by various people to be really extraordinary to the extent enjoyableness, luxuriousness and flavor. It has broad time span of reasonable ease of use of seven days later it is prepared making it exportable. It is moreover potentially the most exorbitant kinds of mango and is filled essentially in Kokan area of western India. It is in season April through May and the regular item gauge some place in the scope of 150g and 300g each.

Non coursed air through Mango drinks like Frooti (Parle Agro Co.), Maaza (Coca Cola Co.), Paper Boat and Slice (PepsiCo Inc.) are standard in India. Various other close by brands are in like manner open. Alphonso mangoes are for the most part exchanged from Ratnagiri and Sindhudurg areas of Maharashtra.

Here principal three mango drinks beasts Coca Cola, PepsiCo and Parle Agro displayed their mango drinks for instance Maaza, Slice and Frooti independently. India's mango obsession might be likewise old as the natural item yet the business openings it is making for food taking care of region is something that has never happened. While mango drink brands like Coca-Cola (Maaza), Pepsi (Slice), Dabur (Real Mango juice) and Parle Agro (Frooti) are propelling the grouping with new advancing and publicizing endeavors.

New cutoff points, driven by the mango crush and drink segment, are being added even as the business consolidates itself. The hard and fast local taking care of breaking point with respect to the leader of natural items has gone up customarily in the past two years and presently is surveyed at 15,000 tons for every day

during the season. The premium for arranged Indian mango things is creating by around 25% in both the local and the toll markets.

The organized reward market in India is controlled by mango juices, nectars and refreshments that have around 85% of the piece of the general business; around 38 million occurrences of mango-based drinks are gobbled up by Indians reliably.

Likewise Coca-Cola, whose thing 'Maaza' is said to have more than 35% slice of the pie for mango drinks in India. The interest for this mango all over India is odd. Anybody can't assess the particular premium and advancement of this mango drinks taking a gander at on market. India is the world's greatest mango producer, addressing over half of the world's yield in 2019.

KEYWORDS: Comparative study, Consumer behavior, Slice, Maaza, Frooti, Brand effects

1. INTRODUCTION

The range of non-carbonated soft drinks (NCSD) can be described as fruit drinks, nectars and juices. The order depends on the content of the organic product mash in the drink.

Organic drinks should contain at least 10% natural mash, while nectars should contain 25% natural mash base material. The total size of the labeled non-carbonated beverage in the conditioned fragment is estimated to be Rs.500 crore. The fruit beverage portion is valued at Rs.250-300 crore and the juice market (branding and packaging) is valued at Rs150 crore.

Nectar is a small category of about 35-50 rupees. In the organic drink class, Parle's Frooti, Godrej's Jumpin, CocaCola's Maaza and Pepsi's Slice are the most important brands. In the honey part, the main public actors are Dabur, Godley Xs, and Pare's appeal.

The two most important public level parts of the juice serving are Tropicana and Real. Market managers are genuine, accounting for 55-60% of the total industry. Tropicana's expected share is 30-35%. There are also some nearby / local brands, except for the vast chaotic areas.

The juice classification is currently the most rapidly developing part, 20-25% p.a. Has been evaluated for its development. The classification of organic beverages is also developing at about 5% pa

The basic explanation for this development in the NCSD category is the growing health awareness of shoppers and the tendency of consumers in the range of sodium carbonate and non-sodium carbonate, mainly due to the pesticide problems found in cola and peps. It's a difference.

In the Fruit Drink Fragment, Frooti is an unmistakable market pioneer with about 85% cake, but across the NCSD class, the development of the fruit juice segment has reduced its 12 range.

Therefore, with the development of the NCSD class, Frooti must compete with all sections of this classification in order to gain a larger share in this development.

2. OBJECTIVES

1. Study consumer preferences and preferences between slices, maaza and fruity.
2. Study the marketing mix of Slice, Maaza, and Frooti.
3. Investigate Frooti's market share in the non-carbonated soft drink (NCSD) category.
4. Investigate consumption patterns of slices, maaza and fruity.

3. BACKGROUND OF STUDY

1. A detailed study of the carbonated soft beverage industry in India.
2. Mutual performance analysis of Slice, Maaza and Frooti.
3. An analysis of consumer perceptions based on various parameters such as purchase frequency, promotional program effectiveness, brand attributes and consumer loyalty, packaging, pricing, and advertising.

4. LITERATURE REVIEW

Avantika Bhuyan, June 9th 2014, Is it mango you are drinking? Are you getting artificial flavours instead of real juice, Business Standard News. 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. Akbar Ali ,OCT 12,2012.Comparative Study on Mango Drink in Regards to Maaza, Frooti and Slice. 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. Mahendra M Pawar, comparative analysis of Frooti & its competitors, 19th May 2015. 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. PepsiCo launches new slice campaign, March 6, 2013, The Hindus. In their article they mentioned how the company arranged a campaign to engage its existing and new consumers with new slice taste challenge. They also mentioned how the companies on air campaign will be supported by the online on ground activation which will include consumer tasting also. The Economic Times, November 14, 2011 In this article author mentioned how the beverage maker Coca-Cola on announced that its Atlanta- based parent will invest about US \$2 billion in country over the next 5 years, beginning 2012 The company also mentioned that the investment will capture the opportunity in Indian Non- alcoholic ready-to-drink beverage market. Mango Farmer bears the fruit of Project Unnati, Coca-Cola, Journey, 9th July 2015. In this article he mentioned how Coca-Cola company teamed with Jain irrigation for project Unnati to help the mango farmers . This project was to basically to help the ecosystem that delivered higher growth of income for mango farmers. THE HINDUS, March 6th 2013, The company organized a campaign to engage existing and new customers with the new Slice Taste Challenge, according to their article. They also noted how the company's on-air campaign will be backed up by online and on-ground engagement, including consumer tasting. “Our advertisements have always emphasized the pure mango pleasure promise of Slice in an artistic, sensual, and engaging manner,” said Homi Battiwalla, category Director – Colas, Hydration, and mango-based Beverages, PepsiCo India. For the first time, we're discussing Slice as the most delectable mango drink.” PepsiCo has launched a new Slice promotion, which will run until March. Akbar Ali , A comparison of mango drinks such as Maaza, Frooti, and Slice, 12th of October, 2012, He noted in his research that the Indian people are infatuated with mango and its beverages. In India, demand for mango products has surged by 25% in both the domestic and export markets. He also stated that no one can precisely estimate the percentage increase in demand for mangos and mango-based beverages in the market.

5. RESEARCH METHODOLOGY

A) DATA COLLECTION

1) Primary Source

- Consumers

2) Secondary Source

- Website
- Magazines and Newspapers

B) RESEARCH INSTRUMENTS

- Questionnaire

C) SAMPLING PLAN

Sampling Unit: Who should I interview?

- People in Vadodara

2) **Sample Size:** How many people do you need to interview?

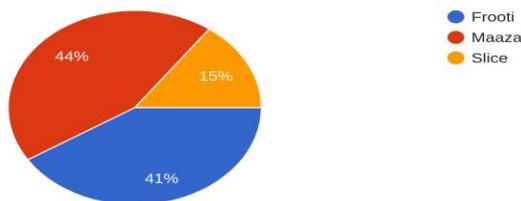
- 200 Units (of all age groups)

3) **Sampling Procedure:**

- Convenience Sampling

6. DATA ANALYSIS AND FINDINGS

Which Mango drink do you prefer?
200 responses



ANALYSIS:

From the survey it was found that amongst 200 respondents.

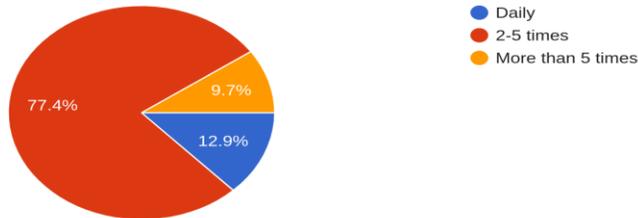
- 41% of the respondents prefer Frooti Mango Drink.
- 44% of the respondents prefer Maaza Mango Drink.
- 15% of the respondents prefer Slice Mango Drink.

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 44% of respondents.

Frequency of consumption of your preferred drink in a week?

186 responses

**ANALYSIS:**

From the survey it was found that amongst 186 respondents.

- 77.4% of the respondents consume their preferred drink 2-5 Times in a week.
- 12.9% of the respondents consume their preferred drink Daily in a week.
- 9.7% of the respondents consume their preferred drink More than 5 Times a week.

FINDINGS:

From the survey, it has found that 77.4% 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.

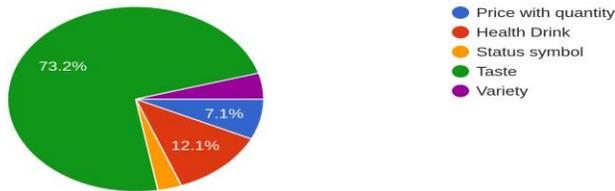
On what occasions, do you often consume the Mango Drinks?

199 responses

**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 9.5% 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.

What induces you to buy Mango Drink?
198 responses



ANALYSIS:

From the survey it was found that amongst 198 respondents.

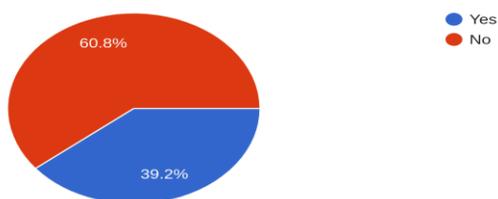
- 73.2% of respondents buy Mango Drink because of the Taste.
- 7.1% of respondents buy Mango Drink because of the price and with good amount of quantity.
- 12.1% of respondents buy Mango Drink because they feel it is a Health Drink.
- None of respondents buy Mango Drink because of variety.
- None of 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 7.1% 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.

Do advertisements affect your purchases?
199 responses



ANALYSIS:

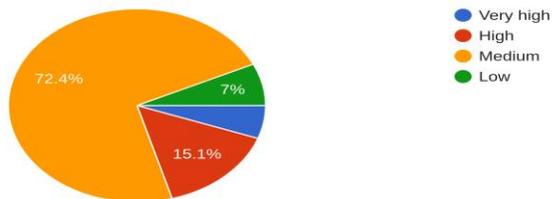
From the survey it was found that amongst 199 respondents.

- 60.8% of respondents say that advertisement doesn't affect their purchases.
- 39.2% of respondents say that advertisement does affect their purchases.

FINDINGS:

From the survey, it has found that it is situation in advertisement affecting purchases. Nearly 39.2% 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.

What do you feel about the price of Mango drinks?
199 responses

**ANALYSIS:**

From the survey it was found that amongst 199 respondents.

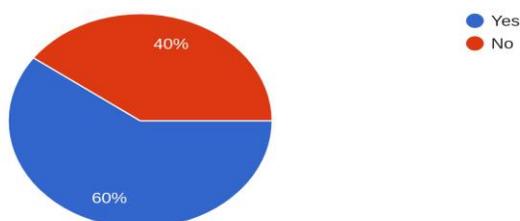
- 72.4% of respondents feel that the price of Mango drink is Medium.
- 15.1% of respondents feel that the price of Mango drink is high.
- 0% of respondents feel that the price of Mango drink is Very high.
- 7% of the respondents feel that the price of Mango drink is low.

FINDINGS:

From the survey, it has found that mango drink has a reasonable price and more than 72.4% of the crowd feels that the price for mango drink is medium. And 15.1% 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 no one 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. 7% 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.

Do you feel a price reduction will increase your purchasing power?
200 responses



ANALYSIS:

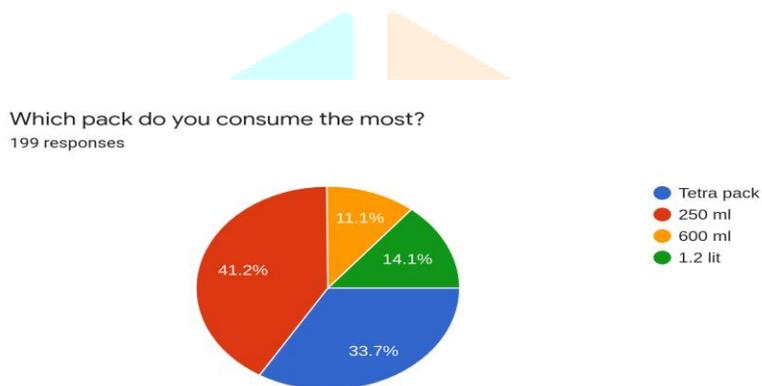
From the survey it was found that amongst 200 respondents.

- 60% of respondents says that reduction in price will increase their purchasing power.
- 40% of respondents says that reduction in price will not increase their purchasing power.

FINDINGS:

From the survey, it has found that 60% 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 40% 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.

**ANALYSIS:**

From the survey it was found that amongst 199 respondents.

- 41.2% of respondents consume 250 ml pack.
- 11.1% of respondents consume 600 ml pack.
- 33.7% of respondents consume Tetra pack.
- 14.1% of respondents consume 1.2 ltr of pack.

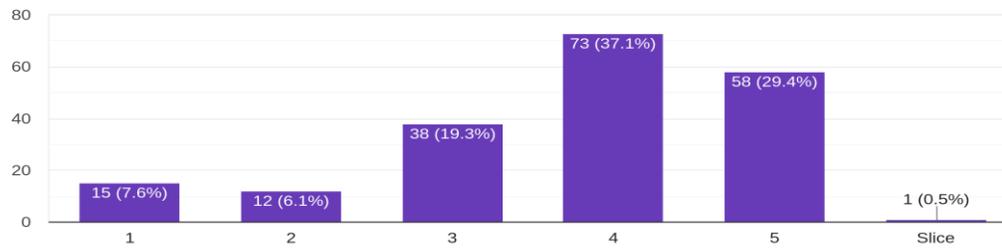
FINDINGS:

From the survey, it has found that 41.2% of people prefer to buy 250 ml pack. This is due to many reasons such as maybe he wants it to consume with lunch or dinner or maybe he is alone to consume it or it is the best pack which is consumed by all as it is easily available.

The other 11.1% of respondents consume 600 ml pack maybe due to they are in a group or a couple sharing the bottle. 33.7% of people consume Tetra pack. The simple reason could be to put off thirst. And the remaining 14.1% of people are those who buy 1.2 ltr of pack. The reason could be family enjoying it or parties and celebrations.

Rank the following according to your taste and preference?

197 responses



ANALYSIS:

From the survey it was found that amongst 197 respondents.

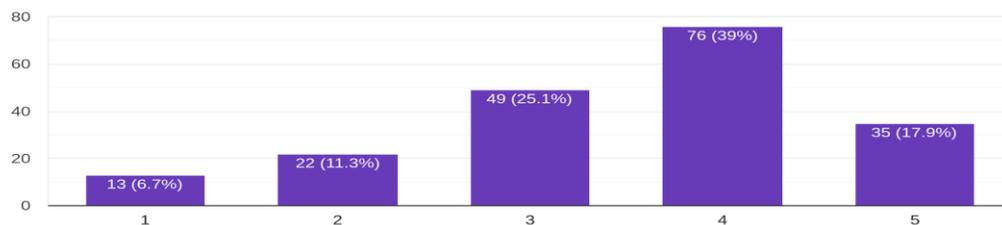
- 7.6% of respondents ranked Slice as 1 preference in terms of taste.
- 6.1% of respondents ranked Slice as 2 preference in terms of taste.
- 19.3% of respondents ranked Slice as 3 preference in terms of taste.
- 37.1% of respondents ranked Slice as 4 preference in terms of taste.
- 29.4% of respondents ranked Slice as 5 preference in terms of taste.

FINDINGS:

From the survey, it has found that 37.1% of the people rated slice as 4 and only 7.6% people rated 1. Where 29.4% people rated it as 5 there only 6.1% people ranked it 2. That means still slice can be ahead in competition, slice has to make necessary changes in the taste.

Rank the following according to your taste and preference?

195 responses



ANALYSIS:

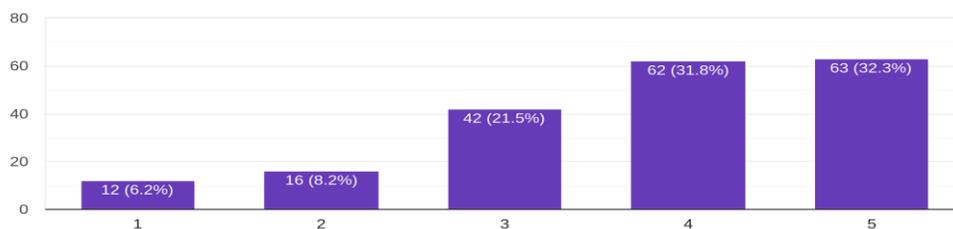
From the survey it was found that amongst 195 respondents.

- 6.7% of respondents ranked Maaza as 1 preference in terms of taste.
- 11.3% of respondents ranked Maaza as 2 preference in terms of taste.
- 25.1% of respondents ranked Maaza as 3 preference in terms of taste.
- 39% of respondents ranked Maaza as 4 preference in terms of taste.
- 17.9% of respondents ranked Maaza as 5 preference in terms of taste.

FINDINGS:

From the survey, it has found that 39% of the people rated Maaza as 4 and only 6.7% people rated 1. Where 17.9% people rated it as 5 there only 11.3% people ranked it 2. That means Maaza is in its good market.

Rank the following according to your taste and preference?
195 responses



ANALYSIS:

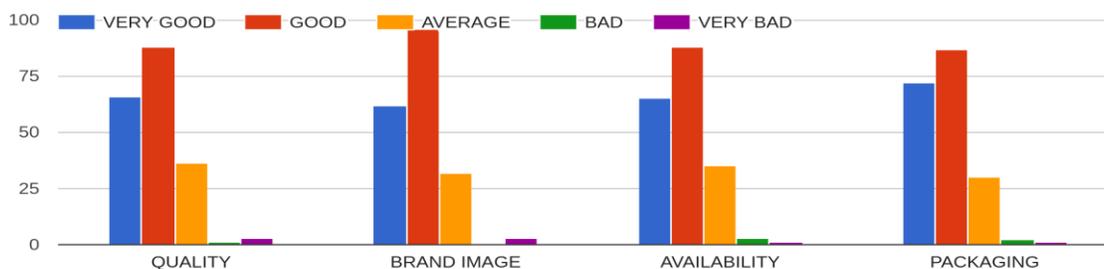
From the survey it was found that amongst 195 respondents.

- a) 6.2% of respondents ranked Frooti as 1 preference in terms of taste.
- b) 8.2% of respondents ranked Frooti as 2 preference in terms of taste.
- c) 21.5% of respondents ranked Frooti as 3 preference in terms of taste.
- d) 31.8% of respondents ranked Frooti as 4 preference in terms of taste.
- e) 31.3% of respondents ranked Frooti as 5 preference in terms of taste.

FINDINGS:

From the survey, it has found that 31.8% of the people rated Maaza as 4 and only 6.2% people rated 1. Where 31.3% people rated it as 5 there only 8.2% people ranked it 2. That means among all 3 mango drinks only Frooti got highest rank 5.

Give your ratings to following attributes of Maaza?



ANALYSIS:

From the survey it was found that amongst 200 respondents.

QUALITY

- a) 85% of respondents rated Maaza as having good quality product.
- b) 65% of respondents rated Maaza as having Very good quality product.
- c) 35% of respondents rated Maaza as having Average quality product.
- d) None of respondents rated Maaza as having Bad quality product.
- e) Only 1% of the respondents rated Maaza as having Very Bad quality product.

BRAND IMAGE

- a) 98% of respondents rated Maaza as having a good Brand Image.
- b) 65% of respondents rated Maaza as having a very good Brand Image.
- c) 30% of respondents rated Maaza as having an Average Brand Image.
- d) Only 1% of the respondents rated Maaza as having Bad or Very Bad Brand Image.

AVAILABLE

- a) 40% of respondents rated that Maaza has Average availability in the market.
- b) 85% of respondents rated that Maaza has Good availability in the market.
- c) 65% of respondents rated that Maaza has Very Good availability in the market.
- d) Only 1% 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) 30% of respondents rated Maaza as having Average Packaging.
- b) 85% of respondents rated Maaza as having Good Packaging.
- c) Only 1% of respondents rated Maaza as having Bad Packaging.
- d) 70% of respondents rated Maaza as having Very Good Packaging.
- e) None of respondents rated Maaza as having Very Bad Packaging.

FINDINGS:

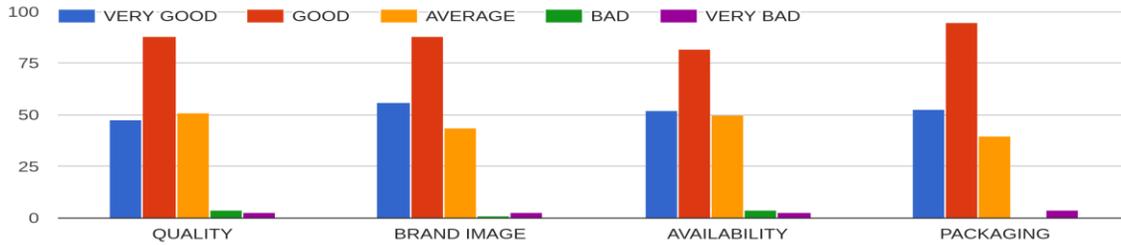
From the survey, it has found that most of people say that quality is good and only a few of people say that quality is Bad. It means overall quality of Maaza is good.

Many of people say the brand image is good and a few of people say that brand image is bad. It means the overall brand image of Maaza is good.

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

More than 75% of people say that packaging of Maaza is just good and 30% of people say that Maaza has average packaging. It means the packaging of the company is average and thus they need to work on it.

Give your ratings to following attributes of Slice?



ANALYSIS:

From the survey it was found that amongst 200 respondents.

QUALITY

- 85% of respondents rated Slice as having good quality product.
- 45% of respondents rated Slice as having Very good quality product.
- 50% of respondents rated Slice as having Average quality product.
- 5% of respondents rated Slice as having Bad quality product.
- Only 1% of the respondents rated Slice as having Very Bad quality product.

BRAND IMAGE

- 85% of respondents rated Slice as having a good Brand Image.
- 55% of respondents rated Slice as having a very good Brand Image.
- 40% of respondents rated Slice as having an Average Brand Image.
- Only 1% of the respondents rated Slice as having Bad or Very Bad Brand Image.

AVAILABILITY

- 50% of respondents rated that Slice has Average availability in the market.
- 50% of respondents rated that Slice has Good availability in the market.
- 80% of respondents rated that Slice has Very Good availability in the market.
- Only 1% 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

- 40% of respondents rated Slice as having Average Packaging.
- 90% of respondents rated Slice as having Good Packaging.
- Only 1% of respondents rated Slice as having Very Bad Packaging.
- 50% of respondents rated Slice as having Very Good Packaging.
- None of respondents rated Slice as having Bad Packaging.

FINDINGS:

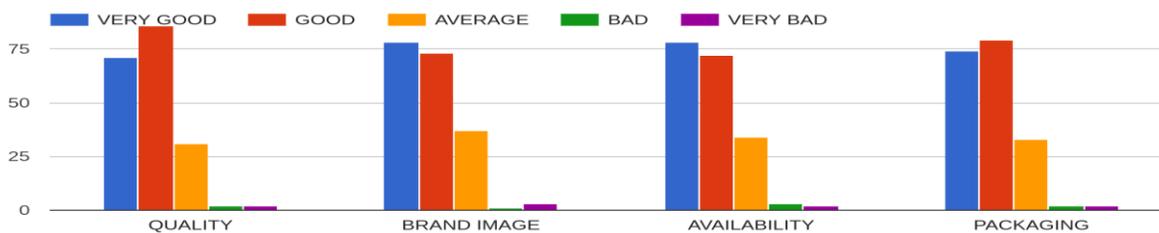
From the survey, it has found that most of people say that quality is good and only a few of people say that quality is Bad. It means overall quality of Slice is good.

Many of people say the brand image is good and a few of people say that brand image is bad. It means the overall brand image of Slice is good.

Lot of people say that the availability of Slice is good and few of people say that the availability is bad. It seems the overall availability of the product is okay. And this is the place where company has to look out for making changes in their distribution strategy.

More than 80% of people say that packaging of Slice is just good and 50% of people say that Slice has average packaging. It means the packaging of the company is average and thus they need to work on it.

Give your ratings to following attributes of Frooti?



ANALYSIS:

From the survey it was found that amongst 200 respondents.

QUALITY

- 85% of respondents rated Frooti as having good quality product.
- 70% of respondents rated Frooti as having Very good quality product.
- 30% of respondents rated Frooti as having Average quality product.
- 1% of respondents rated Frooti as having Bad quality product.
- Only 1% of the respondents rated Frooti as having Very Bad quality product.

BRAND IMAGE

- 70% of respondents rated Frooti as having a good Brand Image.
- 80% of respondents rated Frooti as having a very good Brand Image.
- 35% of respondents rated Frooti as having an Average Brand Image.
- Only 1% of the respondents rated Frooti as having Bad or Very Bad Brand Image.

AVAILABILITY

- 80% of respondents rated that Frooti has Average availability in the market.
- 70% of respondents rated that Frooti has Good availability in the market.
- 35% of respondents rated that Frooti has Very Good availability in the market.
- Only 1% of respondents rated that Frooti has Bad availability in the market.
- None of the respondents rated Frooti as having Very Bad availability in the market.

PACKAGING

- 40% of respondents rated Frooti as having Average Packaging.
- 90% of respondents rated Frooti as having Good Packaging.
- Only 1% of respondents rated Frooti as having Very Bad Packaging.
- 50% of respondents rated Frooti as having Very Good Packaging.
- None of respondents rated Frooti as having Bad Packaging.

FINDINGS:

From the survey, it has found that most of people say that quality is good and only a few of people say that quality is Bad. It means overall quality of Frooti is good.

Many of people say the brand image is good and a few of people say that brand image is bad. It means the overall brand image of Frooti is good.

Lot of people say that the availability of Frooti is good and few of people say that the availability is bad. It seems the overall availability of the product is okay. And this is the place where company has to look out for making changes in their distribution strategy.

More than 80% of people say that packaging of Frooti is just good and 50% of people say that Frooti has average packaging. It means the packaging of the company is average and thus they need to work on it.

7. RECOMMENDATIONS AND SUGGESTIONS

For Maaza:

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

For Slice:

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

For Frooti:

- a) Need to focus more on advertisements strategy.
- b) Focus on Brand positioning.
- c) Need to improve Brand Loyalty.
- d) Need to expand brand, brand equity is not utilized properly.
- e) Must increase flavours.

8. CONCLUSION

The following are the final points considered after conducting the Research. After conducting observation studies and interacting with 203 respondents in city Vadodara, there is a large potential market for fruit-based beverages due to the significant health benefits that offers. It was determined that there has been observed to be the well accepted 444 in the option and fruit- based beverages 444 households available on the market. Fruit beverages have become an important part of the daily need of the households in social event and entertainment. With the increasing importance of health and nutrition, lifestyle changes and increased income, India's beverage market offers many opportunities for new product changes. Fruit drinks is an important part of Indian households as it provides validity and energy, relationship and national benefits, etc., especially in household in cities and sub-cities. Purchase Behaviour and Affecting Attitude during customer's purchasing process many factors, including demographic factors such as age, married status, monthly house-holds income, occupation and other factors. Like today's, it is very important to listen to your customer's need in order to develop a strategic marketing plan that will increase your marketing share. Such innovative strategies should also be supported by efficient local customer support and strong R and D for product innovation.

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