



CONSUMER PERCEPTION ON FRUIT DRINKS: A FIELD SURVEY IN TIRUNELVELI DISTRICT TAMILNADU, SOUTH INDIA

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ABSTRACT

Since the inception of soft drink in the 1830's, its consumption has steadily increased with technological advances in production and increased product availability. Recent statistics from the United States Department of Agriculture reported a per capita increase in regular soft drink consumption from 28 gallons per person in 1986 to 51 gallons per person in 2006. In spite of India's huge population and the fact that around 47% of the population is composed of persons below 30 years of age, the per-capita consumption of soft drinks in India remains very low, at approximately at 5.2 liters against the world average of nearly 85.22 liters. Developed countries such as the US, Germany, Italy and Spain all have per-capita consumption in the range of 280-400 liters, showcasing the huge potential for market growth in India. The extreme competitive nature of the mango fruit drink industry, the slow growing market size and the shrinking margins, a firm that is going to be successful and generate above average returns must have a sound and coherent strategy. In order for large scale companies like Pepsi and Coke to protect their positions, they must be wary of private label infiltration. The biggest threat in Tirunelveli district is local brand mango fruit drinks. Given the large amount of Pepsi and Coke that is currently sold mostly in urban area, the consequences could be huge if the small scale private companies label becomes accepted and even preferred by the consumer. From a channel perspective, local mango fruit drinks are dominating the branded mango fruit drinks in fountain stations. This is a concern that branded mango fruit drinks must address in the in Tirunelveli district.

Key words: Fruit drinks, consumption, market size, growing market.

INTRODUCTION



It is becoming increasingly difficult to ignore the existence of soft drink in today's markets. Since the inception of soft drink in the 1830's, its consumption has steadily increased with technological advances in production and increased product availability. Recent statistics from the United States Department of Agriculture reported a per capita increase in regular soft drink consumption from 28 gallons per person in 1986 to 51 gallons per person in 2006. In spite of India's huge population and the fact that around 47% of the population is composed of persons below 30 years of age, the per-capita consumption of soft drinks in India remains very low, at approximately at 5.2 liters against the world average of nearly 85.22 liters. Developed countries such as the US, Germany, Italy and Spain all have per-capita consumption in the range of 280-400 liters, showcasing the huge potential for market growth in India.

Soft drink products have been well accepted by consumers and gradually overtaking hot drinks as the biggest beverage sector in the world. In the midst of the rapidly growing soft drink demand, the industry on the whole is encountering new opportunities and challenges. Changing consumer demands and preferences require new ways of maintaining current customers and attracting new ones. Amid ever-increasing competition, beverage companies must intensely court customers, offer high quality products, efficiently distribute them, ensure safety and keep prices low all while staying nimble enough to exploit new markets by launching new products.

Rural India constitutes three fourth of the Country's population and is characterised by low level of income and poor quality of life. The main occupation in these areas is agriculture, contributing around 27 per cent to the India's GDP. There is a rapidly growing, focus on the rural sector because it provides tremendous business opportunity. The huge population in the rural sector with an impressive percentage of it coming under the 'consumer class' category presents a vast market with immense potential for corporate. The consumption pattern of rural India with regard to soft drinks was indeed changing and the rural masses were changing over the branded soft drinks as compared to their unbranded counter parts. Brand identifies the product and reveals the facts of its differences, functional value, pleasure value and symbolic value as a reflection of the buyer's self-image. Brand awareness lead to preference and brand equity is the intrinsic value to the corporate.

The fruit drinks market till early 1990s was in the hands of domestic players like camp cola, Thumps up, Limca etc. but with opening up of MNC players, Pepsi which scores over coke. Pepsi entered Indian market in 1991 and coke re-entered in 1993. Pepsi has been targeting its products towards youth and the sales have reached Rs.332.31 crores. Coke on the other hand, struggled initially in establishing itself in the market and sales could reach Rs.199 crores.

Review of literature

The review of related literature leads to an understanding of

1. Berker (2008) in his study on “Comparing strategies, innovation trajectories and knowledge sources in Dutch soft drink production” concluded that their supplier and the business need for product diversification. He decided to enter the market for nonalcoholic beverage with a new kind of soft drink almost at the same time. He also managed to enter the market for soft drinks in the late 1930. It was more than just the difference in financial backing that led to this alternative innovation strategy, for it seems there was also a disparity in business culture. Their main suppliers suggested they develop fruit and vegetable based soft drinks, which seemed an interesting path. The horticulturists contacted the food preserving industry, both individually and through their existing horticultural networks. He was probably attracted to the idea as a result of the promotional activities of the national horticultural network, which had been activated by the regional network.
2. Shrotriya (2008) in his analyze the “Soft Drinks Challenges in Rural Marketing” concluded that soft drinks marketing organization are hound to enter rural markets because of increasing competition in urban markets. They are all set to take advantage of the large potential consumer base in the rural markets. Rural markets are entirely different from the urban markets and require different- strategic approaches. They are geographically scattered and heterogeneous in nature. There are certain challenges in rural marketing like product development, communication distribution etc. marketers are aware the tremendous potential awaits there in the rural markets and are determined to penetrate these markets to secure their future various socio-economic changes increase in literacy rate, increasing awareness in general; development in information and communication technology; increase in the purchasing power of rural consumers.
3. Agarwal (2009) in his study on “Use of Soft Drinks Multinational Positioning Strategy” concluded that rural India has widely diverse cultures and subcultures. Also, there are large number of like of soft drinks and regular use of consumer’s soft drinks which vary from region to region and state to state within the country. This makes the promotion task difficult as the act message has to be delivered in the local soft drinks according to the rural populations. A low level of literacy of rural people also leads to the problem of communication for promotion purposes. The demand for goods and services is seasonal in nature India and it is directly as well as closely connected with manufacturer of soft drinks which itself is seasonal . Therefore, there is considerable fluctuation in demand in rural area.
4. Hyman (2009) in his study on “promotional as co-operation in the soft drink industry” concluded that the customer information gathering explanation of promotions is ruled out by the longevity and nature of this market. Soft drink penetration is among the highest in grocery stores, and it is unlikely that enough nonusers exists to account for the intensity of observed promotions. Soft drink bottlers promote brands for mixture of cooperative and competitive reasons supports the brand interdependence

framework, which uses asymmetric competitive draw to explain promotions as co-operation. As one former Pepsi executive said about competing with coke, “When I worked at Pepsi, we thought of the market as ours, theirs and up for grabs. We wanted to get more than our fair share of what was up for grabs.” Soft drink penetration is among the highest in grocery stores, and it is unlikely that enough nonusers exist to account for the intensity of observed promotions.

5. Nelson and Moran (2009) in their study on “Soft drink advertising and consumption in US” concluded that provides evidence for increase in selective demand for distilled spirits with decreases in soft advertisements and vice versa. This study found significant relationship between brand advertising and consumption for both soft drinks and carbonated soft drinks. Similarly, in the case of Soft drink consumption, one might expect several factors such income, age, gender, taste preference, consumption habits of parents and friends, and soft drink availability in the home a school, to play an important role in aggregate consumption levels in addition to advertising.

STATEMENT OF THE PROBLEM

Market structure in India is dichotomous having rural and urban market. There is, however, no unanimity found in this concept. Some of opinion that consumer’s attitude towards products is same irrespective of their place of origin. While other finally believe that consumer’s attitude is closely related to their socio-economic and cultural background. Urban and rural areas have different footing in these aspects and hence separate marketing strategies are necessary to penetrate into rural and urban markets.

The consumers living in the rural area are ready to change their life style on par with urban consumers. Various rural development projects and schemes help to generate sizable income and accordingly, they have changed the standard of living. The food habits are completely changed, and the youth in the villages adopting a new life style after getting education. During the work place, or educational institutions, they are forced to eat and drink the fast food and soft drinks. Having tasted these items, they have purchased the same to their family members in the villages. Even in the rural houses, they are offering soft drinks to the guests and visitors instead of providing hot tea and coffee.

Cost wise, it is cheaper and for the tropical hot climate soft drinks are much preferred by all category of people irrespective of age, gender and income category. This changing behaviour of the consumers in the rural villages made the mango fruit drinks company unique marketing strategies. Now, they have introduced the soft drinks at Rs.5, which is very and affordable cost, when compared to a cost of cup of tea (Rs.7). But recently, the fruit drink in particularly mango fruit drink, especially bottled carbonated and non-carbonated drinks are strongly opposed by a group of well wishers of the society. At this juncture, the fruit drinks companies faced a tough time and its sale is very much affected. In order to capture the market, the soft

drinks companies focused their attention towards rural areas with different marketing strategies to attract the consumers. They have launched a mini bottle with change in quality, size and price. In the changing scenario, the researcher has made an attempt to identify the consumer buying behaviour among the consumers and the unique marketing strategies practiced by the mango fruit drinks companies in Tirunelveli District.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To study the behaviour of consumers in general and in particular to Mango fruit drinks in Tirunelveli District.
2. To analyze the factors that influenced to purchase Mango fruit drinks in the areas of Tirunelveli District.
3. To ascertain the level of satisfaction perceived in Consuming Mango fruit drinks.
4. To identify the problems faced by the consumers of Mango fruit drinks in the study areas.
5. To suggest better ways and means for enhancing the Mango fruit drinks market in study area.

SCOPE OF THE STUDY

The present study will highlight the major bottleneck in marketing mango fruit drinks in the study area. Understanding the behaviour of human being is more complex and it is very much difficult to learn the consumer behaviour. This study focuses the buying behaviour of consumers and their taste in the food habits as well as their preference in mango fruit drinks. The findings and suggestions presented in this research work will definitely helps the policy makers of the mango fruit drinks company.

HYPOTHESES OF THE STUDY

The following are the hypotheses of the study.

1. There is no significant relationship between socio-economic status of the respondents and their level of satisfaction in consuming mango fruit drinks.
2. There is no significant relationship between awareness level of the respondents and their level of satisfaction in consuming mango fruit drinks.

3. There is no significant relationship between preferred brand of the respondents and their level of satisfaction in consuming mango fruit drinks.
4. There is no significant relationship between respondents' buying place and their level of satisfaction in consuming mango fruit drinks.
5. There is no significant relationship between preferred packing and their level of satisfaction in consuming mango fruit drinks.
6. There is no significant relationship between frequency of buying and their level of satisfaction in consuming mango fruit drinks.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.

Sampling Design

Both primary and secondary data were used in the study for analysis purpose. For collecting primary data, field survey technique was employed in Tirunelveli district. A well framed questionnaire was also used to collect the primary data. First hand information pertaining to the consumer behavior and satisfaction accrued by different mango fruit drinks users were collected from 1000 sample respondents. The distribution of the sample respondents is given in the following table.

TABLE

SAMPLE DISTRIBUTION

1 Tirunelveli	200
2 Palayamkottai	200
3 Radapuram	200
4 Thenkasi	200
5 Sankarankoil	200
Total	1000

The entire area in Tirunelveli district has been selected based on the simple random sampling method followed by convenience sampling technique. The sample of 1000 respondents was considered for primary data collection.

COLLECTION OF DATA

Frame Work of Analysis

By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the present report descriptive and analytical research was considered most appropriate for the study. The researcher used closed-ended and open-ended questions in the questionnaire to collect primary data.

The core of the study being ‘Consumer Satisfaction towards Mango Fruit Drinks’, the study centres around the dependent variable viz., the level of satisfaction perceived by the consumers and their relationship with the related independent variables.

Construction of Questionnaire

The key aspect of the present research was identified through the preliminary interviews (Pilot study) with some selected mango fruit drink users. The questionnaire so drafted was circulated among some research experts, mango fruit drink users, dealers and research scholars for a critical view with regard to wording, format, sequence and the like. The questionnaire was re-drafted in light of their comments.

Pre-test

The questionnaire meant for the respondents was pre-tested with twenty five mango fruit drink users. After pre-testing, necessary modifications were made in the questionnaire to fit in on the track of the present study.

Primary Data

In order to fulfill the objectives set, a sample study was undertaken by using a well framed questionnaire that was duly filled by the respondents. The respondents were selected with varying background based on the important aspects of their age, education, occupation, area and so forth, in the Tirunelveli district. A noteworthy feature was that all the 1000 respondents filled the questionnaire with much zeal. This was due to the high level of literacy among the respondents and the researcher’s rapport established with them.

Secondary Data

The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records published by mango fruit drink manufactures. Latest information was gathered from well equipped libraries in Bangalore, Mysore, Chennai and Coimbatore and from internet web resources. Further, the secondary data were also collected from various leading journals. A number of

standard text books were studied to obtain pertinent literature on fruit drinks marketing. Web resources were also used to collect the latest information about the consumer behavior towards mango fruit drink marketing in areas.

Discussions and Informal Interviews

In order to know the buying behaviour of the respondents, several rounds of discussion were held with knowledgeable persons in the field of fruit drink marketing, namely dealers, cool drink shops, consumers and the research supervisor.

Statistical Tools Used for Analysis

The difference in the extent of using the mango fruit drinks between the different types of respondents based on their age, gender, educational status, present status, monthly income level, marital status, family size, nature of the family, level of awareness, Preferred brand, Place of buying, Preferable packing and Frequency of buying was studied by means of Percentages, Averages, Ranges, Standard Deviation, Two-way tables, Chi-Square test and Multiple Regression analysis. Further Factor Analysis has been used appropriately. In addition, Henry Garrett Ranking Technique has been used for finding the reason for preference and problems under the study.

PERIOD OF THE STUDY

The primary data were collected for a period of two years i.e. 2010 to 2012 from the respondents covering all the areas of Tirunelveli district.

LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

1. The study was conducted only in Tirunelveli district. Hence, the results arrived from the study may or may not be applied to other area in Tamilnadu.
2. The study is confined only to one thousand respondents among the large sample population in Tirunelveli district which was considered as enough for the study by the researcher.
3. There was a bias among the respondents in answering the questions in the questionnaire, wherever doubt arised, it is cross checked and modified with necessary corrections.
4. The consumer preference may change according to time, fashion, technology, development etc.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The following findings are found from the analysis.

Chi-Squared Test:

1. From the analysis it is inferred that the maximum level of satisfaction towards mango fruit drinks perceived by the respondents in the age group 21-30 years. It is proved by the chi-squared test at 1 percent level of significance.
2. From the analysis it concluded that the maximum level of satisfaction perceived by the male respondents towards mango fruit drinks in study area.
3. From the analysis it identified that maximum level of satisfaction towards mango fruit drinks attained by school level qualified respondents. It is accepted by the chi-squared at 5 percent level of significance.
4. From the analysis it identified that maximum level of satisfaction attained by professional respondents towards mango fruit drinks. It is proved by the chi-squared test at 1 percent level of significance.
5. From the analysis it is identified that maximum level of satisfaction towards mango fruit drinks have perceived by the respondents whose monthly income level of Rs.5001 - Rs.10000. It could be noted that the chi-squared test also supported the result at 1 percent level of significance.
6. From the analysis it is concluded that the maximum level of satisfaction towards the use of mango fruit drinks perceived by the married respondents. It is proved by the chi-squared test at 5 percent level of significance.
7. From the analysis, it is identified that maximum level of satisfaction towards the use of mango fruit drinks perceived by the respondents who are having above 5 members in their family. The result is supported by the chi-squared test at 1 percent level of significance.
8. From the analysis it is identified that maximum level of satisfaction towards the use of mango fruit drinks have perceived by the respondents of joint family.
9. From the analysis it is identified that maximum level of satisfaction towards the use of mango fruit drinks have perceived by the high level awareness of respondents. It is supported by the chi-squared test at 1 percent level of significance.
10. From the analysis, it is identified that maximum level of satisfaction towards the Maaza mango fruit drink have perceived by the respondents. It is supported by the chi-squared test at 1 percent level of significance.
11. From the analysis it is identified that maximum level of satisfaction towards the use of mango fruit drinks have perceived by the respondents who consume mango fruit drinks in cool drink shops. It is supported by the chi-squared result at 1 percent level of significance.

12. From the analysis, it is identified that maximum level of satisfaction towards the mango fruit drinks have perceived by the respondents who preferred 250 ml to 600 ml packing. The result is supported by the chi-squared test at 1 percent level of significance.
13. From the analysis, it is identified that maximum level of satisfaction perceived by the respondents who buy the mango fruit drink for weekly twice / once. It is proved by the chi-squared test at 1 percent level of significance.

Percentage Analysis

14. It is found from the analysis that majority (61.6%) of the respondents aware about the mango fruit drinks through advertisement.
15. It is found from the analysis that majority (43.0%) of the respondents aware about the mango fruit drinks through T.V/ Radio.
16. It is found from the analysis that majority (40.5%) of the respondents are strongly agree towards the statement of the advertisement about the mango fruit drinks as advertisement of Mango fruit drinks does not mislead the consumer on the utility of drinks.
17. It is found from the analysis that majority (62.8%) of the respondents opined that the Coke Company has offered mango fruit drinks.
18. It is found from the analysis that majority (69.6%) of the respondents aware of Maaza fruit drinks.
19. It is concluded from the analysis that majority (88.6%) of the respondents opined that the wall stickers in the shops create the awareness about the mango fruit drinks.
20. It is found from the analysis that majority (45.1%) of the respondents opined that the availability of 250 ml to 600 ml packing in the shop.
21. It is stated from the analysis that majority (88.0%) of the respondents opined that the discount offered for mango fruit drinks in seasonal period.
22. It is found from the analysis that majority (87.8%) of the respondents opined that the mango as 'King of Fruits'.
23. It is concluded from the analysis that majority (49.4%) of the respondents opined that the mango fruit drink has Vitamin C.
24. It is noted from the analysis that majority (48.6%) of the respondents are consuming mango fruit drink for excessive thirsty condition.
25. It is stated from the analysis that majority (42.1%) of the respondents prefer the packing of upto 200 ml of mango fruit drinks.
26. It is noted from the analysis that majority (56.8%) of the respondents prefer to consume mango fruit drink in summer season.
27. It is concluded from the analysis that majority (28.8%) percent of the respondents prefer to consume mango fruit drink for birthday.

28. It is stated from the analysis that majority (39.0%) of the respondents opined that Maaza company fruit drink has the original taste of mango fruit drink.
29. It is found from the analysis that majority (34.5%) of the respondents are purchasing in departmental stores.
30. It is concluded from the analysis that majority (84.3%) of the respondents are purchasing the mango fruit drinks with cool at all times.
31. It is found from the analysis that majority (52.4%) of the respondents are purchasing the packing of 250 ml to 600 ml mango fruit drink.
32. It is noted from the analysis that majority (68.5%) of the respondents are purchasing regularly in one shop.
33. It is noted from the analysis that majority (37.6%) of the respondents are consuming mango fruit drink by their self.
34. It is stated from the analysis that majority (87.8%) of the respondents opined that dominating of their choice at the time of selecting the particular mango fruit drink.
35. It is noted from the analysis that majority (30.4%) of the respondents opined that the brand image has influenced to select the particular mango fruit drink.
36. It is concluded from the analysis that majority (35.1%) of the respondents are consuming mango fruit juice near their home.
37. It is noted from the analysis that majority (34.0%) of the respondents are purchasing mango fruit drinks by their self decision.
38. It is found from the analysis that majority (81.0%) of the respondents are having new ideas and expect any change in respect of quality, taste and packing of mango fruit drink.
39. It is noted from the analysis that majority (32.3%) of the respondents are purchasing mango fruit drinks weekly twice / once.
40. It is found from the analysis that majority (53.6%) of the respondents are purchasing one mango fruit drink.
41. It is found from the analysis that majority (35.8%) of the respondents spent Rs.10 for purchasing mango fruit drink.
42. It is noted from the analysis that majority (89.8%) of the respondents are intend to buy mango fruit drinks in discount offer.
43. It is found from the analysis that majority (50.6%) of the respondents are using discount offer to purchase mango fruit drink to consume more.
44. It is concluded from the analysis that majority (85.2%) of the respondents are preferred to buy mango fruit drink irrespective of the brands.
45. It is found from the analysis that majority (31.5%) of the respondents are giving importance to the brand every time.
46. It is noted from the analysis that majority (88.4%) of the respondents are using the same brand of mango fruit juice right from the beginning.
47. It is found from the analysis that majority (56.9%) of the respondents avoids buying other brands at the time of unavailability of regular brand.

Henry Garrett Ranking Technique

48. From the analysis, it is inferred that maximum of the respondents were opined that “after drink feel satisfaction” and “more fresh after drink” were the important reasons to drink mango fruit drink.
49. From the analysis, it is inferred that maximum of the respondents were opined that “competitive price” and “easy accessibility” were the important reasons to choose the particular shop to purchase mango fruit drink.
50. From the analysis, it is inferred that maximum of the respondents were preferred mostly “Maaza” and “Slice” mango fruit drinks than the other fruit drinks in the study area.
51. It is found from the analysis that majority of the respondents are faced the problems like ‘Lack of information about the nutritive benefits’ and ‘Poor quality of packing’ while consuming the mango fruit drink.

Multiple Regression Analysis

52. It brings from the multiple regression analysis that the level of satisfaction of mango fruit drink consumers is positively associated with their Age, Gender, Present Status, Monthly Income level, Marital Status, Family size, Preferred Mango Fruit Drinks, Place of Buying and Preferable Packing in the study area.

Factor Analysis

53. It could be found from the factor analysis results of the present study depicted a very different structure. Due to some additions and deletions in the proposed instrument, items were redefined and then relocated under six different factors. The nine-factor structure model has been refined to six-factor construct representing Tangible Services, Intangible Services, Product Services, Hospitality Services, After sales service and Administrative Services and these six factors are having significant impact on the overall consumer satisfaction towards consuming mango fruit drink in Tirunelveli district.

SUGGESTIONS

1. The majority of the mango fruit drink consumers are 21-30 years young male people. It is noted that the medium and old aged i.e., above 30 years aged people are not consuming mango fruit drinks enthusiastically due to some hesitation of carbonized method of mango fruit drinks. Hence, it is suggested that the mango fruit drink manufacturers should take necessary steps to encourage the rural area people by

creating more awareness on using frequency of mango fruit drinks which does not leads to promote any diseases like cancer, cold, stomach upset, etc., It will increase the awareness level and usage behavior of the mango fruit drinks in Tirunelveli district.

2. Similarly, female respondents showed a poor representation in consumption of mango fruit drinks. This may be wiped out through systematic canvassing and care towards feminine gender.
3. From the findings of the study, when compared to married respondents, unmarried respondents are consuming more mango fruit drinks and majority of them are qualified with school level and doing business in their area. This may occur due to attending more parties compared to married respondents. In recent days, most of the functions like marriage, and parties are having little amount of mango fruit drinks which are not having more carbonization. Hence, it is recommended that the married people also make it use and enjoy the different tasteful mango fruit drinks.
4. It is disheartening from the analysis that high income group and low income group of the respondents' quantity of consumption of mango fruit drinks were very poor and hence it is recommended that the mango fruit drink manufacturers should be advised the area dealers and sub dealers to give offers for functions and meetings, to increase the market potential in the study area.
5. While analyzing the family size of the respondents and quantity of mango fruit drinks consumption, it was pinpointed that below 5 members family size respondents are consuming very poor quantity when compared to big size families. Hence, the mango fruit drink manufactures should concentrate to capture the mango fruit drinks market of both medium size and small size family.
6. It is noted that majority of the respondents are consuming mango fruit drinks in cool drink shop than the other places. Hence, it is recommended that the mango fruit drink manufacturers should keenly observe the people's expectations and provide variety of packed mango fruit drinks in different taste and flavours. It should definitely capture the market in this competitive environment.
7. It is found from the analysis that majority of the respondents are preferred to consuming 250 ml to 600 ml bottle of mango fruit drinks at the time of birthday parties. At this situation, the people purchase more number of mango fruit drink bottles for satisfying their relative and guests. Hence, it is suggested that the mango fruit drink dealers try to tie up with the cool drink shop and cake shop and providing attractive offers to increase their market sales.
8. In the market, more number of competitors are participating to sale their mango fruit drinks. Even though the large scale companies are fighting to capture the market, the local small companies are easily capturing the local market at their extent level. Hence, the large scale companies should need competitive for capture the market by offering special packs with competitive cost. It may detain the market and increase market potential in the study area.

9. Consumption of mango fruit drinks is more in summer season. Hence, the policy makers are taken more care in summer season by giving offers, taste and attractive packs to increase the sale of the mango fruit drinks in the study area.
10. Advertisement plays a major role in creating awareness about the variety of products and increasing its brand image. The advertisement must expose the day-to-day life of the audience. So, the company authorities may develop attractive and interesting advertisement which make the consumers to remember the brand and advertisement. Further, the advertisement should be believable and it has to make the brand believable. Give true information about the brand in the advertisement and maintain the good will of the brand in the market. Explicitly, it should promote the brand image and brand loyalty in the study area.
11. Some of the messages are frequently circulated in the study area consumers like frequent consumption of mango fruit drinks causes cancer, liver failure and health problems. So, Government should take necessary steps to check the unhealthy ingredients in mango fruit drink manufacturing and allow them to distributing in the market for the sales of mango fruit drinks.
12. To increase the sales volume of the mango fruit drinks, the policy maker may introduce sachet form at a reduced cost which analysis the students of all categories to purchase mango fruit drinks.
13. The reason for preferring a particular brand of mango fruit drinks was studied and found that very poor representation was given towards refreshing. Hence, it is suggested that a good flavour or mint may be added to get a refresh after drinking the mango fruit drinks.
14. The family heads and the better half of the respondents were the major decision makers regarding the mango fruit drink purchase in the study areas. Consequently, the advertisements should target them for effective marketing of their brands.
15. There must be development of mango fruit drink shops and ice cream bars to encourage out-of-home consumption. They must provide a wide selection at affordable prices for the consumers.
16. Awareness about the health benefits associated with the consumption of mango fruit drinks must be educated to the people by providing sample sachet packets with free of cost. It should reach the people to induce the buying behavior of mango fruit drinks in Tirunelveli district.
17. The manufacturers of mango fruit drink brand must give more importance to the quality, aroma, flavour and taste of the mango fruit drinks. Since, these four attributes obtained greater effect in promoting sale of the mango fruit drinks in Tirunelveli district.

CONCLUSION

The extreme competitive nature of the mango fruit drink industry, the slow growing market size and the shrinking margins, a firm that is going to be successful and generate above average returns must have a sound and coherent strategy. In order for large scale companies like Pepsi and Coke to protect their positions, they must be wary of private label infiltration. The biggest threat in Tirunelveli district is local brand mango fruit drinks. Given the large amount of Pepsi and Coke that is currently sold mostly in urban area, the consequences could be huge if the small scale private companies label becomes accepted and even preferred by the consumer. From a channel perspective, local mango fruit drinks are dominating the branded mango fruit drinks in fountain stations. This is a concern that branded mango fruit drinks must address in the in Tirunelveli district. Branded mango fruit drinks have achieved better distribution for the venues in fountain stations, through exclusive contracts. For unbranded local mango fruit drinks, turning the tide in this channel is critical to long-term success.

Finally, local unbranded mango fruit drinks should assume the leadership position in de-escalating the “branded wars” that are occurring in developing markets. Both branded and unbranded mango fruit drink manufacturers would benefit from co-operation that helps to expand the market more rapidly and to more areas than currently exist. Another opportunity for co-operation is for each company to reduce the number of niche products that serve only to drive up costs while adding little to the top line. By focusing on their core drinks and introducing a limited number of niche products to generate excitement and build on the core product line, both players should be able to continue more effectively. Thus, by continuing to build loyalty in the core products and decreasing niche products, branded and unbranded mango fruit drinks manufacturers can achieve greater profitability.

Branded mango fruit drink has been successful in generating profits extremely in this bloodthirsty industry. As the company should employ a strategy that not only addresses its own deficiencies in an effort to grow market share, but also that will increase the overall size of the pie. This strategy in the end will allow Branded mango fruit drink manufacturers to grow and sustain above average returns.

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