



A Study on feasibility of frooti in Returnable Glass Bottle (RGB) in Patna

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Abstract : *The study attempts to enquire whether packaging could rejuvenate the product life and give it a new thrust as far as market penetration is concerned. This study is undertaken to figure out whether the demand for Frooti in TET outclasses its demand in PET. Moreover, an assessment is made regarding the feasibility of Frooti in Returnable Glass Bottle (RGB) in Patna .*

Keywords: *Feasibility, PET (Polyethyleneterephthalate), TET (Tetracycline), RGB (Returnable Glass Bottle), affluence, sustainability.*

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Introduction:

The study was based on the analysis of the feasibility of Frooti in Returnable Glass Bottle (RGB). ParleAgro is anticipating the launch of its mango juice brand Frooti in glass bottles to challenge the dominance of Coca-Cola's Maaza. The rationale of this study has been to develop effective marketing strategy for the launch of Frooti in RGB. The study attempted to analyse the efficacy and viability of Frooti in a different package in order to outsell its competitors. The purpose was to verify the demand of Frooti in PET and TET and how much it will be successful in RGB.

Feasibility studies aim to objectively and rationally uncover the strengths and weaknesses of an existing business or proposed venture, opportunities and threats as presented by the environment, the resources required to carry through, and ultimately the prospects for success.

Objectives of the study :

The aim of research was to achieve the following objectives:

1. To estimate the dealer's willingness regarding the acceptance of Frooti in RGB.

2. To analyze whether it is possible to rejuvenate a product's life through different packaging.
3. To find out the chances of the success of Frooti in RGB in the market.
4. To analyze whether packaging of Frooti in RGB would help to increase its market share.

Hypotheses of the study :

The hypotheses of research were as follows:-

1. Demand of TET (Tetracycline) pack of Mango is more than PET (Polyethylene terephthalate).
2. Frooti in RGB will be preferred than Frooti in PET.
3. Consumers prefer packaging which offers them more of convenience.
4. Different types of packaging affects the role.

Methodology of the study :

The design of the study was both exploratory and descriptive as the attempt was to figure out the attitude of the dealers and enquire the criteria for their preference. The study was based upon both primary and secondary data sources for the purpose of data collection to enrich the data base. Schedule was considered for the purpose of data collection from 150 selling outlets dealing in beverages specially mango juices. The sampling procedure considered for the study was Stratified Random Sampling.

Theme of the research :

Feasibility studies aim to objectively and rationally uncover the strengths and weaknesses of an existing business or proposed venture, opportunities and threats as presented by the environment, the resources required to carry through, and ultimately the prospects for success. In its simplest terms, the two criteria to assess

feasibility are cost required and value to be attained. As such, a well-designed feasibility study should provide a historical background of the business or project. Generally, feasibility studies precede technical development. The purpose of a feasibility study is to identify the likelihood of one or more solutions meeting the stated business requirements.

If you are unsure whether your solution will deliver the outcome you want, then a study on feasibility will help gain that clarity. During the feasibility study, a variety of 'assessment' methods are undertaken. The outcome of the feasibility study is a confirmed solution for implementation. We define packaging as all the activities of designing and producing the container for a product. Package may be upto three levels of material.

Packaging is a very important marketing strategy to glamourize your product in order to attract the consumer's attention. Sometimes packaging is so important that it costs more than the product itself in order to lure the consumers to buy it. Most consumers assess a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Without attractive packaging, who would buy it in order to try it? Your first step to enter the market is crushed if the packaging is ugly.

Having attractive packaging doesn't mean you should neglect quality either. In fact, you need to make high quality products in order to have repeated sales. Converting first time buyers into loyal customers should be the main goal of your business and packaging is the door to it.

Various factors have contributed to the growing use of packaging as a marketing tool

Self-service: An increasing number of products are sold on a self service basis. The

effective packaging must perform many of the sales tasks: attract attention, describe to product's features, create consumer confidence, and make a favourable overall impression.

Consumer affluence: Rising consumer affluence means consumers are willing to pay a little more for the convenience, appearance, dependability, and prestige of better packages.

Marketing : The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display.

Convenience : Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, reuse, recycling, and ease of disposal

Environmental considerations : Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, waste management, etc. It is necessary to know the relevant regulatory requirements for point of manufacture, sale, and use.

The traditional "three R's" of reduce, reuse, and recycle are part of a waste hierarchy which may be considered in product and package development.

Parle Agro Plans to Launch Frooti in Glass Bottles :

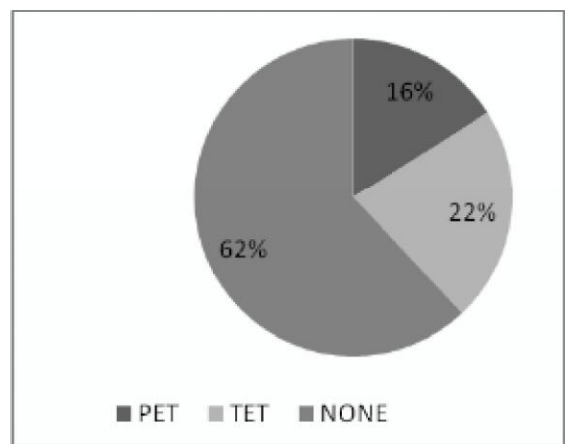
ParleAgro is aiming to launch Frooti in Returnable Glass Bottle. Parle Agro is entering the

RGB (Returnable Glass Bottles) segment by launching its mango juice brand Frooti in glass bottles to take over Coca-Cola's Maaza. "By entering into the RGB segment, we are looking at increasing our footprint in virgin territories," said Nadia Chauhan, Joint Managing Director at Parle Agro.

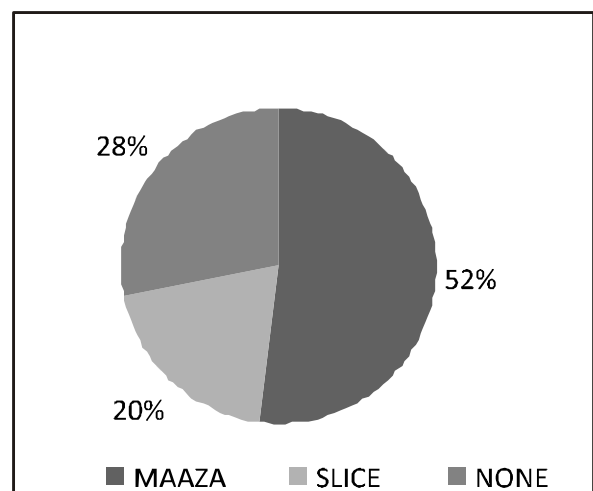
Though this is an intelligent move, it would still be a rough road for Parle as Maaza is the most preferred non-alcoholic ready to drink beverage in the country. It also enjoys massive brand equity –one that is synonymous with mango.

Analysis and Interpretations :

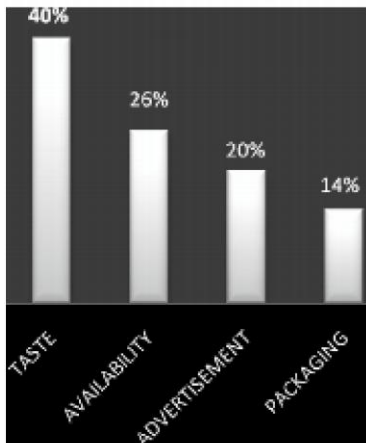
1. Availability of Frooti in different packaging: Availability of Frooti is not upto the mark irrespective of its packaging.



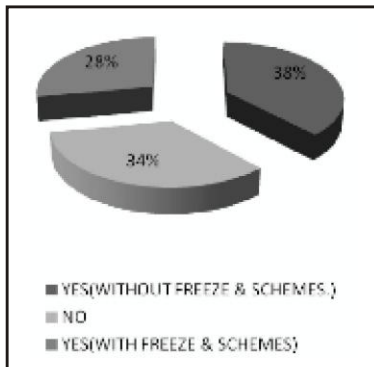
2. Availability of mango juice in RGB: Highest selling of mango juice in RGB is of Maaza.



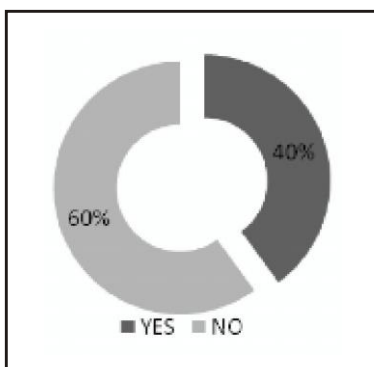
3. The Criteria for the Preference of Mango Juice: Most people prefer mango juice due to its taste.



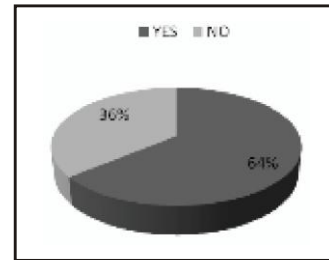
4. Acceptance of Retailers regarding Frooti in Returnable Glass Bottle (RGB): Significant number of outlets prefers to sell Frooti in RGB.



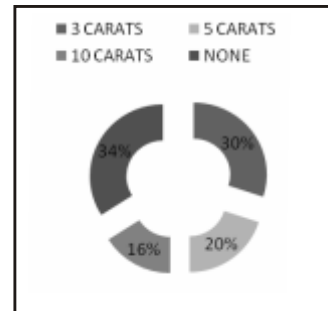
5. Preference of retailers if Parle Agro charges less for the carat of RGBs: Retailers are not ready to prefer Frooti in RGB even if it is offered to them at a lesser price per carat.



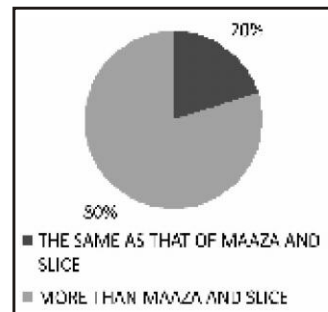
6. Innovation in packaging affects the sale: Large percentage considers that packaging affects sale.



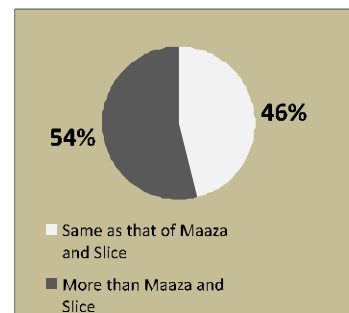
7. Average Number of Carats preferred by Retailers at the time of product launch: Retailers want to purchase 3 carats of Frooti in RGB.



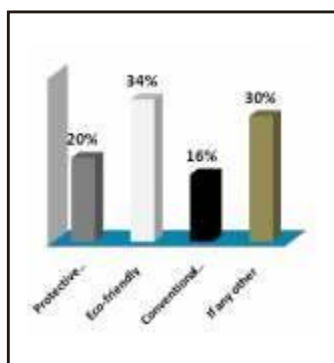
8. Preference regarding trade margin on Frooti in RGB: Outlets prefer more margins for Frooti than Maaza and Slice.



9. Preference regarding damage policy for Frooti in RGB: Outlets want better damage policy facility.



10. Retailer's priority towards packaging



Findings:

Based on the analysis and interpretations following were the findings :-

- Availability of Frooti in the market was less in comparison to Maaza. This proves the hypotheses.
- Contrary to the hypotheses it was observed that highest selling of Mango juice of RGB in the market was of Maaza.
- Contrary to the hypotheses it was observed that large number of people preferred Maaza due to its taste.
- Innovation in packaging affects sale. This proves the hypotheses.

Limitations of the Study :

Some of the major limitations that were identified during research are as follows:

1. Due to the constraints all the outlets were not covered.
2. The sample was restricted to 150 outlets.
3. The area of study was restricted only to Patna.
4. Owing to their preoccupation some retailers were unable to answer the complete Schedule and therefore bias becomes a major problem.

Suggestions:

With relation to the findings, these were the major suggestions by the researchers :

- Availability of Frooti needs to be increased.
- Services offered to the retailers by ParleAgro needs to be enhanced.
- More advertisement and promotion need to be done.
- ParleAgro needs to provide better damage policy to its dealers and retailers.
- RGB packaging should be of innovative style in order to stand differently in the market.

Conclusion:

Market situation is favourable for the launch of Frooti in RGB. ParleAgro should attend to the interest of dealers in order to seek their total support. The future is very promising for ParleAgro as they are anticipating to launch RGBs and through this pioneering move, it will be able to make Frooti all the more endearing to its ever growing fan club.

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