



Analysis of Perceptions of Consumers Towards Marketing of Packaged Juices in Bangalore City

KEYWORDS

Perceptions, Marketing, Packaged juices, Bangalore

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ABSTRACT *The study is designed to find out and analyze perceptions of consumers in Bangalore towards marketing of packaged juices. The study employed survey method of data collection using structured questionnaire. According to Krejcie and Morgan (1970), the minimum number of sample size was determined as 402 consumers. The study has employed one way ANOVA to find out and analyze perceptions of consumers in Bangalore towards marketing of packaged juices in relation to demographic and economic characteristics of sample respondents.*

I. INTRODUCTION

There is nobody in the world that is left out of the class of consumers. The consumer hood continues till one's last breath in the world. The consumer purchases a variety of goods and services to satisfy his wants and he is always influenced in his purchasing activities by some considerations which lead him to select a particular commodity or a particular retail store in preference to others. So, consumer buying is more complex. Consumer purchases are likely to be influenced by physiological, psychological and sociological factors. The commodities and services are brought by the consumer to satisfy his basic needs, for comfort, pleasure, recreation and happiness. Every individual has physiological need such as hunger, shelter, thirst, etc., which have to be satisfied for survival. The psychological factors like status prestige and social factors like friends, neighbors, job and relatives influence their purchasing activities.

People bear certain beliefs and attitudes towards certain types of goods, brands of commodities and retail outlets based on their previous experience. When there is a need, they are able to discover some new commodities capable of satisfying their needs. Before the commodities and brands are selected, these commodities must compete successfully against alternatives in the market. The selection of a particular commodity becomes important for consumer since there are wide varieties of consumer goods in the market. Again selection of a particular commodity depends on income of the consumer and necessity of the product to the individual. Before the selection of the commodity purchased, an individual requires information regarding the various sources of supply of the commodity, its brands, relative merits and demerits, uses and value of their characteristic features and services offered. The common sources through which individual gathers information are from advertising media (television, radio and news papers), friends, retailers in the locality, displays in shops and food labels.

India is one of the largest food producers of the world with the organized sector accounting for food output worth US \$34827 million; only a small percentage of its farm produce is processed into value-added products. For instance, even though the country is the second largest producer of fruits and vegetables, hardly two per cent of

the production is processed. This underlines the enormous scope for investing in the processed food sector in the areas of infrastructure, packaging and machinery. India, in fact, needs US \$28 billion of investment to raise its food processing levels by 8-10 per cent.

II. OBJECTIVES OF THE STUDY

The basic objectives of the study are as follows;

1. To study about demographic characteristics of sample consumers in Bangalore city
2. To find out and analyze perceptions of consumers in Bangalore towards marketing of packaged juices

III. RESEARCH METHODOLOGY

The study is based on primary data which is collected through survey method of data collection. Questionnaire method is adopted to collect primary data. Population of the study is consumers in India. But, for research, target population is consumers in Bangalore city. Convenience sampling method is adopted for data collection. According to Krejcie and Morgan (1970), the minimum number of sample size was determined as 402 consumers. The study has employed one way ANOVA to find out and analyze perceptions of consumers in Bangalore towards marketing of packaged juices in relation to demographic and economic characteristics of sample respondents.

IV. RESULTS AND DISCUSSION

IV.1. Analysis of demographic and economic characteristics of the respondents

TABLE – 1 DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES
1	GENDER		
	Male	295	73.4
	Female	107	26.6
	Total	402	100.0
2	MARITAL STATUS		

NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES
	Married	191	47.5
	Unmarried	211	52.5
	Total	402	100.0
3	AGE GROUP		
	Up to 29 years	94	23.4
	30 years to 49 years	141	35.1
	50 to 65 years	113	28.1
	More than 65 years	54	13.4
	Total	402	100.0
4	EDUCATION		
	High school	172	42.8
	Under graduate	106	26.4
	Post graduate	91	22.6
	Professional	33	8.2
	Total	402	100.0
5	GROSS MONTHLY INCOME (INR)		
	Up to Rs 10000	169	42.0
	Rs 10001 to Rs 25000	108	26.9
	Rs 25001 to 50000	97	24.1
	More than 50000	28	7.0
	Total	402	100.0

Important demographic and economic characteristics of the respondents are summarized below;

1. Most of the respondents are male (73.4%)
2. 52.5% of the respondents are unmarried
3. 58.5% of the respondents belong to the age group of below 49 years old.
4. 42.8% of the respondents completed schooling and 57.2% of the respondents completed higher education.
5. Around 31% of the respondents earn more than Rs 25,000 per month.

IV.2. Analysis of perceptions of the consumers towards marketing of packaged juices

Literature reported that - besides taste and information presented in the product label - convenience and price influence consumers' intentions to purchase pineapple juice. Further, studies demonstrated that packaging images affect consumers' juice perceptions and expected liking and that package characteristics influence consumer opinions about the acceptability of the product and its likelihood of purchase. Furthermore, choices between fruits and juices are often based on perceptions of utility.

This part of the study empirically analyses perceptions of the respondents towards marketing of packaged juices on the basis of their demographic and economic characteristics.

TABLE – 2 GENDER AND PERCEPTIONS OF THE CONSUMERS ON MARKETING OF PACKAGED JUICES

Gender	Mean value	F value	P value	Result
Male	2.3979	18.206	.000*	Significant
Female	2.6431			

Source: Primary data

*At 1% level of significance

**At 5% level of significance

The above One way ANOVA table shows that there is a significant difference between gender and perceptions of the consumers towards marketing of packaged juices which means that perceptions of the consumers towards marketing of packaged juices differ on the basis of gender. Further, mean values of the table disclose that female have more positive perceptions (2.6431) towards marketing of packaged juices than male (2.3979). Female respondents' more positive perceptions towards marketing of packaged juices show their preference on juices than other beverages.

TABLE – 3 MARITAL STATUS AND PERCEPTIONS OF THE CONSUMERS ON MARKETING OF PACKAGED JUICES

Marital status	Mean value	F value	P value	Result
Married	2.4735	.144	.705**	Not significant
Unmarried	2.4538			

Source: Primary data

*At 1% level of significance

**At 5% level of significance

The above One way ANOVA table indicates that there is no significant difference between marital status and consumer perceptions on marketing of packaged juices. In other words, the table shows that consumer perceptions on marketing of packaged juices do not differ on the basis of marital status. Therefore, it can be said that the respondents have positive perceptions on marketing of packaged juices irrespective of their marital status.

TABLE – 4 AGE AND PERCEPTIONS OF THE CONSUMERS ON MARKETING OF PACKAGED JUICES

Age	Mean value	F value	P value	Result
Up to 29 years	2.4767	.967	.408**	Not significant
30 years to 49 years	2.5084			
50 to 65 years	2.4364			
More than 65 years	2.3773			

Source: Primary data

*At 1% level of significance

**At 5% level of significance

The above One way ANOVA table indicates that there is no significant difference between age and consumer perceptions on marketing of packaged juices. In other words, the table shows that consumer perceptions on marketing of packaged juices do not differ on the basis of age. Therefore, it can be said that the respondents have positive perceptions on marketing of packaged juices irrespective of their age. This result shows that marketing of packaged juices are preferred by all kind of people irrespective of their age.

TABLE – 5 EDUCATION AND PERCEPTIONS OF THE CONSUMERS ON MARKETING OF PACKAGED JUICES

Education	Mean value	F value	P value	Result
High school	2.5541	4.791	.003	Significant
Under graduate	2.4346			
Post graduate	2.3077			
Professional	2.5095			

Source: Primary data

*At 1% level of significance **At 5% level of significance

The above One way ANOVA table shows that there is a significant difference between education and perceptions of the consumers towards marketing of packaged juices which means that perceptions of the consumers towards marketing of packaged juices differ on the basis of education. Further, mean values of the table disclose that the respondents who have done schooling, have more positive perceptions (2.5541) towards marketing of packaged juices followed by professionals (2.5095), the respondents who have done under graduate (2.4346) and the respondents who have done post graduate (2.3077).

TABLE – 6 GROSS MONTHLY INCOME AND PERCEPTIONS OF THE CONSUMERS ON MARKETING OF PACKAGED JUICES

Gross monthly income	Mean value	F value	P value	Result
Up to Rs 10000	2.4331	2.4331	2.4331	Not significant
Rs 10001 to Rs 25000	2.5498			
Rs 25001 to 50000	2.4942			
More than 50000	2.2031			

Source: Primary data

*At 1% level of significance **At 5% level of significance

The above One way ANOVA table indicates that there is no significant difference between gross monthly income and consumer perceptions on marketing of packaged juices. In other words, the table shows that consumer perceptions on marketing of packaged juices do not differ on the basis of gross monthly income. Therefore, it can be said that the respondents have positive perceptions on marketing of packaged juices irrespective of their gross monthly income. This result shows that marketing of packaged juices are preferred by all kind of people irrespective of their income.

The tables 2 to 6 reveal that female consumer completed schooling irrespective of her marital status, age and gross monthly income shows higher positive perceptions on marketing of packaged juices. Conversely, male consumer studied post graduate irrespective of his marital status, age and gross monthly income shows less positive perceptions on marketing of packaged juices.

V. CONCLUSION

This study has empirically analyzed perceptions of the consumers on packaged juices based on economic and demographic characteristics of the respondents and has found that female consumer completed schooling irrespective of her marital status, age and gross monthly income shows higher positive perceptions on marketing of packaged juices. Conversely, male consumer studied post graduate irrespective of his marital status, age and gross monthly income shows less positive perceptions on marketing of packaged juices.

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