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A study on market opportunity for Maaza in Alappuzha district

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Abstract

The project on the market opportunity for Maaza in Alappuzha district leaves a practical knowledge and experience about the market of the whole district for the soft drinks especially the fruit drinks. A market analysis studies the attractiveness and the dynamics of a special market within a special industry. The project gives us an in depth knowledge about the market structure, trends and the behavior of the customers.

Keywords: Coco-Cola, Maaza, Alappuzha, Market opportunity, Market Research

Introduction

The Beverage Industry refers to the industry that produces drinks. Beverage production can vary greatly depending on which beverage is being made. The website ManufacturingDrinks.com explains that, "bottling facilities differ in the types of bottling lines they operate and the types of products they can run". Some of the top beverage brands include Coca-Cola, Pepsi and Budweiser. The total soft drink (carbonated beverages and juices) market in India is estimated at 284 million crates a year or \$1 billion. The market is highly seasonal in nature with consumption varying from 25 million crates per month during peak season to 15 million during off season. The market is predominantly urban with 25% contribution from rural areas. Coca-Cola Company is the world's leading manufacturer, marketer and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands. Maaza as a product of Coca-Cola is a mango juice which is well known in the market for its quality. The product is made up of the real pulp of Alphonso mango which is cultivated in the state Andhra Pradesh in India. The project gives us an in depth knowledge about the market structure, trends and the behavior of the customers.

Marketing is a business function that identifies consumer needs, determines target markets and applies products and services to serve these markets. It also involves promoting such products and services within the marketplace. A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. An application of forecasting techniques to the market factors that may influence the demand for a product identified as a market opportunity. Market opportunity can be measured with the help of marketing mix and market opportunity analysis (MOA).

Need and Significance of the Study

The significance regarding this study is that it helps to familiarize the market of soft drinks especially the fruit drink Maaza of the company. It helps to analyze the extent of market behavior and its effect on the product as well as the market share. It also helps to study various promotional tools adopted to boost the sales by the company. It enables to know the market structure, customer behavior, recent trends in market and general aspects of the market behavior. The study helps us to interact with the retailers and to understand the skills that have to be possessed by a marketing manager, executive and the sales force so as to improve the sales volume and handle the problems confronted in the work.

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The scope of the study is wide it covers the entire fruit juice market of Alappuzha district. The efficiency of the advertisements, promotional activities such as sales promotion and trade promotions, benefits of display, publicity etc. on the market growth of Maaza can be studied and reported. The study was conducted with the help of Coca-Cola's sales force of Alappuzha, the retail and wholesale dealers of the market. This report summaries the market opportunity for Maaza in Alappuzha district along with a small comparative study of its competitor's. Non probability convenient sampling is used across the study for coordinating the retailer's opinion. Which consist of a sample size of 150 respondents. To test the validity chi – square test is used.

Objectives of the Study

The objectives is to study the market for fruit drinks. To spot out the market reach and the movement of Maaza in Alappuzha market. To make a comparative study of the competitors and Maaza. To suggest more penetrating techniques to improve the market share of Maaza.

Interpretation Regarding the Collected Data

Alappuzha: The Venice of the East

Alappuzha is a Land Mark between the broad Arabian sea and a network of rivers flowing into it. In the early first decade of the 20th Century the then Viceroy of the Indian Empire, Lord Curzon, commented on Alleppey, as the Venice of the East. Thus the sobriquet found its place in the world Tourism Map. The presence of a port and a pier, criss-cross roads and numerous bridges across them, a long and unbroken sea coast might have motivated him to make this comparison.

Opportunity for Maaza in Alappuzha

According to 2011 census, Alappuzha district has a population of 21,21,943 with 10,10,252 men and 11,11,691 women[23] with a population density of 1492 persons per km2.[24] There are 1,86,022 persons under six years of age in Alappuzha district.

1. Total number of outlets in Alappuzha : 1470
2. Regions covered : Aroor – kayamkulam (NH) Urban area (beach, town, punnamadaetc) Rural area (kuttanadu, mavelikkara, chengannur, edatuaetc)
3. Number of samples : 150

The following hypotheses are formed for being tested through Chi-square

H0: Maintaining of the quality will not help to improve the market opportunity of maaza

H 1: Maintaining of the quality will help to improve the market opportunity of Maaza.

Among the 150 respondents the quality variable has been ranked among the brands as;

Maaza	Slice	Frooti	Maa	Others
60	36	34	15	5

The observations are collected randomly from the equally distributed questionnaire

Observed n	Expected n	Residual square	Residual square /expected n
60	30	900	30
36	30	36	1.2
34	30	16	.53
15	30	225	7.5
5	30	625	20.83
150			59.56

Degree of freedom n-1 = 4

Level of significance = 5%

Since the chi- square calculated value is (59.56) is more than the tabulated value (df = 4, a = 5%), the hypotheses is proved. Therefore, it can be said that maintaining the quality level of maaza will help to improve its market opportunity. Hence we reject H0, and accept H1

H0: Trade promotion activities are not satisfactory.

H 2: Trade promotion activities of Maaza is satisfactory

Among the 150 respondents the quality variable has been ranked among the brands as;

Maaza	Slice	Frooti	Maa	Others
20	40	25	35	30

The observations are collected randomly from the equally distributed questionnaire

Observed n	Expected n	Residual square	Residual square/expected n
20	30	100	3.33
40	30	10	3.33
25	30	25	.83
35	30	25	.83
30	30	0	0
150			8.32

Degree of freedom = n-1 = 4

Level of significance = 5%

Since the chi square calculated value (8.32) is less than the tabular value of chi square (df=4, a=5%), we cannot accept the hypothesis and it can be observed that retailers are not satisfied with the trade promotional activites of Maaza. Hence to improve the volume of sale, the company hasto take adequate actions to improve trade promotional activities.

Findings

Alappuzha market shows a high demand for fruit drinks. The market is ruled by the brands of Coca-Cola, Parle-Agro, Pepsi, Cavin Kare such as: Maaza, Minute – Maid, Slice, Tropicana, Frooti, Maa. And many other local fruit drinks such as Rich yaa, Marvel, G-One, Fresioetc. Milmaa Kerala government undertaken milk dairy also provide its fruit drink under its brand name ‘milma’. Local products and other brands poses a tight competition for Maaza in many regions because of Price flexibility, Less brand adaptability among local customers, Negative publicity, Less satisfied retailers, Frequent price fluctuations. Maaza being a most prefferd brand among the fruit drink category shows a heavy movement and demand in the markets of Alappuzha. Maaza shows it sign from the Aroor to kayamkulam, coastal areas of Alappuzha, Mavellikara, Chengannur, Kuttanadu, Beach, Punamada and the urban areas of the district. Most of the

markets marked a good movement for Maaza even though the competition is high in this sector. Maaza is mainly consumed by north Indian tourists as well as the migrants from other states which pointed towards the lack of brand awareness and adaptability among the local keralites. It is found that most of the local customers of Maaza are not brand loyal. And the availability of substitutes for Maaza also put a heavy competition for the movement of Maaza in various regions. It faces a tough competition from Frooti, Slice, Tropicana, Maa and many other local products like Richyaa, Dual, G-One etc. Even though the parent brand Coca – Cola have a high demand over the foreigners being a national brand Maaza is much unaware among themselves, yet they prefer Tropicana more. Whereas Maaza have a heavy movement between the tour operators of Alappuzha district. Frooti being a Indian brand most of the customers prefer Frooti because of its brand equity. And it seems to be a most aware brand in the fruit drink market of Alappuzha. Slice from Pepsi also gives a high competition for Maaza. Maa being a local product later undertaken by Cavinkare also have a wide market reach among the local markets of Alappuzha. The other local products such as Daile, Richyaa, Mexi, Caico, Marvel etc. also give Maaza a heavy competition. People prefer these local brands because of its Low price, Ease of availability, Retailers promote much on these brands as they get higher margins than Maazado, Low brand adaptability by customers. Most of the respondents were having a very good opinion about the product Maaza. Nearly 50% of the retailer stock Maaza regularly. Among the study with in the retailers most of them had marked that there is a heavy movement for Maaza in market (about 76%). And most of them was aware about the schemes provided for Maaza. It has ranked most ordered products by the retailers and it is mainly because of its demand and quality. Market demand for maaza is also ranked top among its competitors and this is mainly because of its brand image and quality. It is the most demanded product among the north Indian tourists than local residents. Beach, Punnamada, Kuttanadu and the town circle have a great movement for the product than other regions in Alappuzha. The overall opinion about the supply of Maaza was good. The most demanded pack among the Maaza bottles are 600 ml. then comes 400 ml and 1200ml, 200ml tetra pack and the bottle comes last.1200 ml is mostly demanded by the tour operators. About 65% of the customers buy Maaza regularly. Whereas 98% of the Alappuzha customers are not brand loyal. There is a wide spread dissatisfaction among the retailers about the trade promotion activities, margins and schemes provided by the company. Even though the scale of complaint about Maaza is low among the retailers, most of them had mentioned about the frequent changes in the schemes. Even though Maaza provides best quality products, the brand image of its competitor such as frooti, diminishes its market and sales volume. Local fruit drinks also cause a great compition to Maaza, they offer a great margin to the retailers through which they increase their sales volume.

Suggestions

1. Retailers are important part in the distribution network, to increase the sales volume the company has to make some effort to make them pleased and satisfied with the services. Increase the retailer satisfaction through :

- a. Taking adequate actions to lessen the loss met by the retailers during the frequent price fluctuations of Maaza.
 - b. Providing better schemes and margin to the retailers will help to uplift the sales volume of Maaza.
 - c. Small credit facilities to the retailers according to their goodwill previous activities and functions will help to sustain and generate retailer’s satisfaction and brand loyalty among the retailers.
2. By improving more display provisions through better POP displays can increase customer attention toward the product Maaza.
 3. Providing 12rs pocket Maaza as free sample with 2 ltr soft drinks (sprite) of the company to the consumers as a sales promotion tool will help maaza to a wide range of brand acceptability by the local residents.
 4. As a part of trade promotion activity maaza also can provided with a case of other soft drinks or water as a free sample to the retailers will help to boost the sales of Maaza by the retailers.
 5. The main problem found during the study is the price of Maaza, there is a wide suggestion along the market that by making the price to a rounded figure (say rs 10 in spite of 12) will drag more attention of consumers of fruit drinks towards Maaza.
 6. There is lack of TV commercials in Malayalam channels, more TV commercials in local language help to grab customer’s attention towards Maaza. It also create a wide spread of brand awareness among the local customers.
 7. To penetrate maaza more in to market, needs to provide a innovative low cost product. While making maaza a 10 rs sachet packs (packages of milma products) or to a small tetra than the present package will reduce its manufacturing cost as well as help to get a quick attention of the consumers.
 8. By providing a sub stock keeping depos in each district (Alappuzha) will helps to reduce the complaint of supply shortage in rural parts of the districts.

Conclusion

Maaza a well-known fruit drink from the world’s no.1 beverage brand Coca-Cola which is manufactured from the pulp of alphonso mangos of Andhra Pradesh, India. Maaza is a fruit drink launched by Parle in 1976. It was acquired by Coca-Cola in 1993. Maazais well known product among fruit drinks for its quality and package.

Alappuzha district popularly known as Venice of east is a major tourist destination in kerala. Maaza have very good market in Alappuzha. Maaza’s 1200ml is offered as the welcome drink among the tourists by all tour operators in house boats. Maaza have more demand among the tourists from other states of India. Even though maaza faces a tuff competition from the other brands as well as the local fruit drinks it still finds 1st place in the consumer preference. Market opportunity of Maaza can be widen through keeping a sub unit of stock keeping in Alappuzha district so that it can meet more retailer’s demand timely, penetrating to the competitor’s promotional strategies and taking accurate and timely actions can help Maaza to find a more strong position in Alappuzha market.

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