

IMPACT OF PACKAGING ON FRUIT JUICE CUSTOMERS IN HALDWANI – A SURVEY

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ABSTRACT

Decades ago, produces were being purchased and sold in its original form that too at the point of production or nearby cities. With the increase of establishment of metros, big township and markets around the cities or new establishment of small townships, a need was felt to have supply system in packed format.

With the above said thoughts this study is done in Haldwani city of Nainital district in Uttarakhand state, which is located in the foothills. The packed juice industry is growing with a good pace and this can also help the people of this region to manufacture and market the juices of the fruits which can be grown in this area. This study has been carried out particularly with reference to the various favorable visual and verbal attributes for the locally utilization of fruits of the region which will amount to increase of prospects to enhance the productivity of fruits and thereby increasing their income.

KEYWORDS: Consumer Behavior, Fruit Juices, Packaging