

A Study On Understanding And Analyzing The Integrated Marketing Communications Strategies For Tropicana And Real Fruit Power

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Abstract

The study focuses on the marketing strategies which are been done and adopted by these fruit juice companies like Tropicana and Real Fruit Power. These companies are the major players in the market as they combine do have almost 80% of the market share. The strategies which are been adopted by these two companies are divided into Traditional Marketing, Outdoor Marketing, Sampling for promotion, Online Marketing, etc. The comparative analysis which is done in the study clearly shows that Tropicana does do lot of marketing strategies and on the other hand Real does marketing strategies but up to a certain extent as compared to Tropicana. Real does have a better market share but then also it does not have that much of the attractive marketing strategies as compared to Tropicana. Real can and should adopt to the new changing marketing strategies and because of it the company can easily attract more customers and their brand value increases. The study focuses on the Integrated Marketing Communication Strategies which both these companies do it in nature and which they do not implement it and there is a need of it so that as a result the companies do have great amount of sales revenue and more and more people do get aware about the products and they consume them.

INTRODUCTION TO THE STUDY

In today's era people do have a lot of options to buy a drink from the market. There are many drinks which are available in the market and they are of different types. The juices which are available in the market are mostly consumed by a large number of health conscious people. People of India do not consider drinking of juices as a regular habit as it is not a part of the culture. But nowadays with the changing mindset and the need towards becoming health conscious people do consume juices at a large scale. These companies do market their products according to the pre-defined segmentation and targeting which they have done for the products. Most of the companies in this industry tries to do the traditional form of marketing as it is the most suitable medium. But with the changing times, the companies have understood that the marketing should not only be done via traditional form but they do have to be present on social media platforms too.

Real and Tropicana both combine do have almost 80% of the market share in the fruit juice industry in India. These two companies are the leading ones in this industry. As far as Real is concerned, it does a lot of traditional marketing till now and does have a little presence on the social media sites. While on the other hand, Tropicana does have a huge presence and a brand name throughout the world in many countries. This company does market its products only in the form of the health conscious drinks which youngsters and fitness freaks can consume it daily. Tropicana does have a lot of online presence on different sites too and it does take care of the customer feedback from online platforms only. Here, there is a comparative analysis which is been carried out to understand the different marketing strategies and how they are implemented by the companies. Furthermore, how a company should enhance itself if they are lacking in certain strategies. There are certain strategies which are not adopted by the companies and there are some strategies which are adopted by the competitors. The juice consumption has increased in India since last 5 years as people are becoming health conscious. There is an increasing trend which is clearly seen throughout these years in this industry.

LITERATURE REVIEW

(Huang, 2018) As investigated by the author, health consciousness does make changes to consumer preference, therefore influencing purchasing decisions of food. Numerous studies illustrate that health consciousness influences consumption, attitude and behaviour and word of mouth. This means that the advertisements and other sales promotional activities do influence people to shift to the healthy products.

Reference:- Article: Health Consciousness, 7th September 2018

(Prajapati, 2017) The author has found that television advertisements has increased the consumption levels for Health drinks and have taken from 200 samples in Vadodara city. The research did say that more of the addicted people were children. This means that the companies should target on advertisements and thus it results into more revenue generation.

Reference:- International Journal of Innovative Technology and Exploring Engineering

Vol. 8, Issue 11, September 2019

(Burger, 2016) An experimental study by the authors said that non-habitual drinkers of Coca-Cola had a high oral somatosensory and brain reward pathway responses to advertisements which displayed a Coca-Cola beverage whereas the habitual drinkers of Coca-Cola had a higher responsiveness towards the brand logo only. This means

that the logo is very much essential and consumers do consider the logo and brand name of the product before consumption.

Reference:- The Marketing of sugar-sweetened beverages to young people on Social Media

<https://digital.library.adelaide.edu.au>

(Farouk, 2016) The author founded that manufacturers and Advertising Strategies are targeting teenagers for the consumption of health drinks. The consumption of health drinks has gone high in among the school children. More and more children prefer to drink the healthy drinks as they even get motivated by seeing the advertisements and nowadays it is becoming a boom in the society. Furthermore, the author also says that the children exercises and plays regularly and so they consume these products at a large scale.

Reference:- International Journal of Innovative Technology and Exploring Engineering

Vol. 8, Issue 11, September 2019

(Cameron, 2015) According to the author the consumers of the age group around 12 to 15 years said that they were very much happy and satisfied with the energy drinks which gave them a boost after the workout and exercising. They even said that the perception towards the same products changes as the products do provide the consumers good amount of energy immediately after they are very much tired.

Reference:- The Marketing of sugar-sweetened beverages to young people on Social Media

<https://digital.library.adelaide.edu.au>

(Alsunni, 2015) The researcher has identified that energy drinks boost to improve cognitive and physical performances in children. The author has taken 200 samples from Sweden, Saudi Arabia and has founded that it shows positive beneficial efforts. Moreover, he also says that rather than the concentrated soft-drinks people should have healthy drinks as they benefit a lot to the mind and body too.

Reference:- International Journal of Innovative Technology and Exploring Engineering

Vol. 8, Issue 11, September 2019

(Vyas, 2015) The study outlines the various products that are being offered to each segment of the market. The objective of the study was to find out the extent of brand loyalty of parents that pursuit them to buy same brand for their children. The research analysis of the study shows that parents do not purchase same brand as they consume in their child hood of malted food drink for their children and do not show brand loyalty towards that brand. The study also shows that malted food drinks historically positioned as substitute for milk, but now a days it has repositioned as nutrition problem in children and woman. The malted food drink considered as food supplement for the people.

Reference:- International Journal of Management & Corporate Affairs, Vol. 2, Issue 5, Nov-Dec,2016

(Buttler, 2014) The author also said that these young generations consumed the energy drinks for a “Kick” or “Hit”. In context to this, older generations were more aware of the marketing techniques used by the companies which produced the energy drinks and how to target the market. He even said that majority of the sports drinks are been consumed by the males in the market as there are more male athletes compared to the women ones.

Reference:- The Marketing of sugar-sweetened beverages to young people on Social Media

<https://digital.library.adelaide.edu.au>

(Schrempf, 2014) According to the author the negative health consequences of obesity exceed those of smoking, while other statistics showed that 70 percent of world deaths are related to obesity and chronic diseases. Moreover, delivering awareness programs about dangers of consuming sugary (high calorie) drinks and carbonated (fizzy) drinks with caffeine is suggested as a potential tool to support healthy food consumption. The power of health and wellness awareness as a dominant method to promote healthy food consumption is agreed upon by many research studies.

Reference:- Great Lakes Herald, Vol. 13, Issue 1, March 2019

(Mustafa, 2013) The author revealed that the advertisement played a significant role in consumers’ brand preference attitudes in white goods market. It also generated the image on the quality, reliability, reachability and promotion of the products in the white goods market. The demographic variables namely age, level of education, occupation and monthly income was significantly associated with the effectiveness of advertisement on the consumers’ brand preferences.

Reference:- <https://shodhganga.inflibnet.ac.in>

(Baranidhran, 2013) The study was based on descriptive research and various statistical analyses like regression correlation and chi-square test were used by the researcher and he concluded that main purchase factor of FMCG products are quality and brand image. They preferred those products which are good in quality reputation, easy availability. Customers give preference to those products which are easily available, low price and good quality.

Reference:- International Journal of Management & Corporate Affairs, Vol. 2, Issue 5, Nov-Dec,2016

(Monica Bedi, 2013) The researcher in his study says that nowadays as people are becoming more health conscious, people in India are nowadays shifting towards the health drinks and they are avoiding the concentrated soft-drinks at a huge scale. The preference of the customers is changing and they think of only buying health drinks.

Reference:- International Journal of Innovative Technology and Exploring Engineering
Vol. 8, Issue 11, September 2019

(Boyland, 2012) The authors revealed that television advertising had a positive impact on branding in eating behaviour and food preferences among children. The advertisements were shown to cause significant increases in intake, particularly in overweight and obese children, and enhanced preference for high carbohydrate and high fat foods.

Reference:- <https://shodhganga.inflibnet.ac.in>

(Sridevi, 2012) The author concluded that the celebrity endorsement created an impact on the purchase attitude of consumers. Celebrity endorsement enhanced product information and created awareness among consumers. It helped to recall the brands of the FMCGs at the time of purchase. The attitude change of consumers towards purchase was influenced by the celebrity endorsement factors like better brand recognition, more weightage, truth in testimonials and satisfied feel.

Reference:- <https://shodhganga.inflibnet.ac.in>

(S. D. H. Mills, 2012) The report shows that while a number of measures are taken to curb unhealthy food advertising in children food preference and because of this children get motivated to shift to the health drinks. Adult advertising does not feature any such regulations or restrictions and this should be rectified, as adults can also be influenced by such advertisements. This would help to curb the usage of concentrated soft-drinks for the adults too and they would shift to health conscious drinks.

Reference:- Udgam Vigyati, Vol. 2, November 2015

(Sivakumar, 2012) The author in his “ A study on consumer behaviour and brand preference of Horlicks in Erode town” concluded that Horlicks is the leading brand in the health food drink market in India and as the “Most Trusted Drink Brand” in India. It enjoys more than half of the health food drink market share. With revitalized packaging synergetic with the new brand personality, it is a favourite for both mothers and kids, for its nourishments and for its great taste and variety.

Reference:- International Journal of Applied Research, Vol. 2 Issue 4, 2016



(Speers, 2011) The author did get to know that the customers are attracted towards the soft-drinks by most of the Television advertisements and social network advertisements. He did also say that mostly the people are attracted to buy that particular brand product of whose advertisement is majorly seen. He identified that the soft-drinks, energy drinks and sports drinks contributed significantly to the total number of advertisements watched buy the people of age group 12 to 17 years.

Reference:- The Marketing of sugar-sweetened beverages to young people on Social Media

<https://digital.library.adelaide.edu.au>

(Bunting, 2011) In the qualitative research, the author reported that brand loyalty largely influenced their purchasing behaviour of energy and health conscious drinks. This study did say that the purchasing behaviour may be influenced by sub-conscious cognitive decisions associated with branding of the beverages.

Reference:- The Marketing of sugar-sweetened beverages to young people on Social Media

<https://digital.library.adelaide.edu.au>

(Prof. P. N. Mishra, 2011) The study shows that people of Indore prefer soft drink over fruit juices and soft drinks and juices are generally consumed while parties and celebrations. It was found that most respondents felt that advertisements have an impact on buying decisions. Buying decisions are generally based on Taste being of prime

importance followed by price and ability to quench thirst. This means the companies should invest more amount in the advertisements of the products and so directly the customers would be attracted towards the product and thus it will result in generating more revenue and market share for the company.

Reference:- Udgam Vigyati, Vol. 2, November 2015

(Jeevananda, 2011) The researcher analysed the consumer perception on four P's of marketing. This reveals that male and female have different opinion with regards to the impact of branding, packaging, pricing, promotion and quality in terms of marketing of FMCG. On the basis of the study the author concluded that consumer purchase depends on branding and quality of the product. This means that the companies which are well established in the market can easily come into new products and they can easily generate a higher revenue because their name is already a brand in the market because of its loyalty and quality been maintained since years.

Reference:- International Journal of Management & Corporate Affairs, Vol. 2, Issue 5, Nov-Dec,2016

(Kemp, 2011) According to the author people are now becoming more health conscious as time passes by. The customers do prefer now less sugary soft drinks and prefer more health conscious drinks. The author also says that the companies should keep this thing in mind and market themselves according to the change which is been adopted by the consumers. It is an important content which to be kept in mind.

Reference:- International Journal of Business and Management, Vol. 13, Issue 3, 2018

(WHO, 2010) According to the report of World Health Organization (WHO), it says that nowadays people are becoming more inclined towards the health consciousness and they prefer to buy the health drinks rather than the concentrated soft-drinks which has a lot of sugar and calories in it. A large section of Indian population is more inclined towards natural products due to the benefits accorded by them.

Reference:- World Health Organization (WHO) Report, 2010

(Kumari, 2010) The study focused on dissimilarity between rural and urban customer expectation and perceptions. Study concluded that rural and urban customers are different in perception, education, personality, buying habit, lifestyle, belief, attitude, occupation and income. This means the companies should first of all target the urban areas as the people are more learned and they act very wisely. Besides this, their attitude is also

comparatively better in terms of rural area people. This helps the organizations to easily capture a large market share very effectively and efficiently within less span of time.

Reference:- International Journal of Management & Corporate Affairs, Vol. 2, Issue 5, Nov-Dec,2016

(Chintagonia, 2010) The author in his analyses on “Estimating a multinational companies of soft drinks brand choice and purchase quantity decisions of household” concluded that the brand choice alone in categories with multiunit quantity purchases only accounts for part of the total price response and, in some instances, generates inelastic price elasticity. He defines customer based brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand.

Reference:- International Journal of Commerce, Vol. 1, July 2017

(Shophiya, 2009) The author in her research thesis entitled, “A study on consumers’ satisfaction towards various brands of malted milk food in Gobichettipalayam town” reveals that majority of the samples respondents prefer to buy Horlicks for its reasonable price, quality, quantity, packing, health care, doctor’s advice, content of vitamin and mineral’s. However, different type of Malted Milk food manufactures have to concentrate on those aspects and work out better strategy to attract more no of consumers for their brands.

Reference:- International Journal of Applied Research, Vol. 2 Issue 4, 2016

(Laura, 2009) The author reveals that there are two elements of packages which effect consumers purchase decision i.e. visual and verbal. Visual refers to graphic, colour, size, form and material and verbal refer to product information, producer, country of origin and brand. This means that the companies like Coca-Cola, PepsiCo and others want to get into the health conscious products then they should target these strategies as people do buy the products according to this mind set.

Reference:- International Journal of Management & Corporate Affairs, Vol. 2, Issue 5, Nov-Dec,2016

(Jacobson, 2009) The author in this study on “Small taxes on soft drinks and snack food to promote health”, concluded that small taxes on soft drinks, candy, gum and snack food are politically feasible and, when revenues are applied to health programs, are likely to be supported by many consumers. He suggest that public health professionals consider recommending snack taxes as a means of funding health eating and physical activity programs. Such programs could result in better health and lower health care costs.

Reference:- International Journal of Commerce, Vol. 1, July 2017

(al, 2009) The author says that people are now becoming more health conscious and they are turning towards health conscious products. He also says that since carbonated soft drinks are bad to consume and it has a harmful dietary effect to the human body and it will lead to the risk of obesity, diabetes, cardiovascular disease, and fatty liver disease.

Reference:- International Journal of Business and Management, Vol. 13, Issue 3, 2018

(Lőrinczi, 2009) The author says that the companies have also become understanding and they try to take care the customers' health and welfare. The brands like Coca Cola, Elephant House and Pepsi Cola assist to preserve the health conscious unambiguously and reduce the health risk of the consumers, since these brands have high brand value.

Reference:- International Journal of Business and Management, Vol. 13, Issue 3, 2018

(Rodriguez, 2008) The author says that in any product the brand image is the most important thing which influences the customers to buy the product. In this modern era, brand image plays the most important role for any company to increase their sales in the market. For the healthy products and other associated products, brand image is of high importance as customers do prefer to buy that company's product which they are familiar with.

Reference:- Great Lakes Herald, Vol. 13, Issue 1, March 2019

OBJECTIVES OF THE STUDY

- To understand and analyse the Integrated Marketing Communication Strategies of Tropicana and Real Fruit Power.
- To compare the different marketing strategies which are adopted by Tropicana and Real Fruit Power.

SCOPE OF THE STUDY

The research only focuses on the fruit juice companies, "Tropicana" and "Real" and to understand how these companies market the products. The marketing strategies of these companies are properly studied which are adopted in India as well as in other countries. The data which is collected refers to the last 3 to 4 years.

RESEARCH DESIGN

The research design is descriptive. The research includes the study in where different marketing strategies which are adopted by the companies like Tropicana and Real are clearly identified and how these companies do marketing. Furthermore, it also deals with the comparative analysis of the different marketing strategies of these companies.

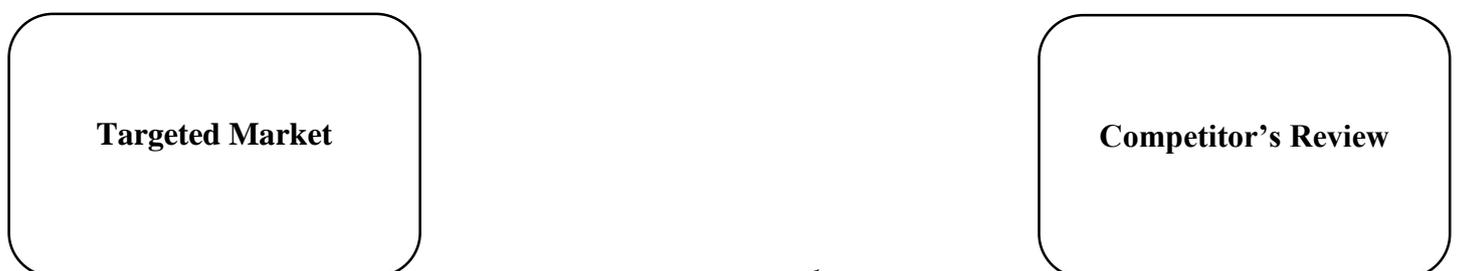
DATA COLLECTION SOURCES

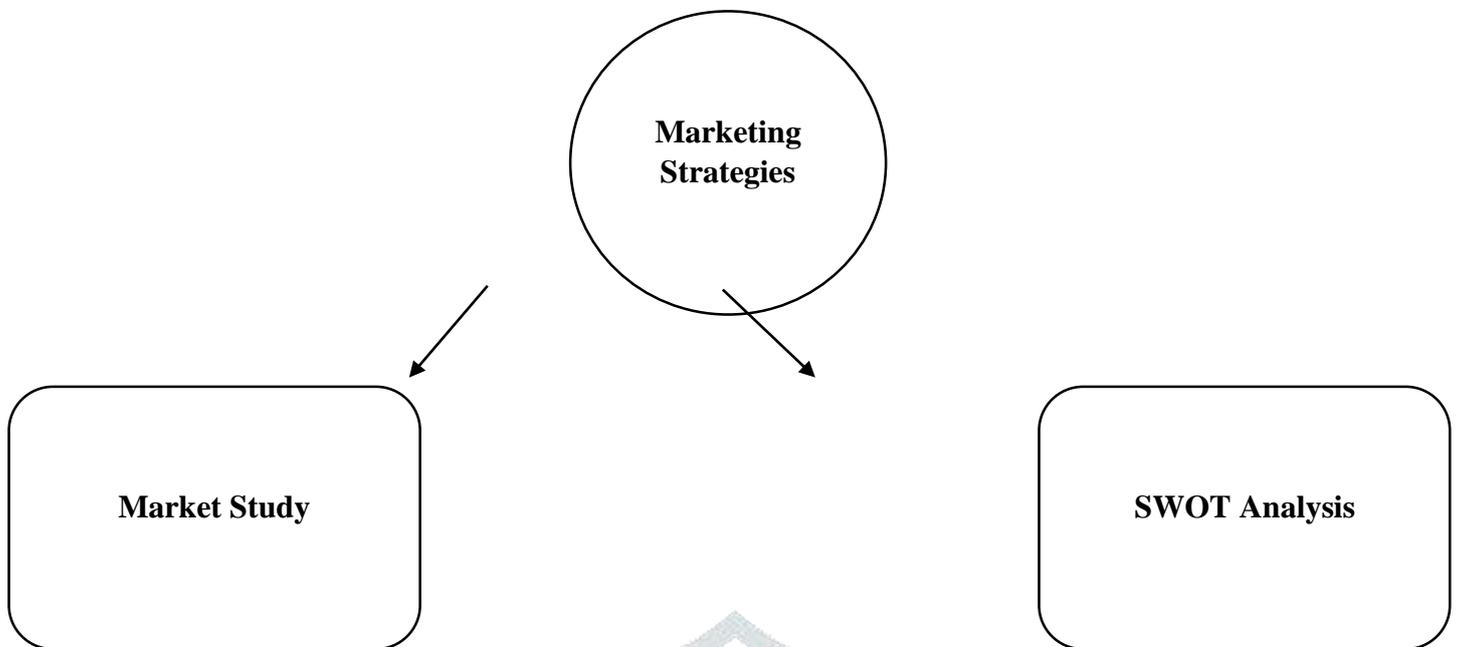
In this secondary data research, the data is been collected from the different articles in the periodicals, magazines, journals, etc. Moreover, the data is also collected from different authenticated websites, official social media platforms and from different published research papers.

DATA COLLECTION

The marketing strategies are only decided on the basis of targeted market, competitor's review, market study and by keeping in mind the strengths of the company. The companies have to decide proper marketing strategies on the basis of these above mentioned attributes and thus it does not result into backfire under any circumstances. The analysis of marketing strategies for any company is decided on the basis of the company's strengths and the ability to achieve the targeted market very efficiently. The marketing strategies are aimed to put together a solid base of loyal customers.

Factors for Analysing Marketing Strategies

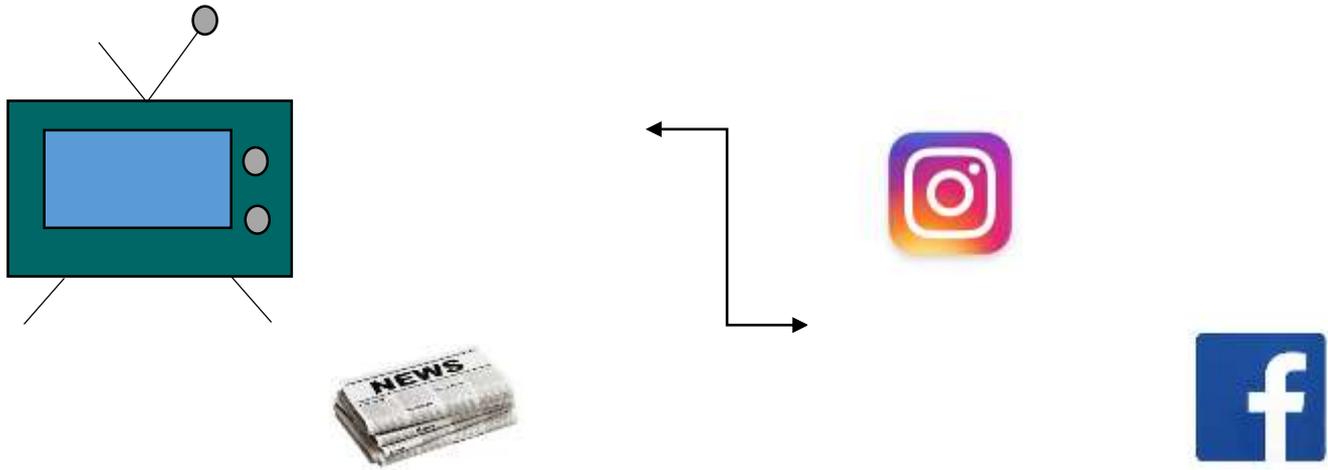




As per the UK Essays website majority of the health beverages companies do promote their products via traditional marketing. They still believe that most the people do get influenced by either watching the advertisements either on television or in newspapers/articles etc. These companies do pay more attention to traditional marketing strategies rather than the modern marketing strategies as there is huge amount of people who still get convinced by traditional way of marketing. The companies do advertisements just to make people aware about their presence in the market. Moreover, the companies are now getting aware that to compete in the International market the companies do have to advertise themselves not only on TV and in Newspapers but they also to be present on the online marketing platforms as the young generation is more keen towards the social media sites and they do prefer to grab the information from it.

There is a drastic change in last 5 years in this fruit juice beverage industry throughout the world. The companies which used to only focus on traditional way of marketing themselves are now looking forward to market themselves on social media sites and various platforms. These companies do believe that they can only make the people aware about their products throughout the world easily by using these platforms of social media marketing. In this way, the companies do think that they can reach out the customers easily and with less trouble. The countries in which they want to expand their business might not always allow to advertise their products of TV and in newspapers and so these social media marketing strategy is the best suitable alternative for these companies.

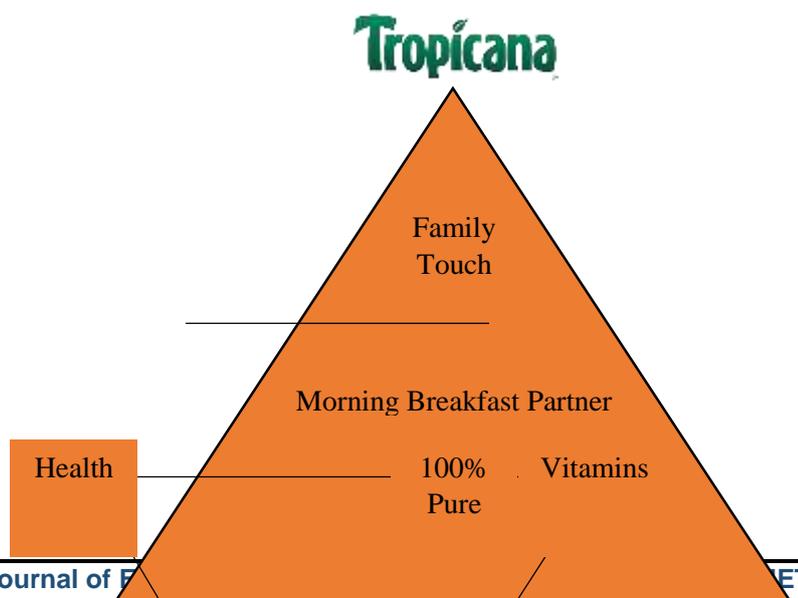
Changing Cycle in Marketing Strategy



Tropicana:-

As per the official website of Tropicana, the marketing of the products is done with the help of advertisements on either television or through newspapers in where Tropicana highlights the health benefits of products and they only target the age group of 20-35 years as the company does believe that majority of this age grouped people do consume these products as they are lean towards health consciousness. Tropicana does have a very good number of web presence and uses platforms like Google+, Twitter, LinkedIn, etc. Recently, Tropicana has come up with a re-branding strategy as now the brand is displayed by saying that the juices are 100% Natural. Tropicana also markets its products by carrying out the campaigns and by also giving the free samples.

Tropicana majorly focuses on advertising along with emotions like Family Touch, Morning Breakfast Partner, Health, 100% Pure, Vitamins, etc.



INDIAN MARKET

As per the website of Tropicana, the company has recently focused on changing the packaging of the products as these products were only available in tetra-packs and now the company has come out with unique bottles so that the consumers can easily carry their juices anywhere and can consume it also very easily.



Traditional Marketing:-

Tropicana does a lot of direct marketing as the products are targeted in such a manner that direct marketing is the most suitable option for them. It focuses on spreading the awareness of a healthy fruit drink which can be consumed daily by the people during their breakfast time. The company does market their products through the medium of TV advertisements in where they make aware people about the importance of the healthy drinks which can be consumed daily, a refreshment which can be consumed during commuting from one place to another and a drink which can be shared with friends and family during festive times.



Tropicana does advertise their products in newspaper too and today also majority of the people do read the newspaper and so the company think that this medium of marketing is also beneficial for them to make the people aware about their presence in the market. Tropicana does give advertisements in newspaper during certain festivals in order to attract the customers by offering them discount and other offers.

THE TIMES OF INDIA

PRICE IN ALONG WITH USUAL BOUND ON THE ECONOMIC TIMES OR ALTERNATE OF MANGALAKSHEE TIMES

MANISH PANDEY PAYS FOR IPL REBELLION; BANNED FOR FOUR MATCHES, FINED 25% OF FEE 31

MODI BLOWN BY US WARRIOR TRUMPET, SAYS GUJARAT HAS LEFT MAHARASHTRA FAR BEHIND 16

NEWS DIGEST

2G probe panel has nailed NDA, says Sibal

Acquits Uffa Cadre Of Tada Charges

SENSEX TANKS 441 PTS, INVESTORS LOSE ₹1.24 LCR

HC empowers police chief to seal brothels

'Obesity twice as high in Indian women as in rest of world'

Chavan tells builders to stop work on illegal projects

Capa: Names of 15 a.e. holders out

Ambush on 10 jitters for Indian states again

MPIAS couple's assets seized, ACS frozen

3 Pak players face criminal charges in UK

Has Zardari secretly married US doctor?

SC: Just being member of banned outfit not a crime

Strong farm sector to help GDP grow 8.5% in 2010-11

US in talks for Mubarak's exit

CBI may summon DB's Balwa

MAN CRIMINALS - THE

ALL COINING: INDIAN AS

ALL COINING: PAK

MARKET WATCH

BANK OF INDIA offers 9.75% FOR 100 DAYS

WELTHEN

All Natural Tropicana For your Healthy Day

Orange juice in the goodness of natural, fresh oranges with 100% less sodium and sugar. Enhanced with 100% Vitamin C and no artificial sweeteners.

PEPSICO

Sampling:-

Tropicana also markets its products by giving free samples in general stores and in super markets so that people get aware and there is high probability that people may shift over to these products. The company also markets its new products by setting up small stalls in super markets and free samples of the same to increase brand awareness. This helps the company to attract more people towards the products and as a result their revenue also

increases. People get a chance to taste the product and then they can easily consume it at a large scale gradually. Sampling method is one of the most convenient method for marketing the products for any company and it is not that much costly too in nature and so the Tropicana do give samples either by setting up stalls or sometimes in the newspaper too.



Campaigns:-

The company has also launched various campaigns to increase their sales. One of the most famous campaign is **“It’s good to be alive”** in where they have marketed product in a way which shows when you add Tropicana 100% to your mornings, you are bound to have a great day. The other campaigns were launched by endorsing the celebrity/actor Katrina Kaif in where the most famous one was **“My Health My Way”** in where the advertisement used to focus on the health aspect which an individual seeks in the busy lifestyle one leads today. It did also focus on the vital nutrients which are required by the body and which Tropicana has in the form of juices and these juices are made from fresh fruits and vegetables and are 100% natural and loved by people of any age group. This is the most latest launched campaign by the company in 2018. The other previous campaigns were also very famous and outstanding. To name a few, they are, **“Have a fruitful start to your day”**, **“Love for Mosambi”**.

“MY HEALTH MY WAY”

ORANGE JUICE
Tropicana
100%
No. 1 BRAND
HIGH SOURCE OF VITAMIN C
NO ADDED SUGAR
NO ADDED COLOUR

TROPICANA SOURCES AND SQUEEZES THE BEST FRUITS & VEGGIES TO GIVE YOU VITAMINS & NUTRIENTS YOUR WAY!

EVERY YEAR, TROPICANA SOURCES 25,000 TONNES OF CAREFULLY SELECTED FRUITS FROM LOCAL INDIAN FARMERS.

PROTECTING LOCAL FARMERS

Online Marketing:-

The page of Tropicana (India) on Instagram is especially according to the culture and taste of consumers of India. The company regularly gives the updates of their new branding, products, offers and what not. The company also focuses on how to attract the consumers by posting various types of posts which are emotional and touching as it is regarding various festivals which are celebrated in India. The company does promote its products just by saying that it is very much healthy and nutritious. The company does promote the products only on the attributes of emotions, healthiness, pure product, etc. The posts on social media sites are too attractive as they do have posts which are so touching as they are very attractive, captions like “Sip Your Sunshine” – which relates to morning breakfast, no pulp and just natural fruit juice.



The social media marketing of Tropicana India is very unique and the youth do get attracted towards it as the posts are very catchy and according to the beautiful festivals like Independence Day, Raksha Bandhan, Ganesh Chaturthi, Navratri, Dussera, Diwali, etc. The company also endorses celebrities/actors as their brand ambassador and this also plays a vital role in marketing the products very efficiently.





The company also promotes its product by marketing itself on Twitter. There are almost same posts on Twitter but as per the changing trend in marketing all these major companies do have make their presence on majority of the social media platforms so as a result more customers get aware and there is an ease in promoting the products. The company also focuses on especially on promoting the products by keeping in mind the “Women Empowerment” and so there is an extraordinary product for women which is Tropicana Essentials (Iron) in India. This product is especially for the betterment of the bones and providing huge amount of minerals, vitamins and iron for women for active mind and physical fitness. There is an ABC product also which is very nutritious and so the company market it as a daily morning breakfast meal. This product is also marketed in a sense of a very right product for the children and all these are marketed through the medium of Twitter.

Tropicana

Tropicana India @IndiaTropicana · Jul 27, 2018

Still puzzled on how to give your kid the right nutrition? We've got the fix. Tropicana Essentials, a tasty blend of fruit and veggies that provides 2 combined servings of fruits and vegetables with 15% daily requirement of Vitamins A and C.



Tropicana

Tropicana India @IndiaTropicana · Oct 24, 2017

Lack of iron can make you feel drained out. Now get as much iron as in 100g of spinach with Tropicana Essentials IRON. #EssentiallySpeaking



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↑



Tropicana India @IndiaTropicana · May 22, 2018

Hey Moms, you can now give your child the nutrition of Apple, Beetroot and Carrot juice, all in one go with Tropicana Essentials - Fruit and Veggies. Trust us, they'll crave for more! #MyFruitAndVeggiesMyWay



UNITED STATES OF AMERICA MARKET

Traditional Marketing:-

As mentioned above, Tropicana does a lot of advertisements to reach out to the customers. The advertisements are displayed in TV and moreover gives the advertisements about their new products in newspaper too.

Tropicana does promote its products in USA just by giving the advertisements by saying that the juices are so healthy in nature. The advertisements do say that the juices are 100% Natural and they can be added to the breakfast meal. Tropicana is nowadays promoting the small bottles which are very handy in nature and can be consumed at ease. There are many new products which Tropicana is promoting through advertisements in USA. The company advertises the products according to the ingredients of the juices like Tropicana Premium which has no pulp, Tropicana Essentials which has probiotic juices and Trop50 which has less sugar in it. These huge amount of variety does help the company to achieve a good market share. While in USA the products are also marketed as a drink which can be drunk with the mixture of alcohol. The company has also come up with the new range of bottles in where it can be served as a single serve.



Tropicana does have a huge amount of variety of juices in USA. These products are promoted in a manner that the company does it by telling that “We didn’t add sugar instead we added more fruits and vegetables”. It also advertises by a catchy phrase “Kiss us, we’re delicious!” Tropicana does promote orange juice at a vast scale as orange juice is the most consumed one in the world. They do marketing on their packaging also by stating “Ready to Shine”, “Good Day Sunshine”.





Campaigns:-

Tropicana does a lot of campaigns to make people aware about their brand. The most popular one was “**It’s good to be alive**” which was done globally and it did influence people as the company did promote their products by saying that the products are 100% Natural and full of nutrients. It emphasizes on everyday mornings, motivating the viewers to have a healthy beginning of the day by consuming Tropicana.



The second campaign was “**Sip Your Sunshine**” which is prominent right now also and it highlighted the nutritional benefits that an individual should have it daily in morning with a proper sip of the juice in his/her breakfast meal. It encouraged the viewers to enjoy it as a part of the balanced diet.



Advertisements in Magazines:-

Tropicana is a health conscious drink and so the company also advertises the products in the health magazines and of course in the lifestyle magazines. The company does market it as there are a segment of people of would prefer to consume these products by going through the advertisements in these type of magazines.





*It takes longer to read
the list of vitamins
than it does to drink it.*

*Tropicana Pure Premium Orange Juice. Pure, delicious, and thoroughly
nutritious. Amazing how something this easy can be so good for you.*

The best 9.3 seconds you could possibly spend on yourself. Everyday.

Sponsorships:-

Tropicana also promotes its products by doing marketing through the medium of sponsorship in various sports and cultural events by promoting the importance of having a healthy lifestyle which falls in line with their products.



Events & Programs:-

Tropicana does have its own stadium named “Tropicana Field Stadium” in St. Petersburg in Florida and they do host many baseball games, sporting events and concerts. The stadium does have an entertainment centre, shopping plaza and a food court where many flavours of Tropicana are available. They also do conduct the programs of making people aware about the health consciousness and they do educate children regarding the same in schools by promoting the products and the benefits of consuming the same. The most popular event organized by Tropicana was “Cubs VIP Experience” in where a huge baseball fan was invited by Tropicana with his family to watch a baseball match which was held in Tropicana Field Stadium. They do promote their products by keeping in mind the emotions and feelings of the fans and consumers.

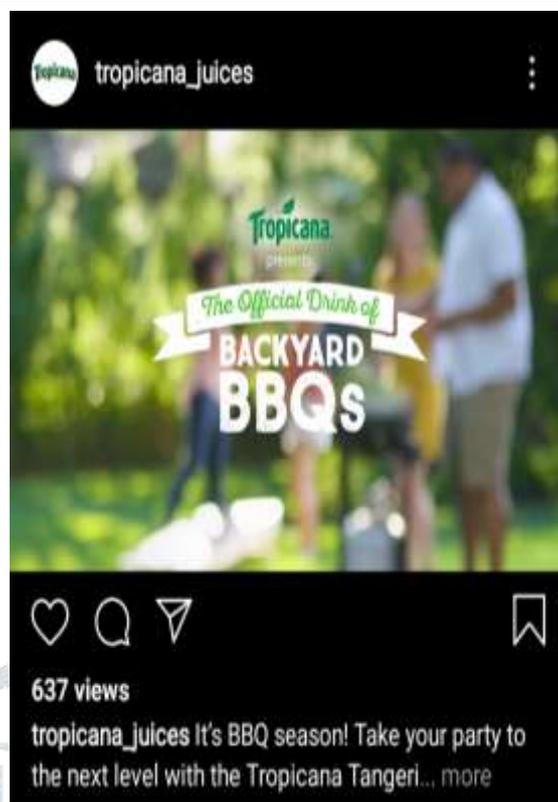


Online Marketing:-

Tropicana do actively post about the various products and the posts are also regarding the health consciousness stating the importance of Vitamin C and other minerals which the juices have in the form of ingredients. The posts are regarding the fresh available juices and the company does market itself as a portable item as Tropicana has come out with a unique small bottles stating the “Whole Fruit Juice”. These type of bottles are so handy in nature and they can be used easily and can also be carried easily.

The Instagram page of Tropicana only focuses on posting the pictures and marketing the products just keeping in mind the health consciousness and how the juice can be helpful to a human being by just having everyday one glass of it. It does market itself by saying that it is full of Vitamin C and other necessary minerals which are very beneficial for the human body.

Besides this, Tropicana also focuses on the festive and other days which are celebrated throughout the world and so they market the products according to it. Tropicana also posts certain images on social media platform by keeping in mind the Pool Parties, Backyard BBQ, etc in where these juices can be used as a refreshing drink and party drinks too. It does promote by posting certain images of breakfast and with fresh fruits which are to be consumed with a glass of freshly made juice (Tropicana).



Real Fruit Power:-

As per the official website of Real Fruit Power, it is one of the highest selling fruit juice company in India. The juices are made of fresh fruits and with natural ingredients. The targeting audience is majorly the middle class people but that does not mean that the company does not sell its products to other class of people. Every household person is targeted by the company. The juices are very much healthy in nature as they do contain a lots of stuffs like Vitamins, Potassium, Natural fruit flavours, 100% Pure and what not. The company does have a premium brand of the same which has 100% Natural juice which is "Activ 100%".

It is present not only in India but in many different countries. The maximum amount of revenue is earned through the Indian market. Real also has the major market share in its category in India compared to other fruit juice companies. There are many other fruit juice brands which are there in different countries which have a high brand loyalty and do generate higher revenue and so Real is not that much into the International markets.



Traditional Marketing:-

Real does a lot of direct marketing as the products are targeted in such a way that direct marketing is the most suitable option for them. It focuses on spreading the awareness of a healthy fruit drink which can be consumed daily by the people during their breakfast time. The company does market their products through the medium of TV advertisements in where they make aware people about the importance of the healthy drinks which can be consumed during many times like certain occasions, in regular life as a health drink during breakfast and many more.



The product is marketed in a way that it is a drink which would be liked by any child as children don't like the breakfast which is full of fruits and other nutritious things and so the mothers can easily give them these juices which do keep the children healthy and fit on the regular basis. The advertisements are so emotional so that the people do get attracted towards the same. Real is one of the best fruit drink company throughout India as the products are very nutritious without any adulteration and so people do prefer the same.

Real does also promote its products through the medium of newspapers and other articles as they do believe that majority of the people throughout India does still follow the traditional mean of media. The company does give advertisement especially during the summer time and during certain auspicious festivals by stating that discounts and offers would be available and in this way the company does generate a high amount of revenue within a short stipulated time period.



THE TIMES OF INDIA

Dabur

Presenting **Real** Fruit Power

Mixed Berries

Berry Berry Tasty

New

INTRODUCTORY PRICE ₹125 to ₹110

Real Fruit Power

Mixed Berries

Goodness of 6 Super Berries

No Added Preservatives

Power of Antioxidants and Vitamins

Real Mixed Berries is packed with the goodness of 6 different types of Berries, or super fruits - Red Grapes, Cranberries, Raspberries, Strawberries, Sea Buckthorns and Blueberries, making it berry tasty and healthy!

Real Fruit Power is only a trademark and does not represent its true nature.

Ready to Serve Fruit Beverage

DABUR CARES: CALL OR WRITE - 8/3, ASAF ALI ROAD, NEW DELHI-110002 | MAIL: daburcare@feedback.dabur | Website: dabur.com | TOLL FREE: 1800-103-6644

Banners/Hoardings:-

Real also does outdoor marketing through banners and hoardings at a large scale as it is truly said that this way of marketing does generate a huge amount of revenue for any company. The banners and hoardings are regarding the new flavours which are launched by the company. It does also market itself by saying that the packing of the products are so much properly made by keeping in mind the quality and so the company does have “6 Layered” packaging.



Campaigns:-

Real does a lot of campaigns to make people aware about their brand. The most popular one was “C’mon Get Active” which was done and it did influence people as the company did promote their products by saying that the products are full of fiber and full of nutrients. It emphasizes on everyday mornings, motivating the viewers to have a healthy beginning of the day by consuming Real.



The second campaign was “**Snack Healthy Stay Fit**” which highlighted the nutritional benefits that an individual should have it daily in morning with the breakfast or with snacks.



Brand Endorsing:-

Real also does Brand Endorsing so to increase the sales revenue. There have been many famous celebrities which have become the brand ambassador of Real Fruit Power. Bipasha Basu (Cinematic Celebrity) has been a part of it and did promote Real Activ product for a very long time at its initial stage. Currently Sonali Bendre is the brand ambassador of the products for Real Fruit Power. The company does promote its products through this mean to give more awareness to the people in a way that these are very healthy products which can be consumed daily to a better lifestyle.



Online Marketing:-

Real does have a lot of web presence on different platforms like Twitter and Facebook. It does market a lot through the medium of Twitter and on a regular basis. It is said that Real is the most trusted brand for the mothers as a nutritional drink for their children for the last two decades. They do market themselves as the healthy drink which does have a lot of Vitamin C and other important minerals, potassium, etc for a perfectly balanced lifestyle. It does have other products also like Coconut Water which is very much nutritious especially during summer time to keep the person hydrated. The company also takes care of the customers at a very great level by reaching out to them through different medium of communication if the customers do have any queries or any issues with the products. The posts are also regarding the beautiful festivals which are celebrated in India and the company does put the posts in contact with it. While the posts on Facebook are regarding the ingredients and benefits of these products. The posts do have saying that these juices are 100% natural and very effective to a person for fitness.



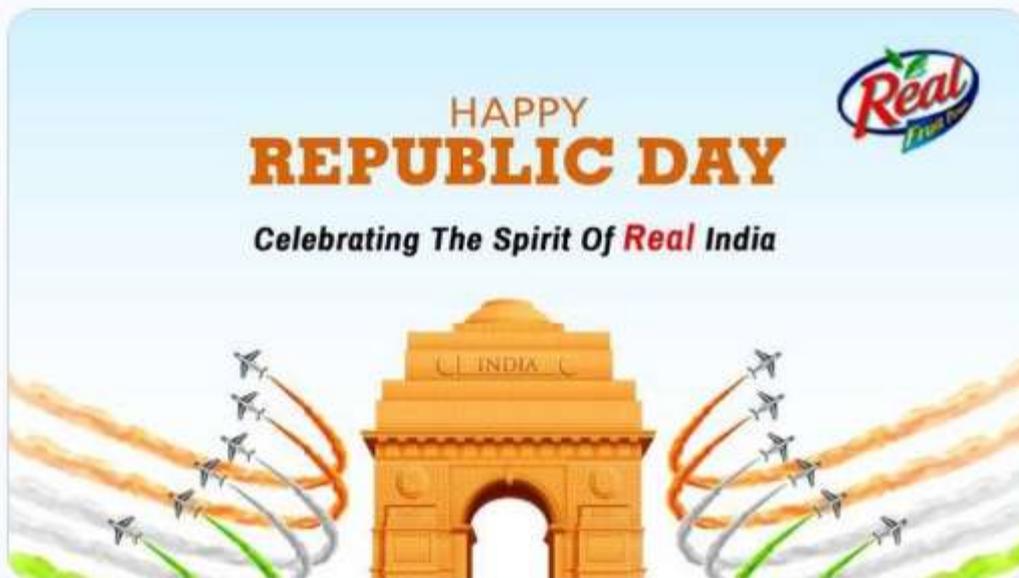
Realfruitpower @Realjuices · Apr 26

Screenshot the bottle of 100% Tender Coconut Water within the frame and comment with your entries below. Let's see how many of you can do it!
#StayHydrated #StayHome 🏠



Realfruitpower @Realjuices · Jan 26, 2019

70 years of honour and pride. Awaken your patriotic feelings and raise the flag! Because our country deserves a grand salute. Dabur Réal wishes you all a Happy Republic Day.





Ocean Beverages:-

Ocean beverage is a flavoured water which contains fruit juice, water, electrolytes, glucose etc. The target market would be health enthusiasts who want something more than just plain water after a workout or hard day's work. The brand banks on the nutritional advantages as the main reason for purchase. The positioning of Ocean reflected in the tagline "**Sail through your day**" aims at highlighting the benefit of the added ingredients. These key ingredients only help to segment, position and target the market for the company which helps in generating revenue.

Key Ingredients of Ocean Beverage



Traditional Marketing:-

The company does market its products only on the basis of a health drink which gives a boost to people. The company advertises in the TV by just giving the glimpse of when this product can be used. The advertisements are regarding the workout, during summer days, etc in where these products can be a beneficial to the body as they do have vitamins, glucose, water and the flavour which any common person would like to have it. The company also markets its energetic products which they have come up with recently. The products are marketed in a way that they are very much helpful as an energy drink when people do exercise regularly.



Hoardings/Banners:-

The ocean beverages are also marketed through the banners and hoardings so that more and more people get aware about these products which are available in the market. The company does market through this medium to reach out the maximum customers because these physical banners are easily seen and remembered.

WATER WITH A REFRESHING WAVE OF FRUIT.



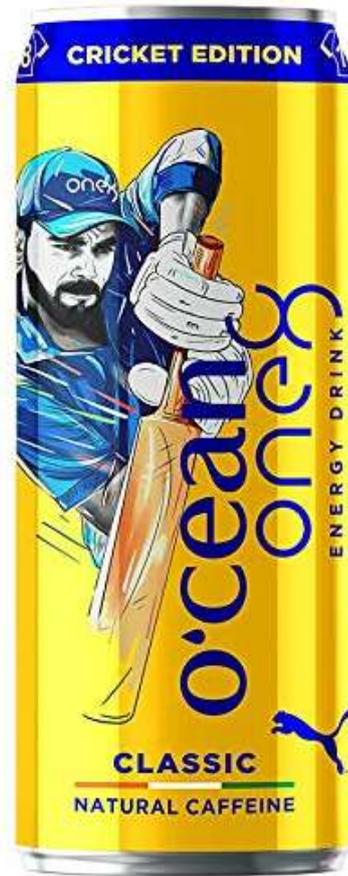
O'cean Fruit Drink contains vitamins, fruit juice and electrolytes to help boost your energy levels, keep you well hydrated and ready to take on the heat.

o'cean™
FRUIT DRINK

SAIL THROUGH YOUR DAY

Brand Endorsing:-

The company also focuses on brand endorsing so that more number of youth gets aware and they start consuming the products. The company has made Virat Kohli – Indian Cricketer as its brand ambassador. The company has also launched certain new products with the help of brand ambassador by keeping in mind the Indian Cricket Jersey number 18 and so through this also more and more customers are attracted. There is a special product in the name of Virat Kohli with the collaboration of PUMA Sports Company.



Online Marketing:-

The company is very much active on social media platforms like Instagram and Facebook. The company does market itself on these sites too. The posts on Instagram and Facebook are regarding the products, flavours, health consciousness, etc. The posts are always with the brand ambassador as Virat Kohli has already gained so much of fame in India and so for the company it becomes very easy to market the products with the help of him as these posts do help in generating maximum targeted audience.

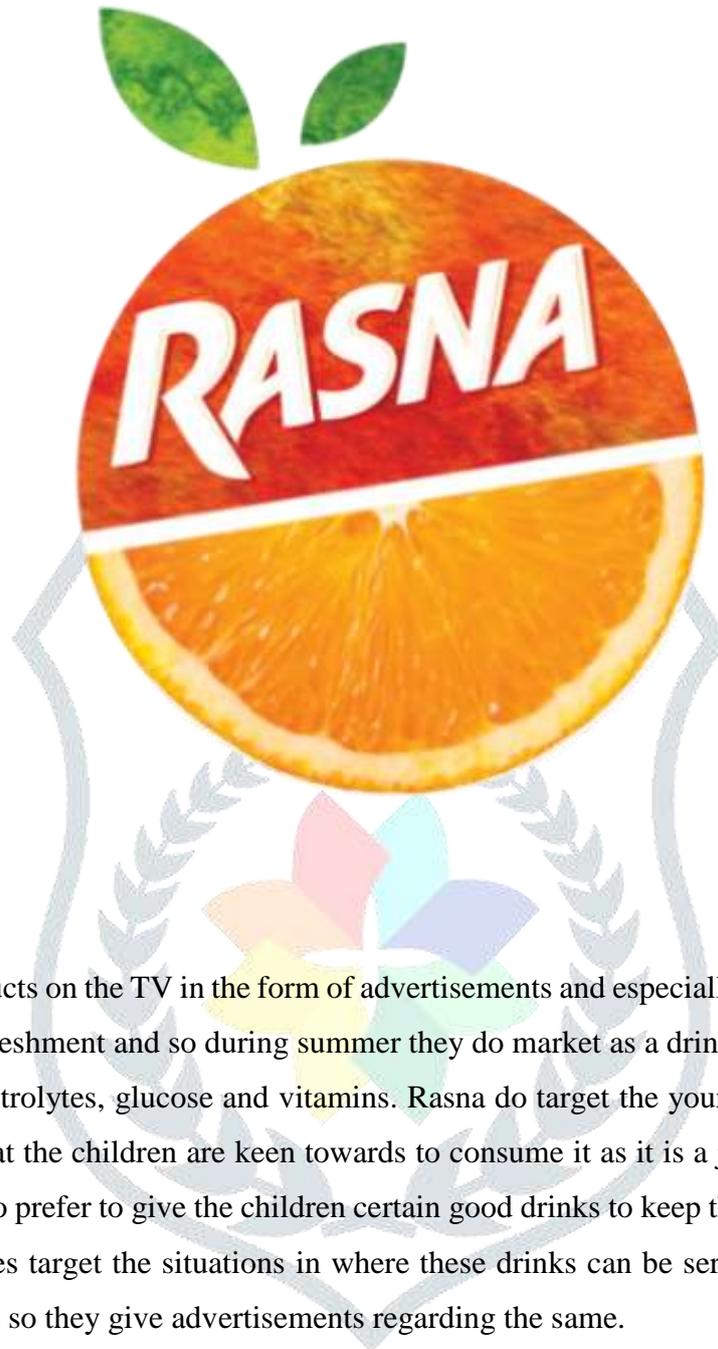
They also do market themselves as they are not just a water based company but they are more than just a plain water. The company does always come up with some innovative posts on these platforms in where the famous movies scenes are selected and then the product is directly synchronized with the scenes. The posts are also regarding to the festivals and so the company does put the product together for the better type of an advertisement.





Rasna:-

Rasna beverage is a concentrated drink which contains fruit flavours, water, electrolytes, glucose etc. It is a product especially consumed when an individual needs refreshment and especially it is more consumed during summer times. The brand banks on the nutritional advantages as the main reason for purchase. It is one of the most popular brand of concentrated drinks in India and the company is now present in many other countries too. The company also claims that more of international sales is done rather than the domestic sales since they have captured the international markets efficiently. The company is now entered into the ready-made drink products which was very much necessary to survive in the market as many other competitors like MNCs were only producing these type of ready-made drinks and so the customers used to prefer those products as they are very much easy to consume without preparing it. It is one of the largest exporter of instant made concentrated drink throughout the world. The company does have bi-products also nowadays like snacks, power squash, milk powder, honey, etc.



Traditional Marketing:-

Rasna does market its products on the TV in the form of advertisements and especially during the summer season. The drink is a kind of a refreshment and so during summer they do market as a drink which is better to consume as it does have a lot of electrolytes, glucose and vitamins. Rasna do target the young generation nowadays at a large scale as they think that the children are keen towards to consume it as it is a joyful thing for the children. Besides this mothers also do prefer to give the children certain good drinks to keep them hydrated throughout the day. The company also does target the situations in where these drinks can be served to the guests during the festivals, occasions, etc and so they give advertisements regarding the same.



The company also does market itself in the newspapers by giving the advertisements about the new flavours, new offers and what not. It still reaches out the customers at a large scale through this medium of marketing. The company does believe that majority of the people get attracted to the creative advertisements which are there in the newspapers.



Barter Deals:-

The company also does work on the barter system with other companies to increase the awareness about the products and so they promote their products by selling them free with other products. In this way, more amount of people get aware about Rasna and they might prefer it after its consumption.

Sponsorships:-

Rasna also does sponsorships like promoting shows on TV, events and stage shows which are popular, games, college events, etc. Through this the company also spreads awareness of its brand in the market.

Exhibition Stalls:-

The company does spread awareness through keeping the stalls of its brand in different exhibitions which are held in different parts of the country and in where people do come and get aware about different products prevailing in the market.



Free Distribution:-

Rasna also does free distributions in small localities, villages, societies and many more just to give awareness about the brand and directly this would help to create more revenue at a longer period of time.

Sampling:-

Rasna also provides free samples of different products and they promote these things by selling in the supermarkets, schools and in colleges too. The company does this as more amount of youth is targeted to increase their revenue and in societies just to ensure that the housewives would also make a boost to their revenue.





Press Conferences:-

Rasna also promotes its brand by doing huge amount of press conferences in where new products are launched by doing small campaigns and with the help of endorsing new brand ambassadors. There have been huge amount of brand ambassadors for Rasna products till date. To name a few, “Akshay Kumar, Kareena Kapoor, Karishma Kapoor, Saina Nehwal, Genelia D’souza, Rohit Sharma, etc. Akshay Kumar is the current brand ambassador for Rasna. The brand ambassadors do play a vital role in generating more amount of sales turnover.





Outlets:-

Recently only the company has come up with a unique idea of physical outlets so to enhance their sales and people can finally take the drink of their choice as the drinks can be customized. Rasna do have their stores throughout major cities of India. It is an attractive way to generate more consumers. It has stores in Pune, Ahmedabad, Mumbai, Delhi, etc. Over here they have come up with a very unique idea of different flavours and in their unique bottles.





Online Marketing:-

The company is very much active on online platforms like Instagram, Facebook, Twitter, Youtube, etc. The company does have their different pages according to the cities also on Instagram. The Instagram posts are regarding about its outlets by keeping posts and attractive captions like “Come soon and savour your happiness”. During this pandemic situation too, it does not forget to make people aware about the basic necessities which are to be carried out for the protection of human life. It also posts different posts with a link to the festivals which are prevailing in India. It also lays emphasis by updating the posts for Women Empowerment. It also endorses famous athletes, cinema stars, etc. so that more sales revenue is earned. It also says that they are available now on Zomato – A food delivery application. The posts on Facebook are regarding the festivals, events and of course about the current prevailing situation of Covid-19. Rasna is very much active on social media platforms. The advertisements on Youtube are also regarding the different flavours and giving more idea about the products.





COMPARATIVE ANALYSIS OF TROPICANA & REAL**SEGMENTATION**

Geographical	Tropicana	Real
Location	Urban and Rural	Urban and Rural

Demographic	Tropicana	Real
Age	Bachelors, Newly Married Couple	Mothers, Children(6-14), Young Executives
Income	High Spendable Income Group	High Spendable Income as well as Low Spendable Income Group
Occupation	Working Professionals, Executives, Educated Class	Educated Housewives, Working Professionals Group

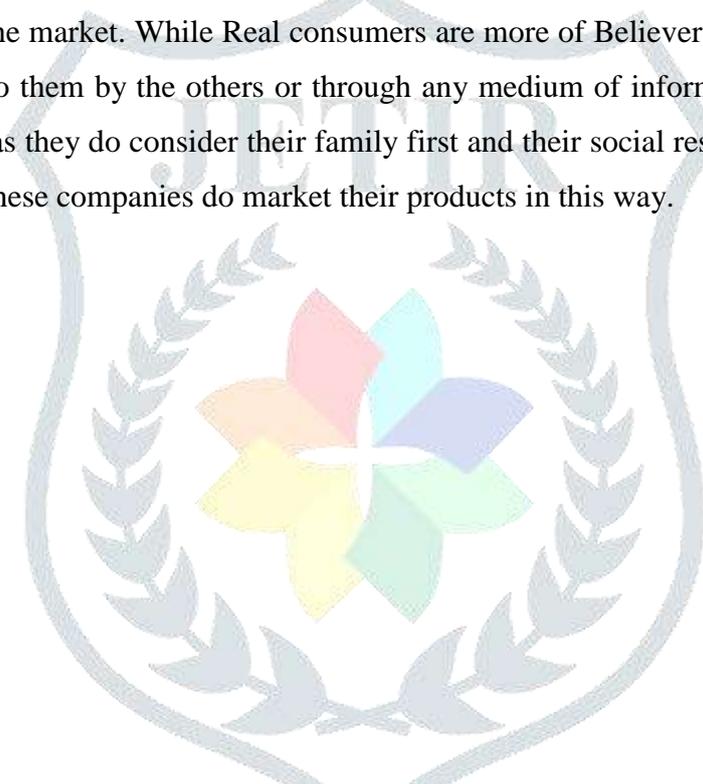
Psychographic	Tropicana	Real
Lifestyle	Actualizers(Status Oriented), Experiencers, Strivers	Believers, Strivers
Personality	Self-Confidence	Sociability

Behavioural	Tropicana	Real
Knowledge of the Product	Aware	Aware

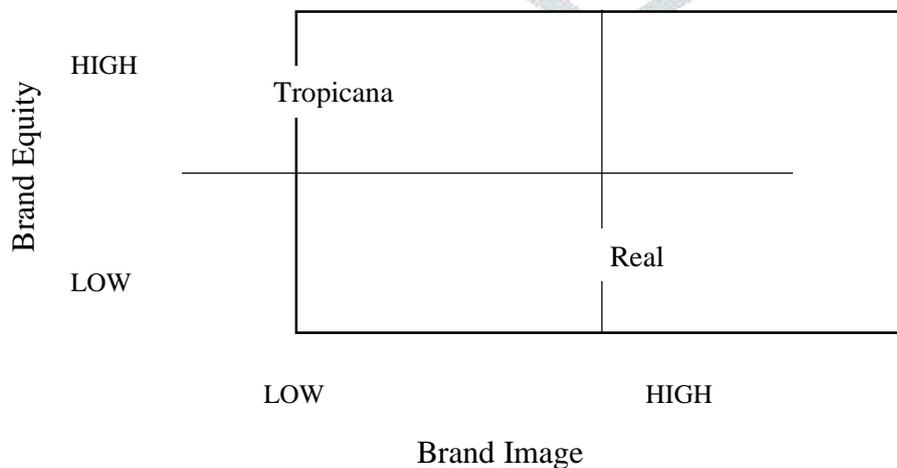
Both of the companies are very well established in the market since years. The products of these companies are sold in urban as well as rural areas at a large scale. The people in the market are also well aware about these two companies. Talking further the companies do have different segmented market as per age, income and occupation. Tropicana does focus on Bachelors, Newly Married Couples, High Spendable Income Group, Working Professionals, Executives, Educated Class and more. The products are also been marketed in that manner only by the company and so they do have variety of the products as per the above mentioned attributes like Tropicana Premium which is slightly expensive. They do have small bottles also of juices these days so that the young

generation can easily take it with themselves and consume whenever they need it. The company has targeted this type of market and accordingly it markets the products. While on the other hand Real focuses on Mothers, Children (6-14 Age Group), Young Executives, High as well as Low Spendable Income Group, Educated Housewives, Working Professionals, etc. and accordingly they market the products. The company does follow a low pricing strategy as compared to Tropicana and so Real products are consumed more and more by different class of people. It especially does market its products by keeping an emotional touch and so the mothers and housewives do get attracted towards the same. The major contribution is done by mothers and housewives as they do believe that their children should consume Real Juices every day during breakfast to maintain a balanced diet.

Furthermore, the consumers which consume Tropicana are more of Status Oriented Class, Self-Confident, Experiencers, etc. as they do consider themselves as a rich class of people in the society as Tropicana has already made its name like that in the market. While Real consumers are more of Believers and Social in nature as they do believe as what is told to them by the others or through any medium of information been spread. They are very much social in nature as they do consider their family first and their social responsibility towards the same and that is the only reason these companies do market their products in this way.



EQUITY VS IMAGE



As mentioned above, Tropicana does have a high Brand Equity because this company is so much prominent since years and it has achieved a good market share with almost 41.5% and this is because of the quality which is been maintained since years by the company. People do spend more on the products which are of high quality and so the brand equity also increases gradually. When customers attach a level of quality or prestige to a brand, brand equity increases simultaneously. Due to this reason only, Tropicana has achieved a high Brand Equity as compared to Real as the products are of high quality and people are ready to spend more as compared to other products as Tropicana has built a trust with the customers and its brand value in the market.

While Real has a high Brand Image in the market as the company does take care about the customer relationship at a large extent by fulfilling all the needs and requirements of the customers by either providing them certain discounts, by adopting low pricing strategy to attract the customers, coming up with new variety of products and of course due to the brand name of company which is in market since ages and has a huge amount of trust of people due to its natural and hygienic products. Real is a sub-product of Dabur company and so this is already a brand in the market due to its ayurvedic products which in Indian market lot of people do consider it as one of the best sources of consumption. Besides this, Real has already gained a trust of many housewives and mothers throughout these years and so it has a high Brand Image.

MARKETING STRATEGIES

Particulars	Tropicana	Real
Traditional Marketing	TV, Newspapers & Articles in Magazines	TV & Newspapers
Outdoor Marketing	Banners & Hoardings, Campaigns, Events	Banners & Hoardings
Sales Promotion	Free Samples, Free products with other products	Does not indulge into these things
Brand Endorsing	Low	High
Online Marketing	Facebook, Twitter, Instagram, Google+, LinkedIn	Facebook, Twitter, Google+

Tropicana does its marketing through the following above mediums. The traditional marketing is the most preferred on by the company as the products are segmented in such a way that the company can reach out the customers through TV, advertisements in the newspapers, articles in the magazines, etc. The advertisements are also regarding the health consciousness which an individual should keep in mind and so these products are marketed in such a manner by the company. As the market is segmented in a way and so majority of the health conscious people are targeted by the company and in that flow only the advertisements are done in TV, Newspapers and in Magazines by the company. Tropicana does an outdoor marketing too with the help of Banners and Hoardings in where the new products are marketed, new schemes carried out by the company are shown, campaigns in where any new message is to be delivered to the people in the market or any new products which

are going to be launched, events like sponsoring the famous shows and even organizing certain events like Baseball games in USA, etc. By doing such campaigns and hosting such events Tropicana does market itself at a large scale. Moreover, it also does a sales promotion by giving free samples to people in supermarkets, free products by doing a barter system with other brands. The company also does brand endorsing by coming up with new brand ambassadors for its products. The brand endorsing is not that greatly done and adopted by Tropicana compared to Real. Moving forward to the online marketing strategies which are done by Tropicana are majorly through the medium of Facebook, Instagram, Twitter, Google+ and LinkedIn in where the company does actively post regarding the new products, how healthy the products are, they should be regularly consumed by individuals, the various festivals which are celebrated throughout the nation and in link to it the posts are been uploaded just to make attractive posts regarding Tropicana products and as a result it does attract a lot of people towards the brand. To conglomerate, these are all the ways in which Tropicana does market its products.

While Real also does traditional marketing as it is the most preferred on by the company as the products are segmented in such a way that the company can reach out the customers through TV and advertisements in the newspapers. The advertisements are also regarding how the mothers could easily give these drinks to their children so to maintain fitness and a healthy drink in their regular diet. As the market is segmented in a way and so majority of the housewives and mothers are targeted by the company and in that flow only the advertisements are done in TV and Newspapers. Real does an outdoor marketing too with the help of Banners and Hoardings in where the new products are marketed, new schemes carried out by the company are shown. The company does not actively do any kind of campaigns and events to reach out to the customers. Real is not actively seen in doing sales promotion by giving free samples to people in supermarkets or free products by doing a barter system with other brands. The company also does brand endorsing by coming up with new brand ambassadors for its products. The brand endorsing is done greatly done as there are different types of brand ambassadors for different products of the company. Moving forward to the online marketing strategies which are done by Real are majorly through the medium of Facebook, Twitter and Google+ in where the company does actively post regarding the new products, how healthy the products are, they should be regularly consumed by individuals, the various festivals which are celebrated throughout the nation and in link to it the posts are been uploaded just to make attractive posts regarding Real products and as a result it does attract a lot of people towards the brand. It also does take into action the problems which are faced by the consumers and then the company tries to solve out them through these mediums of social media platforms. To conclude, these are the ways in which Real does market its products.

FINDINGS

- Tropicana does marketing in a way just that their products are very healthy in nature and they should be consumed daily.
- Real has seen better customer support as they market their products with an emotional product.
- Tropicana does have different segmented market in where Newly Married Couple, High Income Class, Educated People, Working and Professional Executives are considered.
- Real does consider to target Housewives, Mothers, Low Income Class, Educated People, Working Class.
- Both the products are well established in Urban as well as Rural areas.
- Tropicana does traditional marketing through Newspapers, TV and through Articles in Health Magazines.
- Real does traditional marketing only through TV and Advertisements in Newspaper.
- Tropicana does outdoor marketing through the medium of Banners, Campaigns and by organizing certain events.
- Real does outdoor marketing only through Banners and Campaigns.
- Tropicana has done social media marketing at a very extent since last 5 years. They are present on many platforms like Facebook, Twitter, Google+, Instagram and LinkedIn.
- While Real on the other hand is not that much active on the social media platforms for marketing the products. They are only present on Facebook, Google+ and Twitter.
- Tropicana does have brand ambassador for the products but the company does not actively take actions regarding this medium of marketing.
- While Real on other hand does take a lot initiative to endorse their products regularly by changing their brand ambassadors according to the requirements as the company does believe that in this way many new customers are attracted.

SUGGESTIONS

As discussed in the analysis, Tropicana does a lot of marketing through different mediums and so the company does reach out the people at a great extent. Real also does marketing in various forms but the company does lack in certain cases. Though Real has high amount of market share as compared to Tropicana then also it doesn't mean that the company should not improve the marketing strategies with the passage of time. Tropicana is almost on the most famous social media platforms like Instagram, Facebook, LinkedIn, Google+ and Twitter and the company does market themselves very efficiently by considering various points which are to be undertaken. While Real do lack in certain cases and so Real should improve their marketing strategies. First of all it should now be present on these platforms on where the company is missing. Real can also plan certain campaigns in where they can attract people by making them participate in it. Moreover, the company can also plan to host and sponsor certain famous events throughout the country. The company can come up with unique idea of distributing free samples in the supermarkets, barter deals with other products to sell Real products just to make sure that more number of people do get aware about the presence of the company in the market. The company can also come up with unique way of selling the juices in small bottles so that it is feasible for the people as they can easily take it wherever they want and can consume it whenever they want to. Being the low priced product in the market as compared to Tropicana, Real can easily sell more number of units. Real can also come up with selling free products into famous spots like schools, colleges and especially in those areas where the people do consider health as a first priority. The company should also now consider to change the targeted audience to more of the health conscious people and they should consider to even sell the products emotionally as they are prominent in doing so by taking into consideration the housewives and mothers which indirectly do consider these juices to be one of the best drinks for their families and children to maintain a balanced diet. Moreover, the company can also come up with a unique idea of opening a physical store to attract more customers and they can diversify the products into many things so that the people do get a lot of varieties to consume at the physical outlets of the company. This idea of physical stores would definitely give a boost to the company as there is no such company in the market in this industry who is having a physical outlet.

BENEFICIARIES OF THE STUDY

Any kind of the study does benefit lot of people and this study will also benefit the companies as they will get to know where they are lacking in their marketing strategies and what kind of new strategies should be implemented to achieve their goals efficiently and effectively as compared to the competitors which they have in the market.

Secondly, it will also benefit the students for their further research work and other case studies which they would like to undergo these type of research topics and would also help them to know and understand that how does the marketing strategies are considered in nature and how they are implemented.

LIMITATIONS

There will be certain difficulties and limitations in the research that will need to be overcome in order to achieve the desired results.

Limitations of the research are:-

- Time limit the time allocated for the research is just 2 months that makes it very difficult to collect and analyse the data on time.
- The information on the websites and other data collections sources is always a threat to the research, as these websites, journals, articles, etc are not always appropriate and the data is not always authenticated.
- The area and sample of the research is too great to be achieved in a short span of time as there are many companies in the market which are there in this fruit juice and health beverage industry and over here only two companies are taken into consideration.
- Not considering of certain factors in the research will narrow down the findings of the research.

CONCLUSION

From the research I have concluded that Tropicana is very much active on the social media platforms for marketing itself and it is very much necessary these days as majority of the businesses have to maintain an online presence due to the changing trend in marketing. While Real is lacking in these things and they should now take an active part in online marketing. Real also does lack in other marketing strategies like outdoor marketing in where they only do promote it by banners and campaigns. Though Real is having a higher market share compared to Tropicana then also the marketing techniques adopted by the company are far less as compared to Tropicana.

Real should also look into action of how to market their products more efficiently and there is an utter need of changing the targeted audience as these days the fitness freaks are targeted more for these juice products by majority of the fruit juice companies in the market. The company should also come out with new and attractive packaging either by producing a whole new product or may be just a little change in order to attract more people and thus increase their sales revenue. Thus Real should adopt lot of things from the competitors and they should also come up with new unique marketing strategies.

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