CHAPTER - VI

SUMMARY AND CONCLUSIONS

VI.1. INTRODUCTION

During the last decades in food consumption have been observed several trends that have to do with changes in social and economic environment as well as in lifestyle. The working patterns, the increased employment of women, the lack of time, the income growth and several other factors led to the trend for fast food, convenience foods and food out of home. Urbanization has resulted in increased consumption of packaged drinks and processed food.

The packaged drinks industry comprises companies that manufacture nonalcoholic beverages and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated beverages. 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. Recent developments in soft drink consumption and challenges in marketing have heightened the need for searching the consumers' needs and preferences.
It is becoming increasingly difficult to ignore the existence of packaged juices 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 suggests that despite 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 which indicates huge potential for market of soft drinks in India.

Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used. Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions.

In recent years the marketing environment has become increasingly complex and competitive. A product’s packaging is something which all buyers experience and which has strong potential to engage the majority of the target market. This makes it an extremely powerful and unique tool in the modern marketing environment. In addition to its benefits in terms of reach, some marketers believe that packaging is actually more influential than advertising in influencing consumers, as it has a more direct impact on how they perceive and experience the product.

In competitive environment, the role of package has changed due to increasing self-service and changing consumers’ lifestyle. Firms’ interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs.
Package attracts consumer’s attention to particular brand, enhances its image, and influences consumer’s perceptions about product. Also package imparts unique value to products, works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, and stimulates customers buying behaviour. Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer’s purchase decision. In this context, seeking to maximize the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer’s buying behaviour became a relevant issue.

India has a population of more than 1.150 Billions which is just behind China. According to the estimates, by 2030 India population will be around 1.450 Billion and will surpass China to become the World largest in terms of population. Beverage Industry which is directly related to the population is expected to maintain a robust growth rate.

India is a booming market for the beverage industry. It already accounts for about ten per cent of global beverage consumption today. This means that the country has the third-largest beverage consumption after the USA and China. But that is not the end of the road. Market analyses indicate that beverage sales in India will be increasing by more than 60 per cent between 2008 and 2012. Since India is (still) a country of tea and coffee drinkers, packaged cold drinks have enormous potential. Packaged water, beer, spirits and carbonated drinks are recording what rates are in some cases high double-digit growth. All in all, annual per capita consumption of packaged beverages was almost tripled from 2.6 litres in 2000 to 8.7 litres in 2012.
The Indian beverage industry faces over supply in segments like coffee and tea. However, more than half of this is available in unpacked or loose form. Indian hot beverage market is a tea dominant market. Customers in different parts of the country have heterogeneous tastes. Dust tea is popular in southern India, while loose tea in preferred in western India.

The total soft drink (carbonated beverages and juices) market is estimated at 284 million crates a year or $1 billion. The market is highly seasonal in nature with consumption varying from 25 million crates per month during peak season to 15 million during offseason. The market is predominantly urban with 25 per cent contribution from rural areas. Coca cola and Pepsi dominate the Indian soft drinks market.

Today with rapid development of economy and change in consumption pattern, marketing strategies are also growing and keep on changing. One of the marketing strategies used by the marketers especially soft drink (carbonated beverages and juices) companies is attractive product packaging and labelling to increase their product sales. This strategy is very popular now days and involves a number of factors working behind it. Packaging helps the marketers to glamorize their product so that they can get instant response from consumers. Visual representation is the most tactic strategy as everyone is comfortable with what they see as compared to other responses.

An old proverb: "We are what we eat" signifies that people are not only attracted towards packaging but are also conscious about the product quality. Due to the increasing number of health hazards, every age group person wants to know what is healthy for him. Mothers are over protective about their child health and growth.
Further, companies manufacturing packaged juices resort to number of marketing activities to attract and woo customers. Marketing activities of such companies need to be investigated as they affect consumers’ attitude and behaviour towards packaged juices. Therefore, this study has made an attempt to investigate consumers’ attitude towards marketing of packaged juices in Bangalore, India.

The following objectives are taken for this study:

1. To identify and examine the perceptions of the consumers in Bangalore on marketing of packaged juices.

2. To identify and examine the perceptions of the consumers in Bangalore on packaged juices, pricing, place of availability and promotion of packaged juices.

3. To identify and examine attitude of the consumers in Bangalore on marketing of packaged juices.

4. To understand and analyze relationship among perceptions of the consumers on packaged juices, on their price, place of availability and promotion.

5. To understand and analyze relationship among perceptions of the consumers on packaged juices, on their price, place of availability and promotion and selected demographic characteristics of the consumers in Bangalore.
6. To understand and analyze relationship among attitude of the consumers on packaged juices and selected demographic characteristics of the consumers in Bangalore.

7. To analyse the impacts of a) perceptions of consumers on packaged juices b) perceptions on pricing of packaged juices c) perceptions on place of availability of packaged juices and d) perceptions on promotion of packaged juices on one another.

8. To identify and investigate impact of perceptions of the consumers in Bangalore on packaged juices, their perceptions on price of the product and their perceptions on promotion of the product on attitude of consumers towards packaged juices.

The study is confined to Bangalore city, India. Bangalore is one of the largest cities and is the fifth-largest metropolitan area in India. It is located in southern India on the Deccan Plateau, it is the capital of the southern Indian state of Karnataka and it is located at a height of over 900 m (3,000 ft) above sea level, Bangalore is known for its pleasant climate throughout the year. Its elevation is the highest among the major large cities of India.

Bangalore is known as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter. Indian technological organizations ISRO (Indian Space Research Organization), Infosys and Wipro are headquartered in the city. A demographically diverse city, Bangalore is the second-fastest growing major metropolis in India. It is home to many educational and research institutions in India. Bangalore city has accommodated all kinds of people
like poor people, middle class people and rich people, male, female and neutral gender, educated people and uneducated people, people whose origin is Bangalore and people from other parts of Karnataka, India and foreign countries and people from different caste and religion. These things have brought uniqueness to Bangalore city and it has made the researcher more interested about the Bangalore city.

The study involves examination of consumers’ attitude towards marketing of packaged juices in Bangalore city, India. Further, the study involves in examination of perceptions of consumers’ towards packaged juices, price of packaged juices, place of availability and promotion of packaged juices in Bangalore city, India. Moreover, this study deals with relationship of consumers’ perceptions towards packaged juices and consumers’ attitude towards packaged juices. Therefore, for the purpose of this study, secondary and primary data have been used. Survey method has been adopted for collecting primary data.

Primary data needed for the study have been collected through questionnaire issued to consumers in Bangalore city who are the sample for the study. Sample consists of consumers in Bangalore city belonging to different occupations, religion, category and age group. Convenience sampling has been adopted considering the availability and approachability of consumers for the purpose of data collection effort. However, due consideration is exercised for the proportionate representation of the sample population.

The scales developed for measuring the core variables have been tested for its reliability and are found to be satisfactory.
The data collected through the questionnaires have been analyzed by using the following statistical tools.

1. Mean scores, median, percentages and standard deviations were calculated for overall analysis of perceptions of consumers on packaged juices, perceptions on price of packaged juices, perceptions on place of availability, perceptions on promotion of packaged juices and attitudes of consumers towards packaged juices in relation with demographic variables of consumers in Bangalore city.

2. One way ANOVA (F test) and students’ “t” test were used to identify the significant differences in perceptions of consumers on packaged juices, perceptions on price of packaged juices, perceptions on place of availability and perceptions on promotion of packaged juices in relation with demographic variables of consumers in Bangalore city.

3. Further, One way ANOVA (F test) and students’ “t” test were used to identify the significant differences in attitudes of consumers in Bangalore city towards packaged juices on the basis of their demographic variables.

4. Pearson’s correlation analysis was used to identify the inter correlation among basic variables of this study namely perceptions of consumers on packaged juices, perceptions on price of packaged juices, perceptions on place of availability, perceptions on promotion of packaged juices and attitudes of consumers towards packaged juices.

5. Further, Pearson’s correlation analysis was used to identify the inter correlation among basic variables of this study namely perceptions of consumers on packaged juices, perceptions on price of packaged juices,
perceptions on place of availability, perceptions on promotion of packaged juices and attitudes of consumers towards packaged juices in relation with demographic variables of consumers in Bangalore city.

6. Multiple regression analysis was used to identify the factors influencing attitudes of consumers towards packaged juices in Bangalore city.

7. Further, Structural Equation Modelling Path Method was employed to identify factors affecting attitudes of consumers towards packaged juices in Bangalore city.

VI.2. SALIENT FINDINGS OF THE STUDY

The main findings of the study are summarised as follows:

VI.2.1. Analysis of demographic and economic characteristics of the respondents

Important demographic and economic characteristics of the respondents are

1. Most of the respondents are male (73.4%)

2. 52.5% of the respondents are unmarried

3. 58.5% of the respondents belong to the age group of below 49 years old.

4. 42.8% of the respondents completed schooling and 57.2% of the respondents completed higher education.

5. Around 31% of the respondents earn more than Rs 25,000 per month.
VI.2.2. Analysis of consumption pattern of packaged juices among the respondents

The consumption pattern found among the respondents in respect of packaged juices is summarized below;

1. 38.3% of the respondents consume packaged juice four to five times in a week, 24.4% consume 2 to 3 times in a week and 24.1% consume at least once in a week which show the popularity and preference of packaged juices among the respondents.

2. 51.7% of the respondents consume packaged juices outside home and 48.3% of the respondents consume packaged juices in home. It indicates that the packaged juice reaches homes of the respondents which are positive sign with regard to consumption of packaged juices.

3. 31.6% of the respondents consume packaged juice after exercise. It may be because of the feeling among the respondents that packaged juices are healthy and give energy for their health.

4. Most of the consumers (54.2%) prefer PET bottle and poly pack as containers of juices.
VI.2.3. Analysis of perceptions of the consumers towards marketing of packaged juices

One way ANOVA tests reveal that female consumer completed schooling irrespective of her marital status, age and gross monthly income shows higher positive perceptions on marketing of packaged juices. Conversely, male consumer studied post graduate irrespective of his marital status, age and gross monthly income shows less positive perceptions on marketing of packaged juices.

VI.2.4. Analysis of perceptions of the consumers towards pricing of packaged juices

One way ANOVA tests reveal that consumers irrespective of their gender, marital status, age, education and gross monthly income show positive perceptions on pricing of packaged juices.

VI.2.5. Analysis of perceptions of the consumers towards available place of packaged juices

One way ANOVA tests reveal that consumers irrespective of their gender, marital status, age, education and gross monthly income show positive perceptions on available place of packaged juices.
VI.2.6. Analysis of perceptions of the consumers towards promotion of packaged juices

One way ANOVA tests reveal that consumers irrespective of their gender, marital status, age, education and gross monthly income show positive perceptions on promotion of packaged juices.

VI.2.7. Analysis of relationship among perceptions of the consumers on packaged juices, on their price, place of availability and promotion

The following relationships exist among perceptions of the consumers on packaged juices, on their price, place of availability and promotion.

1. Perceptions of the consumers on packaged juices are positively and significantly correlated with their perceptions on price, available place and promotion of packaged juices.

2. Perceptions of the consumers on pricing of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), available place and promotion of packaged juices.

3. Perceptions of the consumers on available place of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), price and promotion of packaged juices.
4. Perceptions of the consumers on promotion of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), price and available price of packaged juices.

The Pearson’s correlation analysis reveals that core variables of the study namely perceptions of the consumers on packaged juices (product), perceptions of the consumers on price of packaged juices, perceptions on available place of packaged juices and perceptions on promotion of packaged juices are positively and significantly related with each other. Further, it shows that perceptions of consumers on price, available place and promotion are highly correlated or related. Therefore, any change in price of the packaged juices will in turn result in change in available place and promotion of the packaged juices. From this one can understand that increase in price of the packaged juices will result in change in place of sales of the packaged juices and will also result in increase of cost of promotion of the packaged juices. Similarly, any decrease in price of the packaged juices will result in change in place of sales of the packaged juices and will also result in decrease of cost of promotion of the packaged juices.

VI.2.8. Analysis of relationship among perceptions of the consumers on packaged juices, on their price, place of availability and promotion and demographic characteristic of the respondents

The following relationships exist among selected demographic characteristics, perceptions of the consumers on packaged juices, on their price, place of availability and promotion.
1. Perceptions of the consumers on packaged juices are positively and significantly correlated with their perceptions on price, available place, promotion of packaged juices and gender. Perceptions of the consumers on packaged juices are significantly and negatively correlated with education. Further, perceptions of the consumers on packaged juices are negatively, but not significantly correlated with marital status, age and monthly income.

2. Perceptions of the consumers on pricing of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), available place and promotion of packaged juices. Perceptions of the consumers on pricing of packaged juices are positively, but not significantly correlated with gender and marital status and perceptions of the consumers on pricing of packaged juices are negatively, but not significantly correlated with age, education and monthly income.

3. Perceptions of the consumers on available place of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), price and promotion of packaged juices. Perceptions of the consumers on available place of packaged juices are positively, but not significantly correlated with gender and age and perceptions of the consumers on available place of packaged juices are negatively, but not significantly correlated with marital status, education and monthly income.

4. Perceptions of the consumers on promotion of packaged juices are positively and significantly correlated with their perceptions on packaged juices (product), price and available price of packaged juices. Further, perceptions of the consumers on promotion of packaged juices are positively, but not
significantly correlated with gender, marital status, age, education and monthly income.

5. Gender is positively and significantly correlated with perceptions of consumers on packaged juices and gender is positively, but not significantly correlated with perceptions of consumers on pricing, available place and promotion of packaged juices and monthly income. Further, gender is negatively, but not significantly correlated with age and education and gender is negatively and significantly correlated with marital status.

6. Marital status is negatively and significantly correlated with gender. Marital status is positively, but not significantly correlated with perceptions of consumers on price of packaged juices, their perceptions on promotion and age. Further, marital status is negatively, but not significantly correlated with perceptions of consumers on packaged juices, their perceptions on available place, education and monthly income.

7. Age is positively, but not significantly correlated with perceptions of consumers on available place of packaged juices, marital status, education and monthly income. Further, age is negatively, but not significantly correlated with perceptions of consumers on packaged juices, their perceptions on price, promotion and gender.

8. Education is negatively and significantly correlated with perceptions of consumers on packaged juices and education is negatively, but not significantly correlated with perceptions of consumers on price and available place of packaged juices, gender and marital status. Further, education is
positively, but not significantly correlated with perceptions of consumers on promotion of packaged juices, age and monthly income.

9. Monthly income is positively, but not significantly correlated with perceptions of consumers on promotion of packaged juices, gender, age and education. Further, monthly income is negatively, but not significantly correlated with perceptions of consumers on packaged juices, their perceptions on price, available price and marital status.

VI.2.9. Multiple regression analysis

Regression analysis result depicts that

1. Perceptions of the consumers on packaged juices are significantly influenced by their perceptions on price of packaged juices and promotion of packaged juices.

2. Perceptions of the consumers on packaged juices are not significantly influenced by perceptions on place of availability of packaged juices.

3. Perceptions of the consumers on packaged juices do not affect perceptions on place of availability significantly and perceptions on place of availability of packaged juices and perceptions on promotion of packaged juices are not significantly influenced by each other.

It is observed from correlation analysis that core variables of the study namely perceptions of the consumers on packaged juices (product), perceptions of the consumers on price of packaged juices, perceptions on available place of packaged juices and perceptions on promotion of packaged juices are positively and significantly related with each other. Further, it shows that perceptions of consumers
on price, available place and promotion are highly correlated or related. Therefore, any change in price of the packaged juices will in turn result in change in available place and promotion of the packaged juices. From this one can understand that increase in price of the packaged juices will result in change in place of sales of the packaged juices and will also result in increase of cost of promotion of the packaged juices. Similarly, any decrease in price of the packaged juices will result in change in place of sales of the packaged juices and will also result in decrease of cost of promotion of the packaged juices.

Further, among the demographic variables gender is positively related with perceptions of the consumers on packaged juices and education is negatively related with perceptions of the consumers on packaged juices. Other demographic and economic variables are not related with perceptions on packaged juices. Therefore, packaged juice manufacturing companies should determine their target consumers clearly based on the above results.

VI.2.10. Analysis of attitude of consumers towards marketing of packaged juices

The study results exhibit that consumers’ attitudes towards marketing of packaged juices do not significantly differ on the basis of gender, marital status, age, education and gross monthly income and disclose that consumers have positive attitude towards marketing of packaged juices irrespective of their gender, marital status, age, education and gross monthly income.
VI.2.11. Relationship among demographic characteristics and consumers’ attitude towards packaged juices

The important features of Karl Pearson’s correlation matrix are summarized in the following points;

1. Gender is significantly and negatively correlated with marital status and it is not significantly correlated with age, education, gross monthly income and consumers’ attitude towards packaged juices.

2. Marital status is significantly and negatively correlated with gender and it is not significantly correlated with age, education, gross monthly income and consumers’ attitude towards packaged juices.

3. Age is not significantly correlated with gender, marital status, education, gross monthly income and consumers’ attitude towards packaged juices.

4. Education is not significantly correlated with gender, marital status, age, gross monthly income and consumers’ attitude towards packaged juices.

5. Gross monthly income is not significantly correlated with gender, marital status, age, education and consumers’ attitude towards packaged juices.

6. Consumers’ attitude towards packaged juices is not significantly correlated with gender, marital status, age, education and gross monthly income.

From the Karl Pearson’s correlation analysis, it is observed that consumers’ attitude towards packaged juices is not correlated with demographic characteristics of the respondents namely gender, marital status, age, education and gross monthly income.
VI.2.12. Relationship among perceptions on product, perceptions on price, perceptions on place of availability, and perceptions on promotion

Structural Equation Modelling Path analysis method has been employed to analyze relationship among perceptions on product, perceptions on price, perceptions on place of availability, and perceptions on promotion. The tested Path analysis model depicts impact of perceptions on product on perceptions on price of the product, impact of perceptions on product, perceptions on price of the product and perceptions on promotion on perceptions on place of availability of the product and finally, impact of perceptions on product and perceptions on price of the product on perceptions on promotion of the product.

The Path analysis results indicate that perceptions on product significantly influences perceptions on price of the product and perceptions on price of the product influences place of availability of the product and perceptions on promotion of the product. Therefore, it can be understood that perceptions on price of the product plays significant role in determining perceptions on product, place of availability and perceptions on promotion of the product.

VI.2.13. Relationship among perceptions on product, perceptions on place of availability, perceptions on promotion and attitude towards packaged juices through perceptions on price

Structural Equation Modelling Path analysis method has been employed to analyze relationship among perceptions on product, perceptions on place of
availability, perceptions on promotion and attitude towards packaged juices through perceptions on price. The tested Path analysis model depicts impact of perceptions on product on perceptions on place of availability of the product, impact of perceptions on place of availability of the product on perceptions on promotion, impact of perceptions on product, perceptions on place of availability and perceptions on promotion of the product on perceptions on price of packaged juices and finally, impact of perceptions on product, perceptions on price of the product and perceptions on promotion of the product on attitude of consumers towards packaged juices.

The Path analysis results indicate that perceptions on price of the product along with perceptions on product and perceptions on promotion influence significantly consumers’ attitude towards packaged juices. Further, perceptions on price of packaged juice are significantly influenced by perceptions on product (packaged juices), perceptions on place of availability of packaged juices and perceptions on promotion of packaged juices.

VI.3. IMPLICATIONS OF THE STUDY

The modern marketing management tries to solve the basic problems of consumers in the area of consumption. To survive in the market, a firm has to be constantly innovating and understand the latest consumer needs and tastes. It will be extremely useful in exploiting marketing opportunities and in meeting the challenges that the Indian market offers. It is important for the marketers to understand the buyer behaviour due to the following reasons.
The study of consumer behaviour for any product especially packaged juices is of vital importance to marketers in shaping the fortunes of their organisations.

It is significant for regulating consumption of goods and thereby maintaining economic stability.

It is useful in developing ways for the more efficient utilisation of resources of marketing. It also helps in solving marketing management problems in more effective manner.

Today consumers give more importance on environment friendly products. They are concerned about health, hygiene and fitness. They prefer natural products. Hence detailed study on upcoming groups of consumers is essential for any firm.

The growth of consumer protection movement has created an urgent need to understand how consumers make their consumption and buying decision.

Consumers’ tastes and preferences are ever changing. Study of consumer behaviour gives information regarding colour, design, size etc. which consumers want. In short, consumer behaviour helps in formulating of production policy.

For effective market segmentation and target marketing, it is essential to have an understanding of consumers and their behaviour.

Some suggestions based on this study with regard to consumers’ attitudes towards marketing of packaged juices are as follows;
1. The study reveals that female consumers have more positive perceptions on marketing of packaged juices than male consumers in Bangalore. Therefore, packaged juice companies may try to gain positive confidence of male consumers in Bangalore through giving better quality packaged juices at affordable price.

2. The study reveals that consumers in Bangalore city have positive perceptions on price, place of availability and promotion of packaged juices. So, packaged juice companies may capitalize positive perceptions of consumers to strengthen their market share and to expand their market.

3. There is a significant and positive relationship among consumers’ perceptions on packaged juices, perceptions on price of packaged juices, perceptions on place of availability and perceptions on promotion of packaged juices. Hence, the companies may utilize this opportunity to build positive behaviour, among consumers in Bangalore, which will create positive environment for the companies in long run.

4. The study exhibit that perceptions of the consumers on packaged juices are significantly influenced by their perceptions on price of packaged juices and promotion of packaged juices and perceptions of the consumers on packaged juices are not significantly influenced by perceptions on place of availability of packaged juices. So, the companies may exercise more consideration about pricing of packaged juices and designing promotional strategies.
5. The study reveals that consumers in Bangalore city have positive attitudes on packaged juices, on their price, place of availability and promotion. So, packaged juice companies may grab positive attitudes of consumers to strengthen their market share and to expand their market.

6. Consumers’ attitude towards packaged juices is not correlated with demographic characteristics of the consumers in Bangalore city namely gender, marital status, age, education and gross monthly income. It discloses that packaged juices are preferred by all kinds of consumers in Bangalore city. It is, in fact, good sign for any industry which wants to grow at large.

7. The study results indicate that perceptions on product significantly influences perceptions on price of the product and perceptions on price of the product influences place of availability of the product and perceptions on promotion of the product. From this, it can be understood that perceptions on price of the product plays significant role in determining perceptions on product, place of availability and perceptions on promotion of the product. Therefore, the companies may be very careful in deciding pricing strategy of packaged juices.

To conclude, the study reveals that consumers in Bangalore city have positive perceptions and attitudes towards packaged juices. These positive perceptions and attitudes provide favourable environment for packaged juice industry.
VI.4. SUGGESTIONS FOR FUTURE RESEARCH

More studies are needed to understand consumers’ perceptions and attitudes towards packaged juices. Similar studies can be undertaken in different cities in India to understand consumers’ preferences, their attitudes and behaviour and also to facilitate packed juice companies to adopt suitable marketing strategies according to consumers’ preferences, attitudes and behaviours.

Further, role of culture shall be studied to understand its impact on consumer attitudes and behaviour towards packaged juices.

Replicative studies will also be necessary for generalisation of the present study results. Relevance of consumer attitude phenomena can also be studied in specific areas in addition to demographic relationships.