

MINUTE MAID V/S TROPICANA - A COMPARATIVE STUDY OF DISCORDANT FRUIT JUICE RIVALS AT BAREILLY

Dr. Ankita Tandon (*Author*)
Assistant Professor
Faculty of Management Science
SRMSCET
Bareilly, U.P, India

Pushendra Yadav (*Author*)
(student)
Masters of Business Administration
SRMSCET
Bareilly.U.P, India

Sarika Singh (*Author*)
Research Scholar
UPES
Dehradun, India

Abstract—Indian market due to the diverse demographics and increasing level of income & improvement in the standards of living has attracted a lot of opportunities of expansion. Even if this is true, the fact that the age long traditional norms and pre-conditionings pose a great challenge while introducing anything new. While their counterparts in the western countries prefer juice as a popular beverage option to kick start their day, people in India stick to the plain water. Juice is neither considered as a necessity nor a luxury in Indian society. In any case, each premonition shadow has a silver lining and slowly things are changing generally in the urban and semi-urban districts, where the masses are getting aware of the medicinal favorable circumstances. The all-inclusive community has grasped the fundamental enhancement estimations of results of the dirt endeavoring to make them a bit of their consistent diet. In lieu of the metamorphosis, today many new companies have made entry into this category and given rise to alarming yet forceful competition in this direction. The rising competition, fight for survival and sustainable development seems to be the burning challenges for the soft drink industry. The companies are striving hard and devising unique propositions to make their presence felt by the consumers. The task seems plunging to segments where possibility to withstand exist amidst visible challenges. Hence study in tier 3 city like Bareilly holds prominence with a scope to undergo a comparative analysis of the juice brands and help marketers deliver and pitch sales after knowing the market gimmicks prevailing.

This study helps in discovering the quality, shortcoming, opportunity and dangers of Minute Maid against Tropicana and Real squeezes with the assistance of centered investigation of retailers in Bareilly city. This study would focus on factors leading to competitive advantage in retaining one brand over the other. The study is taken up in Bareilly city where various retail outlets have been visited to administer the real time scenario and challenges existing therein.

Keywords—*competitive advantage, competition, sustainable development and market share*

I. INTRODUCTION

Within the drinks business center the customary thing based refreshments portrayal is one of the quickest making classes, and has grown-up at a CAGR of over 30% more than the prior decade. At present, the Indian bundled juice promote is respected at Rs.1100 crore (USD 200 million) and is relied on to make at a CAGR of 15% more than the going with three years. The bundled regular thing presses market can be estranged into customary thing refreshments, juices, and

nectar drinks. Ordinary thing drinks, which have a limit of 30% characteristic thing content, are the most moving category, with a 60% offer of the market. Pondering the interest of the territory, such augmented purchaser sustenance relationship as ITC is progressing toward an endeavor into Packaged Juices.

Consumers in India are getting to be wellbeing cognizant, and with expanding consciousness of the advantages of expending natural product squeeze there has been an expansion in utilization. To get sound necessities, millennials are persistently depending upon juices as they consider the last an undeniably significant breakfast/nibble elective. Ordinary thing crushes have encircled a space for themselves in standard family menus, as somewhat of a family's supper time, social occasions, and night snacks. As a last thing, purchasers are grabbing different family packs at one go, which is a rising use skim.

This ongoing drift in the segment of non-carbonated drink markets has pushed the marketers to devise various strategies to understand consumer behavior. Buyer direct contemplates have ended up being major to fathom what it takes to eat up or not an explicit thing and what factors are related with the route toward acquiring a sustenance. The urge to understand this emerging market especially in tier 3 cities has gained significance and created the need to elucidate the behavior of consumer preference towards packaged fruit juices. Two principle brands 'Minute Maid' from Coca-Cola and 'Tropicana' from PepsiCo order around 80% piece of the overall industry in the sorted out segment and thus decided for a similar report in Bareilly city. This study would focus on factors leading to competitive advantage in retaining one brand over the other. The study is taken up in Bareilly city where various retail outlets have been visited to administer the real time scenario and challenges existing therein.

Development drivers

There are a many reasons at the back of development of the Indian Packaged juices.

- **Changing client ways of life:** The adjustment in dietary patterns, the additional in depth worldwide introduction, and also the rising time-destitution, has given a positive stimulus to the accommodation nourishment section. Once more, shopper inclinations are moving.

- **Better Health Awareness:** The rising attentiveness regarding heart and weight connected a medical downside, principally with adolescents and young grown-ups, has motivated the use of bundled juices. There's likewise a

superior inclination for these "more beneficial" refreshments than effervescent beverages.

• **Cleanliness matters:** Fruit juices are sold simply once organized cleanly. Bundled juices from believed national and worldwide brands have usually be organized and ensured to be as per fitness and security controls. They during this approach support the confirmation of shoppers in taking into thought them to be a solid and advantageous alternative, once contrasted with the crisp juices existing at near joints and road slows down.

• **Developing category of educated purchasers:** there's a developing category of educated purchasers who will separate between organic products based mostly drinks and natural product juices. These purchasers are well being cognizant, increasingly conscious, and have higher further money resulting in the interest for a thousandth organic product squeezes within the recent years.

• **Growing Disposable Incomes:** In the recent years, there has been a drastic change in the measure of family units, and the measure of working couple, which has prompted broadened pointless remunerations. This has help the moderateness of bundled juices

• **Impacting present day retail:** The parts of headway in the normal thing based refreshment space are ascribed to current retail and captivating rack shows which drive ask buys.

• **Routine purchase:** The example of purchasers creating from soft drinks in containers to sugared juices to 100% packaged juices has been observed mainly in the ongoing years. Clients are obtaining in greater sums, for nuclear family usage, and buying characteristic item squeezes is ending up to a more noteworthy degree a standard purchase than a need-based purchase.

• **Prologue to new flavors:** To fuel clients' energy for the arrangement and moreover to consider varied and advancing tastes, natural item squeezes providers are available in new flavors and packaging decisions.

II. OBJECTIVES OF THE STUDY

• To compare the Minute Maid and Tropicana fruit juice brand.

• To know the factors affecting the purchase decision of Minute Maid and Tropicana fruit juice brand.

• To know the retailer's satisfaction level towards Minute Maid and Tropicana fruit juice brand.

III. LITERATURE REVIEW

Escudero López(2016)This study analyzed the benefits of consumption of fruit and vegetable juices which decreases the occurrence of diseases related to stress.

For Miller & Cassady (2015) knowledge of nutrition could sustain the use of information on food label in many ways. The study helps in comprehension and application of information in making food choice.

Hurtado (2015) this study gave its input in finding the contribution of fruit and vegetable juices to a healthy life style.

Voorpostel et al., (2014) this research for healthy foods and drinks tried to analyze the consumption pattern of beverages regarding healthy lifestyle of the population

MarianelaFornerino, François dHauteville (2010) this experimental research tried to find out a method for measuring the respective product and brand contributions to the global perceived quality parameters.

Mehdi Seltene, Olivier Brunel (2008) the study evaluated the consumer perspective regarding the evaluation of brand Extension

DilberUlas, H. Bader Arslan (2006) the investigation broke down the distinctive properties of brand exchanging in Trurkish Cola customer Market

Douglas Sorenson, Joe Bogue (2005) the study gave the different inputs regarding the market oriented research methodologies to become pioneer in the beverage industry.

Srini S. Srinivasan, Brian D. (2002) The study established that Brand Names have their significance in developing the perception and attitude towards the product.

Rosemary Duff (1999) this paper gave insight to the attitude development of mothers and children towards softdrinks.The research examined the different key drinking occasions among children.

David Hughes (1996) Observes the consumption pattern of fresh fruit juices in the UK& other European countries. The study concluded that companies should invest more in Research and development. Much effort should be put in the promotional activities to develop consumer interest.

Challenging Factors

Indian agriculturists for the most part will in general showcase a revulsion towards organic product cultivating which is the consequence of a mix of elements. To begin with, there is an issue with the whole attitude as yield cultivating is generally seen to be a definitely better calling than development of leafy foods inside the cultivating network. The last items are likewise helpless against antagonistic climate conditions and face a persistent danger of high value instability. Agriculturists likewise endure because of absence of legitimate storerooms for products of the soil which thus, lead to high odds of decay. All things considered, foods grown from the ground are not viewed as money related resources, unlike put away crops.

Added to this is the way that a mind-boggling segment of the household foods grown from the ground advertise is to a great extent chaotic naturally. Indian purchasers frequently lean toward organic product juices arranged by roadside sellers as they are seen to be progressively 'new' than bundled drinks. Bundled Juices are persistently developing their vicinity in the metropolitan and Level I town systems; in any case, recreating a comparable hit in Level II and Level III city areas is so a long way a fight as tenants in these areas although slant towards crisp kilos over bundled presses as they are steadily reasonable moreover in a kingdom of concordance with the preferred conviction that juices are exceptional eaten up generally pulverized. Testing and transferring buyers' point of view on an concept for cash, to grasp a established spot in the major family unit repository requires a challenging line position in the direction of overhauling purchasers' consideration on the high excellent characteristics of bundled juices and their legitimizes over domestically on hand selections

IV. STRATEGIES ADOPTED BY BIG GIANTS IN BEVERAGE INDUSTRY

COCA-COLA

Coca-Cola adopted five strategies to achieve its goals

1. Division of Market:-

Market division is a key system to keep the market subject to volume and restrain of purchasers and utilizing fitting methods to upgrade deals and as necessities be, winning points of interest from each portion. Coca-Cola utilized this framework to portion the market as shown by making markets, making markets and made markets since each nation in the

somewhere around 200 nations acknowledge a tremendous movement in the progression. In rising markets, the fundamental spotlight was on broadening the business volume as opposed to profit with the target that it expanded its client zone and make a solid reason behind future business. This was made likely by moving refreshments at horrible rates with the target that higher no. of masses can welcome it. In making business center, uniformity was made between aggregates sold and evaluating, while, in made nations the highlight was more on favorable position making by offering much progressively little bundles and premium gatherings like aluminum holders.

2. Brand Foundation and Client Relationship:-

Brand establishment ends up fundamental while expanding an affiliation's portfolio. Buyers keep an eye out for conviction a stamped thing and routinely spend extra money upon it instead of pick an unheard thing. Brand name is moreover observed as a class in made markets. Coca Cola settled on a correct choice to put resources into building up the brand an incentive by enhancing and modernizing the ads by contributing over \$250 million.

These advancements focused on making an impact upon people and changed the perspective of Coca Cola from an intermittent toast a central bit of people's life. In the meantime, venture was made to enhance the situation in caffeinated drink class, juices and furthermore solid beverages by making vital organizations with Beast Refreshment Company, Reasonable life ultra-sifted drain and so forth.

3. Expanding Budgetary Proficiency:-

For any business, an authoritative target is to have most extraordinary advantages for the theories with most outrageous productivity. So as to achieve this, money related productivity assumes a critical job. Coca-Cola tried endeavors to accomplish money related adaptability by actualizing an answer known as "zero-based employment" in which yearly spending plan is updated from zero and should be supported every year toward the end rather than essentially persisting at levels set up in the earlier years.

Additionally reserve funds simple made via publicizing deliberately and chop down fees in non-media showcasing like in-store advancement through and giant \$600 million had been mentioned by effectively enhancement in 2015 which have been additionally utilized in company making, commercial enterprise enchantment and giving average earnings to share proprietors. The affiliation plans to use a comparable strategy to furthermore assemble the effectiveness and make incessant speculation assets, and treat it as a well ordered technique of getting the opportunity to be progressively slim and better.

4. Increment Process Productivity:-

An affiliation can be named to be completely expert when its technique time is confined except influencing the quality. Process time assumes a precept job when the interest is all of an unexpected expanded. Insufficient pre-arranging and process arranging will prompt unsettling influence in supply of levels of popularity. In a consistent developing business sector with very temperamental purchaser requests both in amount and inclinations, creative production network markets, quickness and enabled workers choose the victor.

Coca Cola found a way to upgrade their business forms and scanned for outdated territories. It expelled a covering of useful administration and associated local specialty unit straightforwardly to home office. Extra examination prompted expulsion of process barricades and obstacles which at long last made it snappier, more brilliant and profoundly proficient.

5. Center Abilities and Plan of action:-

Coca Cola has built up a commercial enterprise reproduction with in excess of 500 manufacturers going from shimmering refreshments to esteem blanketed dairy. Over a

billion dollars for each annum are produced together by means of just a portion of these in retail deals. It has figured out how to combination an assortment of customers in this manner produces advantages from all sections regardless of market circumstance.

Its fundamental center competency has been the ability to deal with a colossal arrangement of free packaging accomplices and furthermore gain various bottlers under its own. The essential point has been to show signs of improvement execution of packaging accomplices by increment profitability, execution and dispersion organize lastly refranchising the freedom of packaging regions. This whole attempt at last makes an incentive for retail and eatery clients. In 2015, the affiliation made noteworthy walks in North America to make association guaranteed bundling locales free. Coca Cola plans to reduce association asserted bottlers to 3% from 18% of the overall volume.

PEPSICO

PepsiCo also introduced four strategic way to achieve its goals which are as follows:

1. Market Segmentation:-

PepsiCo section their market as indicated by the socioeconomics like age gathering, family size and pay. PepsiCo's social division has been a noteworthy key to the organization's sensation.

Age is the most essential part for the division. PepsiCo. presents Tropicana for those individuals who are more wellbeing cognizant and for the individuals who are probably going to stay away from carbonated beverages and for the matured individuals exceptionally who are over 40.

On premise of pay PepsiCo portion the market by creating little pack. Organization offers a decent value sort to all gatherings of students. They think about the financial condition in India. So they dispatch PepsiCo items in various value extend for individuals in light of the fact that each individual have diverse pay level. Size of the Family is moreover a base of segmenting the market. So association offers particular packaging 250ml, 500ml, 1L, 1.5L, 2L pack. People can without quite a bit of a stretch pick a right pack subject to their size of family.

2. Target Marketing:-

Market portion profiles have demonstrated that the larger part of carbonated and additionally non-carbonated refreshment consumers are for the most part youths and middle age individuals. PepsiCo frequently targets the school, colleges, food places, hotels etc. For this company always invest huge amounts of capital to compete with Coca Cola.

3. Production Concept:-

PepsiCo always focus on quantity but less focus on quality. PepsiCo produce product in bulk, So that the cost of the production minimized.

4. Marketing conception:-

PepsiCo constantly emphasize their markets need and make sure the availability of the product and reasonable for them.

V. RESEARCH METHODOLOGY

The study assumes the characteristic of Descriptive research design. The study is conducted in Bareilly city in the state of Uttar Pradesh. The primary data is collected through a specially designed questionnaire administered on 100 respondents. The respondents are selected based on convenient sampling. For the purpose of analyzing Analysis of variance (ANOVA) Technique is used.

This study is aimed to analyze the impact of time period in selling fruit juice brand on the various dependent variables. The identified variables to be studied are:

- V₁: Consumer ask frequency
- V₂: Purchase consideration
- V₃: Preference to sell
- V₄: Price satisfaction
- V₅: Service complains of Minute Maid
- V₆: Service complains of Tropicana
- V₇: Retail’s Service Expectation of Minute Maid
- V₈: Retail’s Service Expectation of Tropicana
- V₉: Promotional Activities

Few hypotheses have been formulated to test the conceptual framework of the study to test the relationship between the dependent and independent variables.

- H₆. Time period in selling fruit juice brand has a great impact on Services of Tropicana.
- H₇. Time period in selling fruit juice brand has a great impact on Service Complains of Minute Maid.
- H₈. Time period in selling fruit juice brand has a great impact on Service Complains of Tropicana.
- H₉. Time period in selling fruit juice brand has a great impact on Retailer’s Service Expectation of Minute Maid.
- H₁₀. Time period in selling fruit juice brand has a great impact on Retailer’s Service Expectation of Tropicana.
- H₁₁. Time period in selling fruit juice brand has a great impact on Promotional Activities.

B. Findings And Discussion Based on the Hypothesis testing

From the survey, it has been inferred that 48% respondents are selling the juice brand from more than 2 years, 33% are moving organic product juice from last 1-2 years, 12% are moving from most recent a half year and 7% are moving from under a half year.

In order to test whether Exploratory Factor analysis is an appropriate technique to this data set, we have used KMO Test as a proportion of inspecting sufficiency. The outcomes are appeared in the table 2.

The estimation of KMO score in the table is 0.710 which is over the suggested estimation of 0.5. Similarly the aftereffects of Bartlett’s test show high chi-square esteem 740.640 and the noteworthiness esteem is under 0.5 which bolsters the use of factor examination here.

Table 1 shows the factor analysis of all 11 variables and its correlation matrix. These factors account for the 71.028% of the variations in the total of 11 variables.

VI. HYPOTHESIS TESTING

A.

- H₁. Time period in selling fruit juice brand has a great impact on consumer ask frequency.
- H₂. Time period in selling fruit juice brand has a great impact on purchase consideration.
- H₃. Time period in selling fruit juice brand has a great impact on preference to sell.
- H₄. Time period in selling fruit juice brand has a great impact on price satisfaction.
- H₅. Time period in selling fruit juice brand has a great impact on Services of Minute Maid.

Table 1 -FACTOR ANALYSIS

		1	2	3	4	5	6	7	8	9	10	11
Correlation	1. Frequency	1.000	0.139	0.829	0.800	-0.348	0.144	0.460	-0.031	0.490	-0.197	-0.112
	2. Purchase consideration	0.139	1.000	0.126	0.052	0.083	-0.015	0.008	0.076	-0.006	0.168	0.030
	3. Preference to sell	0.829	0.126	1.000	0.923	-0.453	0.089	0.456	0.010	0.570	-0.226	-0.221
	4. Price Satisfaction	0.800	0.052	0.923	1.000	-0.440	0.114	0.515	0.010	0.585	-0.196	-0.162
	5. Services Minute Maid	-0.348	0.083	-0.453	-0.440	1.000	0.338	-0.522	-0.266	-0.625	-0.072	0.090
	6. Services Tropicana	0.144	-0.015	0.089	0.114	0.338	1.000	0.040	-0.576	0.100	-0.669	-0.126
	7. Service Complains Minute Maid	0.460	0.008	0.456	0.515	-0.522	0.040	1.000	0.310	0.829	0.112	-0.188
	8. Service Complains Tropicana	-0.031	0.076	0.010	0.010	-0.266	-0.576	0.310	1.000	0.159	0.726	0.066
	9. Retailer's Service Expectation	0.490	-0.006	0.570	0.585	-0.625	0.100	0.829	0.159	1.000	-0.033	-0.254
	10. fulfill Service Expectation	-0.197	0.168	-0.226	-0.196	-0.072	-0.669	0.112	0.726	-0.033	1.000	0.199
	11. Promotional Activity	-0.112	0.030	-0.221	-0.162	0.090	-0.126	-0.188	0.066	-0.254	0.199	1.000
Sig. (1-tailed)	1. Frequency		0.084	0.000	0.000	0.000	0.076	0.000	0.381	0.000	0.025	0.133
	2. Purchase consideration	0.084		0.106	0.302	0.206	0.443	0.468	0.226	0.477	0.047	0.382
	3. Preference to	0.000	0.106		0.000	0.000	0.190	0.000	0.461	0.000	0.012	0.013

sell												
4. Price Satisfaction	0.000	0.302	0.000		0.000	0.130	0.000	0.460	0.000	0.025	0.053	
5. Services Minute Maid	0.000	0.206	0.000	0.000		0.000	0.000	0.004	0.000	0.239	0.185	
6. Services Tropicana	0.076	0.443	0.190	0.130	0.000		0.345	0.000	0.162	0.000	0.106	
7. Service Complains Minute Maid	0.000	0.468	0.000	0.000	0.000	0.345		0.001	0.000	0.133	0.031	
8. Service Complains Tropicana	0.381	0.226	0.461	0.460	0.004	0.000	0.001		0.057	0.000	0.256	
9. Retailer's Service Expectation	0.000	0.477	0.000	0.000	0.000	0.162	0.000	0.057		0.373	0.005	
10. fulfill Service Expectation	0.025	0.047	0.012	0.025	0.239	0.000	0.133	0.000	0.373		0.024	
11. Promotional Activity	0.133	0.382	0.013	0.053	0.185	0.106	0.031	0.256	0.005	0.024		

a. Determinant = .000

Table 2-KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.710
Bartlett's Test of Sphericity	Approx. Chi-Square	740.640
	df	55
	Sig.	0.000

Table 3-TOTAL VARIANCE EXPLAINED

COMPONENT	INITIAL EIGENVALUES			EXTRACTION SUMS OF SQUARED LOADINGS			ROTATION SUMS OF SQUARED LOADINGS ^A
	TOTAL	% OF VARIANCE	CUMULATIVE %	TOTAL	% OF VARIANCE	CUMULATIVE %	TOTAL
1	4.077	37.062	37.062	4.077	37.062	37.062	4.051
2	2.544	23.129	60.191	2.544	23.129	60.191	2.545
3	1.192	10.836	71.028	1.192	10.836	71.028	1.381
4	0.951	8.641	79.669				
5	0.805	7.317	86.986				
6	0.598	5.440	92.426				
7	0.270	2.456	94.883				
8	0.215	1.953	96.835				
9	0.163	1.483	98.318				
10	0.127	1.155	99.473				
11	0.058	0.527	100.000				

Extraction Method: Principal Component Analysis.

a. At the point when parts are connected, aggregates of squared loadings can't be added to acquire an aggregate fluctuation.

The below table 4 represents the comparative summarized inference drawn from the study on the basis of the F value for both the rivalry brands. The table also indicates the significant values of all the variables chosen for study and the tabulated significant level (0.05). The null hypotheses accepted means that the variables are not significantly related with time period of selling whereas

null hypotheses rejected shows that time period may have significant impact on certain variables. The analysis gives a clear focus

Table 4-ANOVA

<i>Variables</i>	<i>F value</i>	<i>Sig.</i>	<i>Null Hypotheses(Tropicana)</i>
Consumer ask frequency	2.184	0.094	Accepted
Purchase consideration	1.405	0.246	Accepted
Preference to sell	2.750	0.047	Rejected
Price satisfaction	1.791	0.154	Accepted
Service complains	0.687	0.562	Accepted
Retail's Service Expectation	0.124	0.946	Accepted
Promotional Activities	1.000	0.396	Accepted

towards the factors requiring Retailer's attention in both the brands.

<i>Variables</i>	<i>F value</i>	<i>Sig.</i>	<i>Null Hypotheses (Minute Maid)</i>
Consumer ask frequency	2.184	0.094	Accepted
Purchase consideration	1.405	0.246	Accepted
Preference to sell	2.750	0.047	Rejected
Price satisfaction	1.791	0.154	Accepted
Service complains	4.145	0.008	Rejected
Retail's Service Expectation	6.994	0.000	Rejected
Promotional Activities	1.000	0.396	Accepted

VII. CONCLUSION

As we all know, Minute Maid and Tropicana both are fruit juice brand and great market competitors. Be that as it may, in both the cases, Time period assumes an extremely fundamental job in the moving of the organic product juice mark which implies most clients decide on a similar brand more often than not. Tropicana can take advantage of the fact that their juice is the healthiest choice and lives the health conscious customers with its affordable pricing.

On the other hand Tropicana want to cater the youth and changes to boost its sales in a short time and its share in the market for long term. Since college students make choices and brand relationships on their own they have an affinity with Tropicana choose as their go-to product for their families. Both these brands do not need to focus on consumer frequency ask, purchase considerations and selling service but what needs to be paid attention to are service expectations and complains. Service complains have had an impact of Minute Maid but none on Tropicana and service expectations have not been met by Minute Maid while Tropicana faces no such problem.

VIII. RECOMMENDATIONS

- All Companies to ensure promotion through kits like-danglers, posters, visi-cooler, etc. to the retailers which fall right to the benefit of traders.

- Regular visits of technical staff are required to address to the problems of visi-cooler (freezer) in the market at the right time.

- Brands should have a distinct display nearby public booths to increase visibility and recognition of the parent Brand.

- Proper communication is required between distribution channel members.

- There should be high focus on stock availability so that the juice brands may not loose over sales & market share.

- Retailers to be enticed with lucrative offers to encourage more sales at the counters.

- The company should take feedback on regular basis to know the grievances of retailers.

IX. LIMITATIONS OF STUDY

- The survey has been conducted only in some areas of Bareilly.

- The study is limited to the sample size of 100 respondents only. So this cannot be "full proof".

- Lack of retailer's interest to answer the questions.

- The researcher use convenient sampling for data collection by using questionnaire and there is a probability of certain deviations.

REFERENCES

[1] Susanne M. Henning, Jieping Yang, Paul Shao, Ru-Po Lee, Jianjun Huang, Austin Ly, Mark Hsu, Qing-Yi Lu, Gail Thames, David Heber, Zhaoping Li 2017, Health benefit of vegetable/fruit juice-based diet: Role of micro biome.

[2] Miller, L. M. S., & Cassady, D. L. (2015). The effects of nutrition knowledge on food label use: a review of the literature. *Appetite*, 92, 207-216.

[3] LILLY, J., 2010, Customer perception and preference towards branded products (with Special reference to fruit juices). *Ind. J. Mktg.*, 40 (2): 49-55

[4] Berlinet, C., et al. (2006) Ascorbic Acid, Aroma Compounds and Browning of fruit Juices Related to PET Packaging Materials and pH. *Journal of the Science of edibles and Agriculture*, 86, 2206-2212.

[5] KUBENDRAN, V. AND VANNIRAJAN, T., 2005, Comparative analysis of rural and urban consumers on fruit juice consumption. *Ind. J. Mktg.*, 35 (12): 27-30.

[6] SAMPATHKUMAR, 2002, Brand preferences acidity of soft drink market. *J. Agric. Mktg.*, 23 (2): 64-67.

[7] AIJN (2002) Liquid Fruit Market Report. AIJN European Fruit Juice Association, Brussels.

[8] SRINIVASAN, N. & ELANGO VAN, D., 2001, Consumer perception towards processed fruits and vegetable products. *Ind. J. Mktg.*, 30 (11-12): 22.

[9] AAKER DAVID, 2000, Building strong brands. The Free Press, New York.

[10] SABESON, R., 1991, Customer preference towards processed fruits and vegetable products – a case study in

Coimbatore city. M.Sc. (Agri.) Thesis, Tamil Nadu Agric. Univ., Coimbatore. Books:-

[11] Kotler, Philip. "Marketing Management" Prntice Hall of India, edition-IX

[12] Ramaswami, V.S and Namakumari, S. "Marketing Management". Macmillan, edition- II

[13] D. A. Francken, "Postpurchase consumer evaluation, complaint actions and repurchase behavior," *Journal of Economic Psychology*, vol. 19, no. 4, pp. 273-290, 1983.

[14] L. G. Schiffman and L. L. Knauk, *Consumer Behavior*, 10th ed., New Jersey: Prentice Hall, 2010, ch. 1, pp. 20-39.

[15] <https://www.coca-colacompany.com>

[16] <https://www.minutemaids.com>

[17] <https://www.marketing91.com>

[18] <https://www.tropicana.com>

[19] <https://www.pepsico.com>

[20] <https://www.wikipedia.org/pepsi>

[21] <https://www.wikipedia.org/coca-cola>

[22] <https://www.marketingmind.com>

[23] Magazines - India Today, Times, etc.

