

Market Meaning and Definition

Introduction

Industrial activities have no meaning unless they are fully supported by marketing inputs. That is, production has no meaning unless it is exchanged for money or money's worth. That is why, marketing is more important than manufacturing.

Meaning of Market

The term market originated from Latin word "Marcatus" having a verb "Mercari" in plain "Marchandise" where traffic or a place where business is conducted. For a layman, the word "Market" stands for a place where goods and persons are physically presented.

In a broader sense, it the whole of any region in which buyers and sellers are brought in to contact with one another and by means of which the price of goods are tend to be equalized easily and quickly.

Definition of Market

"According to Prof: - Pyle Market includes both place and region in which the buyers and sellers are in free competition with one another."

MEANING AND DEFINITION OF MARKETING

Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and businesses. Marketers are skilled in stimulating demand for a company's products, but this is too limited a view of the tasks marketers perform. Just as production and logistics professional are responsible for supply management, marketers are responsible for demand management. Marketing managers seek to influence the level, timing, and composition of demand to meet the organizational objectives.

Marketing is the economic process by means of which goods and services are exchanged and their values determined in terms of money prices. It is that phase of business activities through which human wants are satisfied by the exchange of goods and services. It is the skill of selecting and fulfilling consumer desires in such a way that a dose of money put in brings back maximum return.

Philip Kotler defines, Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchange products and services of value with others.

For a managerial definition, marketing has often been described as the "art of selling products," but people are surprised when they hear that most important part is not selling! Selling is only the tip of marketing iceberg.

Marketing people are involved in marketing 10 types of entities: good services, experience, events, persons, places, properties, organizations, information, and ideas. When Sony designed its Walkman, when Toyota introduced its Lexus automobile, these manufacturers were swamped with orders because they had designed the right product based on careful marketing homework.

Thus marketing is a total system of interacting business activities designed to plan, price, promote and distribute want- satisfy products and services to present and

potential customers. There are three stages through which marketing stages might pass:

Entrepreneurial Marketing: individuals who live by their wits start most companies. They visualize an opportunity and knock on every door to gain attention.

Formulated marketing: as small companies achieve success, they inevitably move towards more formulated marketing. Most of the companies spend considerable sum on TV advertising, employs dozens of salespeople, and carries on sophisticated marketing research. It has discovered that continued success requires setting up and managing a capable marketing department.

Entrepreneurial marketing: many large companies get stuck in formulated marketing, poring over the latest Nielsen numbers, scanning market research reports, trying to fine tune dealer relations and advertising messages. These companies lack creativity and passion of the guerrilla marketers in the entrepreneurial stage. Their brand and product managers need to get out of the office, start living with their customers, and visualize new ways to add value to their customer's lives.

The bottom line is that effective marketing can take any forms. There will be a constant tension between the formulated side of marketing and creative side. Marketing boasts a rich array of concepts and tools.

CORE CONCEPTS OF MARKETING

Under this heading we will represent you the major concepts and philosophies underlying modern marketing thinking and practice. The definition of Marketing quoted by Philip Kotler rests on the following concepts.

NEEDS WANTS AND DEMANDS

Marketing starts with human needs and wants. People need food air, water, clothing and shelter to service. Beyond this People have a strong desire for recreation, education and other services. They have strong preference for particular version brands of basic goods and services.

A human need is a state of deprivation of some basic satisfaction people requires food, clothing, shelter, satisfy, belonging and esteem. These needs are not created by society or by marketers. They exist in the texture of human biology and the human condition.

Wants are desire for specific satisfies of needs. Human wants are continuously shaped and reshaped by social forces and institution, including churches, schools, families and business corporations.

Demands are wants for specific product that are backed by an ability and willingness to buy them. Wants become demand when supported by purchasing power. Companies must therefore measure not only how many people want their product but also more importantly how many would actually be willing and buy the product.

These distinctions shed light on the frequent elitism that "marketers create needs" or marketers get people to buy things they don't want. Marketer do not create needs, needs preexist marketers. Marketers along with other societal influence wants.

Marketers, however, create the need for social status, marketers influence demand by making the product appropriate, attractive, affordable and easily available to target consumers.

PRODUCT [GOODS, SERVICES AND IDEA]

A Product is anything that can be offered to the market for attention, acquisition, use or consumption that might satisfy a need or a want. In other words a product can be termed as a bundle of satisfaction of both a material and non-material kinds, ranging from economic utilities to satisfaction of a social- psychological nature.

VALUE, COST AND SATISFACTION

Value is the consumers' estimate of the products overall capacity to satisfy his/her needs. An individual will form an estimate of the capacity of each product from most need satisfying to the least need satisfying.

The cost of the product depends on the customers' value. A consumers always compare a product a to an ideal product. An ideal product is one with set characteristics as perceived by a consumer.

Satisfaction is the level of persons felt state resulting from comparing a products perceived performance in relation to the persons expectations. Thus the satisfaction level is a function of the differences between perceived performance and expectations.

EXCHANGE AND TRANSACTION

Exchange is one of the four ways people can obtain product. It is the act of obtaining a desired product from someone by offering something in return.

Exchange must be seen as a process rather than as an event. Exchange is frequently described as a value creating process.

Transaction is a trade of values between two or more parties. Transaction however does not require money as one of the traded value.

A transaction involves several dimensions: at least two things of value, agreed upon conditions, a time of agreement and a place of agreement.

RELATIONSHIPS AND NETWORKS

Relationships marketing are the practice of building long term satisfying relations with key parties - customer's suppliers, distributors- in order to retain their long term preference and business. Transaction marketing is no longer ideas called relationship marketing smart marketers try to build up long term, trusting "win-win" relationship with valued customers, distributors, dealers and suppliers. Relationship marketing results in strong economic, technical and social ties among the parties. It cuts down transactions move from being negotiated each time to being a matter of routine.

Network the ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network. A market network consists of the company and all its supporting stakeholders, customers, employees, suppliers, distributors, retailers, advertising agencies and others with whom it build a profitable business.

MARKET

The concept of exchange leads to the concept of a market. A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage to satisfy the need or want. The size of the market depends on the number of people who exhibit the need or want, have resources that interest others, and are veiling and able to offer these resources in exchange for what they want.

MARKETER AND PROSPECTS

The concepts of markets bring us full circle to the concept of marketing. Marketing means working with marketers to actualize potential exchanges for the purpose of satisfying human needs and wants.

A marketer is someone seeking one or more prospects who might engage in an exchange of values. A prospect is someone who he marketer identifies as potentially willing and able to engage in an exchange of value.

CONSUMER BEHAVIOUR

The term consumer behavior can be defined as "All psychological, social and physical behavior of all potential consumers as they become aware of evaluate, purchase, consume and tell others about product and services".

It is also the behavior that consumers display in reaching purchasing, using, evaluating a displaying of products and services that they will expect to satisfy their needs.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

There are many factors that influence consumer behavior. Consumers do not make purchase decision in a vacuum. Their buying behaviors are influenced by culture, social, personal, and psychological determinants or factors. Most of these are "uncontrollable" and beyond the hands of the marketer.

However, they have to be considered while trying to understand the complex buyer behavior.

FACTORS INFLUENCING BUYING BEHAVIOUR

CULTURAL FACTORS:

Cultural factors have the deepest influence on consumer behavior. Here are some of the roles played by the buyers.

a. CULTURE

Culture is the most basic fundamental determinant of person's wants and behavior. Rights from the time of his birth a child grows up in a society learning a certain set of values, perception, preferences, behavior and customs, through a process of socialization involving the family and social key institutions.

For example: a young college going teenager is currently interested in finding a new leisure time activity which may be useful to him in the future also. This need had led him to purchase a camera and taking up photography as a hobby. So there could be a different background in the buying decision. The young boy feels comfortable to operate such camera and the society also accepts photography as a leisure time activity.

Marketers are always trying to see if there is a cultural shift and develop products accordingly. Some of the prominent cultural shifts today are leisure time, informality, and health conscious.

b. SUBCULTURE

Each culture will contain smaller group of subculture that provides more specific identification and socialization for its members. These subculture divisions are certain socio cultural and demographic variables like nationality, religion, geographic locality, caste, age, sex etc... Each subculture may have certain distinct life style.

c. SOCIAL CLASS

Social classes take the forms of a caste are reared for certain roles and cannot change their caste membership. Social classes also behavior. Social classes are relatively homogeneous and enduring division in a society which are hierarchically ordered and whose members share similar values, interest and behavior. Social classes have several characteristics. First, persons within each social class tend to behave more alike persons from two different social classes. Second, interest in ostentation. While small as a group, person is perceived as occupying interior or superior positions according to their social classes. Third, a person social class is indicated by a number of variable, such as occupation, income, wealth, education and value orientation, rather than by any single variable. Fourth individual can move from one social class to another -up or down during their respective lifetimes. The extent of this mobility varies according to the rigidity of social stratification in the society.

SOCIAL FACTORS:

A consumer's behavior is also influenced by social factors, such as the consumer's reference group's family and social role and status.

a. REFERENCE

Persons reference groups are those groups that have a direct (face to face) or indirect influence on the person's attitudes and behavior. Sometime, persons may also be directly influenced by such as religious organization, professional association and trade unions. And sometime consumer are also influenced by group to which they do not belong (aspiration group) or a (disassociate group) whose values or behavior and individual rejects.

b. FAMILY

Members of the buyer's family can exercise a strong influence on the buyer behavior. The marketer is interested on knowing which member normally has the greater influence on the purchase of a particular product or service. In a nuclear family, the husband is more dominant, sometime the wife is more dominant or they have equal influence.

Sometime the dominance of the family members varies for different sub decisions within a product category. For example, if a couple are planning to purchase an automobile, the decision related to when to buy may be primarily made by the husband but regarding "what color of the car to buy may be a joint decision.

So it is the responsibility of the marketer to develop marketing communication that may be directed differently at the particular influencing personality at the various stages of the buying process.

c. ROLE AND STATUS

A person is a member of many group family, clubs, organization etc... and the person's position in each group can be defined in the term of role and status. Example: Mrs. Sana is a senior marketing executive in a firm and she is planning to purchase a microwave oven with her parents. Mrs. Sana plays the role of a daughter in her family, she plays the role of wife and mother, and in her company she plays the role of the senior marketing executive. A role consists of the activities that a person is expected to perform according to the people around them. Each of Mrs. Sana roles will influence some of her buying behavior. The role will reflect a status according to the role by the society. People often choose products to communicate their status in society.

PERSONAL FACTORS:

- A consumers purchase decision are also influenced by personal

- Characteristic namely the buyers age, stage of life cycle, occupation,
- Economic circumstances, life style, personality and self concept.

a. AGE AND STAGE OF LIFE CYCLE

People's choice of goods and services change over their lifetime. This change can be observed right from childhood to maturity stage, especially in taste and preference related to cloths, furniture and recreation activities.

The stage of life cycle can be said to be a psychological feeling of a certain transformation-taking place as they go through life and experiencing sudden changes, in the consumption interest that could be related to the stage of life cycle.

b. OCCUPATION

A person's occupation has a direct effect on his choice of goods and services. A clerk will purchase product, which are economical and not bum his product. Where as an executive will purchase expensive goods and services. Marketers will have to identify which occupation group will be interested in their products and weak out marketing strategies to communicate about their products and services to the relevant occupational group and includes a positive buying motive in the particular consumer and attitude towards spending versus saving.

With the increase in per capita income and improved standard of living, willingness on the part of the consumer to purchase products, which indicate sophistication, has been noticed. So, the marketer has to do proper market analysis and research and produce, price and promote their products and services, so as to motivate people to purchase the same.

c. LIFE STYLE

“A person's life style refers to the persons pattern of living expressed through his/ her activities, interest and opinions" life style of a person conveys more than the persons social class or personality alone. An understanding of a person's life style will help in giving a profile of a whole person's pattern of living and interacting with the world. Thus the marketing manager will have to work out a marketing strategy which will indicate a relationship between a product brand and life style of the product brand and life style of the product user. Advertising storyboard, which will be symbolic to life style of the target market.

d. PERSONALITY AND SELF CONCEPT

Each person has got a distinctive personality that will influence his/ her buying behavior. Personality may be defined as "the persons distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his / her own environment". The traits used to describe a person's personality are: self-confidence, dominance. Aggressiveness, defensiveness, achievement etc...

Personality and self concept is a self related term. It refers to the person's image of him/ her self-image. Each person carries a self-image of his /her and will purchase goods and services that match the self-confluence. Thus, the marketers have to develop and communicate brand images that match the self- image of the target customer.

PSYCHOLOGICAL FACTORS:

The consumers buying behavior has four major determinants. They are:

Motivation

Perception

Learning.

a. MOTIVATION

Motivation can be said to be the inner drive that is sufficiently pressing and directs the person to seek satisfaction of the need. Satisfaction of the need reduces the felt tension. Psychologists have developed theories of human motivation. Three of the best-known theories are:

- Theory of Sigmund Freud
- Theory of Abraham Maslow

Psychologist, Sigmund Freud has said that the people are generally conscious about the real psychological forces influencing their behavior. The repressed urges within an individual are never forgotten. They emerge in dreams and are often unknowingly uttered and will be seen in the behavior of the person.

Maslow seeks to explain why the people are driven by particular needs at particular times and why people differ in their ways of satisfying their needs. Maslow says a person will try to satisfy his important needs first. Once he satisfies this need, it ceases to be important. Then he will be motivated to satisfy the next level of most important need. Thus the marketers will have to keep in mind the role-played by needs and motivation while working on the buying motive of the target consumers.

b. PERCEPTION

"Perception is the process of selecting, organizing, and interpreting or attaching meaning to events happening in environment" how a motivated person acts will be dependent on how he / she perceive the situation.

Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the actions, thoughts, feelings, etc., within the individual. People emerge with different perception of the same stimulus because of the three perceptual processes: selective exposure, selective distortion and selective retention.

c. PERCEIVED RISK

The concept of perceived risk effects consumer behavior. Any action on the part of the consumer or the purchase will compete with the numerous alternative uses of the same financial resources. He may face the situation where the product may not function properly or face a lot of criticism for indecision of purchasing the product. The consumers may be certain very high purchase of product, brand, model, etc... will be best suitable to match and satisfy the buying goal. If one or more of the above conditions are present in the cognition of the consumer, the situation is defined as perceived risk.

d. LEARNING

Learning describes changes in an individual behavior arising from experience. Most human behavior is learned. Theorist say that a person's learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. Marketers should try to build up the demand for their products by associating it with strong drives, using motivating cues and proving positive re-enforcement. Conversely, the marketer must also ensure the consumer will not shift away from a favorable brand due to negative re-enforcement.

e. BELIEFS AND ATTITUDE

Through learning, people acquire certain beliefs and attitude and in turn this influences their buying behavior.

A beliefs a thought that a person holds about something. People act based on their beliefs. These beliefs help in building up product and brand image".

An attitude is "person's enduring favorable or unfavorable cognitive evaluation, emotion feelings and action tendencies towards some object or idea.

Attitude makes people behave in a fairly conforming way towards similar objects. People do not interpret and react to everything in a fresh way. When a person's attitude settles into coherent pattern and to change, one may require difficult adjustment in many attitudes. Thus the marketer should try to link his products into products into existing attitudes rather than trying to change people's attitude.

From the above factors there are many determinants which act on consumer behavior. The consumer's choice is dependent upon his cultural, social, personal and psychological factors. Very often it becomes difficult for the marketers to influence these factors. Thus the marketers should use suitable marketing strategies and attract strong consumer response.

WHY STUDY CONSUMER BEHAVIOUR.

Just as the consumers and marketers are diverse, the reason why people study consumer behavior is also diverse. The field of consumer behavior holds great interest for us as consumers, as marketers, and as scholars of human behavior. As consumers, we benefit from insights into our own consumption related decisions. The study of consumer behavior enables us to become better, that is wise - consumer.

Nevertheless, marketers must study their target customers wants, perception, preference and shopping and buying behavior. Such study will provide clues for developing product, product features, price, channels, messages and other marketing mix elements. Without doubt, marketers who understand consumer behavior have a great competitive advantage in the market places.

Finally understanding consumer behavior can provides insight into aggregate economic and social trends can perhaps even predict such trends.

In addition, this understanding may suggest ways to increase the efficiency of the market system and improve the well being of the society.

PERCEIVED PRICE

Price is the amount for which a product, a service or an idea is exchanged or offered for sale regardless of its worth or value to the potential purchaser. It is the sum total of all the errors and skills which have gone into the creation of buyers satisfaction. How a consumer perceives a price as high, as low, as fair - has a strong influence on both purchase intentions and purchase satisfaction. Consider the perception of price fairness, for example. There is some evidence that customers do pay attention to the price paid by other customers (such as senior citizen, frequent flyers, affinity club members) and the differential price strategies used by some marketers are perceived as unfair by customers not eligible for the special prices. Perceptions of price unfairness affect consumer's perception of product value, and unlimitedly enhance perceived product value.

The term price is different from pricing. Pricing is the art of translating into quantitative terms (rupees and paise) the value of the product or a unit of service to customers at a point in time. Pricing is the managerial task that involves establishing pricing objectives, identifying the factors governing the price, ascertaining their relevance and significance, determining the product value in monetary terms. Precisely, pricing is the process of setting objectives, determining the available flexibility, developing strategies setting price and engaging in implementation and control.

PERCEIVED QUALITY

Consumers often judge the quality of a product or services on the basis of informational cues that they associate with the product. Some of these cues are intrinsic to the products and services, others are extrinsic. Either singly or in

composite, such cues provides the basis for perceptions of product and service quality.

PERCEIVED QUALITY OF PRODUCTS

Cues that are intrinsic concern physical characteristics of the product itself, such as size, color, flavor, or aroma. In some cases, consumers physical characteristics (example- the flavor of juice or ice cream) to judge product quality. Consumers like to believe that they base their evaluation of product quality on intrinsic cues, because that enables them to justify their product decision (either positive or negative) as being 'rational' or 'objective' product choice. More often than not, however, the physical characteristics they use to judge quality have no extrinsic relationship to the product quality. For example: though many consumers claim that they buy a brand because of its superior taste, they are often unable to identify that brand in blind taste tests. Consumers reports found that consumer often cannot differentiate among the various pulp juices and base their preferences on such extrinsic cues as pricing, packaging, advertising, and even peer pressure. In the absence of actual experience with a product, consumers often "evaluate" quality on the basis of cues that are external of the product itself, such as price, brand image, manufactures image, retail stores image, or even the country of origin.

Many consumers use country of origin stereotypes to evaluate products. And many consumers believe that made in U.S.A. label means product is superior or fairly good. Yet for food products, a foreign image is often more enticing.

PRICE AND QUALITY RELATIONSHIP

Perceived products value has been described as a trade-off between the products perceived benefits (or quality) and the perceived sacrifice-both monetary and non-monetary -required acquiring it. Number research studies support the view that consumers rely on price as an indicator of product quality. There are several

studies that also show that consumers attribute different qualities to identical products that carry different price labels.

Other studies also suggest that consumers using a price and quality relationship are actually relying on well known (and hence more expensive) brand name as an indicator of quality, without actually relying directly on the price. Because price is often considered to be an indicator of quality, some product advertisements deliberately emphasize on high price to underscore the marketers claim of quality. One of the dangers of sales pricing for retailers is that products with lower prices may be interpreted as reduced quality. For that reason, it is important to include other information associated with perceived quality (such as brand and specific attribute information) to counter any perceptions of negative quality associated with the lower price.

When other cues are available to consumers (example. brand name, or store image), they are sometimes more influential than price in determining perceived quality. A study that investigated the effects of the extrinsic cues of price, brand and store information on consumers perceptions of product quality found that price had a positive effect on perceived quality but negative effect on perceived value and respondents willing to buy. Brand and store images also have a positive effect on the perceived quality, but in addition have a positive effect on perceived value and willingness to buy.

Consumers use price as a surrogate indicator of quality if they have little information to go on, or if they have little confidence in their ability to make the choice on other grounds. When the consumer is familiar with the brand name or has experience with the product or service, price declines as a factor in product selection.

RESEARCH DESIGN

Introduction to the study

The past liberalization reforms have changed the entire Indian market scenario, the economic reforms of the government in 1991 have allowed FDIS and many MNC's have entered and established in the Indian market. As a result of which the competition has become fierce between foreign companies and domestic companies. In the cool drinks market PEPSI and Coca cola have captured most of the market ever since the 1990s.

RMM food products (Sipras fruit drinks) started in 2003 since the company has committed itself to provide the best quality refreshing drink to its customer over a period of 6 years.

2.1 STATEMENT OF PROBLEM

The products ability to capture the minds of the customer's is low and hence sales is declined and so here the study is done on the consumer behavior and perception on Sipras fruit drink and to offer constructive suggestions.

2.2 OBJECTIVES OF THE STUDY

- To know whether Sipras provides quality product for the price quoted.
- To know what factors that the consumers see when they purchase a product.
- To study the consumer's behavior and perception towards Sipras.
- To know the reason for decline in sales.
- To offer suggestions

2.4 SCOPE OF THE STUDY

The scope of the study is limited to consumer behavior and perception towards Sipras. It also helps in knowing the purchasing pattern of the consumers. The researcher confined the scope of study only to Bangalore city

2.5 METHODOLOGY AND PROCEDURE

The methodology adopted was the survey and the sample method. The primary data collected from the users by personal as well as information collected through questionnaires. Secondary method used to collect information from books, magazines, Internet, etc..

A. DATA COLLECTION:

The data was collected through primary sources and secondary sources.

1. Primary data

The primary data was collected only in the field survey by meeting the respondents personally and getting the information through the questionnaire.

2. Secondary data

Company brochures, website and various textbooks have formed the secondary data sources.

B. SAMPLE DESIGN

SAMPLING PLAN

The research is designed for a sampling plan, which consists of 3 decisions: i.e. sampling unit, sample size and the sampling procedure.

1. SAMPLE UNIT

This particular survey was done for those who are consuming Sipras fruit juice. The sample unit was determined so that everyone in the target population has an equal or known chance of being sampled.

2. SAMPLE SIZE

The sample size was 100 respondents consisting of only who were having Sipras out of the total population of Bangalore City.

2.6 STUDY AREA

The study was within the vicinity of Bangalore City. The questionnaire was distributed in the major super markets like Food world, More, Monday to Sunday, and in corporate companies like Rioters, Accenture, Oracle, LT.C etc.

2.7 PLAN OF ANALYSIS

Processing and analysis of data was made from responses to each question. The response was tabulated and analyzed through percentage analysis, etc. the collected data has been represented in the form of tables and pie charts. The pie charts drawn there for form the conclusion.

2.8 LIMITATIONS OF THE STUDY

- ▶ The survey is limited to the city of Bangalore due to constraints of time and cost factor.
- ▶ The information executed by the respondent may or may not be true because in some cases the respondents may not be serious, however; all possible care has been taken to collect the information as authentic as possible.
- ▶ The views cannot be taken as their general views to conclude and prepare the project.
- ▶ Customer's preference and taste fluctuate due to circumstances, which then invalidate the report.

2.9 OVER VIEW CHAPTER SCHEME

CHAPTER- 1

INTRODUCTION

This chapter focuses on providing clarity on the topics: marketing - meaning and definition, Core concepts of marketing, consumer behavior, factors influencing consumer behavior, perceived price, perceived quality, and perceived quality of product, price and quality relationship.

CHAPTER-2

RESEARCH DESIGN

This chapter provides an insight into the method of study. It chapter gives a brief note on marketing research, research design, and explains the sub topics: statement of problem, Objectives of the study, scope of the study, study area, research methodology, limitations of the study.

CHAPTER-3

COMPANY PROFILE

This chapter provides details about the company. It covers the background, organizational structure, products in marketing, it deals with product profile.

CHAPTER-4

Analysis and Interpretation of Data

This Chapter provides analysis of the data and interpretation of Consumer preference and analysis with comparison to price and quality of Sipras

CHAPTER-5

Summary of Findings, Recommendations, Conclusion

This chapter provides specific recommendations, suggestions and conclusion for the study conducted on consumer behavior and perception for Sipras Pvt. Ltd.

Bibliography

This chapter lists the books, articles, websites which are referred and used for research on this topic.

Annexure

TASA FOODS PRIVATE LIMITED

TASA

A professionally managed private limited company, incorporated in 1998, is a

Leading internationally reputed manufacturers and exporters of tropical fruit purees from India.

TASA foods are proud owners of RMM food products, a SGF and HACCP approved Manufacturing facility.

The modern aseptic factory and canning factory is situated in Chittoor, Andhra Pradesh, heart of the mango growing region in southern India.

Chittor has the ideal climate and the temperature that imparts a unique flavor and color to mangoes under natural ripening.

RMM FOOD PRODUCTS (SIPRAS FRUIT DRINK)

RMM foods & products are a partnership firm established in March 2003 to carry out the business of imports, exports and trading in fruits and processed fruit products. The firm has purchased a mango pulp unit in 2003 (which is not doing well due to lack of proper management) and started the processing operation from April 2003. The firm has reported that they have already exported about 800 tones of mango pulp during the initial seasons itself.

The partners of RRM foods and product have traditionally been in to mango trading in Bangalore market and have got hand on expenditure in the marketing of mango pulp the firm is having its office in Bangalore and factory is located at Reddigunta village, Vellore road, Chittor, Andra Pradesh.

As part of its furrowed integration plan the firm proposes to establish a juice division (mango) with a project outlay of 67.98lakhs due to the seasonality in the

availability of raw materials the existing pulps unit will be in operation for only 5-6 months the staff and machinery will be kept for the rest of the season more over the existing pulps unit is having sufficiently build up area of accommodate the processing plant for the new project

Products and Uses

The product proposed in the project is aseptic mango and guava pulp. The firm is already engaged in production of mango pulp and ready to drink juices of mango, pineapple, guava and grapes for export.

Location



The Project is proposed to set up in existing facilities for manufacturing of canned fruit pulps at No. 189, Kothapalli Village, Vellore Road, Chittoor- 517 001 Andrapradesh .

The location is ideal for raw material availability as it is very close to the command areas of fresh fruits and also is within the distance of 150kms from Chennai sea Port of India which is ideal for exports.

The partners of RMM food product have traditionally been in to trading of mangoes in the Bangalore market

RMM Fruits Pvt. Ltd.,

The company is in to trading of fresh fruits like mango, orange, apple in the Bangalore market. Mr. Tanveer Hussain Mr. Shadab Hussain and Arshad Hussain are the directors of the company. The company has been dealing with Canara Bank J. P. Nagar Branch, Bangalore for the last 15 years and has a working capital limit of Rs. 15 lakhs. As reported by the branch, dealings are satisfactory.

Tanveer Fruits

A Tanveer fruit is a sole proprietary concern of Mr. Tanveer Hussain and they are in to trading of Alphonso Mangoes in the local market, He is also dealing with Canara Bank, J. P. Nagar, Bangalore for the last 15 years and is enjoying a working capital limit of Rs. 35 lakhs. The dealings have been satisfactory.

Tasa foods Pvt. Ltd.,

Is a leading manufacturers and exporters of fruit pulp and juices fruit drinks the company is already having unit located at No. 189, Kothapalli Village, Vellore Road, Chittoor- 517 001 Andrapradesh. For manufacturing of canned fruit pulp for existing facilities the company had availed a term loan of Rs. 300 lakhs from Canara Bank Town Hall Branch, Bangalore

Considering the demand expansion plans and international market scenario the company has decided to put up an additional plant in existing facilities at Chittore AP. Where potential of availabilities of fruits are very high.

It is proposed to import the main machinery from repeated food processing equipment manufacturers from Italy having over thirty years of experience in food processing machinery Industry.

Aseptic Concentrate Packaging



Leading food processors in Europe, USA and in India are adopting this aseptic packaging technology for retention of colour, flavor and aroma in the fruit pulp & concentrates.

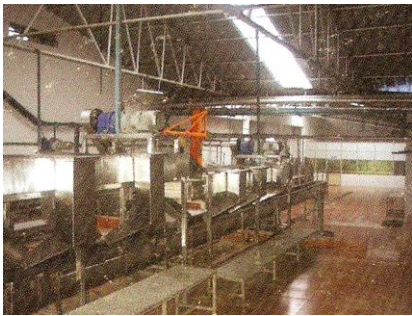
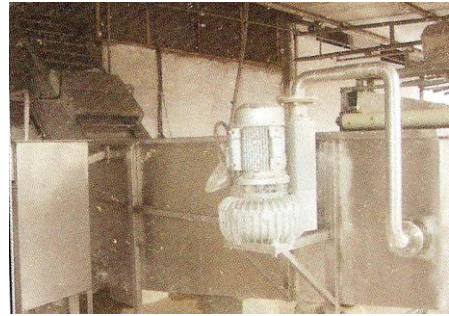
Tasa proposed to import all the main equipment from internationally reputed Italian machinery manufacturers. The Italian manufacturers are leading manufacturers of individual machines and complete plans for processing all types of fruits and vegetables for producing fruit juices nectars and concentrates jams syrup and marmalades. The manufacturers offers its customers plant know how start up 'know how' and operating know how.

Raw Materials

Produce	Aseptic Pulp (MT)	Raw Material Mangoes required (MT)
Mango	3000	6000
Mango Concentrate	1500	6000
Guava	1000	2000
Papaya	500	800
Total	6000	14800

For fruit processing the availability of raw material in and around the plant is critical. Since the planters coming up near Chittoore, the Horticultural scenario in Andrapradesh determines the raw materials scene to a large extent.

The Plant and Machinery



Plant and machinery consists of imported and indigenous machinery

Imported

The main process plant shall be imported from Italy. The imported machinery includes sterilization line, Aseptic filling line and concentrate filling and electrical control panels for the above. The entire imported machinery value of Euros 7 Lakhs in IRS 475 Lakhs

Indigenous

Some of the main equipment that can be purchased in India are auxiliary equipment such as Forklifts Trucks, Air Compressors, Pumps, Cooling Towers etc.,

Main imported plant and machinery (Euros 7 Lakhs)	Rs. in lakhs 475
Forklift Trucks 2 numbers	20.00
Cooling towers	10.00
Chiller Plant 100 TR	20.00
Boiler 4T capacity	25.00
Utilities	25.00
Other misc. machineries	25.00
Total	600

Unit -1

This plant has a capacity to produce 7000 MT of mango puree in aseptic packing in a season.



Unit – 2

Have a capacity to produce 8000 MT of mango puree in can packing in a season
HACCP & SGFIRMA guidelines are strictly followed in production. Products

confirms to AIJN standards and EU regulations. The plant is approved by SGF, Germany, HACCP Certified. Good manufacturing policy we maintain high hygiene standards with a aprons and protective gloves, masks, uniforms and footwear for the workers.

We have excellent sanitary facilities for workers.



We follow,

No Glass policy

No Child labour Policy

Quality policy

Food Safety policy

Environmental Policy

GMP

Pest and rodent control policy

Existing Market

Current Global market for fruit pulps / puree and concentrated mangoes, guava, papaya is estimated to be about 300000 MT worth 300 million US dollars. Out of these India's share is about 255,000 MT worth Rs. 1020 cores (in 2008-2009) . Mango pulp and concentrates account for most of Indian Exports of tropical fruit purees (close to 85%) India grows 12 million out of 15 million MT of mangoes. But not all the mangoes varies can be pulped for several economic and technical reasons. The Indian mangoes mostly used for pulping are Alphonso, Totapuri, Raspuri and Kesar. India's share in the Global Export trade of mango puree and concentrate is about 80%. The distinct competitors for India in this segment are South America, Mexico, Brazil , Peru and Costa Rica. Major export markets for purees and concentrates of mangoes, guava, papaya, are UK, Germany, Holland, France, Saudi Arabia, Kuwait, Yemen, USA, Russia and Japan. The demand in all these markets is steady and growing.

Future Demand

Preference for juice, beverages, and baby foods based on purees and concentrates of mangoes, guava, papaya is growing in all the existing markets listed above. Current growth rate is about 6 to 8 % which is expected to sustain for next couple of years. New markets like Poland, Czech, Hungary, Denmark and Canada are emerging.

Marketing Strategies

Current marketing Strategies will be followed. Under these Strategies our objectives will be to reach out the end users directly for 70% of our production, for the remaining 30% with the help of agents and brokers will be taken. Major trusts will be

given on consolidation of existing markets and expanding to new markets to east Europe and CIS.

Organization Structure

The affairs of the company will be managed by Tanveer Hussain and Arshad Hussain, the partners. The firm already has technicians experienced in aseptic processing technology. They have also finalized recruitment of a qualified engineer having experience in handling the imported machinery.

Quality Control and Quality Assurance



There is a well established online quality control involving quality check at every stage of production. All raw materials are checked before they are put to use. Finally finished products are thoroughly checked for quality as per AIJN COP / EU Norms. Periodically samples at random are sent to accredited laboratories for counter check.



The quality assurance will check the quality of the released goods. We test our fruits and purees for pesticide residues and heavy metals which are in conformity with the AIJN COP / EU norms standard by an internationally accredited, independent lab.

Clearance from Govt. Agencies

The firm has already abstained registration from Agricultural and processed food products Export Development Authority (APEDA).

The firm has also obtained license from the Government Authorities for the factory and license under the food products order 1955 from MFPI, The firm has to obtain clearance from the state pollution control board for the proposed plant.

SIPRAS-“IT CAN’T GET FRESHER”

Sipras is a ready to serve (RTS) fruit drink. High in vitamin C and fruit content Sipras is a hygienic and refreshing fruit drink that gives you all the vitamins supplements that you would need for a packed day.

“It can’t get fresher”

Sipras has got all the goodness of real fruit. When we say “it can’t get fresher” it is because we use the freshest fruits and our process helps you savor the real fruit with every sip.

The parent company RMM foods being a major supplier of fruit pulp to the worldwide manufactures of fruit juice, and allied food industries, has given us this unfair advantage of being able to choose the best ingredients.

Sipras can beat to pulp any competition, because we use our own source of fresh fruit pulp to manufacture the fruit drinks. Sipras thus guarantees the consistency in taste and satisfaction every time you... Sipras (An Anglo- Sanskrit word that roughly translates to “Drink juice”

Sipras is currently available in 4 flavors –Mango, Grape, Guava, and Pineapple.

The experience is nothing short of sinking your teeth into a real fruit the convenience of drinking Sipras shall soon be adding more exciting fruit drink to its ranges.

“DRINK FRESH THINK FRESH”

Sipras is brand that believes in thinking fresh and advocates strongly to “Think fresh”.

The concept of thinking fresh not limit itself to fresh juice or drinks but a fresh new idea, out of the box, all of which is about does “thinking fresh”. Sipras believes in promoting fresh thinking.

**TASA foods private limited RMM food products VISION and
MISSION STATEMENT:**

VISION STATEMENT:

“To be the best consumer products in the eyes of our suppliers, customers, and employees”.

MISSION STATEMENT:

“To build an exceptional customer focused sales team, which will consistently exceed customer expectation by delivering exceptional excellence in the market place through best selling systems and processes”.

Analysis and Interpretation of Data

This project is basically restraining itself in studying the consumer performance towards Sipras fruit juice in Bangalore City. Along with this, the purpose of this survey is to study the awareness of Sipras and a comparative study about the price and quality and other competing juice industries that provide the satisfaction to the Indian consumers at large. (In the city of Bangalore)

In order to achieve the above said objectives of the study, a questionnaire was prepared.

This chapter is mainly concentrating on the outcome of the consumer survey, which has been conducted within the city of Bangalore. The survey which has been conducted within the city of Bangalore. A sample size of 100 questionnaires has been given out in places like Fab Mall, Monday to Sunday, Food World, Accenture, Oracle, ITC etc., taking random sample of the respondents who were having Sipras fruit juice did this.

This outcome of the survey has been presented in the following paragraphs

1. Table showing the rating of Consumer preference.

Preference of Consumer	Rank 1	Rank 2	Rank 3	Rank 4	Total
A. Beverages	13	20	47	20	100
B. Aerated Drinks	10	30	30	30	100
C. Fresh Fruit juices	80	13	04	03	100
D. Fruit Pulp Drinks	10	37	10	43	100

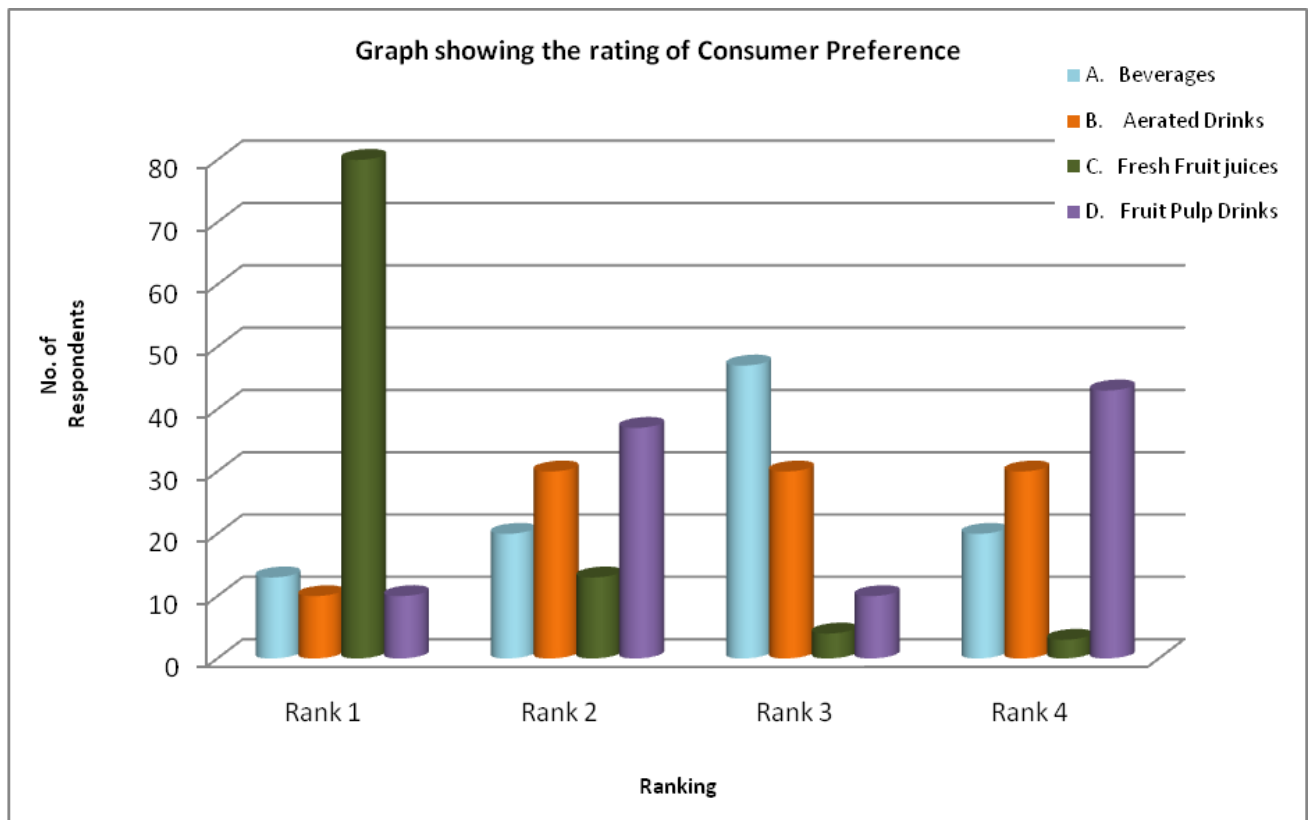
Analysis:

From the above table it is noticed that 80 consumers out of 100 gave first rank towards fresh fruit juice, and the majority of 2nd rank is given to fruit pulp juice. 47 consumers prefer beverages as their next choice. 43 consumers out of 100 prefer fruit pulp drinks as the last choice.

Inference:

From the above analysis it can be inferred that most of the consumers gave first rank towards fresh fruit juice because it will be healthy and gives nutritional values.

Graph -1



2. Table showing the customer usage of fruit pulp juice.

Usage frequency	No. of Respondents	Percentage
Daily	20	20%
Weekly	64	64%
Monthly	10	10%
Occasionally	6	6%
Total	100	100%

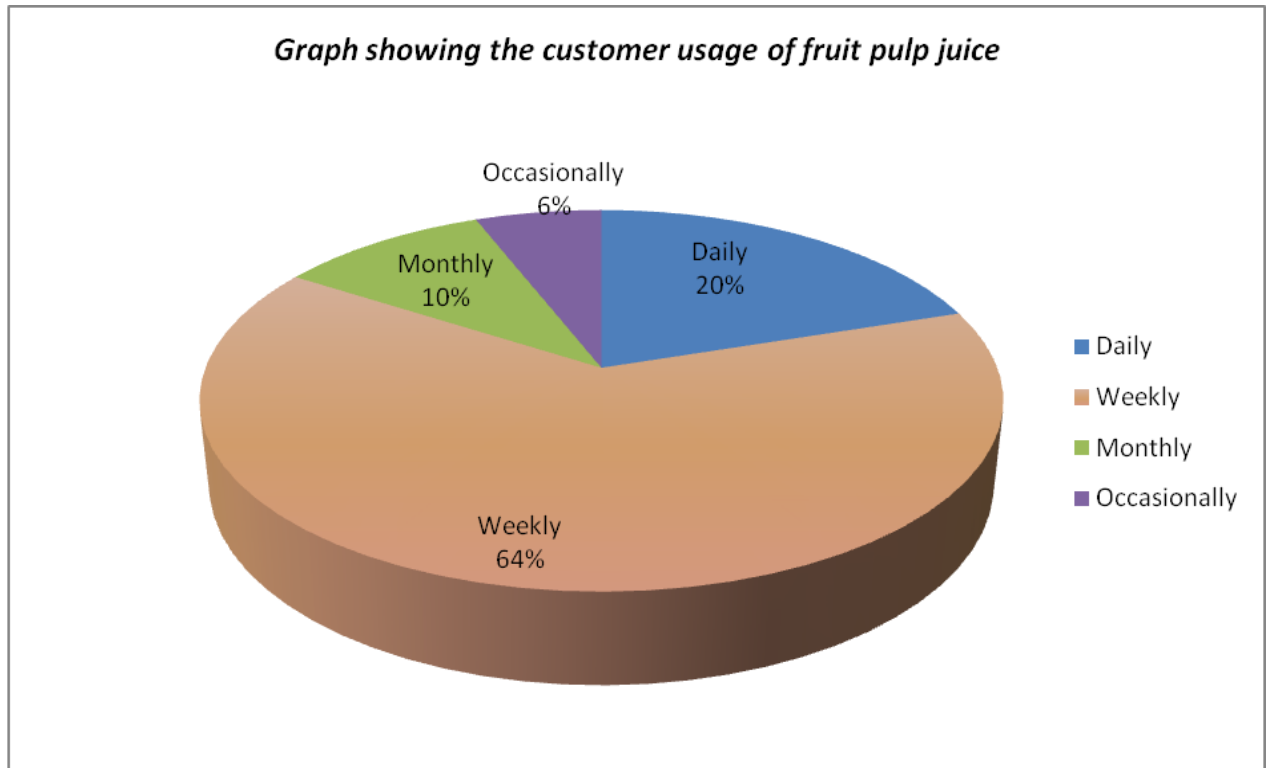
Analysis:

From the above table it is noticed that 20% of the respondents consume every day, 64% of the respondents consume Weekly, 10% of the respondents consume monthly, 6% of the respondents consume occasionally,

Inference:

From the above analysis it can be inferred that the majority of respondents consume fruit pulp juice weekly because they use beverages and fresh fruit juice.

Graph -2



3. Table showing consumer Preference towards different brands.

Brand Names	No. of Respondents	Percentage
Mazaa	20	20%
Appy	18	18%
Frooty	14	14%
Sipras	16	16%
Real	20	20%
Tropicana	12	12%
Total	100	100%

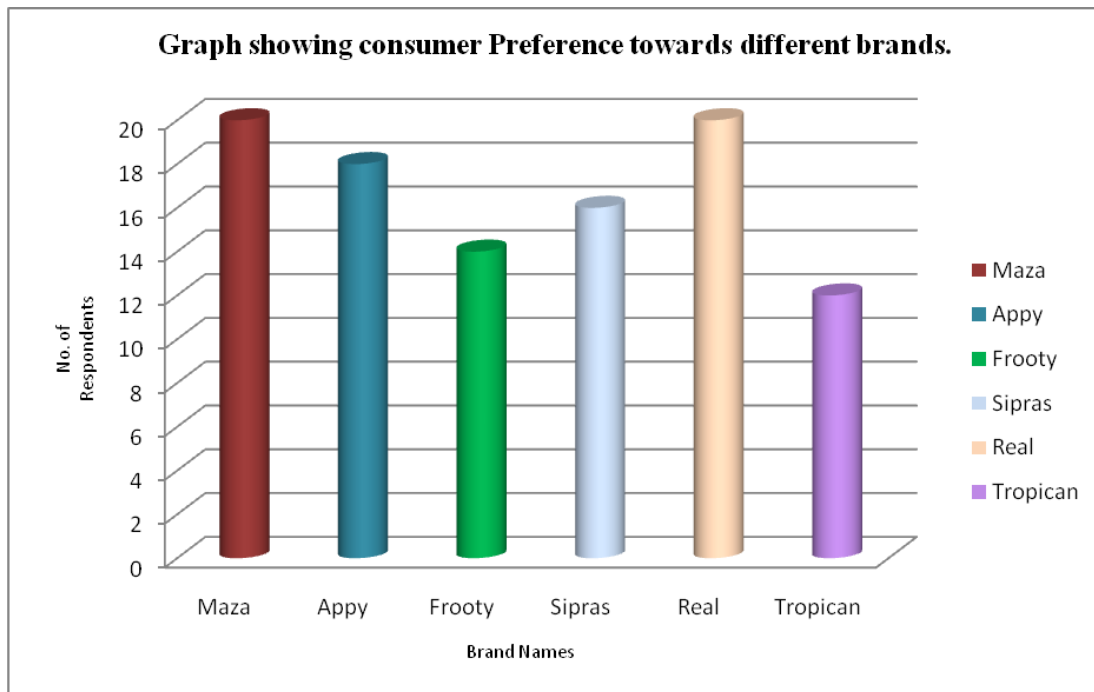
Analysis

From the above it is clear that 20% of the respondents select Mazaa and Real, 18% select Appy, 14% of the respondents select frooty, 16% select Sipras and 12% respondents select Tropicana

Inference

From the above analysis it can be inferred that due to the non availability of Sipras in retail outlets only 16% of the consumers select Sipras due to its fabulous taste and quality.

Graph -3



4. Table showing how consumer knows about Sipras.

Through	No. of Respondents	Percentage
Super Markets	48	48%
Shopping Malls	07	07%
Advertisements	15	15%
Friends (Word of Mouth)	47	47%
Others	03	03%
Total	100	100%

Analysis

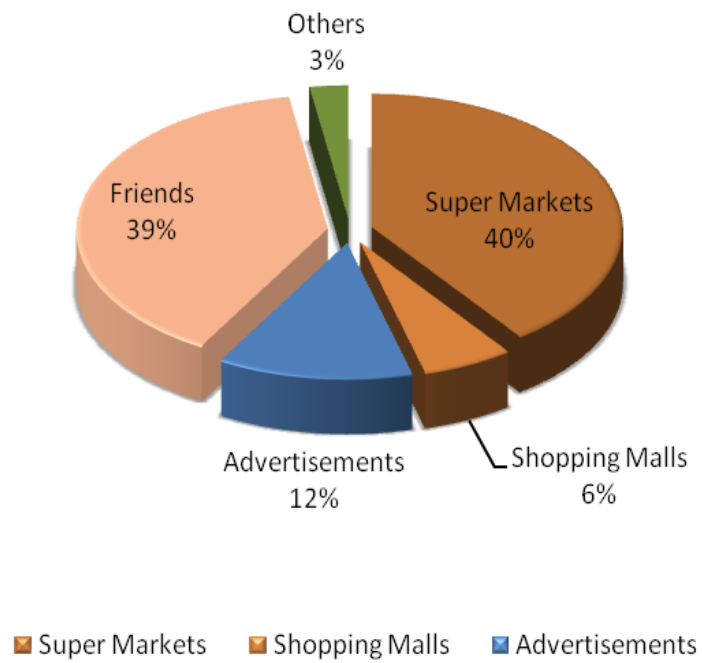
From the above table it is noticed that 48% of the respondents know the product through super market, 7% of the respondents through shopping malls, 15% of the respondents through Advertisements, 47% of the respondents through Friends, 3% of the respondents through others

Inference

From the above analysis it can be inferred that the majority of the respondents know the product through Supermarket, Shopping Malls & thorough friends due to non availability in retail outlets.

Graph -4

Graph showing how consumer knows about Sipras



5. Table showing factors influencing consumer to buy Sipras.

Reason for purchase	Number of Respondents	Percentage
Quality	26	26 %
Taste	35	35 %
Price	25	25 %
Packing	08	08 %
Quantity	06	06 %
Total	100	100%

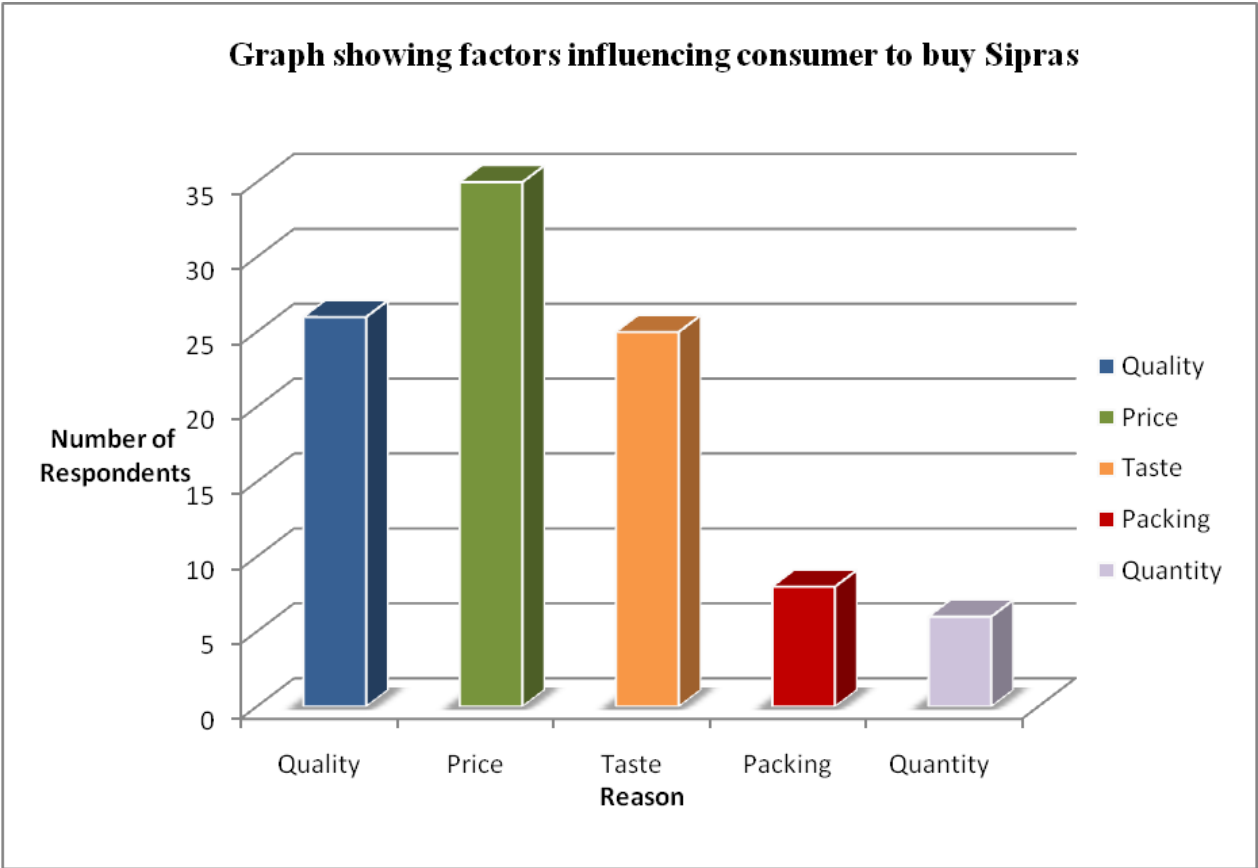
Analysis

In this question option selected were more than one so on the basis of averages 26% of the respondents have taken product based of quality, majority of 35% of the respondents goes in favor of the taste of the product, 25% of the respondents go in for the price and 8% of the respondents go in for packing 6% of the respondent for quantity. So this has proved that the price, quality and taste are why respondents buy Sipras fruit drink.

Inference

From the above analysis it can be inferred that majority of the respondents purchase the product due to the taste and quality provided by the company.

Graph - 5



6. Table showing since how long the respondent knows about Sipras.

Usage Period	No. of Respondents	Percentage
Less than 2 months	25	25%
3 to 6 Months	30	30%
Above six months	42	42%
Don't Know	03	03%
Total	100	100%

Analysis

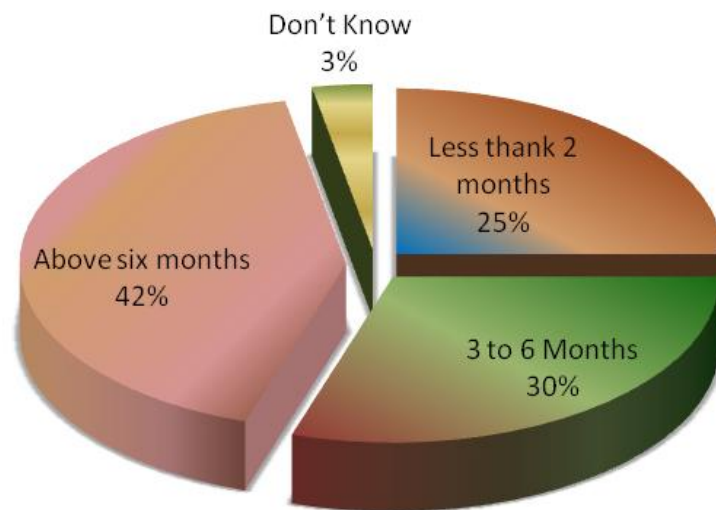
From the above table it is clear that 25% of the respondents are known this product less than 2 months, 30% of the respondents are know about this product for 3 to 6 months. Majority of 42% of the respondents know this product for more than 6 months. Only 3% of the respondents are don't know about the product. The above table is show as a pie chart

Inference:

From the above analysis it can be inferred that majority of the consumers are known the product more than 6 months by visiting to the shopping malls, super market, food world etc.

Graph - 6

Graph showing Since how long the respondent knows about Sipras



■ Less than 2 months ■ 3 to 6 Months ■ Above six months ■ Don't Know

7. Table showing the consumer Satisfaction level with the taste of Sipras.

Variables	No. of Respondents	Percentage
Yes	83	83%
No	17	17%
Total	100	100%

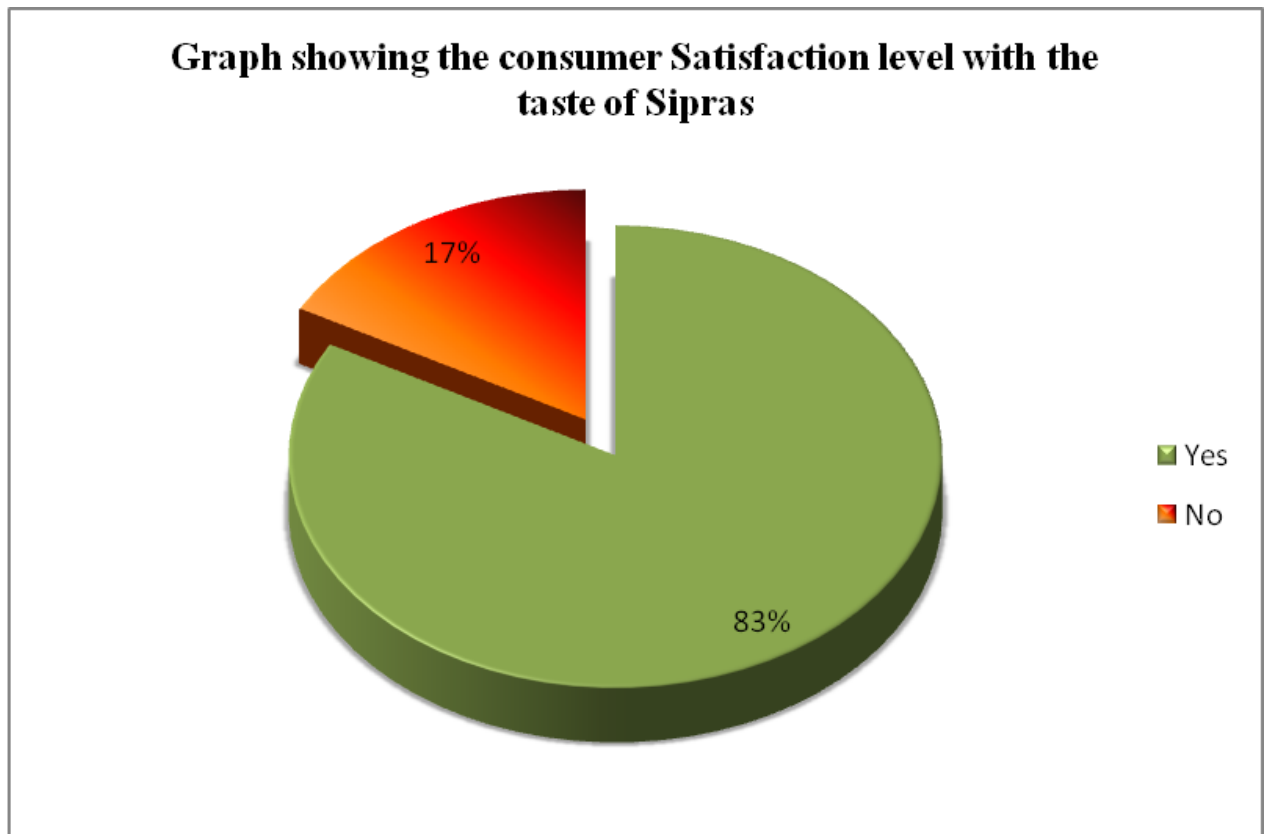
Analysis:

From the above table it is noticed that 83% of the respondents are satisfied with the taste of Sipras. 17% of the respondents are not satisfied with the taste. And the table is shown in the form of pie chart – 2.

Inference:

From the above analysis it can be inferred that most of the respondents agree that they are satisfied with the taste provided by the Sipras.

Graph -7



8.1 Table showing the Rating Performance towards the price of Sipras

Variables	No. of Respondents	Percentage
Very Good	11	11%
Good	56	56%
Average	33	33%
Below Average	0	0%
Total	100	100%

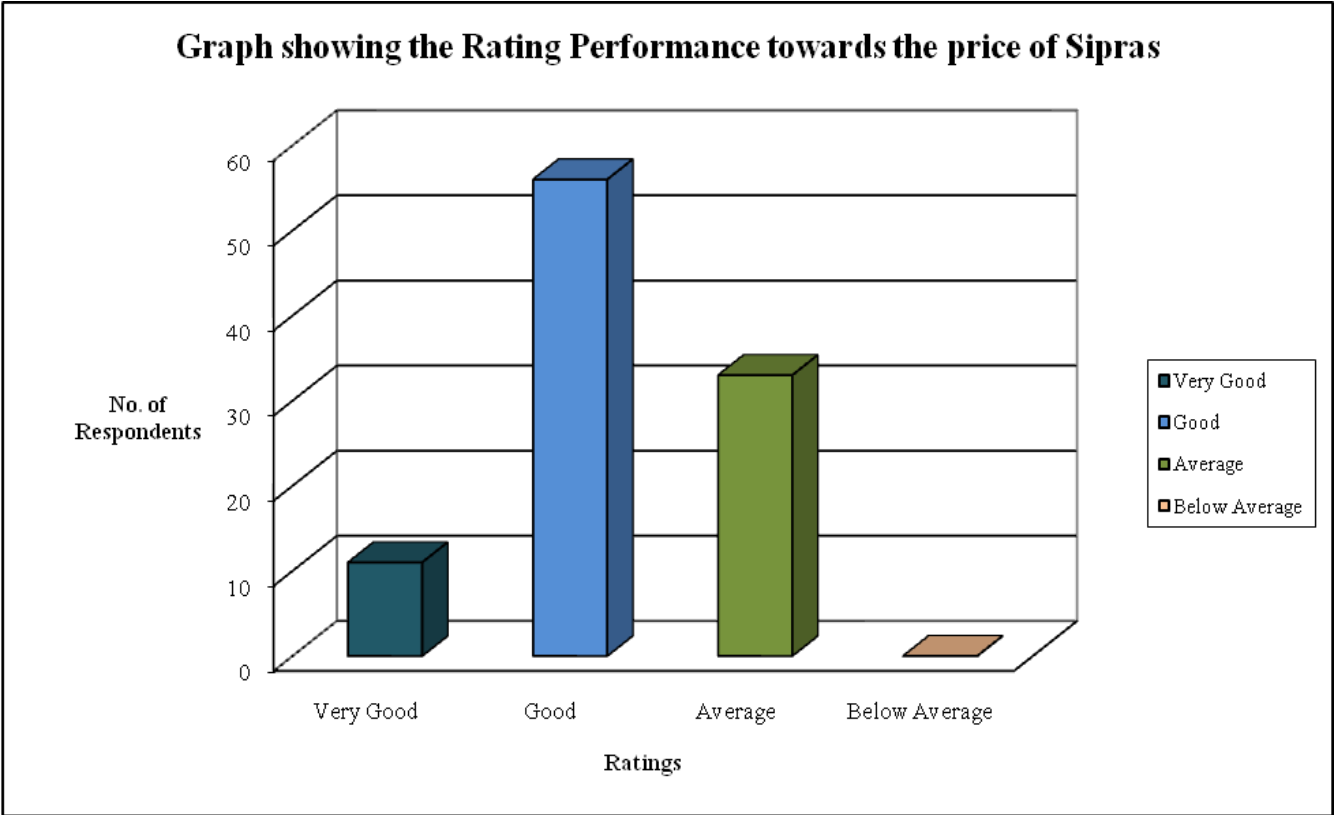
Analysis:

From the above table it is noticed that 11% of the respondents have said that prices are very good 56% of the respondents have said that its good, 33% f the respondents have said that prices are average, no one said that the prices are below average.

Inference:

From the above analysis it can be inferred that majority of the respondents agree that price of Sipras is good and average due to its quality and taste.

Graph – 8.1



8.2 Table showing the Rating performance towards quality of Sipras.

Variables	No. of Respondents	Percentage
Very Good	30	30 %
Good	54	54 %
Average	10	10 %
Below Average	06	06 %
Total	100	100%

Analysis

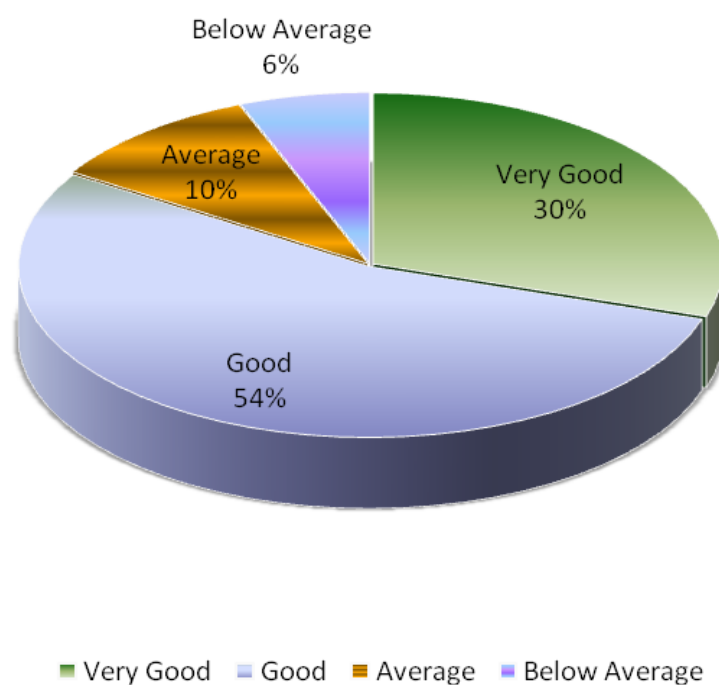
From the above table it is cleared that 30% of respondents have said that quality of Sipras is very good. 54% of respondents have said that quality of Sipras is good. 10% of respondents have said that quality of Sipras is average; only 6% of respondents have said that quality of Sipras is below average.

Inference

From the above analysis it can be inferred that most of the respondents agree that quality of Sipras is Very good.

Graph – 8.2

Graph showing the Rating performance towards quality of Sipras



8.3 Table showing the Rating performance towards the packing of Sipras.

Variables	No. of Respondents	Percentage
Very Good	06	06%
Good	67	67%
Average	27	27%
Below Average	0	0%
Total	100	100%

Analysis

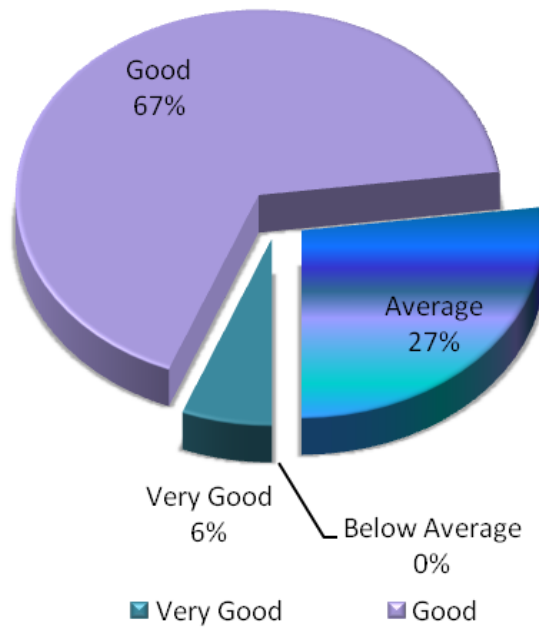
From the above table it is cleared that only 6% of respondents have said that packing of Sipras is very good. 67% of respondents have said that packing of Sipras is good. 27% of respondents have said that quality of Sipras is average; no respondent said that packing of Sipras is below average.

Inference

From the above analysis it can be inferred that the majority of respondents agree that the packing of Sipras is good due to its availability in tetra packs.

Graph 8.3

Graph showing the Rating performance towards the packing of Sipras



8.4 Table showing the Rating performance towards the Flavors of Sipras.

Variables	No. of Respondents	Percentage
Very Good	23	23 %
Good	50	50 %
Average	23	23 %
Below Average	04	04 %
Total	100	100%

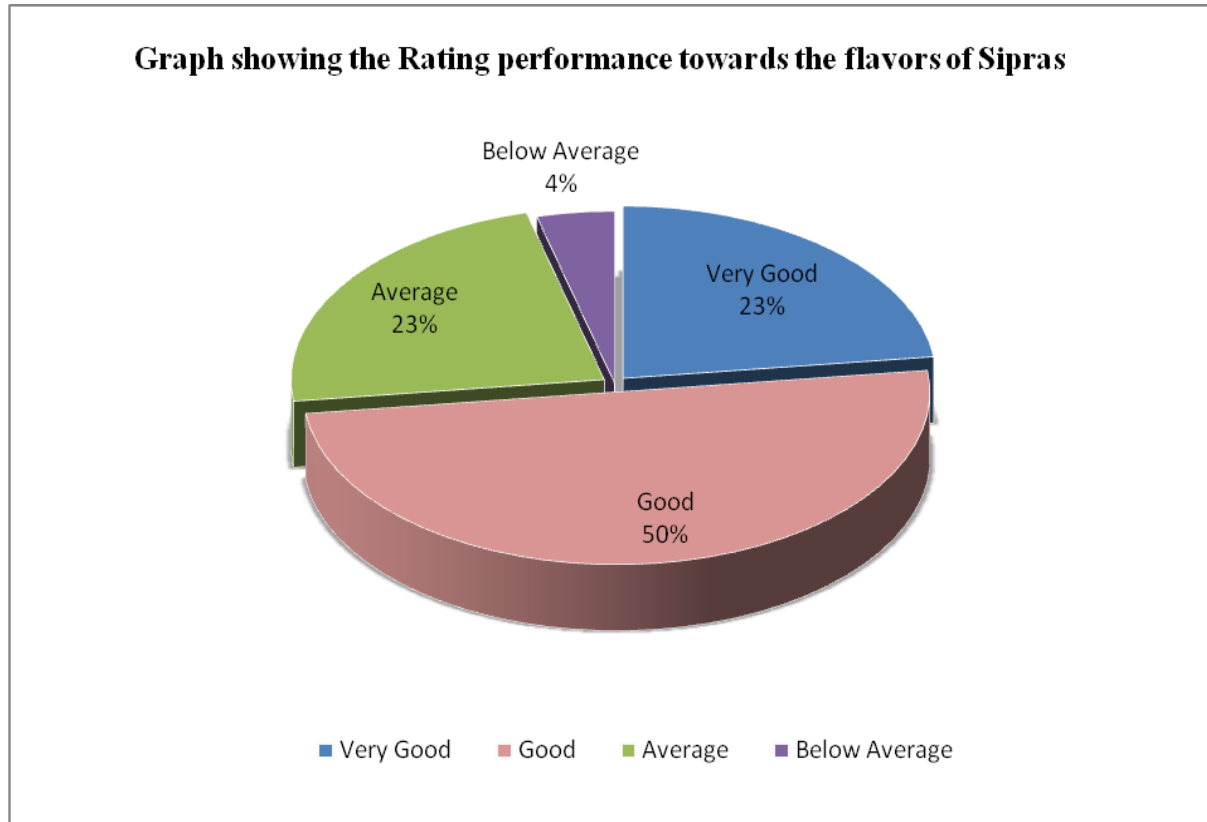
Analysis:

From the above table it is cleared that 23% of respondents have said that Flavor of Sipras is very good. 50% of respondents have said that Flavor of Sipras is good. 23% of respondents have said that Flavor of Sipras is average, only 4% respondent said that Flavor of Sipras is below average.

Inference:

From the above analysis it can be inferred that the most of the respondents are satisfied with the available flavors of Sipras, (mango, grapes, gouva, and pineapple).

Graph 8.4



9. Table showing consumer likes Sipras to be provided in different flavors.

Variables	No. of Respondents	Percentage
Yes	65	65%
No	35	35%
Total	100	100%

Analysis:

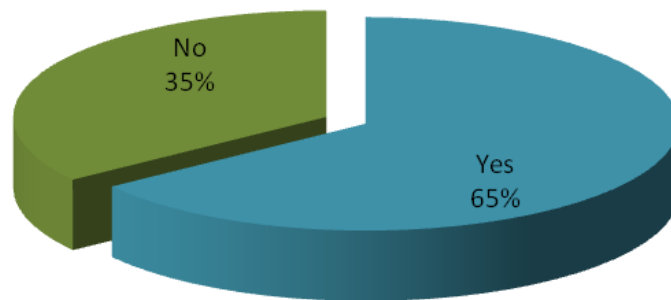
From the above it is noticed that 65% of the respondents said that additional flavors are required, apple, strawberry, orange, and chocolate and 35% of the respondents says that they are satisfied with the present flavors.

Inference:

From the above analysis it can be inferred that the most of the respondents are looking for additional flavors from Sipras like apple, orange, strawberry etc.

Graph 9

Graph showing consumer likes Sipras to be provided in different flavors



■ Yes ■ No

10. Table showing the Performance level with regard to Quantity.

Quantity preferred	No. of Respondents	Percentage
250 ml	30	30%
500 ml	46	46%
1 liter	09	09%
2 liter	15	15%
Total	100	100%

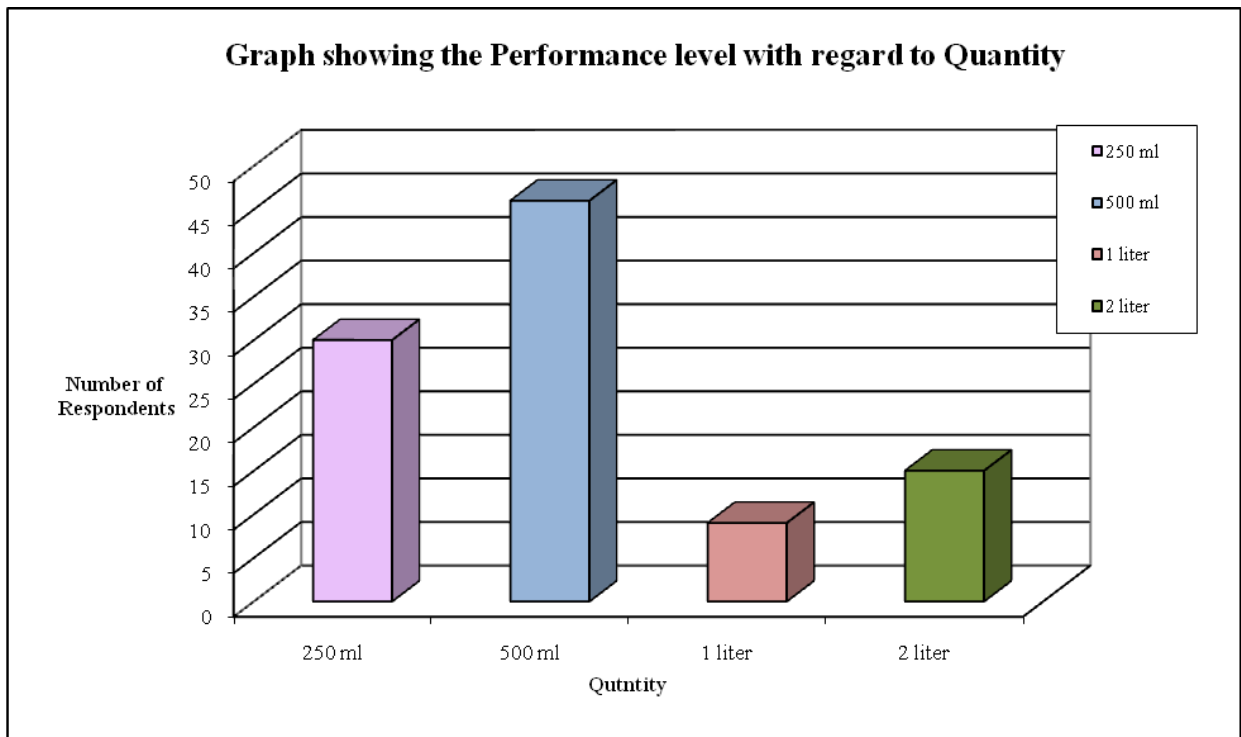
Analysis

From the above it is noticed 30% of the respondents satisfied with present quantity provided by company, where as 70% of the respondents require other quantizes which is not provided by the company. Majority of the respondents that is 46% prefer 500ml pack, 09% respondents prefer 1 liter pack, 15% respondents prefer 1 liter pack, which is shown in the chart

Inference:

From the above analysis it can be inferred that the most of the consumers prefer 500ml because of their expectation in the reduction of price and their convenience.

Graph – 10



11. Table showing the satisfaction level with the fulfillment of the nutritional wants for the day.

Variables	No. of Respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Analysis

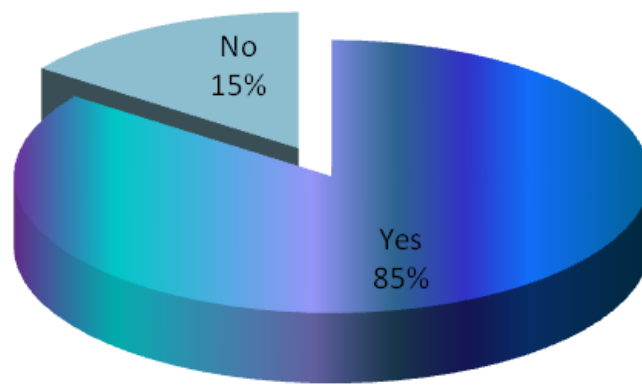
From the above table it is noticed that majority of 85% of the respondents feel that having Sipras can fulfill the nutritional wants for the day. Only 15% of the respondents disagree that it does not provide any nutritional wants for the day

Inference

From the above analysis it inferred that the majority of the respondents agree that Sipras can provide the nutritional wants that required for the day.

Graph – 11

Graph showing the satisfaction level with the fulfillment of the nutritional wants for the day



■ Yes ■ No

12. Table showing how is the availability of Sipras.

Arability	No. of Respondents	Percentage
Easy	35	35%
Difficult	25	25%
Moderate	40	40%
Total	100	100%

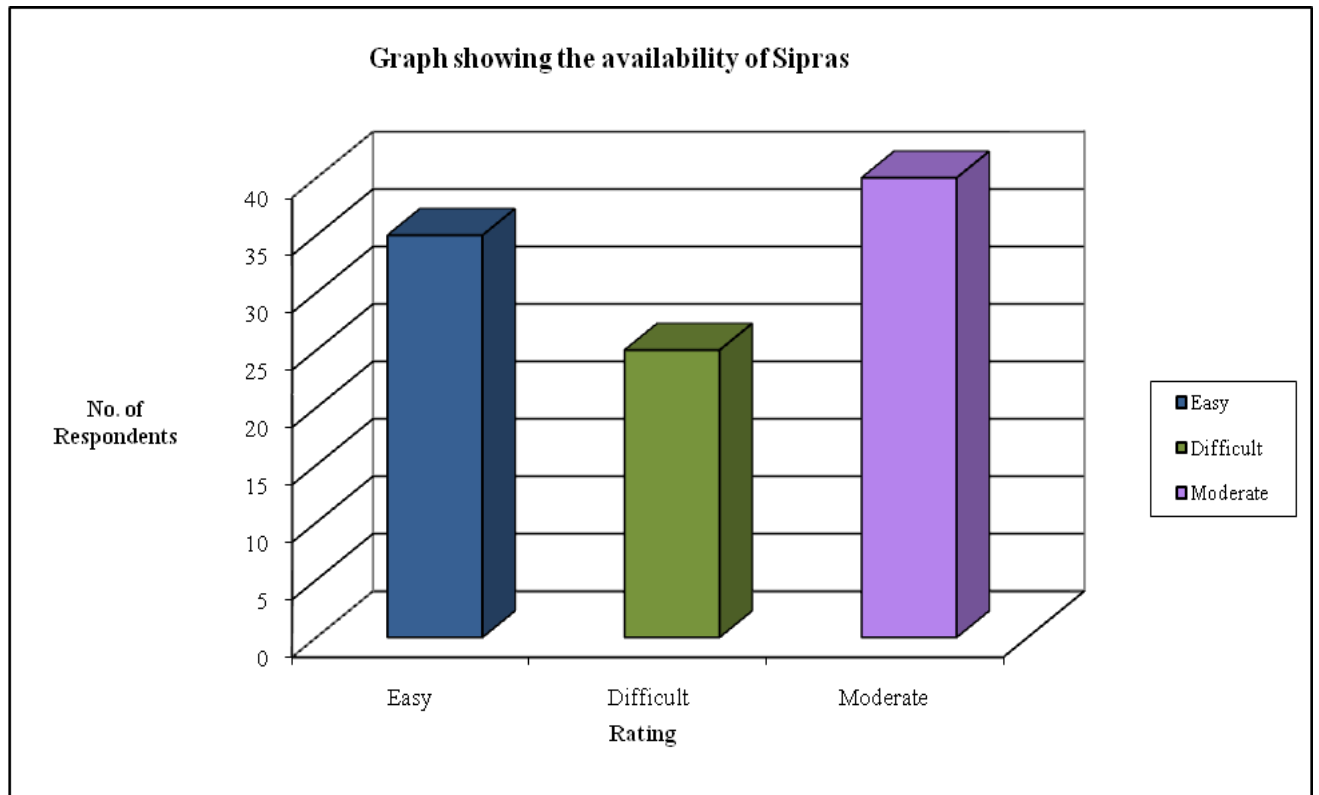
Analysis:

From the table it is noticed that 35% of the respondents feel easy availability of the product. 25% of the respondents found it difficult in getting the product. The majority of 40% felt that Sipras available in a moderate way. By this the company could take measures to give stock at the right time.

Inference:

From the above analysis it can be inferred that majority of the respondents found it moderate in getting the product due to its non availability in retail shops.

Graph -12



13. Table showing the Recommendations for Sipras

Variables	No. of Respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Analysis:

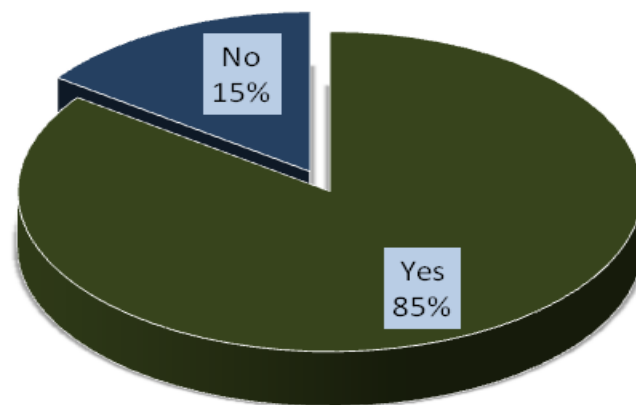
From the above table it is noticed that majority of 85% of the respondents recommend this product to others. Only 15% of the respondents would not recommend the product due to several reasons, like not satisfied with the taste, quality, packing etc.,

Inference:

From the above analysis it inferred that the majority of the respondents would recommend this product to others to its fibulas taste and quality.

Graph – 13

Graph showing the Recommendations for Sipras



■ Yes ■ No

Summary of findings Conclusions and Recommendations

The study was under taken on the selection pattern of the users in Bangalore on behalf of RMM food products. For marketing their SIPRAS fruit drink.

1. The majority 97% of the respondents are known to Sipras fruit drink
2. Majority of 48% of the respondents knows the product from the super markets. It is also noticed that this product is not available in the retail outlets.
3. It is noticed that majority of 85% of the respondents are satisfied with the taste of Sipras
4. It is noticed that majority of 100% of the respondents have agreed that the price is satisfying with regards to the quantity provided.
5. It is noticed that majority of 30% of the respondents have agreed that the quality of the product is good. And another 70% of the respondents have altered the product is average with its quality.
6. It is noticed that majority of 92% of the respondents are satisfied with the packing of Sipras fruit drink due to the introduction of tetra pack.
7. It is noticed that majority of 65% of the respondents are satisfied with the flavors provided.
8. The Majority of 42% of the respondents know the product from 6 months and more.
9. The Majority of 64% of the respondents consume Sipras on a weekly basis
10. The Majority of 56% of the respondents prefer for family pack

11. It is noticed that the 30% of the respondents are satisfied with present quantity pack

12. The Majority of 80% of the respondents have agreed that Sipras can fulfill the nutritional wants for the day.

13. The Majority of 40% of the respondents have felt that the availability of Sipras is moderate but 25% of the respondents have found it difficult in getting the product.

14. The Majority of 64% of the respondents have purchased the product because of the fabulous taste provided by Sipras.

15. The Majority of 85% of the respondents will recommend the product to others.

16. When it is preference with the other brands it is noticed that 40% of the respondents prefer Real Juice and Mazaa

Recommendations

1. The study reveled Grey areas in the users of Sipras fruit drink. It suggest that the following recommendations based on the study satisfied customers is the companies best sales men, the company could concentrate on the flavors provided. It is found that only limited flavors are out in the market.

2. It is also good if the company could concentrate on the quality provided

3. Greater the mode of advertisement greater would be the sales and Company's image. To increase the sales volume the company could advertise more effectively in both print and electronic media.

4. The company should also keep in mind the customer comfort ability. As the customers prefer the products that can be easily carried, the company could go for larger tetra packs. The majority of customers have recommended 500 ml tetra pack.

5. It is also noticed that the availability of the product is just in the corporate market, it is not found in the retail outlets, so it could be made available in the retail shops.

6. The company can do the needful to avoid complaints in the future sales.

7. It is also helpful if the company gives out free samples and gets immediate feedback.

8. The current market is ripe for pursuing the consumer markets owing to satiate the doubts in other company's products. Efforts could be made to tap the market.

9. It is helpful for the company to concentrate the Indian market along with export market.

Conclusions

This report provides us a brief picture of the juice industry market as a whole. Through this report an attempt is made to assess what are the constituents that influenced in buying the fruit drink, from the consumer point of view. The report has gone in to nearly all the aspects that could influence the consumer preference for Sipras fruit drink. This report has also brought awareness towards the company that it has to improve on its advertisement to a larger extent and introduced the product in Indian market through retail outlets.

Along with the above, the study has also covered assessment of the consumer market response and its competitors in the fruit drink industries that are available in the city of Bangalore. And there is a survey made to which other brands do the consumer's preferred. This report gives a brief picture of the position that Sipras fruit drink holds in the market.

The study reveals that Sipras has to add on with more flavors or at least improve the shelves with more of present flavors. Many of the users say that they had no clue of the product till they actually visited the super markets or got to know through friends. As such the company is in the process of building the image in the market. The Company being basically promotion oriented should provide tools for improvement in the market and be more forthcoming in information of the product.

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G C Beri	Marketing Research	Tata Mc. Grew Hill

The study conducted on Consumer Behavior and perception for Sipras Pvt. Ltd.,

Dear Sir/ Madam,

I Syed Usaid studying IV SEM MBA at AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES, doing a research Project in the marketing field please co-operate in filling the questions.

NAME:..... OCCUPATION:.....

SEX :

1. Rate the below on the basis of your preference (1 = Highest, 4 = Lowest)

- a. Beverages
- b. Aerated Drinks
- c. Fresh Fruit juices
- d. Fruit Pulp Drinks

2. How often do you consume fruit pulp juice?

3. Tick below the non aerated drinks that you have consumed

- a. Mazaa
- b. Appy
- c. Frooty
- d. Sipras
- e. Real
- f. Tropicana

4. How have you known about Sipras?

- a. Super market
- b. Shopping Malls
- c. Advertisements
- d. Friends (Word of Mouth)
- e. Others

5. What influenced you to buy Sipras?

- a. Quality
- b. Taste
- c. Price
- d. Packing
- e. Quantity
- f. Others

6. Since how long have you known Sipras?

- a. Less than two months
- b. 3 to 6 Months
- c. Above 6 months

7. Are you satisfied with the taste of Sipras?

Yes No

8. With regards to the below please rate Sipras (Very good, Good, Average, below average)

- a. Price
- b. Quality
- c. Packing
- d. Flavors

9. Do you like Sipras to be provided in additional flavors?

Yes No

If Yes please specify

10. Do you prefer variety with regard to the quantity provided?

Yes

No

If yes please tick against the below

a. 250 ml

b. 500 ml

c. 1 Liter

d. 2 Liter

11. Do you think Sipras can fulfill the nutritional wants?

Yes

No

12. How is availability of Sipras?

a. Easy

b. Difficult

c. Moderate

13. Would like to recommend this product to others?

Yes

No

14. Any suggestions for improvement.

.....
.....
.....

Thanking you,

(signature)