Project Dissertation on

Study on Consumer Preferences for juices in Delhi market

Submitted By:

Dhawal Srivastava

(2K17/EMBA/515)

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the dissertation report titled **"Study on Consumer Preferences for juices in the Delhi market"** is a bonafide work carried out by **Mr. Dhawal Srivastava** of **EMBA 2017-19** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Seal of Head

Place: New Delhi

Date: 30/05/2019

DECLARATION

I, **Dhawal Srivastava**, student of **EMBA 2017-19** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report **"Study on Consumer Preferences for juices in Delhi market"** submitted in partial fulfillment of Degree of **Master of Business Administration** is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

Place: New Delhi

Date: 30/05/2019

ACKNOWLEDGEMENT

I would like to express my sincere gratitude towards my Guide, Prof. Chandan (Professor, Delhi School of Management, DTU) for his support and valuable guidance throughout the duration of the project. I thank him for the constant encouragement and support at every stage.

My sincere gratitude goes out to my colleagues whose participation in the project gave many valuable inputs for its completion.

Dhawal Srivastava

(2K17/EMBA/515)

Brief Summary

In India "Dabur India Limited is the fourth largest Company as a provider of Health Care, Personal Care and food products. Its turnover is of approximately $1.2 billion during the fiscal year 2017-2018, with brands like Dabur Amla, Dabur Chyawanprash, Vatika , Hajmola & Real"

"Dabur Foods is a wholly owned subsidiary company of Dabur India" and is predicted to raise at 25% annually. This company has 3 separate brands under packaged fruit juice category- 'Real', 'Active' and 'Cooler'.

I've researched on the largest brand in natural fruit juice segment that is **Real** Juices. This Brand enjoys first mover benefit in the category of Indian fresh fruit juice market and highly recognized brand name of "Dabur". The most unique factor of having a variety of flavors is its "Food Sensitive" warehouse management training program, its unique "cold fill packaging technology" and extensive market distribution network has improved the market share over these years.

There are areas where Dabur must focus to improve its sales and capture more market. Advertising campaign which was unsuccessful and failed to attract youth segment, another flaw was absence of PET bottles and Tin cans which is contemporary and has the fashion quotient, Brand ambassador face for this product was missing and comparatively high pricing to the competitions of other fruit drinks like Mazza, are few key areas where company should improve.

"Real juice" has selected the categories of a) Families as a whole and b) kids with its "Real Junior" product. Primarily real buyer of the juices in most of the cases are mothers of the family. Key factor which contributes to the sales are "Health consciousness behaviors and the Taste of the Drink.

This Juice "Real" has been the most favored choice of Indian Consumers when it derives to the packaged fruit juices, "which is what makes India's No. 1 Fruit Juice brand" and India's Most Trusted Brand" for successively four years in a row now.

Currently Real Juice segment has a wide variety i.e. **14 variants**- from "Mango, Mausambi, Guava & litchi to international favourites like Pomogranate, Tomato, Cranberry, Peach, Blackcurrent& Grappe and the basic Orange, Pineapple, Apple & Mixed Fruit". Given this range of juices help cater different needs and occasions for the Indian Family and helped Brand of "Real Juices" maintain its dominance in leading the market share of Packaged Juices.

"A research conducted by Blackstone Market Facts even pointed out Real was preferred by over 50% of the respondents. What's more, Real was liked for being the better tasting juice- a category where likeability is primarily driven by taste.

Made from Best quality fruits, Real does not have artificial flavours and preservatives, and offer your kids not just great taste, but also FRUIT POWER- the power of fruits- the power to stay ahead. Loaded with the power of Vitamin C, Real fruit juices have all the necessary nutrients that keep you active all day long. The nutritional contents of Real Fruit Juices & Nectar are endorsed by PFNDAI- Protein Foods & Nutrition development Association of India"

Introduction

1.1 PREFERENCES OF CONSUMERS AND RETAILERS

CONSUMER PREFERENCE

"Consumer is an individual who purchases or has the capacity to make a purchase of goods and services offered for sale by institutions in order to satisfy personal or household needs or desires"

We have observed that Consumer preferences are very subjective and have different choices as measured by utility of various bundles of goods. Consumers Choices are independent of their earning and price of the product. Their capacity to buy goods is not governed by consumer's likes or dislikes.

Respective consumers have different set of their favorites and selective standards whose purpose are outside economics. Other factors which dominates individual tastes which drives the selection of products are like culture, education.

"Consumer preference is a marketing term meaning a consumer likes one thing over another". Businesses rely on surveys and data information to modify their products and services based upon consumer's preferences.

THEORY of “CONSUMER PREFERENCE”

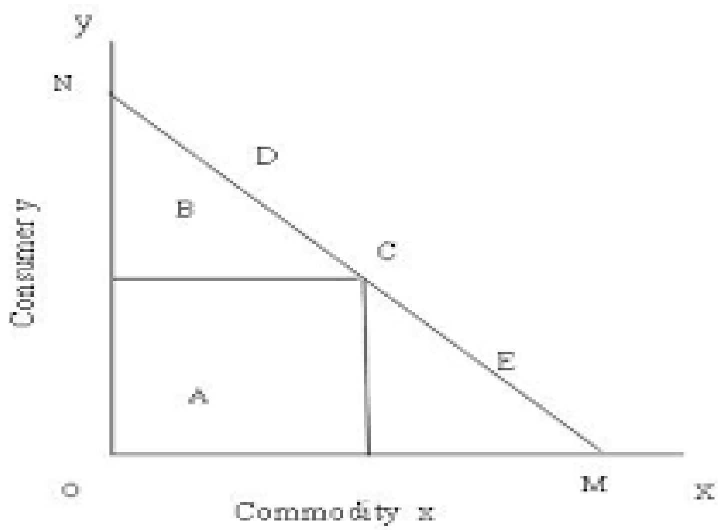


Fig 1.1: “Consumer Preference”

Consumer likings can be established using “Indifference curves” In order to vividly represent consumer preferences, we are required to define few terms.

Here we are working in 2D graphs, we can take an example of two goods. Could be any random two goods. Common action is to define 1 good i.e. food and let other good to be defined as amalgamation of all other goods.

Now defining two goods as Good X and Good Y. There are Axes of graph measure Good X on horizontal length Good Y on vertical length. Both points clearly define some combination of goods i.e. X and Y. To simplify we will call combinations as commodity bundles. This theory of preferences is for those consumers where we can rank these commodity bundles in accordance to amount of utility obtained on their consumption. Can be rephrased as consumer has different preferences over different combinations of goods which is defined by the set of commodity bundles.

1.2 INDUSTRY PROFILE

FMCG INDUSTRY

In INDIA Fast Moving Consumer Goods (FMCG) Industry is one of fastest growing sectors. This Industry in India worth US$ 52.75 billion in 2017-2018 and its the 4th largest in the Indian Economy. These products have very fast change rate, i.e. the time from production to the revenue from the sale of the products are less. In the present economic scenario, time is considered as money, so the FMCG companies must be fast in manufacturing and supplying these goods to the consumers.

FMCG GOODS

"FMCG goods are popularly known as consumer-packaged goods. Items in this category include consumables (other than groceries/pulses) people buy frequently. Common products in the list are detergents, shampoos, toilet soaps, toothpaste, shoe polish, shaving products , packaged foodstuff, and household accessories and spreads to certain electronic goods as well. Items are meant for daily frequent consumption and have a high reoccurrence"

RURAL – SET TO RISE

Rural areas likely to be the major driver for FMCG, as growth remains to be higher in these regions. Last Year Rural areas saw 16 per cent growth against 12 per cent rise in urban areas. Companies rushed to capitalize on this sector, they quickly went by increasing direct distribution of their products and providing improved infrastructure. Companies are working in the direction of making specific products specially targeted for rural market. "Government of India is supporting rural population with higher minimum support prices (MSPs), loan waivers, and disbursements through National Rural Employment Guarantee Act (NREGA) program. These measures have helped in reducing poverty in rural India and given a boost to rural purchasing power. Eventually, rural demand is set to rise with rising incomes and greater awareness of brands"

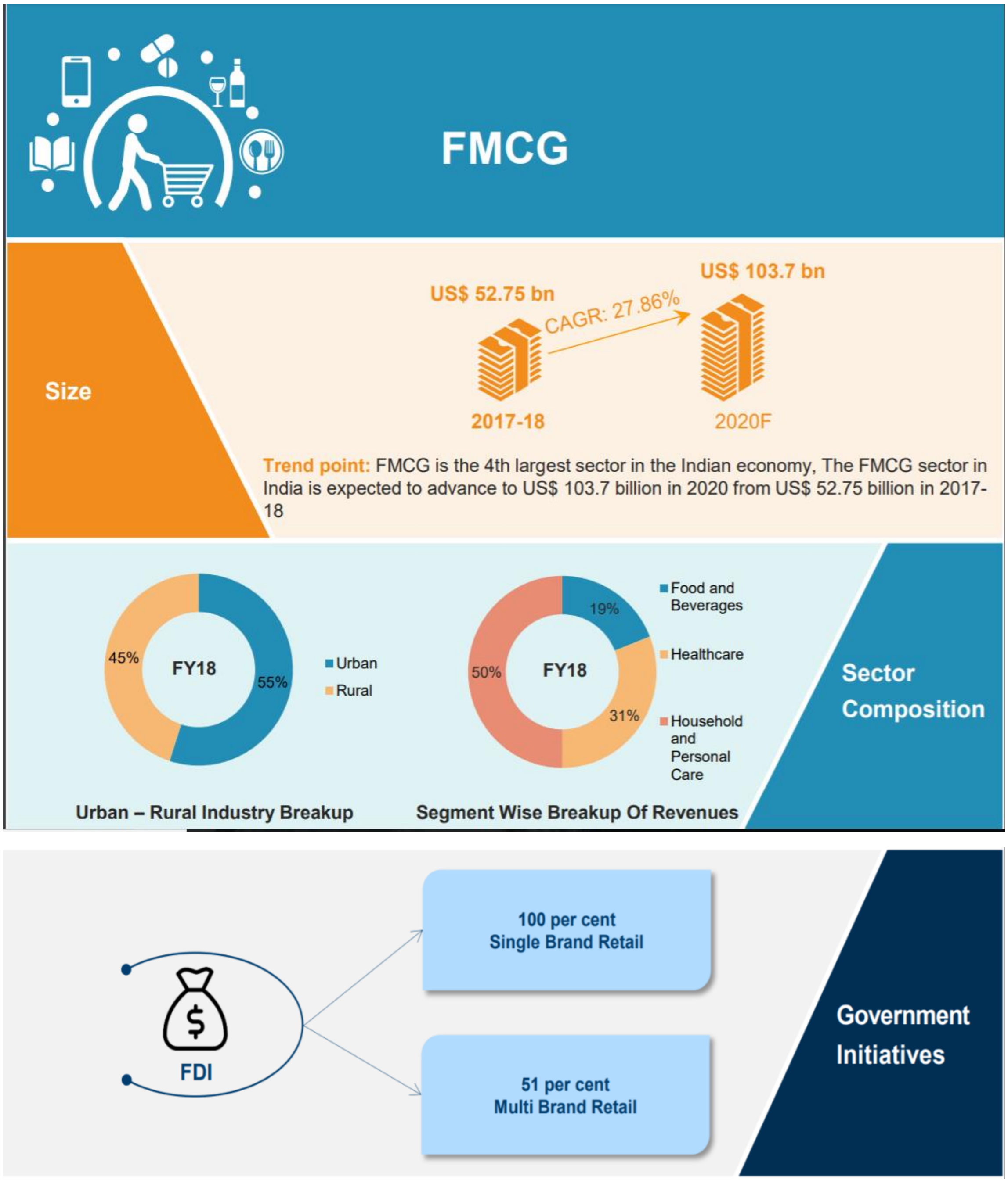
MAJOR PLAYERS of FMCG INDUSTRY IN INDIA:

- Britannia Ind ltd.
- Dabur Ind ltd.
- Marico
- Nirma ltd.
- Cadbury India ltd
- Nestle
- Coca-cola
- Colgate-Palmolive India
- Unilever
- Pepsi co.
- Procter & Gamble

FMCG Segment

FMCG Players in the Industry

FMCG SECTOR - INDIA



ABOUT THE COMPANY – DABUR INDIA LIMITED

“Dabur India limited is a consumer goods company with interest in hair care, oral care, skin care, health care and foods. Its product portfolio can be categorized into health care products, Consumer care products, which include home and personal care, and foods consisting of fruit- based beverages and culinary paste business. Health Care products include health supplements, digestives, honey. Home and Personal care products include hair care, oral care and Home care. Its brands include Chyawanprash, Dabur Honey and Real range of fruit juices. Its international business divisions caters to the health and personal care needs of customers across different international markets, spanning Nepal, Bangladesh, the Middle East, North& West Africa , European Union and the United states with its brands Dabur and Vatika. On May 29, 2014 , its wholly owned step down subsidiary, Dabur Egypt Trading Limited has liquidated and ceased to be its subsidiary”

Dabur India Limited is a leading Indian consumer goods company with interests in **Hair Care**, **Oral Care, Health Care, Skin Care, Home Care** and **Foods**. From its humble beginnings in the by lanes of Calcutta way back in 1884 as an Ayurvedic medicines company, Dabur India Ltd has come a long way today to become a leading consumer products manufacturer in India. **For the past 130 years or so, the company has been dedicated for providing nature-based solutions for a healthy and holistic lifestyle, which is remarkable in the current environment.** Through their comprehensive range of products, the company touches the lives of all consumers, in all age groups, across all social boundaries. In fact, such is the penetration and acceptance of the company’s products that it is difficult to find an Indian home, where products of the company are not being used. This legacy has helped them develop a bond of trust with their consumers.

Dabur Portfolio of products:

HealthCare Products – Health Suppliments

HairCare Products – HairOil / Shampoo / Conditioner

OralCare Products – Toothpaste / Mouthwash

SkinCare Products – Face Wash / Mosturiser Cream & Lotions

HomeCare – Air Freshners / LiquidSoaps

Food – Packaged Juices

STARTEGIC VIEW:

We have a clear focus on accelerating growth and increasing Profits significantly. I think by focusing on following points we can achieve the objective:

- Must be the preferred company to encounter health and personal grooming needs of target consumers with safe, effective and natural solutions by integrating deep knowledge of “Ayurveda and Herbs” with Modern Science
- Company needs to distinctly focus on increasing the reach of their core brands across all the categories they have presence.
- Must reach out to newer Locations in India and outside as well, and improve operational competences by leveraging technology to their Business
- Should provide their consumers with advanced and Innovative products which is within the easy reach of the consumer.
- Lay a strategic platform to qualify Dabur to become a global Ayurvedic leader in the world.

DABUR PRODUCTS: REAL JUICES

“Real fruit juices launched in February 1997 is owned by Dabur foods a 100% subsidiary of US$ 3 billion Dabur Group. Dabur India Limited (DIL) is the third largest FMCG Company operating in India with a turnover of more than Rs. 2,233 crores. Real contributes nearly 70 per cent of the company's turnover”

STUDY OF DEMAND AND SUPPLY OF REAL FRUIT JUICE IN INDIAN MARKET

Market of Real Fruit Juice has very wide market spread over all over India and has strong presence internationally as well. Majority of their customers doesn't completely understand the difference between the products like fruit juices, nectar and fruit drink.

“The deciding factors behind their purchase decision is Product quality, Price and Promotion”

Organizations like Dabur aspires high growth in FMCG and foods business sector and cannot ignore this mass market. Dabur's “Real” brand which has a variant named “Real Activ” is positioned on the Health platform. Recently Real juices ran a campaign **“Tastes Like a Real Fruit"**

“Réal has a range of 14 exciting variants - from the exotic Indian Mango, Mausambi, Guava & Litchi to international favorites like Pomegranate, Tomato, Cranberry, Peach, Blackcurrant & Grape and the basic Orange, Pineapple, Apple & Mixed Fruit. Made from best quality fruits, Réal does not have artificial flavours and preservatives, and offer your kids not just great taste, but also FRUIT POWER - the power of fruits… the power to stay ahead”

RÉAL IS ENDORSED BY PFNDAI

The nutritional contents of Réal Fruit Juices & Nectars are endorsed by PFNDAI -- Protein Foods & Nutrition development Association of India.

ACCOLADES FOR RÉAL:

- India's No. 1 Fruit Juice brand
- Voted as a Superbrand
- Voted by consumers as the most trusted fruit juice brand for four years in a row

ANALYSIS ON REAL JUICE

SWOT ANALYSIS	
Strengths	1. Strong Dabur Brand name 2. Excellent branding & advertising 3. Excellent distribution & availability
Weakness	1. Slightly higher priced
Opportunity	1. Leverage successful brand name 2. Advertise more 3. Buy out Competition
Threats	1. Threat from other drink competitors 2. Threat from substitutes like fruit juices
STP	
Segment	For all people seeking a healthy fruit based drink for regular occasions,parties
Target Group	All age groups, Lower,Middle and upper class people.
Positioning	A fruit juice made from Real Fruits.

MARKET SEGMENTATION

- The real juices are segmentation between Real fruit juice and synthetic drinks.
- The real fruit juices are based upon natural fruit pulp.
- The synthetic drinks are synthetic products with fruit or other flavors.
- Segmentation could also be on the basis of benefit provided to the consumers.

REAL JUICE - SWOT ANALYSIS

STRENGTH:

- If comes in innovative flavors. Which bound to get attention with proper communication.
- It contains Vitamin C
- Commuted, Capable and ambitious management
- Flexibility in operations as initially they will be confirmed to few cities so can focus their efforts on the tastes.
- It is an antioxidant product.

WEAKNESS:

- The distribution set up initially will be weak when compared with other market.
- Awareness about the brand in common people is not very high.

OPPORTUNITIES:

- Making fruit juices as part of their daily diet.
- The market has a presence of only few players, and they are not too aggressive.
- Now the government also encourages the food processing industry.
- Now it is cultivated in India which cut down the cost of import of Fruit.

THREATS:

- Real juices have two types of competition within the industry and other substitutes eg. Soft drinks etc.
- Indian Markets has features of serving a wide variety, which is a challenge for all marketers.
- Every competitor are doing Promotional activities for their products.

BCG MATRIX FOR REAL JUICE

- **“Question marks**: Which is the high growth with low market share It is the worst cash features of all because high demand makes it to have low return due to low market share. Very few DABUR products lie in this category”

- **“Star category**: These are the Dabur brands. The star category shows the product with a high share of a gradual growth of market and these products have tendency to provide high amount of profits”

- **“Cash Cows:** Quakers falls in the category of cash cows. In this category competitive advantage has been achieved cash cows have high profit margins and generate a lot of cash flows Moreover, because of low growth, promotion and placement investments are low cash cows are the products that businesses shine for”

- **“Dogs category**: **Real Juice** is products that can be considered in the dog’s category Dabur has been able to market their products and increase their market share and market growth by using different strategies and approaches”

COMPETITOR IN MARKET FOR REAL JUICE

TROPICANA

COKE MINUTE MAID

.

PARLE AGRO JUICE

COMPETITION OVERVIEW

In the year of 1997, Indian consumers were celebrating the joys of foreign colas and carbonated soft drinks, Dabur Company decided to bring juices to the Indian Market in the branded space.

Initial 3 years Dabur’s decision to flag off the real range of juice appeared like a mistake. Then Dabur juices found few takers on the stands.

“Our success lies in understanding the Indian Pallete and being able to customize our product to suit a larger part of the market. We have as many as 20 flavours of juice, explain Praveen Jaipuriar, marketing head for food at Dabur”

“The Indian juice market today is growing at 25% year on year. Nielsen figures sourced by brand Equity indicate that Dabur was a leader by far for the six-month period from April to September of 2018 with a 52% share.; Tropicana follows with 38%. The juice category is different from the ready-to drink segment, which has brand like frooti, Slice and Mazza”

Company Dabur took a gamble on pure 100% juice when market was not ready to drink beverages, but today their bet is compensating rich dividends and yielding Profits.

“After building Real into Power brand in juices on the platform of purity (no artificial flavors and preservatives), Dabur saw a sharper-focused opportunity within the help ambit. So it extended Real with the Activ sub- brand, a range that has no added sugar, had fibre added, and comes in vegetables plus fruit combos”

PORTER'S FIVE FORCE MODEL OF FRUIT JUICE INDUSTRY

Competition between existing competitors: Fruit juice beverage industry has been entered a phase of lapped development. The consumers are more educated and health conscious. The product has been recognized by the public. At present, the fruit juice market, there are more competent competitors, the variety of products in various segments both leader, but lack of a strong brand. Large enterprise is faced with the plight of lower profits with SME's in the capital, channel, products and other areas subject to significant competitive pressure, coupled with impact of a price war.

Economies of scale: In general, the economies of scale barriers the entry form or new entrants brined the risk of existing enterprises a strong counter- attack in order to enter the large scale of production. Fruit juice industry, production lines, excellent processing technology with higher productivity, lower production costs.

Industry Counter-existing Enterprise: Juice huge market potential, attracting an increasing number of new entrants the market leader in the use of existing resources to counter the strengths, such as control of raw material, increasing the cost of new entrants control terminal sales of the competitors blockade, increasing the cost of sales and other rivals to form barriers to entry.

The threats of Substitutes: Fruit juice Industry is not a substitute for other types of beverages, drinks, face an auditioned nine categories of impact. Prices of alternative products are more attractive, limiting the role of the greater of the composition of fruit juice drinks market, the more pressure there. This will increase the competition in the market.

PESTLE'S ANALYSIS OF FRUIT JUICE INDUSTRY

There are main five different factors such as Political Factors, Economic Factors, social cultural Factors, Technological Factors and legal and ecological Factors.

POLITICAL FACTORS: Various Political factors offal the fruit juice industry eg: Taxation. Because the taxation policy keeps changing, the govt. plans to encourage FDI. Fruit juice industry has only 3% share as of now in the market but with FDI's it could increase significant by coming of bigger players.

ECONOMIC FACTORS: The company is using truck to more raw material to the processing plants and finishing goods, so fuel is very important high risk due to crop facture, non availability of raw material because of pest attack etc. Factors like Money Supply, energy availability and cost, business cycle etc would also effect the Industry.

TECHNOLOGICAL FACTORS: Technology plays very important role in maintaining the quality and cost efficiency to generate higher profit. Better technology increases the life of the product.

SOCIAL CULTURAL FACTORS: As the income of middle class increases, new consumers are more conscious about health. The life is becoming more hectic and tiring, consumer's preferences are shifting to healthy drinks. The young generation is also shifted from coke to fresh and healthy drinks. As the people become more educated, they are taking the healthy router.

LEGAL FACTORS: Processes fruit juice are regulated , the food and drugs and regulations as a food product and the consumer safety requirements become more advanced across the beverage industry, tracking and traceability are a prerequisites.

Research Method

3.1 PURPOSE OF THIS STUDY

The Purpose is to analyse the customer and retailer’s preferences for Real fruit juices of Dabur India Limited and to have a comparison between Real fruit juices and its major competitors, and to provide suggestions for improving its Marketing efficiency.

1. RESEARCH OBJECTIVES

- To analyse and chart the market share captured by the Dabur Real fruit juices in NCR Delhi Market.
- To analyse the consumers preferences towards the “Real fruit juices” in the Delhi Market.
- To analyse the Retailers preference towards the “Real fruit juices” in the Delhi Market.
- To differentiate the competitors of Real fruit juices and also to analyse their position into the Delhi Market.

3.3 RESEARCH METHOD

3.3.1 Design - DABUR :

The researcher used Descriptive Research in report.

Descriptive research comprises of surveys & fact findings enquiries.

Main purpose of descriptive research is explanation of the state of affairs as it exists in Present Market.

3.3.2.1

Drafting of a questionnaire

Questionnaires: - It consists set of questions asked to the respondent for their responses. Questions can be Closed Ended or Open Ended.

Open Ended: - It allows respondents to answer in their own words & are difficult to interpret and Tabulate as its elaborate.

Close Ended: - This comprises of Pre-specify all the possible answers and are easy to Interpret and Tabulate.

TYPES OF QUESTIONS USED IN THE PROJECT:

Multiple Choice Questions -

Here respondents are offered more than two choices. This is to understand choice of customers regarding different matters.

Dichotomous Questions

The dichotomous question can have two possible answers. These types of questions are used in a survey that asks for a Yes/No, True/False or Agree/Disagree answers. They are used for clear difference of qualities, experiences or respondent's opinions.

Ranking Questions

Such Ranking questions are asked to the respondents to run a comparison between two items to each other by placing them in order of preference.

3.3.3 Sample design

Area – Retailers and Consumers of Delhi are included in this research talking about their Satisfaction level.

Time- Time taken to complete this study is about 2 weeks.

Size- 100 consumers and 50 retailers are taken for the project study.

Technique- Random Sampling technique is used to analyze the preference of customers and Retailers.

3.3.3.1 Population

Study of population are the consumers and retailers of Real fruit juices.

3.3.3.2 Sample size

Size- 100 consumers 50 retailers are taken for the project study.

3. 3 . 3 . 3 Sampling method

We have used “Simple Random Sampling Method” in the study.

3.4 LIMITATIONS

- A major limitation of the study was the time constraint. The time period which was 2 weeks was very less to conduct the study.
- Another limitation was the respondent’s unavailability.
- One more limitation was that respondents are not interested in filling questionnaires.
- Project is not covering the different effects of branding large scale. Here we have studied a small population, which may not be enough to show accurate picture.
- Primary source of data for this research was with the help of self- administered questionnaires and chances of neutral info. is a smaller amount.

4. DATA ANALYSIS AND INTERPRETATIONS

This chapter of the Study on Preferences of Consumers and Retailers for Real fruit juices of Dabur India Limited in Delhi Market presents the results of the study on the status and vulnerabilities present for Preferences of Customers and Retailers for Real juices of Dabur India Limited. Data is obtained through questionnaires.

The results presented in this chapter are divided into two broad sections (4.1 and 4.2) based on the primary information.

The first section includes the result of preferences of Consumers where 100 consumers are taken and the second section involves the result of preferences of retailers where 50 retailers are taken for the study.

SECTION : 4.1

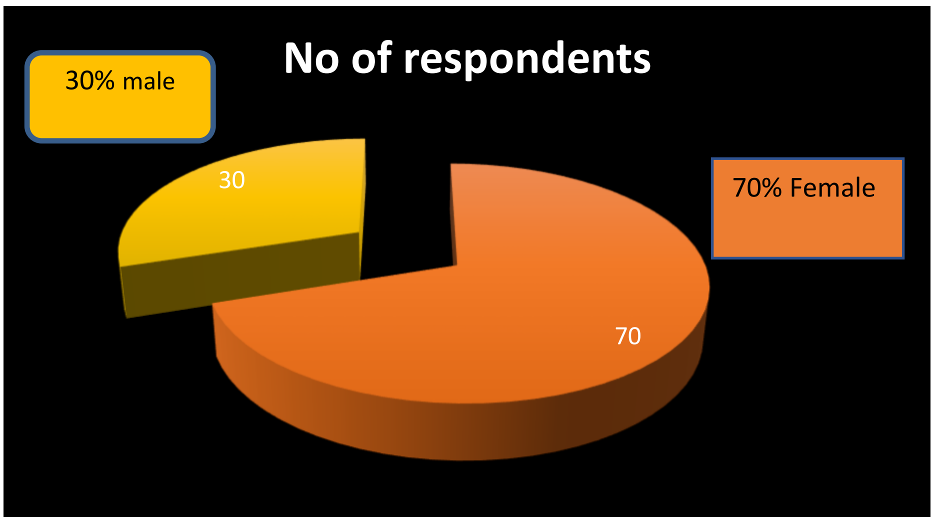
FOR CONSMERS

- Gender of Respondents
    - Male
    - Female

Table no. 4.1.1 : Gender

	Male	Female	Total
No.of respondents	30	70	100
Percentages	30	70	100

Graph no. 4.1.1 : Gender



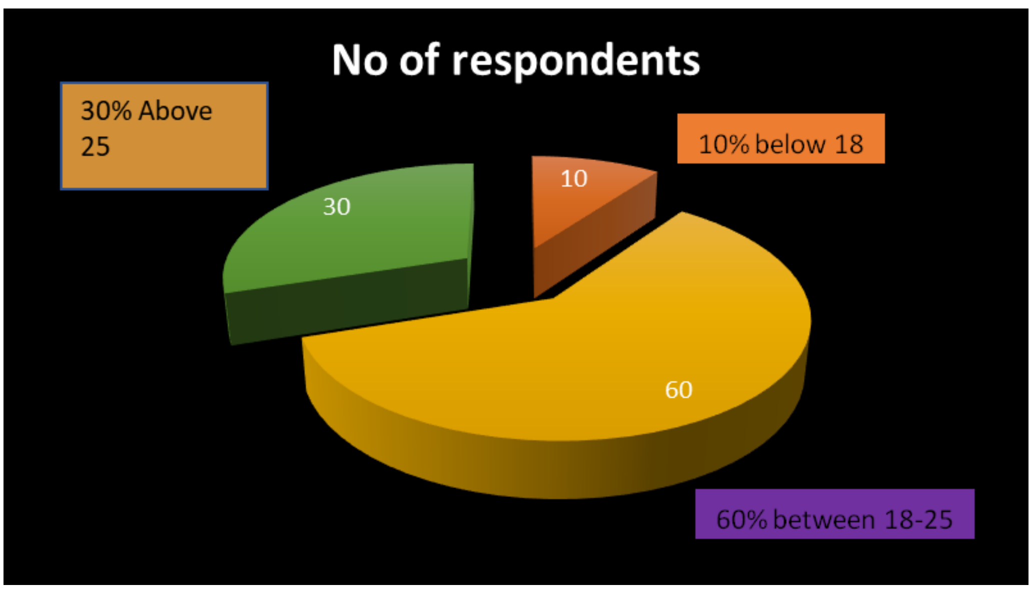
UNDERSTANDING: In this study we have taken responses from 70% male and 30% female respondents of the target population and helped me fulfil the questionnaires from different areas of NCR & Delhi.

- Age Groups
    - Below 18
    - 18-25
    - Above 25

Table no. 4.1.2 : Age

	Below 18	18-25	Above 25	Total
No. of respondents	10	60	30	100
Percentage	10	60	30	100

Graph no. 4.1.2 : Age



INTERPRETATION: Here this task was performed on 10% who are of below 18 age, 60% respondents are amid 18-25, and 30% respondents above the 25 years age

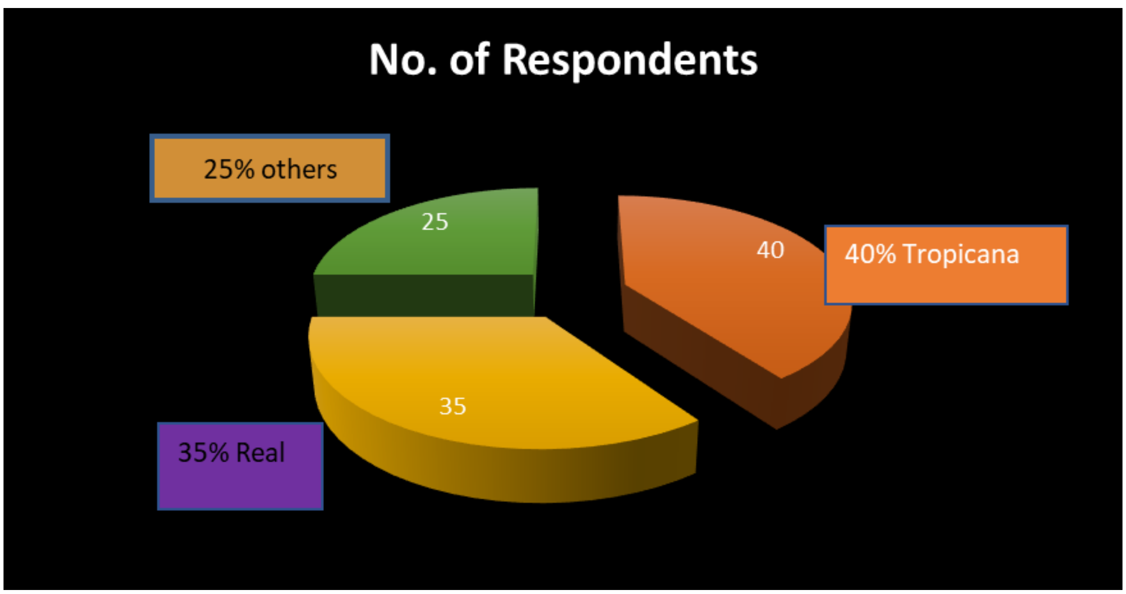
- Which type of fruit juice brands you are aware mostly?
    - Tropicana

- Real
- Other

Table. no. 4.1.3 : Awareness

	Tropicana	Real	Other	Total
Number of respondents	40	35	25	100
Percentage	40	35	25	100

Graph no. 4.1.3 : Awareness



INTERPRETATION: Here in this study 40% respondents are conscious of Real juice, 35% respondents alert about Tropicana and 25% respondents are aware, so “Real juice” have a good awareness in Delhi.

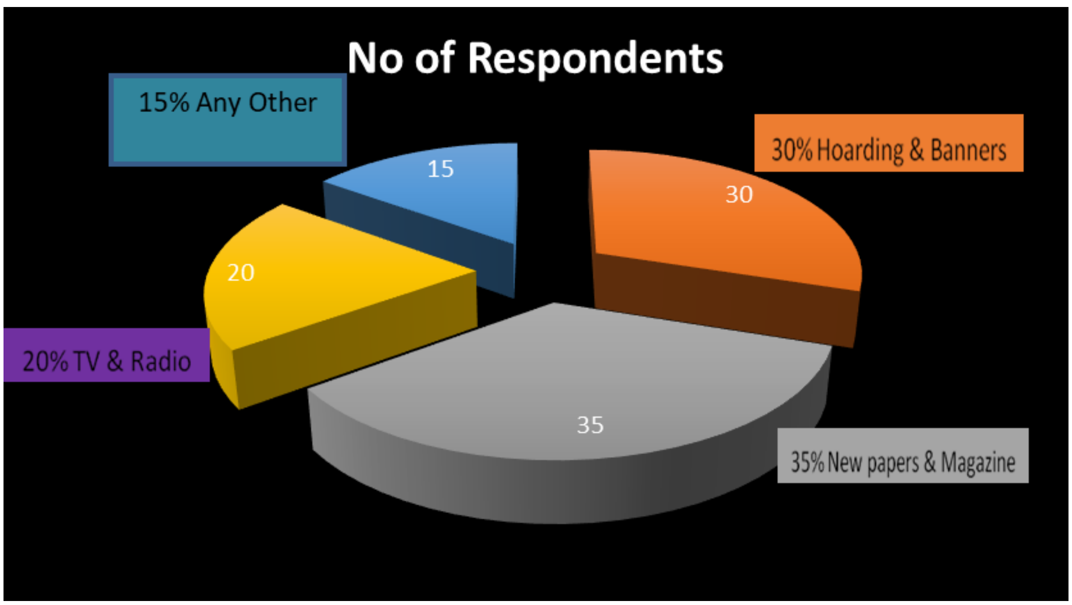
- Which was the medium you come to know about the Real fruit drink?
    - Hording and Banners

- Newspapers and magazines
- TV/Radio
- Any other

Table. no. 4.1.4: Medium

	Hoarding & Banners	Newspapers& magazines	TV / Radio	Any other	Total
No. of respondents	30	35	20	15	100
Percentage	30	35	20	15	100

Graph no. 4.1.4 Medium



INTERPRETATION: Here 35% respondents know their fruit-juice via newspaper and magazines, another 30% of respondents through banners, 20% through TV or Radio and 15% through any other sources.

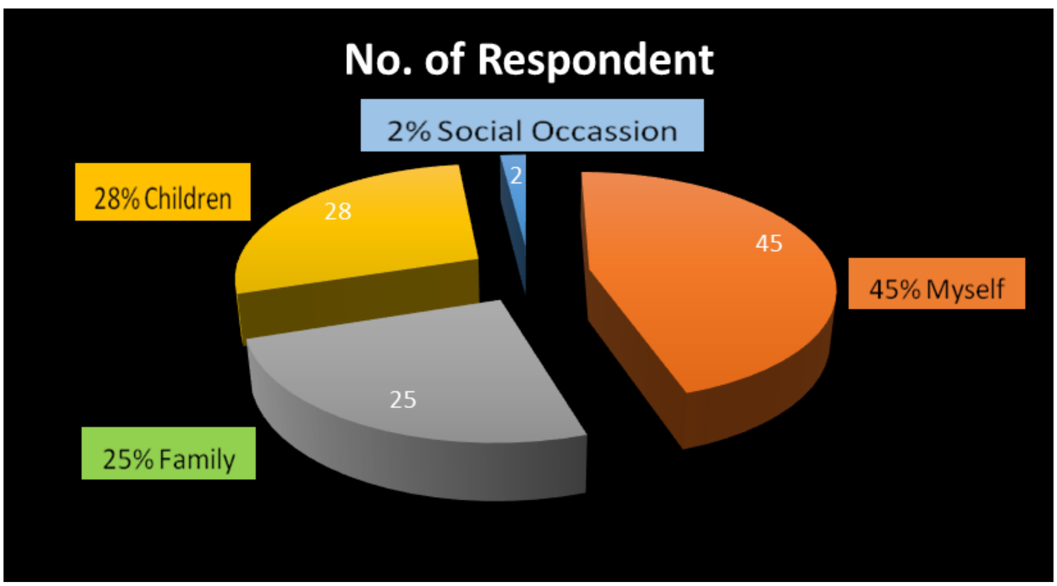
- You Buy Fruit Drink for?

- Myself
- Family
- Children
- Social Occasions

Table no. 4.1.5 : Consumption

	Myself	Family	Children	Social Occasions	Total
Number of respondents	45	25	28	2	100
Percentages	45	25	28	2	100

Graph no. 4.1.5 : Consumption



INTERPRETATION: Here 45% respondents buy Juices for their self consumption, another 28% for their children, rest 25% for Family, 2% for social occasions. Most of the respondents are buying for themselves.

- Rank the following drink on the scale of 1-5 you like most?
    - Tropicana

- Real
- Mazza
- Slice
- Appy
- Frooti
- Mangola
- Pulpy orange
- Twister
- Others

Table no. 4.1.6 : Rankin by consumers

	Tropicana	Real	Mazza	Slice	Appy	Frooti	Mangola	Pulpyorange	Twister	other
No. of respondents										
19	1	2		3		4			5	
17	2	1	3		4			5		
16	3	2		1		4				5
10	5	2	3				4		1	
13	4		1		3	2		5		
7		5		4	3			1		2
8	2		1		3		5		4	
7		4		1	2	3		5		
3	5	3			2		1		4	
100										

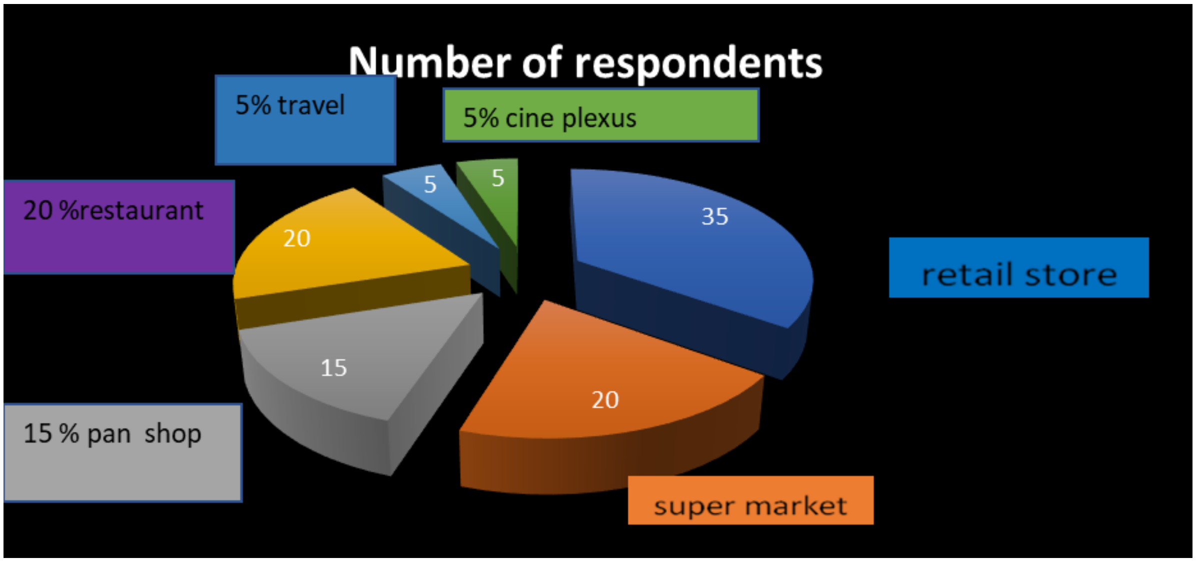
INTERPRETATION : 19 respondants ranked Tropicana as the number 1 drink and then at the second position is Real fruit Juices.

- Choose your most preferred channel for buying fruit juices?
    - Retail Store / Grocery Store
    - Super market / hyper market
    - Cine plexus
    - Pan shops/ kiosks
    - Restaurants
    - Travel

Table no. 4.1.7 : Preferred channel

	Retail store	Super market	Pan shop	Restaurants	Travel	Cine plexus	Total
Number of respondents	35	20	15	20	5	5	100
Percentages	35	20	15	20	5	5	100

Graph no. 4.1.7 : Preferred Channel



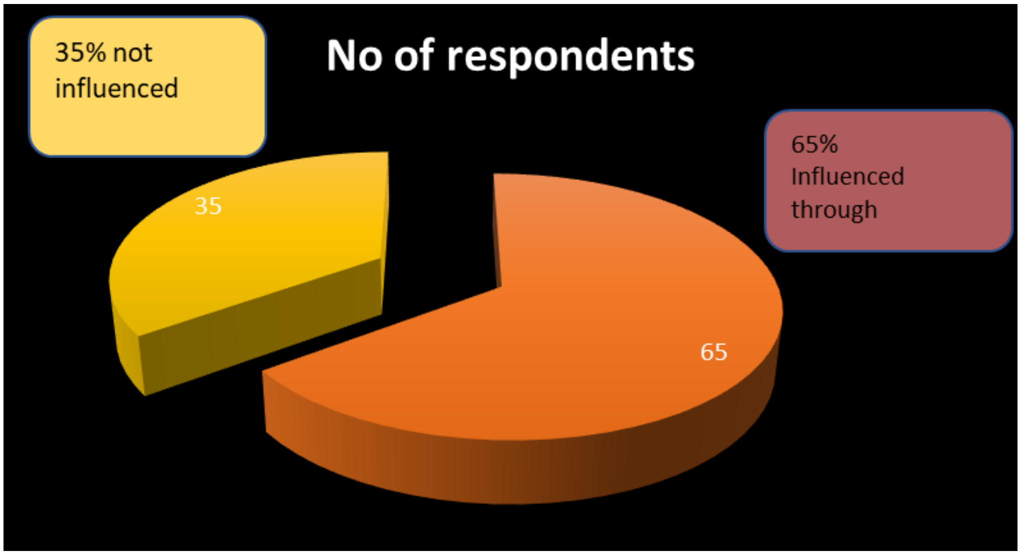
INTERPRETATION: Typically favored channel for consumer is General and Retail Kiryana stores. And 35,% consumers expressed that they buy fruit drinks from retail and general stores. While 40% of the fruit Juice sales are concluded by Super Market and Restaurants in DELHI

- Advertising and promotion of Fruit Juices influence your purchase decisions?
  - Yes
  - No

Table. No. 4.1.8 : Influence on purchase Decision

	Respondents (Yes)	Respondents (No)	Total Respondents
No. of respondents	65.	35.	100.
Percentage	65.	35.	100.

Graph no. 4.1.8 : Influence on purchase Decision



INTERPRETATION: According to this data, 65% respondents are influenced through advertisements, 35% respondents are not influenced through Advertisements.

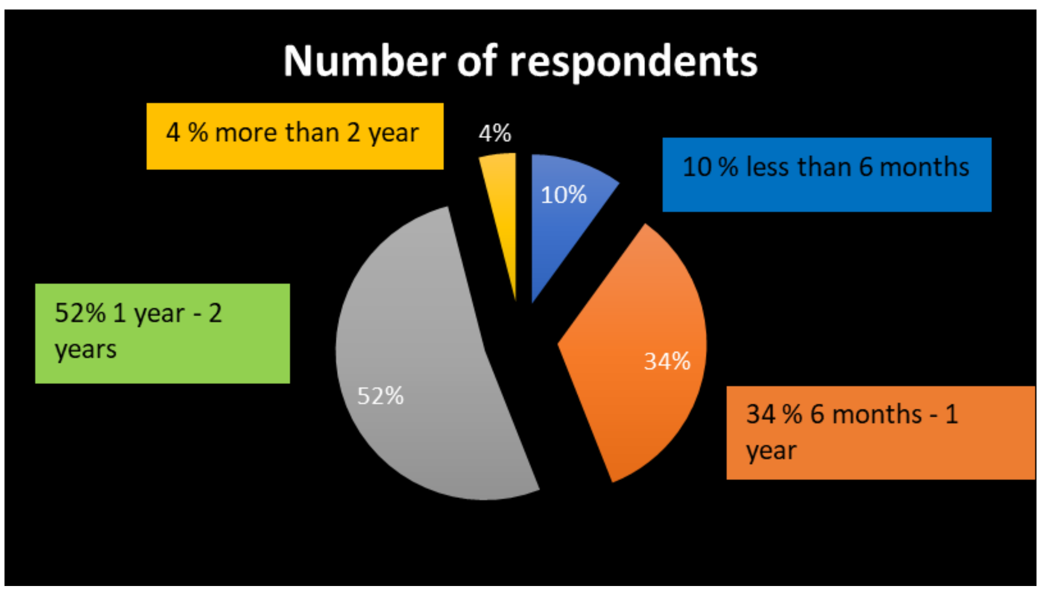
FOR RETAILERS

- How long you are selling fruit juice brand?
    - Less than 6 months
    - 6 months-1year
    - 1year-2year
    - More than 2 year.

Table no. 4.2.1 : Duration of selling

	Less than 6 months	6months -1 year	1year-2year	More than-2 year	total
Number of respondents	5	17	26	2	50
Percentages	10	34	52	4	100

Graph no. 4.2.1 : Duration of Selling



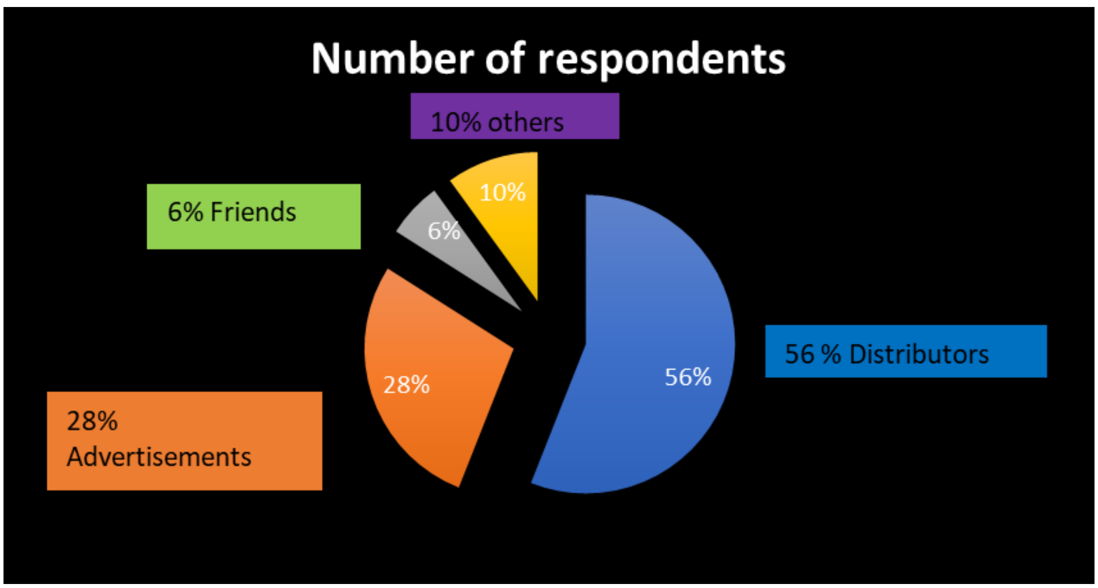
INTERPRETATION: Here 52% respondents are trading juice brand from last 1- 2 years, 34% are trading the Real juice brand from last 6- 12 months ,10% are selling from less than 6 months and 4% are selling from more than 2years.

- Source of Info. about juice brand?
    - Distributor
    - Advertisements
    - Friend
    - Other

Table no. 4.2.2 : Source of Information

	Distributor	Advertisements	Friend	Others	Total
Number of respondents	28	14	3	5	50
Percentages	56	28	6	10	100

Graph no. 4.2.2 : Source of Information



INTERPRETATION: 56% retailers get Information through Distributors, while 28% know through Advertisements and the rest know through Friends and other source.

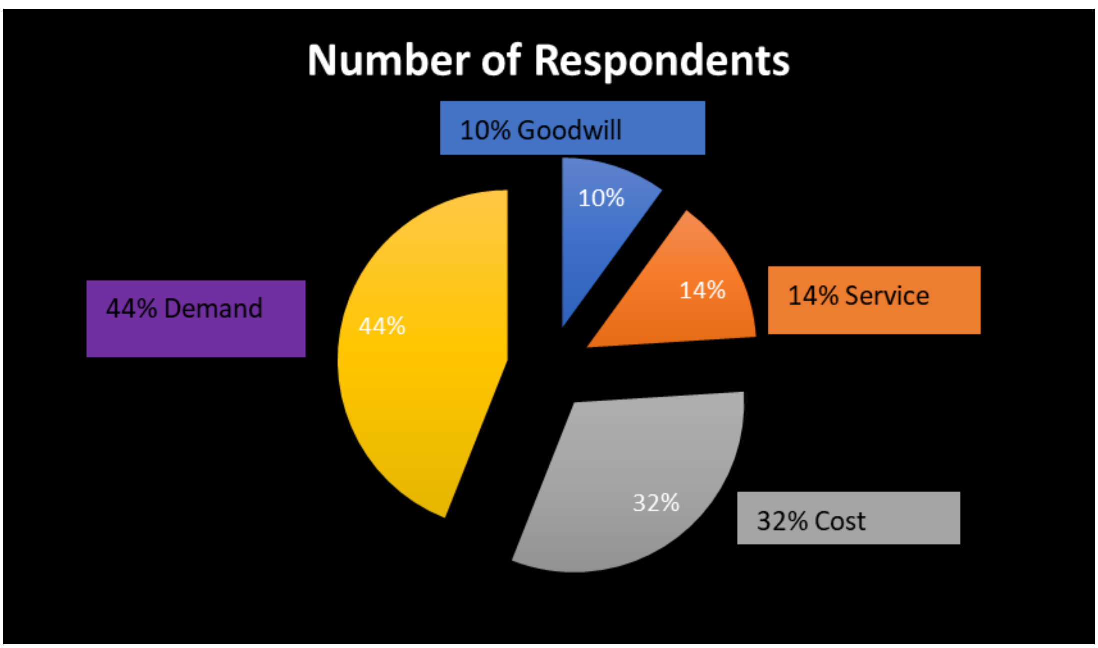
- "What all Parameters that you take into consideration while taking Fruit juice brands?"

- Goodwill of the Brand
- Service of the Brand
- Cost of the Product
- Demand of the product in the market

Table No. 4.2.3 : Parameters

	Goodwill	Service	Cost	Demand	Total
Number of Respondents	5	7	16	22	50
Percentages	10	14	32	44	100

Graph no. 4.2.3 : Parameters



INTERPRETATION: 44% retailer are considered about the demand factor to take juice brands, 32% are considered about the cost, nearly 24% are considered about Services and Goodwill.

- "Rank the following drinks on the scale of 1-5 you most prefer to sell"
    - Tropicana
    - Real
    - Mazza
    - Slice
    - Appy
    - Frooti
    - Mangola
    - Pulpy orange
    - Twister
    - Other

Table no.4.2.4 Ranking by Retailers

	Tropicana	Real	Mazza	Slice	Appy	Frooti	Mangola	Pulpy orange	Twister	others
Number of Respondents										
9	1	2		3		4			5	
6	2	1	3		4			5		
8	3	2		1		4				5
5	5	2	3				4		1	
9	4		1		3	2		5		

8		5		4	3			1		2
4	2		1		3		5		4	
3		4		1	2	3		5		
4	5		3			2		1		4
50										

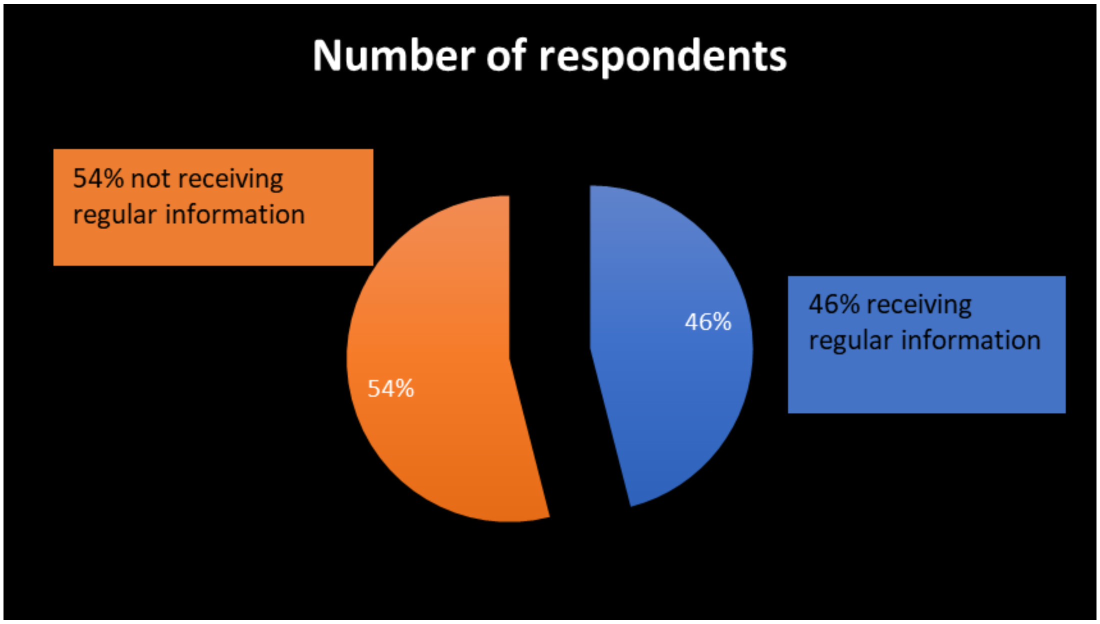
INTERPRETATION: Retailer's most preferred brand of fruit juices are Tropicana and Real , and following them are slice , Mazza , Frooti etc.

- Do you regularly receive info. about the new scheme?
  - Yes
  - No

Table no. 4.2.5 : Information

	Yes	No	Total
Number of respondents	23	27	50
Percentage	46	54	100

Graph no. 4.2.5 : Information



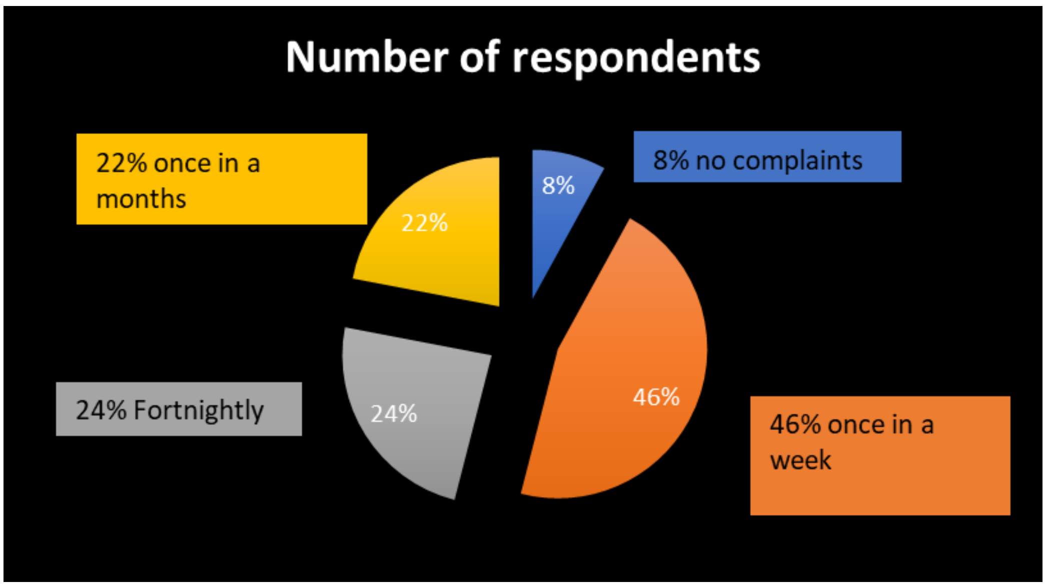
INTERPRETATION: 54% stores doesn't receive regular info. about new schemes and rest 46% retailers are receiving regular information about the schemes.

- Any complaints concerning the services "Real"
    - "No complaints"
    - "Once in a week"
    - "Fortnightly"
    - "Once in a month"

Table no. 4.2.6 : Complaints for Real

	No complaints	Once in a week	Fortnightly	Once in a month	Total
Number of respondents	4	23	12	11	50
Percentages	8	46	24	22	100

Graph no. 4.2.6 : Complaints for Real



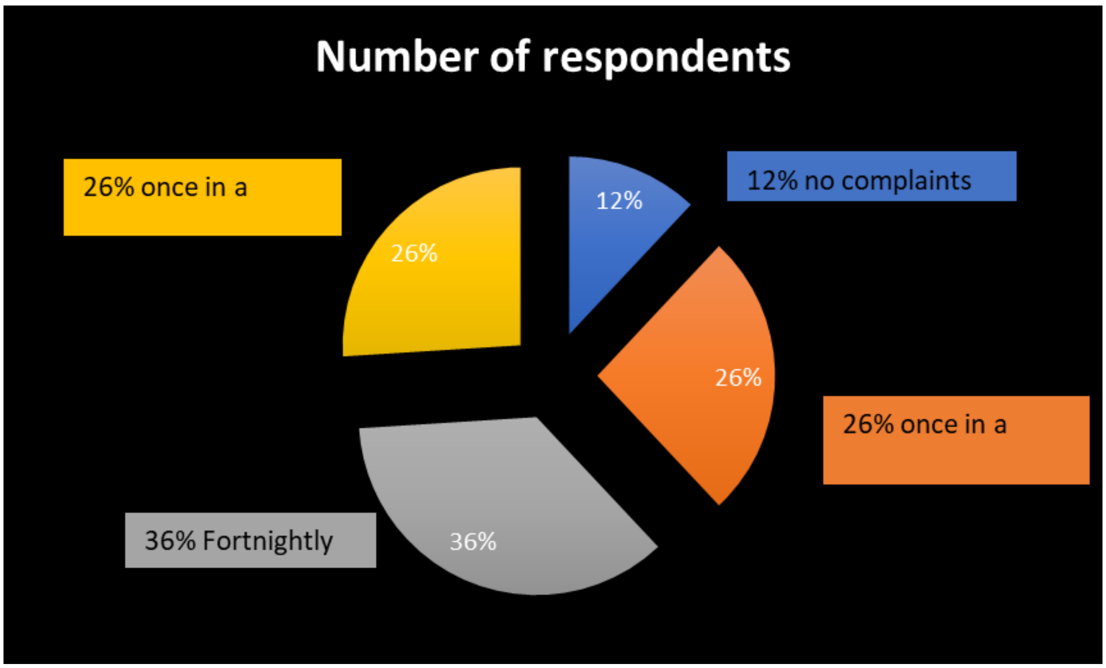
Brand Tropicana Juice

- No Complaints
- Once in a week
- Fortnightly
- Once in a month

Table no. 4.2.7 : Complaints for Tropicana

	No complaints	Once in a week	Fortnightly	Once in a month	Total
Number of respondents	6	13	18	13	50
Percentages	12	26	36	26	100

Graph no. 4.2.7 : Complaints for Tropicana



INTERPRETATION: "Retailers have complaints regarding service for both the juice brands. But real juice brand has complaints once a week, and Tropicana has fortnightly complaints"

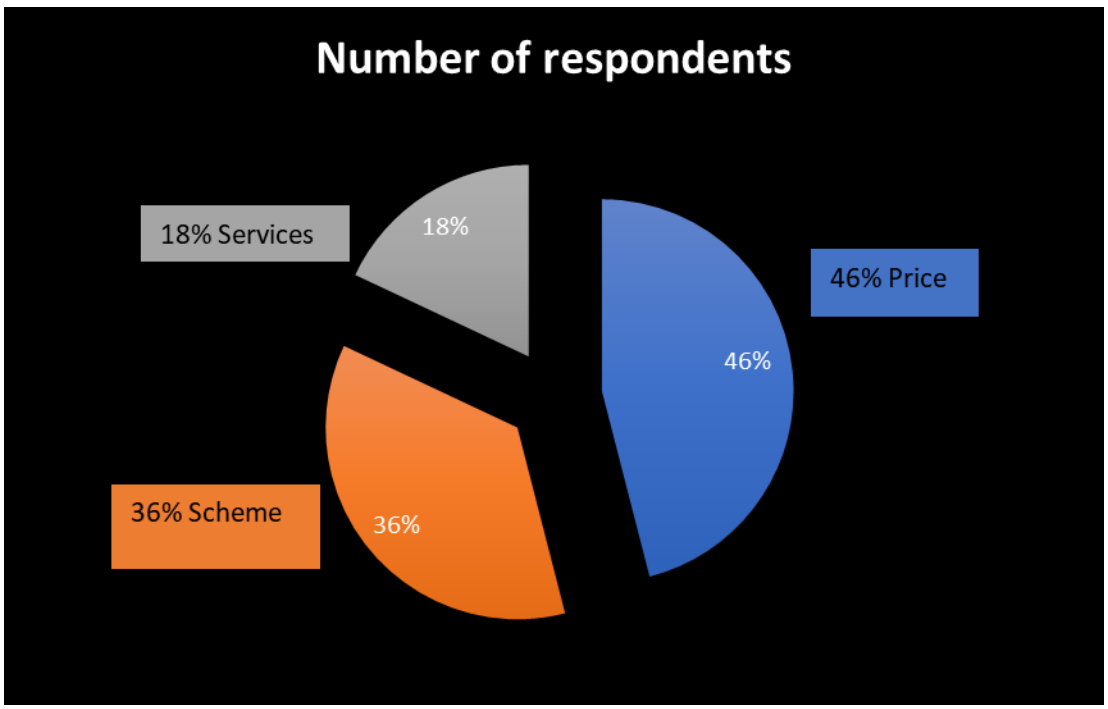
- Type of convenience customer usually want for increasing the sales volume of real juice?
  - Price
  - Scheme

- Service

Table No. 4.2.8 : Convenience to increase Sales

	Price	Scheme	Service	Total
Number of respondents	23	18	9	50
Percentage	46	36	18	100

Graph no . 4.2.8: Convenience to increase Sales



INTERPRETATION: 46% retailers said "price factor" to increase the sales of real juices about 54% retailers preferred Scheme and Services.

5. FINDINGS & SUGGESTIONS

5.1) FINDINGS

CONSUMERS

- Real Fruit juice is the number one brand in the market of Delhi.
- Tropicana gives a tough fight to real juice and it comes to second position and after appy is also a very popular brand in the market.
- According to the survey most of the people (respondants) said that they get attracted by the advertisements as the source of information.
- People accepted that real is much better than Tropicana just because of Taste.
- Mostly people (respondants) are satisfied with Real juice.
- Mixed fruit and Orange juice are very popular amongst the people (respondants).
- Maximum people (respondents) buy juice for individuals consumption , then for their childrens, then its for their family members and at last for social occasions.
- Most of the respondents gave rank No.1 to Real Juices , Tropicana Juices , Mazza and Slice Drinks . Rank 2. has gone to Frooti Mango Drink and .Rank 3. is for Appy.

<u>RETAILERS</u>

- Most of the retailers (respondents) are selling the juice brands from last 1-2 years, then are selling juice brand from last 6-12 months and then are selling from last 6 months and lastly a small proportion of retailers (respondents) are selling from more than 2 years.
- Most of the retailers (respondents) get info through Distribution Channel about juice brands, then are getting the information regarding fruit juices brands through Advertisements.
- Most of the retailers considered demand factor to take fruit juices brand , while another large proportion considered the Cost Factor to purchase the Fruit juice brand. While a very small proportion of retailers (respondents) considered Goodwill and Services.
- But mostly Demand and Cost Factors were given consideration by the retailers for purchasing the Fruit juice brands.
- 46% of the retailers gets regular info. about New Offers and schemes, 54% of the retailers are not getting regular information regarding the New Schemes.
- According to the data collected, 62% of the Retailers have given good rating to Real fruit juices services while 55% for Tropicana.

5.2) FEW RECOMMENDATIONS

- “Company should provide all sort of promotion equipment’s such as glow sign boards, banners, racks, freeze, etc. to retailers so that they increase their sales which is benefited to both retailer as well as the Company”
- “Salesman should have good interaction with the retailers, which result in sales increase for the Company”
- “Company’s Executives should visit the counter on weekly basis, executives should take the feedback from the dealers about the services of the salesman and the distributors”
- “Regular visit of Technician is required to solve the problems of freeze in the market at the right time”
- “More improvement is required in the distribution network in the outskirts and in the remote areas, because in the peak seasons like summers the small dealers takes goods twice or thrice and in between if the distributor could not supply them, the competitors would get the opportunity to take advantage”
- “Few outlets are unaware about the Schemes so proper communication is necessary between distributor and dealers/retailers. More effective schemes should be provided. Biasness should not happen with retailers on any grounds”
- “Kids constitute the second largest segment of the fruit juice drink market. So more and more fun based advertisements should be made to attract kids. And more research should be done to attract other segments of the market”
- “Some lifestyle-based advertisements is also necessary”

CONCLUSION

From the Study conducted on analyzing the preferences of consumers and retailers for the Real fruit juices of Dabur India Limited , it is concluded that ,Mostly people accepted that real is much better than its competitors just because of Taste.

Mostly people are satisfied with Real juice. Mixed fruit and Orange juice are very popular amongst the people.

Most of the respondents purchase Fruit juice for self, then for children, for family and very few for social occasions. So, we found that most of them are buying for themselves. Most of the respondents gave rank 1 to real, Tropicana, Mazza and Slice. Rank 2 has gone to Frooti and rank 3 is for Appy.

“A large proportion of respondents (Retailers) are selling the juice brands from last 3-4 years, then another proportion are selling juice brand from last 6-12 months and small proportion of respondents are selling from last 6 months and a very small proportion of respondents are selling from less than 6 months”

We also concluded that most of the retailers are not getting the regular information about the New schemes.

According to the data collected, mostly the Retailers (respondents) have given good rating to Real fruit juices services while the other proportion goes for Tropicana.

BIBLIOGRAPHY

BOOKS:

- David , John , Rajeev, Advertising Management, 3rd Edition, 2009, PHI Learning Publications , New Delhi, Delhi
- O.C Ferell, Marketing concepts and strategies, 2nd Edition , 2005 , Tata Mcgraw-Hill education Publication, New Delhi , Delhi
- Rajendra Nargundkar, Marketing Research, 5th Edition , PHI Learning Publications , New Delhi , Delhi

WEBLINKS :

- www.dabur.com/in/en-us/product
- https://en.wikipedia.org/wiki/Dabur
- https://en.wikipedia.org/

ANNEXURE:

FOR CONSUMERS

To know the consumer Satisfaction towards real juice in Delhi.

Date:

Centre:

Dear Sir / Madam

I am doing a survey in Delhi to know the consumer Satisfaction towards Real juice as a part of my project. The information provided by you will be for academic purpose. So, I am requesting you to kindly cooperate with me in filling the questionnaire.

Name:

Contact Number:

Address :

Qualification :

(1) Gender of respondent
   (A) Male
   (B) Female

(2) Your age group
   (A) Below 18
   (B) 18-25
   (C) Above 25

(3) Which type of fruit juice brand you are aware of?

(A) Real juice

(B) Tropicana

(C) Others

(4) From which medium you came to know about your preferred juice brand?

(A) Hording and banners

(B) Newspapers and magazines

(C) Tv / Radio

(D) Others

(5) Rank the following drinks to the scale of 1-5 you like the most.

(A) Real

(B) Tropicana

(C) Twister

(D) Mazza

(E) Slice

(F) Pulpy orange

(G) Appy

(H) Frooti

(I) Mangola

(J) others

(6) For whom do you buy fruit drinks?

(A) Myself

(B) Family

(C) Children

(D) Social occasions

(7) Which is your more preferred channel for buying your fruit drinks?

(A) Retail store / Grocery Stores

(B) Super markets/ hyper markets

(C) Cine plexus

(D) Pan shops

(E) Travel

(F) Restaurants

(8) Does advertising and promotion effect your purchasing decisions?

(A) Yes

(B) No

FOR RETAILERS

To know the retailer satisfaction towards Real fruit juices in Delhi.

Date:

Centre:

Dear Sir / Madam

I am doing a survey in Delhi to know the retailer Satisfaction towards Real juice as a part of my project. The information provided by you will be for academic purpose. So, I am requesting you to kindly cooperate with me in filling the questionnaire.

Name:

Address:

Contact Number:

Outlet Name:

(1) Since how long you are selling fruit juice brand?

- (A) Less than 6 months
- (B) 6-12 months
- (C) 1-2 years
- (D) More than 2 years.

(2) What is the source of information about fruit juice brand?

- (A) Distributor
- (B) Advertisements
- (C) Friends
- (D) Others

(3) What are the parameters that you take into consideration while taking fruit juice brand?

(A) Goodwill

(B) Cost

(C) Service

(D) Other

(4) Rank the following drink on the scale of 1-5 you prefer to sell

(A) Real

(B) Tropicana

(C) Slice

(D) Frooti

(E) Mangola

(F) Appy

(G) Twister

(H) Mazza

(I) Pulpy orange

(J) Others

(5) Are you regularly getting informed about new schemes of real juice?

(A) Yes

(B) No

(6) Do you have any complaints regarding services?

(Real)

(A) No complaints

(B) Once in a week

(C) Fortnightly

(D) Once in a month

(Tropicana)

(A) No complaints

(B) Once in a week

(C) Fortnightly

(D) Once in a month

(7) Which type of convenience do you want to increase the Sales volume of Real?

(A) Scheme

(B) Price

(C) Service

(D) Margin