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"MARKET ANALYSIS OF MANGO DRINKS IN REGARDS TO MAAZA, FROOTI, SLICE"

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ABSTRACT :

The mango-based totally beverage segment in India has witnessed vast increase during the last decade, driven by growing purchaser call for for refreshing fruit-based totally liquids and the robust cultural affinity for mangoes. This research paper gives a comprehensive marketplace analysis of 3 foremost gamers in this section: Maaza (by using Coca-Cola), Frooti (via Parle Agro), and Slice (through PepsiCo). The examine explores various factors influencing client preferences, brand positioning, pricing strategies, advertising and marketing campaigns, and distribution networks of those manufacturers. A primary research method become adopted using a dependent questionnaire disbursed among a hundred respondents to collect insights on customer behavior, brand loyalty, and perceptions related to taste, packaging, availability, and promotional strategies. The findings monitor distinct customer loyalties and highlight the aggressive strengths and weaknesses of every brand. This take a look at objectives to offer valuable suggestions for boosting marketplace penetration, patron engagement, and usual emblem overall performance inside the mango drink segment. The studies contributes to a higher information of the evolving dynamics of the fruit beverage enterprise in India.

Keywords: Mango Drinks, Maaza, Frooti, Slice, Consumer Preference, Brand Analysis, Beverage Market, India.

Introduction

India, referred to as the land of mangoes, has a long-standing cultural and emotional reference to the fruit. This deep-rooted fondness for mangoes has translated right into a thriving marketplace for mango-based totally beverages. Over the years, the mango drink segment has evolved appreciably, pushed through rapid urbanization, changing customer existence, and an growing demand for ready-to-eat liquids. Among the numerous fruit-based totally drink classes, mango liquids have remained dominant due to their mass enchantment and year-round call for. Three main brands—Maaza, Frooti, and Slice—have emerged as main gamers in this competitive market. Each of those manufacturers has carved a completely unique identification thru exceptional advertising techniques, taste profiles, packaging improvements, and pricing structures. Maaza, owned with the aid of Coca-Cola, is broadly identified for its thick consistency and mawkish enchantment. Frooti, by Parle Agro, is known for its innovation and sturdy presence inside the tetra p.C. Layout, making it a favourite among children and kids. Slice, underneath PepsiCo, has located itself as a top rate and sensuous mango drink, concentrated on a slightly distinct consumer segment.

The motive of this research is to conduct an in depth market analysis of these three main mango drink brands in India. The observe objectives to recognize purchaser alternatives, emblem perceptions, and the general effectiveness of the marketing techniques adopted by every logo. Additionally, it explores the elements influencing buy decisions, which includes taste, fee, availability, marketing, and emblem loyalty. By combining secondary records from marketplace reviews with primary studies findings accumulated thru a dependent questionnaire, this look at seeks to provide insights into modern-day marketplace dynamics and client behavior. It also offers strategic recommendations for boosting competitiveness and expanding marketplace share in the mango drink section.

Objectives of the Study

1. To assess the level of consumer awareness and preference for Maaza, Frooti, and Slice in the mango drink segment.
2. To identify key factors influencing consumer buying behavior towards these mango drink brands, such as taste, packaging, pricing, availability, and advertising.
3. To compare brand perception and consumer satisfaction levels associated with Maaza, Frooti, and Slice based on firsthand feedback from respondents.

Literature Review

The mango drink segment in India has been a subject of growing hobby among entrepreneurs and researchers because of its speedy expansion, extreme emblem opposition, and evolving patron alternatives. This literature assessment examines previous research, industry reports, and professional insights to construct a theoretical basis for the existing studies. Kotler and Keller (2015), of their e book Marketing Management, emphasized the significance of

emblem positioning and patron belief in figuring out market achievement. Their standards are particularly applicable whilst reading how Maaza, Frooti, and Slice differentiate themselves thru marketing, packaging, and flavor.

Schiffman and Kanuk (2010) discussed *consumer behavior* as a dynamic and psychological process influenced by both internal and external factors. Their framework helps in understanding how attributes like taste, price, and availability affect consumer choices in the mango drink category.

Ramaswamy and Namakumari (2018) emphasized the role of *market segmentation* and *targeted branding* in FMCG marketing. The application of these strategies is evident in how Maaza targets nostalgic adults, Frooti appeals to youth through quirky branding, and Slice positions itself as a premium, indulgent product.

According to the **Nielsen Report on Soft Drinks Market in India (2023)**, Maaza leads the mango drink segment in terms of market share, while Frooti and Slice follow as strong competitors. The report also highlighted the growing preference for fruit-based and non-carbonated drinks among health-conscious consumers.

An article from the *Economic Times* (2023) examined the brand rivalry between Maaza and Frooti, noting how Frooti's innovative packaging and youth-centric advertising have helped it stay relevant. However, Maaza's taste consistency and strong Coca-Cola distribution network give it an edge in both urban and rural markets.

Business Standard (2022) highlighted the role of emotional branding and celebrity endorsements in driving brand loyalty, especially in the mango drink category. Slice's use of glamour-oriented advertising campaigns was noted to resonate well with its premium image.

From a consumer trend perspective, *Mint* (2023) observed that the packaged beverage market in India is becoming increasingly competitive, with consumers seeking products that combine flavor, health, and affordability. The report also emphasized seasonal spikes in mango drink consumption during summer months.

Web-based insights from official brand websites (Maaza.in, Frooti at ParleAgro.com, and Slice via PepsicoIndia) provided detailed overviews of each brand's marketing strategy, product variants, and target audience. These sources reinforced the unique brand positioning strategies employed by each player.

Research Methodology

The research methodology serves as the foundation of any scientific inquiry, providing a systematic plan for collecting, analyzing, and interpreting data to address the research objectives. This study employs a descriptive research design to explore consumer behavior, preferences, and perceptions related to mango drinks, with specific reference to the brands Maaza, Frooti, and Slice.

1. Research Design

This study adopts a *descriptive research design*, which is best suited for understanding consumer preferences and market trends. The focus is on describing the characteristics and behaviors of mango drink consumers without manipulating any variables.

2. Type of Research

The research is *quantitative in nature*, relying on numerical data collected through a structured questionnaire to identify patterns and trends in consumer behavior.

3. Data Sources

- **Primary Data:** Primary data was collected through a *structured questionnaire* administered directly to respondents. This allowed for first-hand insights into consumer preferences, satisfaction levels, and perceptions of advertising effectiveness for Maaza, Frooti, and Slice.
- **Secondary Data:** Secondary data was sourced from *reliable publications, industry reports, brand websites, and previous research studies* related to the Indian beverage industry and consumer behavior in the FMCG sector.

4. Sampling Method

A *non-probability convenience sampling* technique was used to select respondents based on their accessibility and willingness to participate. This method was chosen due to time constraints and ease of data collection.

5. Sample Size

The research was conducted with a *sample size of 100 respondents*. This sample was deemed adequate to provide preliminary insights and identify general trends within the target market.

6. Target Population

The target population for this study included *consumers of mango drinks* from various age groups, income levels, and occupational backgrounds. Both male and female respondents were included to ensure balanced representation.

7. Research Instrument

The primary tool for data collection was a *structured questionnaire* comprising close-ended questions. The questionnaire was divided into three sections:

- Buying Behavior
- Brand Perception and Satisfaction
- Marketing and Advertising Influence

8. Data Collection Method

Data was collected through both *online (Google Forms)* and *offline (paper-based)* modes to ensure wider reach and more diverse respondent participation.

9. Data Analysis

The collected data was tabulated, and *statistical techniques* such as percentage analysis were used for interpretation. Findings were presented using *tables and graphs* for better visualization and understanding.

10. Limitations of the Study

- The sample size was limited to 100 respondents, which may not fully represent the wider population.
- Convenience sampling may introduce bias, as it does not ensure equal representation.
- The study is geographically limited to a specific region and may not reflect nationwide trends.
- Respondents' opinions may be influenced by seasonal factors, personal tastes, or recent marketing campaigns.

Data Analysis & Interpretation

Section A: Buying Behavior

1. Which mango drink do you purchase most frequently?

Particular	No. of Respondents	Percentage (%)
Maaza	40	40%
Frooti	35	35%
Slice	20	20%
Other	5	5%

Interpretation:

Maaza is the most frequently purchased mango drink among respondents, followed closely by Frooti. Slice holds a smaller market share, and only 5% prefer other brands, indicating that Maaza and Frooti dominate consumer preferences.

2. What influences your purchase decision the most when choosing a mango drink?

Particular	No. of Respondents	Percentage (%)
Taste	70	70%
Price	30	30%
Packaging	25	25%
Brand reputation	20	20%
Availability	35	35%
Advertising	15	15%
Peer influence	10	10%

Interpretation:

Taste is the most influential factor for consumers when choosing a mango drink, followed by availability and price. Factors like peer influence and advertising have comparatively less impact on purchase decisions.

3. How often do you consume mango drinks?

Particular	No. of Respondents	Percentage (%)
Daily	10	10%
Weekly	25	25%
Occasionally	50	50%
Rarely	15	15%

Interpretation:

Half of the respondents consume mango drinks occasionally, showing moderate consumption habits. Weekly and rare consumption follow, with daily consumption limited to only 10% of respondents.

Section B: Brand Perception and Satisfaction**4. How would you rate the taste of the following brands?**

Brand	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very Poor (1)
Maaza	45	30	15	5	5
Frooti	35	40	15	5	5
Slice	25	35	20	10	10

Interpretation:

Maaza is most often rated as excellent in taste, followed by Frooti. Slice receives more average and lower ratings, indicating it may not meet consumer taste expectations as effectively as the other two.

5. Which brand do you feel has the most appealing packaging?

Particular	No. of Respondents	Percentage (%)
Maaza	35	35%
Frooti	40	40%
Slice	25	25%

Interpretation:

Frooti is considered to have the most appealing packaging by a majority of respondents. Maaza and Slice follow closely, indicating that packaging plays a role but does not drastically separate brand preferences.

6. How satisfied are you with your preferred brand overall?

Particular	No. of Respondents	Percentage (%)
Very satisfied	40	40%
Satisfied	35	35%
Neutral	15	15%
Dissatisfied	7	7%
Very dissatisfied	3	3%

Interpretation:

The majority of respondents are either very satisfied or satisfied with their preferred mango drink brand. Only a small percentage expressed dissatisfaction, indicating overall positive brand perception.

Section C: Marketing and Promotion**7. Which brand's advertisements do you recall seeing most often?**

Particular	No. of Respondents	Percentage (%)
Maaza	40	40%
Frooti	30	30%
Slice	25	25%
None	5	5%

Interpretation:

Maaza leads in advertisement recall, followed by Frooti and Slice. Only a few respondents do not recall any advertisements, suggesting that promotional efforts are visible and impactful.

8. How much do advertisements influence your decision to try or buy a mango drink?

Particular	No. of Respondents	Percentage (%)
Very much	20	20%
Somewhat	30	30%
Neutral	25	25%
Not much	15	15%
Not at all	10	10%

Interpretation:

While advertisements do influence some consumers, the majority are either neutral or only somewhat influenced. This indicates that while advertising has a role, product experience and other factors carry more weight in decision-making.

Findings
1. Brand Preference:

- Maaza is the maximum preferred mango drink, followed via Frooti after which Slice.
- Maaza has a robust maintain in terms of frequent purchases, suggesting better emblem loyalty.

2. Key Purchase Drivers:

- Taste is the most influential issue riding client preference, with 70% of respondents deciding on it.
- Availability and charge also are massive elements, indicating clients prioritize accessibility and affordability.
- Packaging and advertising have an impact on a smaller portion of the audience, although nevertheless relevant.

3. Consumption Frequency:

- 50% of respondents consume mango beverages once in a while, whilst simplest 10% do so daily.

4. Taste Ratings:

- Maaza received the very best number of "Excellent" ratings for taste, accompanied by way of Frooti.
- Slice had a relatively decrease rating, with greater average and terrible responses, suggesting room for product development.

5. Packaging Appeal: o Frooti was voted to have the most appealing packaging with the aid of forty% of respondents.

- This shows its success in connecting with more youthful demographics and its part in visible branding.

6. Customer Satisfaction:

- A mixed seventy five% of respondents stated being either “very happy” or “satisfied” with their desired brand.
- Only 10% expressed dissatisfaction, indicating sturdy overall emblem overall performance in patron satisfaction.

7. Advertisement Recall:

- Maaza has the very best advertisement remember price, indicating effective and memorable campaigns.
- Frooti and Slice follow closely, showing that every one 3 brands preserve an lively media presence.

8. Advertising Influence:

- Only 20% of customers are strongly stimulated by classified ads.

Conclusion

The Indian non-carbonated beverage industry, specifically the mango drink segment, represents a extraordinarily dynamic and consumer-pushed market. This examine, centered on three dominant players—Maaza, Frooti, and Slice—affords empirical insights into patron behavior, logo positioning, and advertising effectiveness within this competitive panorama. From a theoretical perspective, the studies underscores the significance of purchaser choice

concept, where character choices are shaped with the aid of factors along with taste, charge, packaging, and brand image. The findings reaffirm that product fine, particularly taste, is a number one determinant of consumer loyalty, aligning with Maslow's Hierarchy of Needs, wherein sensory pleasure falls inside the foundational physiological and psychological desires.

Additionally, the observe draws on ideas from emblem fairness theory, suggesting that sturdy brand keep in mind, client pride, and steady marketing conversation make contributions positively to a logo's marketplace cost and customer agree with. Maaza's dominance in each preference and advertisement don't forget illustrates the effective utilization of emotional branding and regular product enjoy to set up a devoted client base. Moreover, the AIDA version (Attention, Interest, Desire, Action) reveals partial relevance on this marketplace state of affairs. While advertising does capture attention and interest, its have an impact on on real buy choices is fairly confined, as the majority of respondents indicated a more potent reliance on product enjoy over promotional messaging. This famous the drawback of conventional media impact in saturated markets wherein consumer choices are closely revel in-driven. The research also reflects aspects of customer behavior principle, wherein each rational (fee, availability) and emotional (taste, emblem connection) elements interplay inside the choice-making technique. Brands like Frooti and Slice, whilst competitive in packaging and innovation, face demanding situations in constantly turning in perceived price, that may effect long-term emblem loyalty.

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