Review of Literature

CHAPTER - 2
Review of Literature

Literature review helps understand, formulation of problem, conceptualization, operations of the concept, focus of the problem and also sets the objectives of the study. This section gives a review and synthesis of the literature that is directly or indirectly related to the present study.

1.1 Introduction

Demand from consumers for various fruit juices in India was observed when nutrition and health consciousness became the major factor influencing consumer buying and decision making. However, it is also observed that the consumer buying behaviour is mostly driven by sheer sensory pleasure and less by perceived health benefits.

The Turkish Code describes fruit juices as product that is manufactured from good quality, ready and ripe fresh fruits which are also very healthy. The juice so manufactured has all the quality of the fruit, from which it is made. It tastes the same. While consuming them consumer feels that they are actually eating fresh fruits.

A number of packaged juices contain added sugars and sweeteners. They are highly processed during manufacturing and hence they lack the actual fibre of the fruit.

Consumers therefore do not perceive fruit juices to give them the same benefits, which they get when they consume the actual fruit. So they feel that fruits are healthy, but not the juice made out of that fruit.

As fruit juices contain sweeteners therefore higher consumption of fruit juice may increase the consumer body weight, this is another perception consumer believe in. However the other side of the story is children and adults can get their daily
requirements of calories, vitamins and minerals, if they consume fruit juices in the recommended quantity.

### 1.2 Packaging as an essential factor

Packaging plays a vital and fundamental role on consumers' intention to purchase any product. It is usually the first touch and contact consumer has with the product. The consumers' opinion, thoughts, concepts and attitudes about minimally processed products play a crucial role in their decision making process for purchasing.

Loose fresh fruit juice sold by local vendors to Tetra packs, hygienic and aseptic packaging is one such innovation which consumer looks for. Packaging today has completely revolutionised food packaging. The different types of packages and contents are sterilised and human handling dispensed with. Several manufacturers of fruit juices and fruit drinks are now using tetra packs. Tetra packs have an edge over cans since their contents have a shelf life of three months without the addition of preservatives.

For enhancing the sales appeal of fruit juices and other products, marketers pay more attention to the package aesthetics. Packaging is also said to be the silent marketer. Handling convenience is an important feature of packaging. It contributes to the success of the product to a great extent. Various attributes of packaging like the shape, size, material, design, etc. together make the handling and use of the product convenient for the customer.

Packaging as said by many should be the 5TH P of marketing. Some marketing gurus say it is already embedded in the product so there is no need of a separate P. But i believe that packaging and the design should be considered as a separate P, today. Packaging gets us noticed. How many times we have bought a product for example a bottle of perfume, just by looking at the pack?
Packaging helps create great customer experiences. A great example of this are Apple products. Good packaging will make the product and brand feel so special. Packaging also helps justify the price. It helps in increasing the value of the brand in the eyes and therefore minds of the consumer.

Whenever marketers need and want to market a high end product a lot of effort, time, energy and resources are used to give the brand a great packaging design which in turns helps to increase the perceived value and therefore justifies the high price.

Packaging design is a visual layout which consumer first notices. It also therefore is a great way of forming a personal relationship with the customer. Packaging plays a relevant and a strategic role in marketing communication.

When it comes to the package size, depending on whom and what the consumer is buying for, they prefer an economy pack or a family pack. Refill packs are also related to customer convenience in categories like health drinks and beverages.

**Preferred Pack sizes**

Packaging acts like a silent salesperson. When the product is on the shelf of the retailer it is the packaging that attracts the consumer to the product. A bright colour and a well designed pack draw the consumer attention to the product.

Packing thus is very vital and now a day’s very professional. It is also visually one of the elements used to promote the product.
The package design has a label which gives us host of information about the product. It tells us the brand name, generic name, ingredients, weight, nutritional values price, etc. It also shows manufacturing and expiry dates (Ahmed, Ahmed & Salman 2005).

Packaging of fruit juices and the style it is projected also makes a big difference in the consumers buying decision. The nonverbal attributes of the package of fruit juices pulls the consumer towards the brand.

Packaging also is a very important channel to communicate with the consumer. Packaging with the information on the label helps and guides the consumer in the right way so that they are able to make a great purchase decision. It also reminds the consumer about the brand and immensely helps in brand recall. It helps improve brand equity over a period of time.

Package layout is a crucial aspect. A lot of information is provided through this medium. Sometimes consumer also has confusion due to this. The information on the label may sometime also be inaccurate and misleading said Silayoi & Speece 2007.

Bone & France 2001 said graphics on the pack sometimes may give conflicting information either positively or negatively in line or contrasting the verbal claims the marketer does. Graphics, colour codes, fonts, design, layout etc carry vital message about the brand and the company image.

It is observed and concluded through research that to a great extent packaging affects consumer buying preferences. The colour combination on the label and the advertisement in the print or air media clicks a correlation in the subconscious minds of the consumer. This creates a pull and brand recall. Consumers generally buy the brand which comes first to their minds and packaging helps to do just that.
A convenience sample was drawn to study relation between healthy eating lifestyle and product involvement level. 73 participants were administered the test. They were shown some pictures of food items and were asked to fill up a questionnaire. In order to understand the gender differences, the study conducted had 43 females and 30 male participants.

A conjoint analysis test was done to understand the relation between the design on the package and the preferred level. It was inferred that visibility was the most important factor followed by shape of the pack, graphic of the label and the colour. Consumer would also like a pack which was transparent so that they are able to see the product. The absence of a transparent part shows a negative effect.

These days, out-of-house consumption is on the rise for fruit juices. Therefore consumers prefer a pack which is easy to carry, convenient and comfortable to use. However, intense competition and growing consumer base has made manufacturers do lot of innovation in product packaging. Many companies are using Tetra packs which are popular among manufacturers and are also preferred by consumers. Although when it comes to family usage the consumer may prefer a bigger family pack, in which they can use and store the product as and when they want.

Therefore marketers need to make their products available in various pack sizes to suit the consumer requirement.

1.3 Packaged Fruit juices
As is recommended by the Food Drug Administration, it is good to consume 4 to 5 fresh fruits and vegetables every day to stay healthy. However, it is very difficult to reach the daily quota of fruits and that is when packaged fruit juices made its entry in the juice market.

Rettie & Brewer, 2000, said that packaging helps greatly in branding the product and communicating whatever we want. They said packaging is a salesman speaking form the retailer shelf. A great package graphic can surely attract the consumer to take a buying decision for that product.

Harris, 1987 defined fruit juices has always been a low involvement product in the eyes of the consumer. This behaviour will always make them behave in a routinized manner. The marketer should therefore try to make it a high involvement product, so as to get lot of individual attention during buying decisions.

1.4 Review of Literature

Linnerman et al, 1999 defined that today consumers are more educated and demanding. They want to use products which are healthy and nutritional. The demand for these kind of product are hence increasing. They are looking out for product which shows a clear cut differentiation, which could satisfy their needs, wants and demands.

Van der Heuvel et al., 2007 also stated that now consumers look out for products which are safe, nutritious, healthy and are environmentally suited. Consumers would like to buy products which gives them the above kind of benefits.

According to the research on the non-alcoholic drinks forecast 2012. It is seen that in India, the segment of packaged fruit juices is the fastest growing market. It has been noted that the growth so reported is due to the consciousness of the consuming population to consume packaged fruit drinks which are tasty, healthy and nutritional.
Mishra, Tushar Kant (1985) while making observations on “Packaging as a Marketing Tool” took a sample size of 50 retailers and 100 consumers in Varanasi. The study revealed that Packaging has not yet achieved the credibility it deserves as a marketing tool although it is a crucial element in the marketing plan. To be really competitive means emphasizing the differences. One of the few avenues open is in the character and design of packaging. It is a very strong asset in the trade of a produce. Product management’s emphasis on the role of new product packaging and design with great graphics in generating consumer acceptance is well justified. Further they have observed that the greater the creativity and innovation in packaging, greater is the need for initial promotional effort to show the difference, explain and sell the new package to consumers. If distribution could be well managed through an initial period of low advertising and promotion support, a truly good innovation in packaging might probably sell itself as word-of-mouth spreads. This word of mouth promotion will have great impact on sales.

Walter P. Margulies (1970) in his study “Packaging for Status” analyzes how status is so very vital in selling goods, particularly from the standpoint of packaging. The product should give the appearance of better quality, and show, whether or not it is superior to its competitors. Since prestigious products usually have a smaller market, there is a less money available for advertising and sales promotion. Therefore the package must carry the message. The author lists three basic ways of achieving a status concept through packaging.

The first is the imported look design. This idea stems from the limited availability of luxuries from abroad in early days. Until recently, American upper classes regarded Europe as the ultimate model for taste and style.

Research done by Mintel’s also revealed that majority of the consumer felt nutritional value is very important to them when they decide to purchase fruit juices. Consumers therefore will consume less carbonated drinks and move on to consume healthier fruit
juices which will be a boon to the marketers. Some 61% participants in the survey study also went on to say that they would like to consume fruit juices which are 100% fruit juice only.

Hutchings, 2003 pointed out that graphics and colours are the two very crucial elements when designing a pack. Bright colours and great graphics attract the consumer to the product. The pull that it creates makes the consumer to take a buying decision in favour of that product. Lot of creativity and innovations are now being used to create graphics based on the computer.

Deliza (2003) said that marketers when designing the label on the pack should consider the sensory attributes which goes on in the mind of the consumer. They should embed the customer expectations with these attributes. This helps the consumer to be attracted and therefore pulled towards the product.

According to ERS, 2009, there has been a steady demand for using convenience products in the developed countries. Lifestyle changes and society makes consumers in these countries spend a lot more on packaged food convenience products compared to other developing countries.

Bech-Larsen et al., 1999 reported that consumer in order to ascertain which product is more attractive to purchase looks at a few parameters. These parameters according to them are health, nutrition, convenience, taste of the product and the price at which it is sold.

Cichon and Ucherek (1999), conducted a survey to understand what and which are the various attributes which the consumer wants and looks for in the packaging. The survey results they got clearly showed that functionality, outlook of the product, the shape and capacity of the product are important functions they look at in the packaging.
Harnath G and Subrahmanyam S E V (2005) undertook a study to understand the consumer preferences in packaging. They said that all the products have to be packed and labelled before they are sold. Packaging is, today a vital element in the mix of marketing. Some authors say it is the fifth P in marketing. If the package is well made and designed including the can, container or tetra pack for fruit juices, in which the product will be stored, it also becomes a great tool of marketing communication. It also is like a printed advertisement.

Verma Harsh V (1986) in his work “Packaging: A Magic Tool for Marketers” said that among the few important developments in the competitive market system in modern times, one is packaging.

This paper is an endeavour to explore the reasons that necessitates proper attention on packaging as a tool in the overall marketing plan. While describing why packaging is so very vital, the researcher states the structural changes in the market environment (income, awareness, education, technology and competition) have rendered packaging from being merely a residual decision in beginning of the twentieth century to a crucial decision today.

Packaging among other non-price tools (publicity, sales promotion, advertising) helps a company to achieve a higher degree of product differentiation. The trend towards impulse buying offers considerable amount of scope for the marketer to actualize the potential purchase of their product, by devising very impressive product graphic, design and packages. Attractive, interesting, persuasive and informative product packages can induce a consumer to buy marketers product from the shelf, when he or she faces a dilemma to choose which brand to buy. Today most of the retail stores have a self service dependent purchase format and therefore most of the buying happens without the sales person. The consumer moves through the store and gets attracted to what catches the eye,
Packaging can assure a more favourable outcome if it performs the tasks of an active and persuasive salesperson by projecting a positive brand image, providing assurance to quality and initiating confidence. The researcher further stresses the steady rise in the disposable income level of the consumer and the standard of living, which has made the customer more convenience conscious.

Packages which are functional in nature may be created to customise to the different pack size requirement of customers. Moreover, the entire instant food industry aims at solving the food preparation discomforts that consumer faces on a daily basis. It relies heavily on the modern packaging that ensures that its product is safe, hygienic and fresh, when it is brought into our homes.

While explaining the sales promotion aspect the researcher states that packaging is an area that needs to be executed with great amount of precision.

A good example of this is refill packs offered by Bournvita and Nescafe’s in reusable jars. The researcher in the last part of his report also suggested various different packaging strategies. He said that as the product moves through different stages in the product life cycle, depending on the sales and the time, with respect to the competitive environment, marketers need to look at various different types of packaging

Paine F (1974) states in “Trends in Food Packaging” that, packaging does three major jobs:

1. It preserves
2. It protects and
3. It identifies.

It is mostly the first major thing that all developing countries use to improve their food packing situation. Once they introduce better packaging for their product into
the system, they can reduce exponentially the losses that usually occur, when distributing the product.

However, in most of the sophisticated countries of the world, packaging does a lot more than merely preserve, protect and identify.

Deliza et al. (2003) conducted a survey of a juice which was unfamiliar to the respondents. He wanted to study the expectations of the consumer on packaging of an unfamiliar juice. He generated lots of computer based images and graphics. There were twenty four images generated and shown to the participants. There were six different factors which were manipulated in the images. These factors were:

1. The background colour
2. Information on the pack
3. The shape
4. The picture
5. The brand, and
6. The language used on the package.

These attributes were then subjected one by one. The results showed that the information on the pack and the colour of the package were the most important attribute consumers prefer. Marketers therefore need to pay a lot of attention to these attributes.

Laboissiere et al. 2007 also did a survey and used conjoint analysis to understand the consumer preference towards packaging and the attributes they consider when they take a buying decision.

In 2005, Global Information Data Base reported that in UK for packing fruit, food and vegetables tetra packs were the most preferred and therefore used by all manufacturers. In the year 1970 a new material was invented which found lot of use in the fruit and beverage business in packaging. It was the PET bottle. This type of packaging is being used extensively now. To quote some figures in order to understand
the importance, in the US in the year 2005, 68 billion PET bottles were used for packaging different types of beverages, which exponentially went up to 87 billion in five year from then, and is still growing.

Marketers therefore, before launching a product in the market need to very clearly understand the attributes that are crucial to the consumer as per review of literature. Several studies have been done to understand the labelling and the packaging requirements. It also has been ascertained in very clear terms that consumer prefer to have the right information on the pack. Nutrition, health and safety benefits are what they want to look at. The get attracted to bright colour and good graphics and design.

To be competitive in the market a good research on customer needs, wants and desires should be understood by marketers. There are several studies undertaken but very few studies have been done to understand the lifestyle of the consumers and how lifestyle segmentation could be useful in marketing and selling, 100% packaged fruit juices. Lifestyle segmentation is the basis of lifestyle advertising and is vital in today’s marketing.

Lifestyle is a way of living and helps marketers to understand their target audience in terms of their behaviour. The products which are generally sold by using this approach are to people, who love to buy high ended luxury products like automobiles, alcoholic beverages, high priced clothing and cosmetics. For marketer to implement lifestyle segmentation survey has to be done data and information has to be assimilated and the profile of the consumer has to be understood. One approach is to use the data with three vital characteristics these are

1. Activities,
2. Interest and
3. Opinions.

This is also termed as AIO inventories.
Marketers need to do this in addition to demographic characteristics. In this the researcher makes the consumer responds to different types of AIO questions. The findings are then subjected to statistical techniques. The objective of this is to group consumers into similar categories. By the help of this grouping marketers compose relevant profiles of both the users and non users. This also immensely helps to do the right advertising and promotion to the right target audience and get positive results. We can also identify likely usage of related products, which means the products which are consistent with the lifestyle of this group of consumers.

Rosemary Duff in the year 1999 did a research programme for and on behalf of Tetra Pak UK Ltd. She wanted to study and understand the attitudes and the consumption patterns that children and mothers exhibit when they consume soft drinks. It was seen that from childhood children are exposed to lots of advertisement for soft drinks product, so they form starting opinions about the taste, packing, colour etc. Children attention span is less so they look out for new products every now and then. Marketers need to continuously impress children with new products and innovative advertisements.

They are very receptive to new products and flavours. They want to have their own pack to consume as per their wish and convenience.

Srini Srinivasan, Brian D. Till in the year 2002, have shown and commented that consumer form attitude towards the brand on their perceptions about the brand and their experiences with the brand. A brand name summarises all that a brand stands for. This includes all the features and the benefits, advertising, audio and visual aspects and packaging of the product. A brand name is an identity which places a product quite apart from other products. A brand name resides in the memory of the consumer and therefore it has to be kept alive always by taking great efforts.

Marketers may in different situations change the marketing mix, the positioning, segmentation, targeting or, and differentiation but never the brand name. Brand
therefore reflects value and creates a sense of belonging and association in the minds of the consumer. It is a major asset for the company. Since buying is a complex process, most of the time it is cut short by using the brand name. A good and appropriate brand name reinforces the brand’s desired positioning, by associating it with the right attributes which influences the consumer purchase decision. The characteristics of a good brand name should be such that it is distinctive, simple, meaningful, compatible with the product, should be available legally so as to be registered and it should be universally valid. Brand name associations can be of three types- word associations, product association and image association. Each brand’s environment is studied in details in terms of corporate resources, economic conditions, threats and opportunities, competition and buyer concentration. This is termed as brand audit.

Brand strategies are then formulated to achieve the brand objectives. This are concerned with issues like whether it is a manufacturer brand , a private label brand, mass or niche brand, value added or low priced brand. All these parameters lead us to clearly spell out the brand name criteria. The steps therefore in selecting the brand name are:

1. Marketing Objectives.
2. Brand Audit.
5. Brand Name Criteria.
6. Brand Name Alternatives, and
7. Brand name selected.

Marketers does an in depth analysis to arrive at the right brand name.

Brand names evoke a lot of clues. This reduces the need for a detailed information search. Miller (1956) has proposed that the human mind process information in terms of
“bits” in the same way a computer does. But unlike computer, human mind has the ability and the capacity to process seven bits of information simultaneously. Information carried by a branded grocery item on its package is in hundreds of bits. There is therefore, a bombardment of information on all sides. Marketers have to see that large chunks of information seek into consumer memory. Such chunks can be quickly assessed through association from brand names. Just repeating a brand name without associating with appropriate attributes will not help. It has been seen that historically and culturally, over a period of time information gets assimilated to enter a comfort zone in the subconscious mind of people. Semiotics is a science that indirectly relates us to the relevance of this and be perpetually surprised. Semiotics is thus very useful in branding as these expressions put the brand in the cultural concepts. It has the power to put the brand with a self selling provocation which in turn reduces the need for active promotion.

A design consultant, Gupta Sen visualised a pyramid of consumption with four levels.

1. The first level is vital and represents an essential function of the brand.
2. The second level of the pyramid is called comfort, which makes life comfortable.
3. The third level is pleasure which should be sensual, and
4. The fourth level is spiritual here it is a balance between the mind and the body.

He went on to propose ten commandments of strategic design.

1. First, we need to define consumption that is whether it is vital or spiritual?
2. Create a product and brand identity.
3. Understand correctly the symbols, shapes and colours of brand image.
4. Some marketer can carefully try a break away from the routine.
5. If the initial product design would have been strong, it can be further developed to provide continuity.
6. Understand the brand statement.
7. Understand the ageing process of the brand.
8. Stretch the brand.
9. Only aesthetics, don’t constitute a design.
10. Brand is an expression of philosophy.

The concept of brand identity is though implemented by right brand positioning, promotional and marketing support and tracking of many other elements. Positioning is an outcome of the consumer perceptions about the brand, relative to the competing brands. Kotler defines positioning as what marketers do with and in the minds of the consumer. It has nothing to do with the product but everything to do with how the marketer places the brand in the minds of their customers.

Bovee et al. defines positioning as “the process of prompting buyers to form a particular mental impression of our product relative to our competitors”

Aaker considers brand position as a competitive edge. How the marketer differentiates it brand from those of their competitor. How the value proposition or value for money concept is percolated in their minds. How the brand identity and brand equity is communicated in a forceful manner to the target customer. All these should be done in such a manner that the consumer is able to see a clear cut advantage and opts for our brand.

Brand positioning involves defining the one main core idea that the brand stands for and how is it distinctly different from the competitors. Brand positioning therefore comprises analysis of brand equity, core competencies, unmet consumer needs, competitive products and market structure.

Bates et al in the year. 2001 stated that the popularity of fruit juices over a period of time has been raised in terms of additional health benefits and their nutritive value. This therefore increased global sales and market for packaged fruit juices. Elders and few adults may find it difficult to consume solid fruits, specially when they are not keeping well. Juice made and extracted out of the fruits are easier for them to consume.
Moreover all the norms and regulations also need to be met. Solid food also takes more time and effort to be processed compared to liquids.

Welch’s International 2008 reported that Paediatrics Committee on Nutrition 2001 in their study said that 100% juice which is made and extracted from white grapes has been found to be very good for infants. Small children need more care. Since their digestive system is weak and the stomach lining thin, they need to be given juices which are safe and healthy. It is found that 100% juice made out of white grapes are ideal for them to consume as it is easily digested by them.

According to a NHANES analysis and Dianne Hyson, 2011, with the risk of lifestyle diseases looming hard on people, they need to consume healthier juices. They went on to report that if consumer consume 100% packaged fruit juices daily, this will help reduce the chances of life threatening fatal diseases. However it is an accepted fact all across the globe that consuming fruits and good quality green vegetables are good and healthy, but there has been no report to compare and show that the benefits are the same, when juices are extracted from them and consumed.

According to Bech-Larsem et al., 1999, consumers evaluate food and vegetable products on a set of different attributes. The attributes differ with each product. According to the favourable attribute they take a decision which product is more attractive, and hence they buy. The factors that they generally consider are price, taste, convenience, nutrition and health.

Munrray and Delahunty, 2000 pointed that marketers need to gage the packaging characteristics and the sensory attributes of a product as needed by the consumer. For this they need to understand the correct needs, wants and demands of the consumers and embed the needed attribute in their product.

Mintel in 2008 said that due to the changing awareness for healthier products, slowly, consumers are consuming less carbonated drinks. He said that consumers feel health
and nutritional value are the two very crucial attribute they consider when taking a purchase decision to buy fruit juices.

Food and Drug Administration defined nectar as fruit juice which is mixed with water and diluted, sweeteners could be also added and mixed.

Abbott, 1997 pointed out that, with changing times, health diseases, lifestyle changes are rapidly taking place. This is making consumers look for better products which will help them improve their lifestyle and reduce the chances of diseases. Thus lies a great opportunity for marketers for new innovative product introduction.

Blamey et al in the year 2001 stated that consumers are well aware about what are the critical and crucial attributes they look at when they buy a product.

Harrison et al., 1998 pointed out that consumer perception plays a crucial role in the minds of the consumer when they buy. The perception of the consumer may be based on certain attributes in the product. Marketers need to know for sure, which are those attributes. The buying decision that the consumer will take are based on these attributes.

Mclennon and Harrison in the year 2004, in order to understand the labelling preferences of the consumer conducted focus group interviews. These focus group comprises of participants who had the knowledge and where buying fruit juices. What were the things they were looking for in the label was the purpose of this group interview.

Hill et al. 1998; Jack et al. 1997 stated that optimising already available fruit and vegetable based snacks may be the solution to increase their intake of fruit and vegetables. Reports have highlighted the possibility of raising the profile of fruit and vegetable based snacks, especially if they were presented in a more attractive way than they currently are.
Nandan 2004:1 reported that the consumer perception of a brand by the consumer is what we define as brand image. Perceptions are thus very crucial. Most consumer buying decisions are influenced by the image they have of the product. Consumers buy the aspirational, functional and psychological values that are delivered by the product. Consumer preference is then developed through brand image. The product image is formed out of the knowledge the consumer have about the benefit of the product. The value it deliver, the class of people who use it, the ingredients that go into it, the character of advertising that promotes it and the corporate image of the company that manufactures and markets it. Thus product image is the total sum of all the information the consumer has about the product and the decisive impressions he has formed about it. Product image greatly helps when competitor products are not identical. But in practical world most of the products are identical. Consumer preference is then developed through brand image. Advertising is the key in developing a great brand image.

Research indicates that brand image and consumer self concept together influence the buying behaviour. The brand that closely resembles the consumer desired image is likely to find the favour. The brand manager therefore need to discover the the prospects self image and invest the brand with a matching image. Brand image is thus based on our exposure to the brand or brand experiences which leads to the formation of brand perceptions. These perception consists of two components one is brand personality and other is brand associations. Collectively we can say that brand image is a combination of brand associations and brand personality.

We have already seen earlier that brand image evokes a set of associations. Aker said that a brand association is anything that is linked in memory to a brand. There are following types of brand associations.

1. Product attributes.
2. Intangibles.
3. Customer benefits.
4. Relative price.
5. Application mode.
6. Celebrity association.
7. Life style or personality.
8. Product class.
9. Competitors.

Upshaw in the year 1991 did a survey and reported that brand cluster is a group of meanings and associations that have become to be attributed to the brand. The correlation between product category association and brand association provides clues to brand management. Brand belief together makes up a brand image. The consumers brand beliefs are a matter of perceptions and will vary with their experiences.

Research has proved that one important association of any brand is the organization that markets it. Most of the time, we are not aware of the organization that markets a well-known product. We have three options:

1. To have a strong brand image.
2. To have a strong corporate image for the benefit of the brand, and
3. To have a hybrid of both the brand and corporate image.

Nicholas has said that to project the desired image an organization should devise a well thought of strategy to build bridges with the target audience. The key word here is consistency. USP makes a consumer identify the brand with a particular benefit. Brand stimulates an association with the benefit. But this association is an image. The difference between USP and the brand image is the difference of the degree of complexity of the associations. Brand image is thus perceptual while brand identity is aspirational.

We thus have three different concepts.
1. Brand image is the current perception.
2. Brand identity is the proposed perception, and
3. Brand position is that part of brand identity and value proposition chosen for communication to a target audience.

Images are always built on the functional values of the brand and the intangible elements which emerge from this. But as most of the products are functionally similar, we have to resort to non functional differentiators of emotions and symbolism. True differentiations should be real rather than superficial packaging changes and just communication modifications. Brand values are continuum for a certain set of brands, at one extreme we have image driven brands and on the other we have functional brands.

As image of the brand is a matter of perceptions therefore it can change with the changing perceptions of the consumer. Image building works on ripples. This perception is reflected by the associations stored in consumer memory.

Keller and Kotler 2006: 275 also said that it is important for marketer to understand what and how a brand perception is formed by brand strategy or brand identity. Like each individual has an identity and stand for some values similarly brands have identity. It consists of brand associations created by marketing. A brand is a promise to the customer. Brand identity creates a bond between the customer and the brand. This bond is based on value creation.

Brand identity has two dimensions, one is an inner core identity and the other extended identity. Brand identity thus has a strategic intent. Intrinsic worth of a brand also forms an invaluable part of the brand identity. Brand identity is much more comprehensive in nature than brand positioning, which communicates to the consumer relevant values of the brand and distinguishes it from their competitors.
Brand identity is not just brand image, nor positioning, nor just physical attribute of the product or outsiders perception.

Brand identity can be anchored to four elements. These are:

1. Brand as a product.
2. Brand as an organization.
3. Brand as a person, and
4. Brand as a symbol.

Brand identity sends a single message about the brand. Brand identity has a vision and an aim, is different, fulfils a need, has values and signs all this attributes makes it recognisable. Graphic identity is a part of brand identity.

The factors influencing brand identity are

1. Loyalty of the customer is an indicator of how good the brand identity is. If the brand has a low loyalty that means it has to develop an attractive identity.
2. If the brand identity is outdated and not in tune to the present times then updation is immediately required to be done.
3. Competitor's identity, do effect our brand identity.
4. A changed consumer profile requires change in our own identity.
5. When the company enters new markets, it must review its existing identity.
6. Identity should be consistent all over the market.

Ekici and Peterson in 2007 suggested that consumer attitudes towards marketing and the Quality of Life are directly proportional. They have also identified that some of the dimensions of consumer attitudes towards marketing are overlapping with acquisition stage.
According to Lee et al, 2002, satisfaction and dissatisfaction of consumers during the cycle of consumption is important to understand. Moreover, various domains of life such as health, job, family, social, cultural, leisure, spiritual and finance etc., are influenced by the consumer interfaces with the marketing during the consumption cycle implying that marketing affects life satisfaction through other domains of life.

According to Petrovici, et al., 2004, price and income are vital factors in deciding what food to buy.

Sirgy (2008) refers and mentions six different types of consumer satisfaction that take place at various spheres of consumption process: satisfaction concerned with purchasing goods at a retail store (acquisition), satisfaction connected with congregation of product and formulating the product ready for use (preparation), satisfaction associated with utilization of consumer goods and services (consumption), satisfaction from possession or retention of the product (ownership), satisfaction attached to amenities available in the market place to get the products repaired by service providers, as well as taking care of products by the owner themselves (maintenance) and satisfaction related to abandoning the product after use as trash (disposal). The consumption process comprising of above stated six stages, is referred to as consumer life cycle. Thus, it is the satisfaction or dissatisfaction felt by the consumers during the six stages, i.e., from acquisition to disposal of consuming goods and services, which influences consumer well being.

Day and Walters, 1991; Leena Kulthami, Lee et al., 2002; states “Consumer satisfaction with the marketing practices during the consumption process can be ascertained by consumer well being. We need to predict and understand that the marketing is having on the well being of Indian consumers. So an attempt is made in the present study to determine consumer well being.”

Jain and Goel, 2008, 2011; Jain, 2011; iMedia News Bureau, 2011 reported that Indian consumers have become very demanding and discerning in their purchase decisions
over a period of time. With increasing competition and consumer awareness, marketers have began to embrace the new trends as against the old routine practices which are no longer effective at the market place..

Moschis George P. (1985) has introduced the related concept of consumer socialization. He has given the conceptual framework and the measurement models of socialization. Along with the theoretical perspective he attempted to explain the family influences of the buying behaviour of customer, he pointed out various factors responsible for the purchase decisions. In his book, he gave 197 propositions on the consumer socialization. Out of which 14 propositions were only on the family influences, 19 proposition of peer influences, 37 propositions of mass media influences, 14 propositions of effect of other socializing agents, 38 propositions of effect of age and life cycle and 17 proposition of cultural factors along with a number of other factor propositions.

Jennifer and Deborah (1995) has concluded in their study that smaller kids do evaluate the brand but use fewer attribute to compare the brand as against the older people. They use simple choice mechanisms based on single attribute rather than employing compensatory choice strategies.

Wilkes and Palan in 1997, stated that younger children do ask for the products that they require, whereas adolescent may use many different influencing strategies.

Dickerson Tasha, is of the opinion that consumer socialization of children includes many different elements, such as age, family communication structure, co-shopping and advertisements/ mass media. Consumer socialization also influences the development of brand preferences, as well as materialistic tendencies. Consumer socialization is the way in which consumer specially young people in this case accumulate knowledge and attitude which are important.
Collins and Lee in 1999 reported that when there is a decision to be taken in a family towards purchase of any product and if two persons in the family are of conflicting opinion, a third person or sometime children take part in the process by siding with one person.

Abhilasha Mehta, Gallup, Robinson Inc in the year. 2000, has concluded that consumers who see advertisement regularly in print or otherwise are more favourable to the advertisement and are generally able to recall the ads higher number of times, the second day after they have been exposed to the ads, compared to respondents whose attitudes towards the advertisement are not very positive. The research shows that to be effective, an advertisement should be such that consumer likes to look at and enjoys seeing it. This off course has to be in sync with the product sold.

In 2001, Kapoor did a survey on the various stages of consumer purchase decision making. This survey was conducted taking into consideration six consumer durable products of daily utility in household. She reported that different members of the family play different roles from initiator to influencer to other roles in the buying behaviour. For some products like TV, PC and music system the children in the house normally play the role of the influencers. The entire family thus is consulted and the main decision may be taken by the head of the family, finally. Some members may be users, whereas others may play some other role.

Anup Shah (2003) explains that children play an important role in buying decisions. The current market and the future market for various types of products will be dominated by children hence marketers want to catch them young. They want to built brand loyalty among children for their brands. He further explains that children watch and spend more time seeing TV than what they spend at school in a year. Thus one of the main target audience for advertisers are the children. They have a major impact and influence in buying decision making.

Mallalieu and Palan (2006) studied and developed a model for adolescent girls. They studied whether most of the girls who are in there teens took buying decision by their
competencies or by impulse. Do they research information before they buy any product or do they buy as they feel good or someone else is also buying? Does impulsive buying rules them or is it reasoning and competence?

They reported that teenage girls felt they lacked confidence and also self control when they take buying decisions therefore most of the time, it is impulsive. However they said they their mothers are better and competent buyers when compared to them.

Mukherjee Nivedita (2006) says that the young Indian is emerging as the biggest and most important influential consumer in the market place. Armed with an overload of entertainment and information options, they now induce parents, who grew up on a necessary consumption life style to spend without a thought and challenge marketers to bring up stronger brand creation exercises. This is the age when channels like MTV belt out their favourite numbers at hours convenient to their segment, when multiplexes shy away from screening blockbusters during exam time, when consumers giants like Unilever draw upon kid power to position a detergent as “dirt is good” and mobile operators play cupid with anonymous dates. Teenomics has hit the country with a vengeance.

In 1985 Lumpkin al reported that elderly consumers were less price conscious compared to young buyers. The distance they need to travel to the store was not very important to them if the product is of value to them. Since they had more time at their disposal they prefer to move around in the shop and mall and considered shopping to be more an entertainment.

In 1999, Kenhove et reported that, depending on the purchase that is whether it is urgent, regular purchases or wholesale purchases the consumer decided which type of stores to visit and buy. If it is large quantities they want to buy, they may go to a super or a hyper market as there they may get it at a lower price and also able to see different varieties and compare both quality and price. If it is regular purchase they don’t mind doing it at a convenient store nearby.
Vignali, Gomez and Vranesevic (2001) elaborated the influence of education level, age and work status on buying behaviour in their paper. They reported that as the consumers education level rises and age decreases their visits to hypermarkets increases and vice versa.

In the year 1976 and 1978, Blattberg Sen and Peacock reported that there are many variable attributes that can define the different purchasing strategies that consumer adapts to.

According to Chandon, Laurent, and Wansink, 1997 consumers love promotion. They want to buy during promotional deals, see good promotional advertisement. They want more value, better quality, more benefits and convenience.

In the year 1989, Shoemaker and Neslin studied the trend of sales after promotional offers are over. They reported that the repeat sales after promotional offers don't increase, in fact it decreases. Consumers are used to pay a particular price during an offer. They are not willing to pay a higher price when there is no offer running. So obviously the sales suffer after promotion.

Tuorila and Pangborn, 1988 and Cardello, 1994 stated that consumer acceptability of the brand is greatly enhanced if the packaging is visually attractive. This also increases the sensory attraction. They also reported that colour of the pack, the writing on the label and the graphics design on the pack all are very important attributes considered by consumer when they take a purchase decision.

Linnerman et al., 1999 mentioned that today consumers are more educated and as more product options are available to them, they have become more demanding for better healthier and nutritional products. Marketers therefore have great opportunity to come up with new innovative products.
According to Blaylock consumer have to differentiate and take a decision with respect to price and the nutrition they get in the product compared to may be nutrition and the convenience, for an example.

In the year 1999 Roe and Levy reported that consumers value the front label more than the back label. Therefore the claims of health, nutrition and the ingredient mentioned on the front label is crucial.

In 2003 Moschis, reported that young consumers are more adventurous and would like to try new products and hence may not be as brand loyal as old consumers who want to stick to what they are using. The brand loyalty is much higher in older consumers.

Dantas et al., 2004: said that Labels and packages get a very short time sometimes only a few seconds of exposure to make an impact and attract the consumer.

According to Van der Heuvel et al., 2007 stated that consumers like to buy products which are healthier, rich in nutrition and safe to use. They want to use better products.

In the year 2007, Kumar and Steenkam conducted a study and said that with marketers giving more promotional offers consumer becomes price sensitive. This may slowly change their behaviour personality and so be drawn to private label brands. It has also been seen that consumers who develop a habit to purchase only during offers and want to buy at the best price eventually go on to become users of private label brands.

In order to understand the price consumers are willing to pay for a particular brand number of techniques are used, .Experimental auctions, Contingent valuations and conjoint analysis are mostly used.

Contingent valuations and conjoint analysis are hypothetical valuations method. Experimental auctions can also be used but this is expensive. How do consumers
develop different kinds of preferences for different product. There are three steps involved in this study.

1. Define product attributes and their levels.
2. A choice of data and how it has to be collected. The experimental design used.
3. Estimating buyer’s part-worth and selecting and choosing the best model.

Blamey in the year 2001 observed that most of the consumer knows which attribute is more critical to them when they go to buy the product. However the perceptions that they form are based on more than one attribute. Therefore it is very crucial for marketer to understand which is or are the attributes which greatly influences the consumer to make a purchase decision.

**Note:**

In the above pages, researcher has tried to critically evaluate the available literature on Packaged Fruit Juices. However, detailed examinations of the literature for consumer buying behaviour, attitudes and the perception of consumer, revealed that majority of the materials are merely in the form of popular articles, some lack of rigour, and may or are not based on any systematic or scientific methodology. Hence, research gap is identified and this study is undertaken with the following research problem.
2.5 Research Problem

Research is a systematic and scientific search on some topic to generate data and elicit information taken up for study. Mory has defined that whenever we want to get new knowledge we should do research. Research, some say is a journey to new discovery. When we do research we are actually trying to find out and know what we want to know from what we currently don’t know. In short we can define research as doing a study objectively, systematically and rationally to get information on the topic, we at the present moment don’t know.

This we will do with the help of study, observation, experiment and comparison. The main objective of research is therefore to find out what we don’t know, in simple terms. In order to do that we will use systematic and scientific systems, policies and techniques and procedures and find out workable solutions to the problem at hand.

To summarize, research is an organized set of activities to develop a model and study and find out the results of a realistic problem supported by literature and data such that its objectives are optimised and further make recommendations for implementation. A system of techniques, models and procedures used to find the result of a research problem is termed as research methodology.

To influence the buying decision of consumers in a highly competitive environment is really a great challenge. The final aim is to instigate the actual behaviour of the targeted audience that is the consumer, whether purchase intention or actual consumption. We need to also understand the kind of consumers who are buying these products. Judgement based on review on various literature show that Indian consumers prefer fresh fruits rather than fruit juices in packed or canned form. Hence, the present study is proposed with the following objectives.
2.6 Objectives

The following aspects need to be analysed in the context of the consumer buying behaviour, perception and attitudes study:

- The profile of buyers by age, gender, social category and education.

- The consumers’ understanding of packaged fruit components and ingestions, nutrition and health.

- The consumers’ attitudes and perception regarding packaged fruit juices in terms of freshness.

- To identify how far is packaging and labelling an influential factors that persuades a consumer to buy packaged fruit juices.

- The reasons for buying packaged fruit juices.

- The consumers’ willingness to pay the price for packaged fruit juices.

- To identify whether there is mistrust in the communication of persons and institutions concerning packaged fruit juices.

- To explore the reasons for existing mistrust.

- To examine consumer reactions and buying decisions through media channels.
2.7 Test Hypothesis

Hypothesis - 1

Ho: Relationship does not exist between age and quantity bought.
Ha: Relationship is there between age and quantity bought.

Hypothesis - 2

Ho: Relationship is not there between income level and spending on packaged fruit juices.
Ha: There is a relationship between income level and spending on packaged fruit juices.

Hypothesis - 3

Ho: Income level does not have an impact on customer perception towards nutrition value of packaged fruit drinks.
Ha: Income level does have an impact on customer perception towards nutrition value of packaged fruit drinks.

Hypothesis - 4
**Ho:** There is no relation between gender and quantity bought.

**Ha:** There is a relation between gender and quantity bought.

**Hypothesis- 5**

**Ho :** There exists no relationship between educational qualification and importance level of cleanliness while purchasing packaged fruit drinks.

**Ha :** There exists a relationship between educational qualification and importance level of cleanliness while purchasing packaged fruit drinks.

**Hypothesis- 6**

**Ho :** There exist no relation between profession and the consumption level of packaged fruit drinks.

**Ha :** There exist a relation between profession and the consumption level of packaged fruit drinks.