

Perception about packed fruit juices: A survey

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Abstract : In this study, survey was conducted on perception about packed fruit juices. The survey data were collected from the packed fruit juices users. The survey was conducted for the age group of 10-55 years. Google form comprising of questionnaire were circulated, 76 responses were collected. The questionnaire consists of awareness of green symbol and sensitivity with healthiness, perception about relation with covid 19 and awareness about preservatives added. 20% people gives preference to tetra-packed juices, 65% of people know about various classes of preservatives, 77% women check what type of preservatives is added, while 65% men check which preservatives are added only 8% people believe it as healthy alternative to natural juice, 54% people drink for taste, 29% of people are of the opinion that packed juices lead to a covid – 19, disease. 38% women and 30% men has perception that green dot symbol gives healthy effects, only 8 % of people buy fruit juice daily
Keywords- green symbol, packed fruit juices, packaging, preservatives, COVID-19

INTRODUCTION

Due to change in lifestyle of young people in developing country the ready to eat and drink trend has started. Some are concerned with environment; some are concerned with green symbol, preservatives added etc.

The relationship between environment consciousness and green products is direct which mean as environmental consciousness increases the demands for the green products will increases. Company wants to see their products as green products so they create a green symbol for the products. ¹

Paper is to study whether the green symbol is affecting the purchase frequency of the individuals of packed fruit juices, the awareness about preservatives, and what is their perception with covid pandemic.

SCOPE OF THE STUDY

The scope of the research study is to understand the perseverance of green symbol, awareness for preservatives and Covid -19. This paper will assist marketers of the packed Fruit juices drink branding the product as safe product.

SAMPLE:

The data for this survey were collected from the fruit juice users. The survey was mainly focused among 10 to 55 years of age .Total 76 useful response were collected.

MEASUREMENT INSTRUMENTS

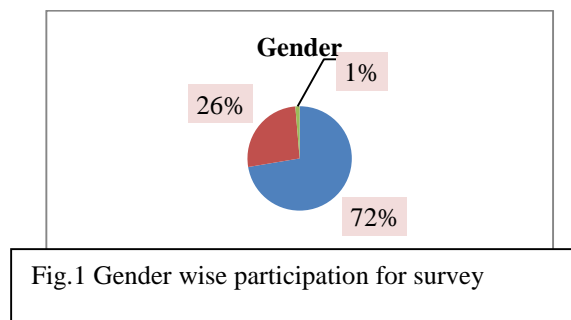
Questionnaire used under this survey was perseverance about green symbol, awareness about preservatives added, whether safe in covid pandemic.

DATA COLLECTION

The research paper is experiential study into the fruit juice drinks. We have circulated the google form links to persons and asked them to participate in the survey. The respondent was ensured the confidentiality of the data. A total number of 76 respondents were filled all the information in the survey.

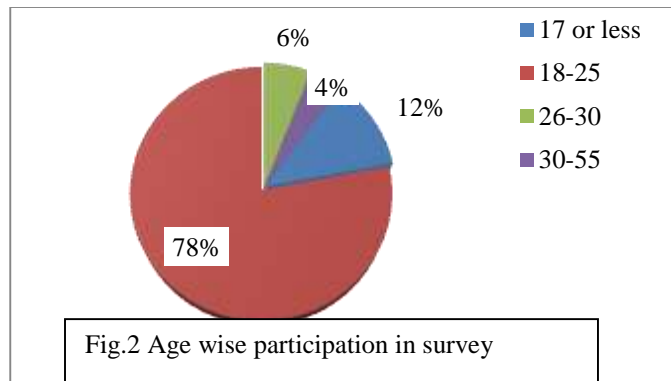
GENDER

Out of 76 respondents, 20 are men and 55 are women, Out of 100% , 26 % are men and 72% are women



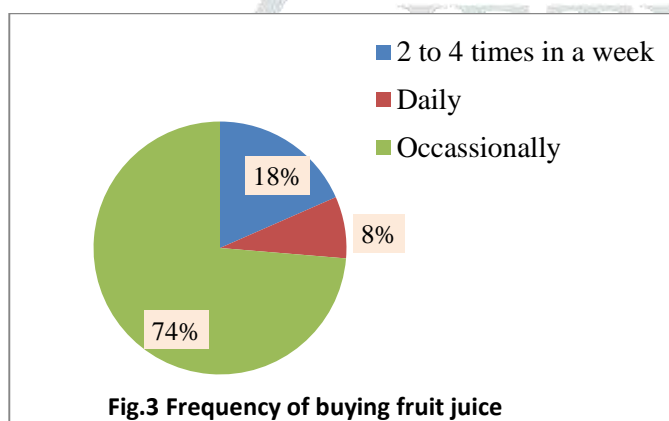
AGE

Out of 76 responses 59 are in 18-25 years, 3 are above 30 years of age , 9 are less than 17 years , 5 are in between 26 and 30 years



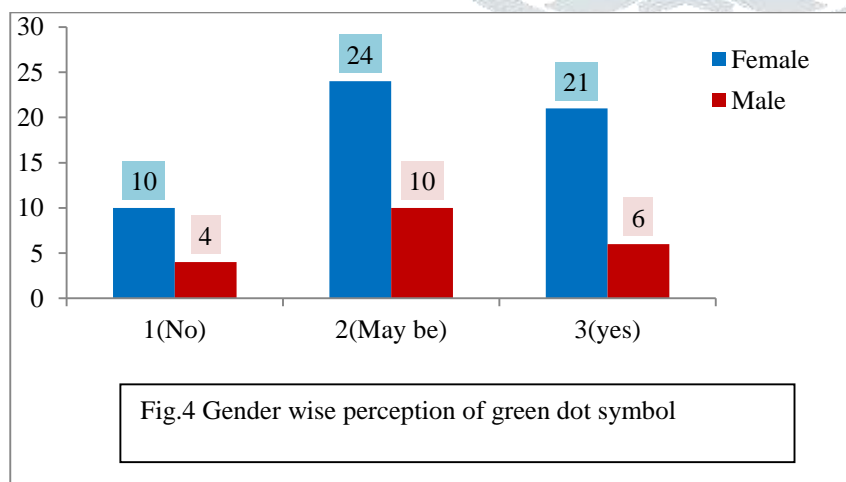
FREQUENCY OF BUYING FRUIT JUICES

From the data collected 8 % of people buy fruit juice daily , 18 % buy fruit juice two to four times in a week, majority of people 74 % take occasionally .



PERCEPTION OF THE GREEN DOT SYMBOL WITH HEALTHINESS OF DRINK:

The 38% women has perception that green dot symbol gives healthy effects while 43% are not sure and 18% are not relating this symbol with healthiness factor. While in men 50% are not sure 30 % relate green symbol as healthy drink,20% are not relating .



INTAKE OF PACKED JUICES CAN LEAD TO A COVID -19 DISEASE OR INFECTION (1 Yes, 2 May be, 3 No) 29% of people are of the opinion that packed juices lead to a covid – 19, disease.

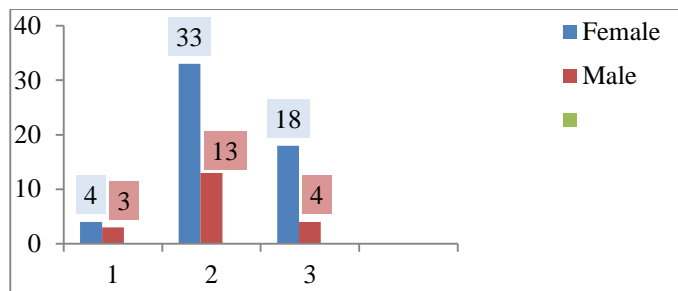


Fig.5 perception of fruit drinks with COVID-19

DESIRE TO DRINK PACKED JUICE: 54% people drink for taste, 30% drink for variety.

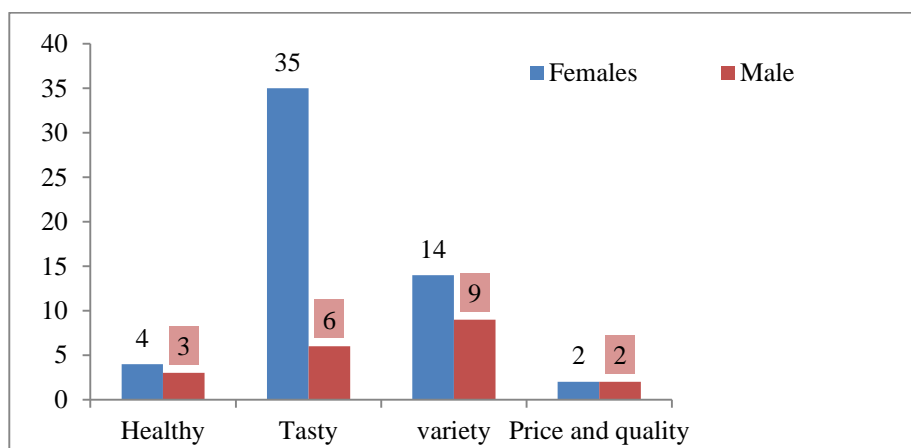


Fig.6 Desire to drink juice

CONSIDERATION OF A PACKED JUICES AS A HEALTHY ALTERNATIVE FOR NATURAL JUICE: it was found that only 8% people believe it as healthy alternative, 60% believe that it is not healthy as compared to natural juice.

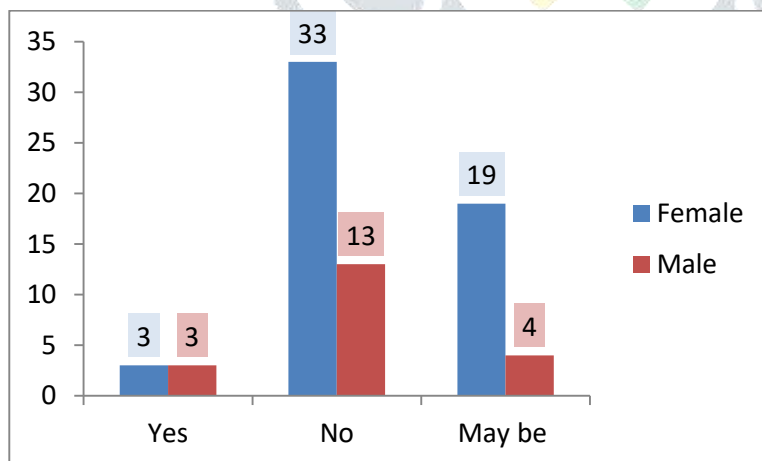


Fig.7 Perception as healthy alternative

AWARENESS ABOUT PRESERVATIVES ADDED TO PACKED JUICE: we can see percentage of women check about the preservatives added in juices and check. 77% women check what type of preservatives is added, while 65% men check which preservatives are added.

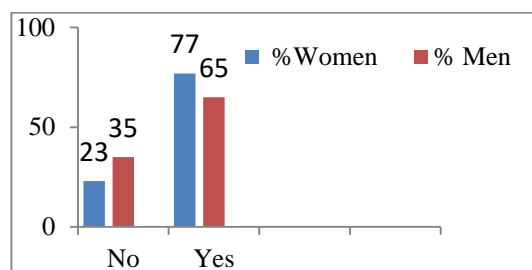


Fig.8 Awareness about preservatives added

KNOWLEDGE OF VARIOUS CLASSES OF PRESERVATIVES: 65% of people know about various classes of preservatives.

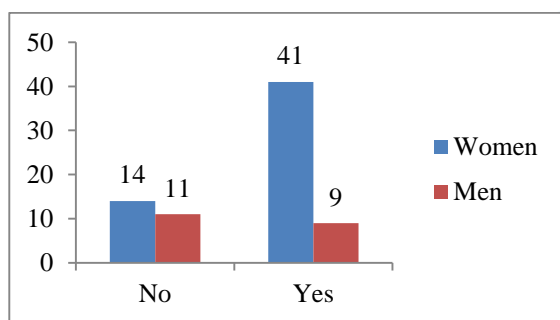


Fig.9 Knowledge about various classes of preservatives added

PREFERENCE OVER TETRA PACKED JUICES OVER OTHER PACKING: Nearly 20% people gives preference to tetra-packed juices indicates awareness of environment.

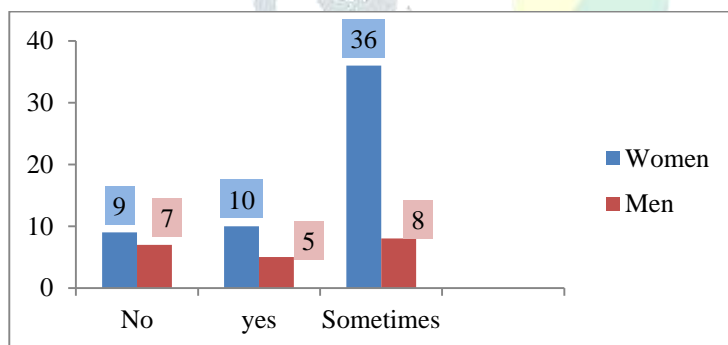


Fig.10 Preference over tetra packed juices

RESULTS:

The survey gives a clear idea about the purchase frequency of the drinks. 20% people gives preference to tetra-packed juices, 65% of people know about various classes of preservatives, 77% women check what type of preservatives are added, while 65% men check which preservatives are added only 8% people believe it as healthy alternative to natural juice, 54% people drink for taste, 29% of people are of the opinion that packed juices lead to a covid – 19, disease. 38% women and 30% men has perception that green dot symbol gives healthy effects, only 8 % of people buy fruit juice daily.

CONCLUSION: More focus should be given to improve the preservatives used in juices, green symbol, packaging of the product. It should market juice in such a way that the product is not harmful to society. The future purchases frequency can be improved by marketing the fruit juices as green products and not infectious for the consumer so the people future purchases will rise and sales for the products will also improve.

Reference: Vivek vickram (2018) Study on packing & symbolic gestures of paper boat drinks, International Journal Of Pur And Applied Mathematics Vol 118(20),81-85

