

Factors influencing consumers' purchase of fruit beverages

SD SIVAKUMAR, P BALAJI and S SOMASUNDARAM

Department of Agricultural and Rural Management
Tamil Nadu Agricultural University, Coimbatore 641003 Tamil Nadu, India
Email for correspondence: pbalaji@tnau.ac.in

© Society for Advancement of Human and Nature 2019

Received: 17.12.2018/Accepted: 29.12.2018

ABSTRACT

In India fruit drink consumption has been increasing day by day. It is growing at the rate of 12 per cent per annum. This study aims to define the preference factors and satisfaction of consumer towards branded fruit drinks in Coimbatore city of Tamil Nadu. The primary data were collected from 30 urban sample respondents through well-structured, pre-tested interview schedule. Factor and percentage analyses have been employed to analyse the data. Majority of consumers belonged to the age class of less than 25 years and were males and graduates. Majority of them (36.67%) had family income of less than Rs 20,000. The promotional and quality factors which highly influenced the urban consumers were advertisement, brand ambassador, thickness, aroma, friends and attractive packing with rotated component matrix .906, .870, .803, .704, .668 and .645 respectively.

Keywords: Fruit drinks; consumer behavior; decision making

INTRODUCTION

India is one among the major producers of fruits in the world. About 9 million tonnes fruit is produced every year in India, growing at a rate of 12 per cent per annum. Also 230 million litre of both packed and freshly made fruit beverages are sold at Indian fruit beverage market. Meanwhile this is small proportion of packed fruit beverages at just 3.4 million litre just over 1 per cent of market but even this huge volume translates to just 200 millilitre per capital consumption as against 45 litre in Germany, 42.5 litre in Switzerland and 39 litre in USA (Gahlawat et al 2014). Nowadays the demand for packed fruit beverages is increasing through the rise in consumption.

In India fruit beverages have been popular for years and these are sold by both unorganized street corner vendors as well as organized stores. Though unorganized fruit beverages segment is relatively unhygienic, they are considered cheaper and fresher by the consumers. Due to consumer preference change and retail revolution the organized natural beverage market is growing at a healthy rate of 35-40 per cent per annum. Meanwhile market has high entry barriers. A small portion of customers is convinced about

packaged beverages being preservative free and therefore as healthy as freshly-squeezed juices. Relatively the Indian beverage market is more mature and growing at a healthy rate at 20-25 per cent (Gahlawat et al 2014).

In addition nowadays fruit juices, fruit drinks and health drinks have recorded a high household penetration level in India. The increasing interest in health and diet and other number of drivers contributed to this growth (Shehbaz Qasim and Agarwal 2015). Also consumer believes that fruit beverages and health drinks are regarded as healthy choices certainly in comparison to alternative soft drinks such as carbonates.

The consumer perception is not a constant one; it differs for the products available in the market. Mostly the perception of consumer depends upon the advancement factors made by the producers which fulfill the consumers' demand a lot and holds the market share in huge manner (Chandra Sekhar 2012). Based on the marketer's ability every fruit beverage has certain amount of market share but the real holding of market share depends upon the identity of the product by taking into account price, brand, quality, quantity,

packaging availability, flavour etc (Shashank 2014). With this scope this paper aims to define the factors and satisfaction of consumer towards branded fruit drinks (BFDs) in Coimbatore, Tamil Nadu.

METHODOLOGY

This study attempted to identify the factors influencing the consumer buying behaviour towards BFDs. Primary data were collected from 30 sample respondents through well-structured, pre-tested interview schedule in Coimbatore city of Tamil Nadu. Factor and percentage analyses have been employed to analyse the data.

RESULTS and DISCUSSION

The data given in Table 1 show that majority of consumers belonged to the age class of less than 25 years (43.33%). Mainly the consumers were males (70.00%) and mostly had 4 members in the family (36.67%). Most of the sample respondents were graduates (60.00%). Majority of them had family income of less than Rs 20,000 (36.67%) followed by Rs 20,001 to 30,000 (30.00%).

Table 1. Demographic features of the sample respondents

Component	Number of respondents
Age (years)	
<25	13 (43.33)
25 to 30	12 (40.00)
>30	5 (16.67)
Gender	
Male	21 (70.00)
Female	9 (30.00)
Family members	
3 and below	8 (26.67)
4	11 (36.67)
5	4 (13.33)
6 and above	7 (23.33)
Educational status	
SSLC	5 (16.67)
Graduate	18 (60.00)
PG	4 (13.33)
Professional or higher	3 (10.00)
Monthly family income (Rs)	
<20,000	11 (36.67)
20,001-30,000	9 (30.00)
30,001-40,000	6 (20.00)
>40,000	4 (13.33)

Figures in parentheses are per cent values

Table 2. Rotated component matrix (rotation converged in 15 iterations)

Variable	Factor							
	Promotion and quality	Store	Life style	Brand loyalty	Quantity	Health and hygiene	Need factor	Availability
Advertisement	.906	-	-	-	-	-	-	-
Brand ambassador	.870	-	-	-	-	-	-	-
Thickness	.803	-	-	-	-	-	-	-
Aroma	.704	-	-	-	-	-	-	-
Friends	.668	-	-	-	-	-	-	-
Attractive packing	.645	-	-	-	-	-	-	-
Retailer's recommendation	-	.857	-	-	-	-	-	-
Awareness	-	.717	-	-	-	-	-	-
Brand visibility	-	.694	-	-	-	-	-	-
Benefits	-	-	.824	-	-	-	-	-
Reasonable price	-	-	-	.872	-	-	-	-
Brand loyalty	-	-	-	.764	-	-	-	-
Different quantity	-	-	-	-	.862	-	-	-
Health	-	-	-	-	-	.777	-	-
Packing	-	-	-	-	-	.713	-	-
Need basis	-	-	-	-	-	-	.912	-
Taste	-	-	-	-	-	-	.680	-
More varieties	-	-	-	-	-	-	-	.835

Extraction method: Principal component analysis, Rotation method: Varimax with Kaiser normalization

Table 3. KMO and Bartlett's test

Kaiser-Meyer-Olkin measure of sampling adequacy		.84
Bartlett's test of sphericity	Approx chi-square	490.519
	Df	276
	Significance	.000

Factors influencing urban consumers' purchase of BFDs

Twenty four factors were considered for analyzing consumers' purchase of BFDs. The factors were selected based on the suggestions of retail store managers, horticulture experts, faculties of corporate retailing and literature.

The promotional and quality factors which highly influenced the urban consumers were advertisement, brand ambassador, thickness, aroma, friends and attractive packing with rotated component matrix .906, .870, .803, .704, .668 and .645 respectively.

The second factor components were retailer's recommendation (.857), awareness (.717) and brand visibility (.694) store factors. The third factor was benefits (.824) followed by the brand loyalty factor that included reasonable price (.872) and brand loyalty (.764). These were followed by availability of different quantity (.862); health (.777), packing (.713); need basis (.912) and taste (.680). Availability of different varieties (.835) was the last component.

The KMO and Bartlett's test significant value show that the results were highly significant with Kaiser-Meyer-Olkin measure of sampling adequacy (.84) level of adequacy.

CONCLUSION

The study showed that the consumer's demographic factors highly influenced the purchase of BFDs. They required high quality products with considerable price and they were highly loyal to their brands. As the technology has improved they could easily compare the products' price, quality, offers etc. Hence the companies must watch their competitors. The promotional style, quality, retailer store, life style, brand loyalty, quantity, health and hygiene, availability factor etc highly influence the urban consumers.

REFERENCES

- Chandra Sekhar BVNG 2012. Consumer buying behavior and brand loyalty in rural markets: FMCG. *IOSR Journal of Business and Management* **3(2)**: 50-67.
- Gahlawat V, Rambir and Garg A 2014. Consumer behavior for fruit juices market in India. *International Research Journal of Commerce, Arts and Science* **5(2)**: 232-237.
- Shashank BR 2014. Consumer preference for fruit beverages in Bangalore city. MBA (Agribusiness Management) Project Report, Department of Agricultural Marketing, Cooperation and Business Management, University of Agricultural Sciences, Bangalore, Karnataka, India.
- Shehbaz Qasim M and Agarwal S 2015. Consumer behavior towards selected FMCG (fast moving consumer goods) in Delhi NCR. *International Journal of Informative and Futuristic Research* **2(7)**: 2041-2048.