

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

MANISH UPRETY

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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

INTRODUCTION

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. Further their appeared a charm in society to have consumable material in a decently packed manner and within the capability of purchasers. It therefore attracted the manufacturers initially to mega companies and thereafter to small scale industries to bring their products in such a manner that it attracts the consumer not only with the quality of the produce but also with the label the content posses with the increasing era of advertisement either through the print media or subsequently with speedy growth of electronic media, the labeling or the packaging started to play a vital role in the consumability of the produces. This change increasingly also have impact on the fruit juice products which not only consumed by the inhabitants of the locality but can also be carried away while on journey or can be utilized at a distance place i.e. out of the permanent location while being on travel or staying at any other place.

Fruit juice is not only an energetic solution but also fulfills the requirement of liquid in the absence of water. In emergent need or where is no other means of food are available the fruit juice to some extent can meet the requirement of human body. In the routine life, generally the demands of friiut juices have increased tremendously. In view of this increasing trend of people to have more attraction in using fruit juices instead of soft drinks, the productivity and their charming packaging have become a compulsion of the manufacturers in order to attract the majority of consumers. With the recent trend, particularly in the booming age group has been noticed to have a produce nicely packaged product. To some extent with the packaging of a product has also become a status symbol.

Now a days the whole of the world is running fast towards the packed food with the enhancement of the metros and reliability on the packed food products including fruit juices, the market of packed fruit juices is increasing manifold

day by day. At the first glance, the packaging and the contents printed on the package attracts the consumer. The credibility of the manufacturer, its advertisements and feedback on the society contributes to buildup confidence of the consumer. Though many of the research scholars or persons connected with food juice production have enlightened the marketability as well as consumption behavior of fruit juices to many parts of the country as well as to most of the countries, to have a study of fruit juice consumability with specific reference to the packaging in Haldwani town is the basis of the study. The Haldwani town being located at the foothills, has good supplier of food products from hilly areas but still there is great charm of fruit juices in general masses particularly in a the packed fruit juice material. As such this study has been carried out with a view to understand their trend with its packaging standards and also the reliability on the packed fruit juice material. Choosing Haldwani for this study is because of the location of the city which had surrounding of villages engaged in agriculture with orchards having fruits grown in the lowland area as well as fruits which are grown in hill areas. The locality of the city is also of mixed pattern i.e. people belonging to lowland and as also a considerable number of persons migrated from hill districts of Uttarakhand state.

LITERATURE REVIEW

The manufacturers in order to let their presence felt to the customer in the shelves keep on changing in the packaging of their product. Sometime they make changes in their lids, or they change the shapes of their bottle or the color combination of the labels or the font style of their brand as the result of which more unique and innovative packages can be seen to attract their target segments in the market. While redesigning of a product companies must take ultimate care as these changes can work tremendously favorable for them and can put them in a win-win situation or they can also put them in a bad shape losing out their sales as well as profitability. Since the packaging of any product reveals about the quality of it, this also impacts the buying behavior of a customer and hence it becomes one of the important factor in product's success.

As the people have become more aware about the importance of the fruits and the nutritional values they get from different kind of fruits, the packed juice industry in India has shown a tremendous growth in the previous decade and it has grown about CAGR 25-30% (FnB news March18,2015). This growth in the fruit juice industry is mainly due to change in Indian packed food consumption habit. The consumer in India is now more conscious about their health, which have also helped the packed fruit juice industry to grow at a substantial rate. The reason behind increase in the consumption of packed juices could also be seen as the impact in the increase of the deposable income of a household with the additional increment in the number of earning members in a family, as the women have also started to contribute to the total income of a household. With this there is one more reason felt that there is a shift of consumers from carbonated drinks to non-carbonated ones and particularly to something that is good for health with lots of nutritional value , this consumer shift have also helped the fruit juice industry to grow more rapidly.

Today the hectic schedules and the demand to stay fit, have given a chance to the consumers to let them rely on the packed processed food items. The new technologies and the distribution system have helped consumers to reach to these food items.

While talking about packed fruit juice market we can divide it into three categories namely fruit drink, juices and nectar depending upon the fruit content. Out of these the majority of sales come from fruit drinks.

In this paper the word packaging is used to describe the primary packaging of the product, with which consumers

get across in the market. It does not mean from the packaging of a secondary for its transportation and shipment process.

Therefore in this study we have tried to identify “the impact of packaging of fruit juices, on buying behavior of customers”. This study is concerned with the customers of Haldwani region in Uttarakhand. In this paper a relation is developed between the term packaging and customer buying behavior. The study started from certain factors which were known but were yet meaningless, gradually the stage of finding and establishing relationship between factors inclining towards each other was reached. An attempt has been made to reach to a logical, effective, productive and reliable result. On the basis of this blue print, the actual study would be conducted.

OBJECTIVES OF THE STUDY

- To understand the impact of various visual attributes that affects the consumer’s purchase decision.
- To understand the impact of various verbal attributes that affects the consumer’s purchase decision.
- To find out the interrelationship of demographic factors (such as age and gender etc.) with the visual and verbal attributes in buying behavior.

METHODOLOGY

In this study the qualitative research method is used as it is one of the best methods to measure small sample, with in-depth focus on the customer. In this study exploratory research method is being used. The data in this study is solely a primary data, which is collected from various packed fruit juice users of Haldwani. In order to collect data we have used judgment sampling through a semi structured questionnaire, to understand the various factors in purchase decision. The kind of questions asked is open-ended questions, which means that it allows the respondents to answer in their own words.

ANALYSIS AND INTERPRETATION

Buyer’s Demographic Information

Studied Query: Gender of respondents

Response: Most of the respondents were male, this shows that still the dominance of them in this area and even in purchase decision for household goods.

Studied Query: Age of respondent of respondent

Response: Mostly people purchasing fruit juices were of middle age group this means that this age group is more conscious and is purchasing mostly.

Studied Query: Marital status of respondent

Response: Mostly people who purchase juices are from the married group.

Studied Query: No. of dependents of respondent

Response: Most of the respondents were not having more than two dependents this tells that the consumption of it at a time will not be more that 800ml.

Studied Query: Education of respondent

Response: The educational level in this area is in better as most of the respondents are graduate or post graduate who can easily understand the benefits from the juices.

Studied Query: Nature of Job

Response: The respondents in this area earn their livelihood through main through business and services both and few are also engaged in more than one way of earning.

Studied Query: Income of respondent

Response: Most of these people earn in between 20k to 50k.

Details Regarding Visual Attributes of Respondents

Studied Query: How important is color combination of a pack while buying

Response: Most of the respondents told that they prefer a packaging which has different color combinations rather than simple one packages.

Studied Query: Would you like to buy juices in plastic bottles?

Response: Most of the people who purchase juices do not like it in the plastic bottles as a packaging.

Studied Query: Would you like to buy juices in can?

Response: Respondents do not like at all the can packaging for juices as for the purpose of reusing after opening the container is a tedious job for them.

Studied Query: Would you like to buy juices in tetra-pack?

Response: Most of the respondents prefer to use tetra pack as it is most convenient to use and store.

Studied Query: Do you want any change in the style of pack?

Response: Respondents said that they are satisfied with the current packages available in the market although they would like to have new packaging if it is more convenient than the available one in the market.

Studied Query: Would you like to buy the juice when package is some crushed in transportation?

Response: Mostly respondents do not like the crushed packs of transportation as these people also prefer hygienic products which they think are not.

Studied Query: How much you prefer packages which clearly tell about the variant?

Response: Consumer prefer the packages with the picture representation about the juice of the fruit on the package as there could be some fruit which is new to consumer then he/she is comfortable to understand it rather only having a written information about the fruit.

Buyer's Information Regarding Verbal Attributes

Studied Query: How much brand name is important for you?

Response: Consumers associate themselves with a brand and they prefer to buy only those brands with which they are associated.

Studied Query: Do you look for manufacturing date?

Response: Most of the customers in this area rely on the retailers while making a purchase.

Studied Query: Do you look for expiry date?

Response: Many of the respondents said that do not pay much attention as they rely on retailers.

Studied Query: Do you notice the declaration regarding preservatives?

Response: Only a few respondents give attention about the preservatives that are there used in fruit juices.

Studied Query: To me standard mark is of high importance

Response: Many of the respondents are not aware about standardization marks used; hence they do not give much attention to it.

Studied Query: Do you look for the variant- juice/beverage/drink?

Response: Fruit juice customers look for a variant as they have some clarity in the differences of a beverage, drink and juice.

Studied Query: How important is list of ingredients for you?

Response: Only a few customers look for the list of ingredients.

Studied Query: Do you look for the nutritional benefits stated on the pack?

Response: The respondents do not see the pack to look for the nutritional benefits, as in this regard belief of the customer work regarding the nutritional benefit they get from the fruit juice.

Studied Query: How important are the instructions for recyclability of pack?

Response: People are least bothered regarding the recyclability of the pack.

Studied Query: Do you look for the maximum retail price (MRP)?

Response: The respondents are much sensitive regarding the price of the product.

Studied Query: Do you look for the storage pattern of opened pack?

Response: The respondents are bothered about the storage pattern after the pack of a juice is opened.

Table 1: Demographic Profile of Respondents

S. No.	Demographic Variables	Number of Respondents	Percentage
1.	Gender of Respondent		
a.	Male	32	69.56
b.	Female	14	30.44
2.	Age of Respondent of Respondent		
a.	10-25	07	15.21
b.	26-40	21	45.65
c.	41-60	12	26.08
d.	above 60	6	13.04
3.	Marital Status of Respondent		
a.	Married	31	67.39
b.	Unmarried	15	32.60

c.	Divorced	0	0.00
4.	No. of Dependents of Respondent		
a.	None	19	41.30
b.	1-2	17	36.95
c.	3-4	9	19.56
d.	more than -4	1	2.17
5.	Education of Respondent		
a.	Below high school	3	6.52
b.	Intermediate	8	17.39
c.	Graduate	27	58.69
d.	Post-graduate	8	17.39
6.	Nature of Job		
a.	Business	18	39.13
b.	Service	16	34.78
c.	Agriculture	7	15.21
d.	Others	5	10.86
7.	Income of Respondent		
a.	10k-20k	15	33
b.	21k-40k	21	45.65
c.	40k-60k	7	15.21
d.	more than 60k	3	6.52

Table 2: Visual Attributes of Respondents

S. No.	Factors of Purchase	1	2	3	4	5
1.	Color Combination of a Pack While Buying					
	Number of respondents	2	4	9	17	14
	Percentage	4.34	8.69	19.56	36.95	30.43
2.	Package should be Plastic Bottles					
	Number of respondents	11	19	8	5	3
	Percentage	23.91	41.33	17.39	10.86	6.52
3.	Package Should be Can					
	Number of respondents	23	9	7	3	4
	Percentage	50.00	19.56	15.21	6.52	8.69
4.	Package Should be Tetra-Pack					
	Number of respondents	2	5	7	13	19
	Percentage	4.34	10.86	15.21	28.26	41.33
5.	Style of Pack (Innovativeness)					
	Number of respondents	7	6	8	11	14
	Percentage	15.21	13.04	17.39	23.91	30.43
6.	Buying Behavior of Some Crushed Pack					
	Number of respondents	27	13	7	3	0
	Percentage	58.70	28.26	15.21	6.52	0.00
7.	Clarity about the Variant					
	Number of respondents	3	7	5	9	22
	Percentage	6.52	15.21	10.86	19.56	47.83

Table 3: Rating of Verbal Attributes of Respondents

S. No.	Factors of Purchase	Strongly Disagree	Disagree	Neither disagree nor Agree	Agree	Strongly Agree
1.	To Me Brand Name is of High Importance					
	Number of respondents	8	3	7	12	16
	Percentage	17.39	6.52	15.21	26.08	34.78
2.	I Always Look for Manufacturing Date					

	Number of respondents	12	9	13	5	7
	Percentage	26.08	19.56	28.26	10.86	15.21
3.	I Always Look for Expiry Date					
	Number of respondents	11	10	12	4	9
	Percentage	23.91	21.73	26.08	8.69	19.56
4.	I Notice the Declaration Regarding Preservatives					
	Number of respondents	14	9	12	4	7
	Percentage	30.43	19.56	26.08	8.69	15.21
5.	To Me Standard Mark is of High Importance					
	Number of respondents	11	13	7	7	8
	Percentage	23.91	28.26	15.21	15.21	17.39
6.	Always Look for the Variant- Juice/Beverage/Drink					
	Number of respondents	7	17	13	6	3
	Percentage	15.21	36.95	28.26	13.04	6.52
7.	Always Look for list of Ingredients					
	Number of respondents	8	13	15	4	6
	Percentage	17.39	28.26	32.60	8.69	13.04
8.	Always Look for Nutritional Benefits					
	Number of respondents	7	16	12	3	8
	Percentage	15.21	34.78	26.08	6.52	17.39
9.	Always Look for Declaration Regarding Added Color					
	Number of respondents	9	13	11	7	6
	Percentage	19.56	28.26	23.91	15.21	13.04
10.	Always Look for Instructions for Recyclability of Pack					
	Number of respondents	1	12	13	11	9
	Percentage		26.08	28.26	23.91	19.56
11.	Always Look for Maximum Retail Price (MRP)					
	Number of respondents	2	4	13	16	11
	Percentage	4.35	8.69	28.26	34.78	23.91
12.	Always Look for Storage Pattern of Opened Pack					
	Number of respondents	5	9	12	13	7
	Percentage	10.86	19.56	26.08	28.26	15.21

CONCLUSIONS

Based on the above study it can be concluded that the brand factor remains one of the vital factor for the customers of the fruit juices. The visual factors help in creating a brand identity, and a brand which help to recognize the product play a pivotal role in the purchase of a product. These factors remain strong components of the product in this study to allure customers and increase the sale of the product. The customer of this region prefer to buy a tetra pack, so whatever packs a company want to bring in the market should be of that. The study suggests that customer do not pay much attention to the verbal attributes of the product apart from few ones. The maximum retail price is one of the factor for which the customers are very sensitive, the consumers preferring quality packed juice products are least concerned about the price, though it may be higher as compare to other fruit juices. Otherwise also the rare fruit juice products have higher

market prices. Further no significant differences are found in the responses of demographic factors like genders, age and marital status so the companies should not pay much attention on that, but the attributes like income of the respondents, educational level have shown that people use the different variants of juices according to their liking and nutrient requirements. This research has also given a scope to study the changes to be born in the packaging and labeling of fruit juices as people have advocated for the convenient changes in the product.

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