



An Analytical Study of Propensity and Expectations of Customers from Traditional Drinks: A Case Study of Paper Boat of India

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Abstract

One of the key roles of marketing is to identify and understand customer needs and preferences. In the context of globalization, businesses now have access to a much larger and diverse customer base. This increased market reach has necessitated a more comprehensive understanding of the diverse needs and wants of customers from different cultural backgrounds, regions, and demographics. With the global marketplace becoming more competitive, businesses must adapt their marketing strategies to effectively meet customer demands. They must ensure that their offerings align with the specific requirements of customers in different regions and cultures. By doing so, businesses can enhance customer satisfaction, build strong customer relationships, and achieve long-term success in the global marketplace. The main objective of this research is to investigate the expectations and preferences of customers regarding Paper Boat, a product offered by Hector Beverages. To achieve this goal, a sample of students and teaching faculty members from a Commerce college in Nagpur was selected using non-probability sampling techniques. The data was collected through a structured questionnaire. Basic statistical techniques such as descriptive analysis, percentage analysis, and frequency distribution were employed for data analysis and interpretation. The major findings of the research were used to draw conclusions.

Keywords: *Paper Boat, Emotional Selling Proposition, Unique Selling Proposition, Competitive Advantage.*

Introduction

Globalization has changed the entire perspective of business activities. Marketing which is the crucial activity of any business is not an exception to this. Marketing identifies

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customer needs and accordingly designs appropriate products, services and programmes. So that the needs and wants of the customers will be fulfilled and customers will be satisfied.

Marketing is not just selling but it is more about knowing what products to be produced in order to achieve the ultimate goal of the organization which is profit maximization with minimum resources. In order to achieve this goal, the marketing strategy plays a vital role. The marketing strategy is the marketing logic by which the business unit achieves its marketing objectives. The marketing strategy uses product, price, place and promotion. The proper blend of this is called the marketing mix. For an effective marketing strategy, the company needs analysis of the external environment for the best marketing mix and implementation.

In order to be a successful organization, the organization needs to outperform its competitors. Because now-a-days companies are well aware that customer retention is more expensive than obtaining them. In order to be a long term player, the company needs to understand the customer needs, marketing strategies built over the competition and its size and industry position. Later a decision to position itself for strong competitive advantage can be taken. There are firms who find it easy to select their positioning strategy. When two or more organizations will go after the same position, each will have to discover some ways to be different from the rest. The organizations must find out one of its characteristics which is unique. This uniqueness is called Unique Selling Proposition often called as USP. This USP can be best quality, best services, lowest price or most advanced technology. There are certain organizations which find it difficult and focus on Unique Emotional Selling Proposition which is also called ESP.

Company Profile

The main founders of the company Hector Beverages are Neeraj Kakkar, Neeraj Biyani, Suhas Misra and James Nuttall. This company was founded in 2009. The first ever product of Hector Beverages was Frissia and this was followed by another product Tzinga, an energy drink. In 2013, the company launched a fruit pulp base beverage known as *Paper Boat*. The *Paper Boat* brand aimed to bring back traditional drinks of India into the modern context. The *Paper Boat* is packed in a squishee pouches. These pouches are easy to carry. This brand has made an emotional connection with the customers through the storytelling advertising.

Objectives

- a) To find out the consumer preferences of *Paper Boats*.
- b) To study consumer opinion on price, taste, quantity and package of Paper Boats.

Research Methodology

Research methodology is a way for researchers to describe how they plan to conduct their research. For the present research, the population being studied consists of undergraduate students and faculty members from an undergraduate college located in the Reshimbag area of Nagpur City in state of Maharashtra. This population comprises a total of

100 individuals, with 20 faculty members and 80 students. For the current research, a sample size of 30 has been chosen, consisting of 10 faculty members and 20 students from the selected college in the Reshimbag area of Nagpur City. The selection of this sample size was done using a non-probability sampling technique called convenience sampling.

The present research utilizes both primary and secondary methods of data collection. The primary data was gathered by creating a structured questionnaire using Google Forms, which was then distributed to the participants through email and social media groups. As for the secondary data, it refers to information that has already been collected by others and is readily accessible. In this study, secondary data was obtained from various sources such as books, published research papers, theses from other researchers, and the World Wide Web.

Data Analysis and Interpretation

To analyze and interpret the data, a basic statistical analysis was employed to evaluate the purchasing behavior. This analysis encompassed descriptive statistics, percentage analysis, and frequency distribution. The relationships between different data groups were visualized through a column chart, which displayed the patterns and associations among the variables. Following tables from Table 1 to Table 15 shows the data analysis and interpretation.

Gender

Table 1: Demographic variable - Gender

Sr No	Particulars	Frequency	Percentage
1	Male	9	30%
2	Female	21	70%
3	Total	30	100%

From the above data in Table 1 it has been inferred that there are 30% males and 70% for the present research.

Age Group

Table 2: Demographic variable - Age Group

Sr No	Particulars	Frequency	Percentage
1	16-26	12	40%
2	26-36	12	40%
3	36 Above	6	20%
4	Total	30	100%

Based on the analysis in Table2 above, it is evident that 40% of the respondents fall within the age groups of 16-26 and 26-36. Additionally, 20% of the respondents belong to the age group of 36 years and above.

Marital Status

Table 3: Demographic variable - Marital Status

Sr No	Particulars	Frequency	Percentage
1	Married	18	60%
2	Unmarried	9	30%
3	Other	3	10%
4	Total	30	100%

Based on the analysis conducted as shown in Table 3, it is apparent that 60% of the respondents are married, while 30% are unmarried. Additionally, there is a category comprising 10% of the respondents who fall under the "other" category, which includes individuals who are divorced, separated, or widowed.

Profession

Table 4: Demographic variable - Profession

Sr No	Particulars	Frequency	Percentage
1	Student	3	30%
2	Teacher	27	70%
3	Total	30	100%

Based on the analysis conducted in Table 4, it is apparent that 60% of the respondents are married, while 30% are unmarried. Additionally, there is a category comprising 10% of the respondents who fall under the "other" category, which includes individuals who are divorced, separated, or widowed.

Family Income

Based on the provided data in Table 5, it is evident that 30% of the selected respondents in the present research have an annual income ranging from 1-3 Lacs Per Annum, 3-5 Lacs Per Annum, and 7 Lacs above. Additionally, there is a group comprising 30% of the respondents who fall within the income range of 5-7 Lacs Per Annum.

Table 5: Demographic variable - Family Income

Sr No	Particulars	Frequency	Percentage
1	1-3 Lacs Per Annum	9	30%
2	3-5 Lacs Per Annum	9	30%
3	5-7 Lacs Per Annum	3	10%
4	7 Lacs Above	9	30%
5	Total	30	100%

Which soft drink do you prefer?

Table 6: Soft drink preference

Sr No	Particulars	Frequency	Percentage
1	Carbonated	3	10%
2	Non-carbonated	21	70%
3	Doesn't Matter	6	20%
4	Total	30	100%

From the above data in Table 6 it has been inferred that 70% of the respondents prefer non-carbonated beverages and 30% of the respondents prefer the carbonated one.

If it is a non-carbonated drink then which drink?

Table 7: Non-carbonated drink preference

Sr No	Particulars	Frequency	Percentage
1	<i>Fruity</i>	12	40%
2	<i>Paper Boat</i>	9	30%
3	<i>Real</i>	6	20%
4	Other	3	10%
5	Total	30	100%

Based on the analysis of the data provided, it has been observed that 40% of the respondents have a preference for purchasing *Fruity* drinks. Additionally, 30% of the respondents prefer buying *Paper Boat* drinks, while 20% prefer buying *Real* drinks. Furthermore, there is a category labeled as "others" that consists of 10% of the respondents.

Have you ever tasted a Paper Boat?

Table 8: Paper Boat Tasted by customer

Sr No	Particulars	Frequency	Percentage
1	Yes	30	100%
2	No	0	0%
3	Total	30	100%

From the above data in Table 8 it has been clear that all the selected respondents were the Paper Boat customers and all tasted Paper Boat.

Which flavors of paper boat do you like the most?

Table 9: Preference for the flavor of Paper Boat

Sr No	Particulars	Frequency	Percentage
1	Chilli Guava	3	10%
2	Jaljeera	9	30%
3	Aam Panaa	12	40%
4	All the flavors	6	20%
5	Total	30	100%

Based on the data provided in Table 9, it is evident that among the respondents, 10% have a preference for the Chilli Guava flavor of Paper Boat, 30% prefer Jaljeera, 40% prefer Aam Panaa, and 20% have a liking for all the flavors of Paper Boat.

During which seasons do you prefer to buy a Paper Boat?

Based on the data provided in Table 10, it can be concluded that 60% of the respondents purchase Paper Boat during the summer season, while 10% of the respondents buy it during the winter and rainy seasons. Additionally, 20% of the respondents purchase Paper Boat during all seasons.

Table 10: Season wise buying preference of Paper Boat

Sr No	Particulars	Frequency	Percentage
1	Summer Season	18	60%
2	Winter Season	3	10%
3	Rainy Season	3	10%
4	All of the above	6	20%
5	Total	30	100%

Which flavor do you want the Paper Boat to add in?

Table 11: Flavors to be added in Paper Boat

Sr No	Particulars	Frequency	Percentage
1	Raspberry	0	0%
2	Ber	9	30%
3	Cranberry	15	50%
4	Buttermilk	6	20%
5	Total	30	100%

The survey results in Table 11 indicate that 50% of the participants express a desire for Paper Boat to introduce a Cranberry flavor. Additionally, 30% of the respondents would like to see Paper Boat offer a flavor known as Indian Jujube or Ber. Furthermore, 20% of the participants suggest that Paper Boat should make Buttermilk flavor available.

Which quantity of Paper Boat would you prefer to buy if available?

Table 12: Preference of quantity packs of Paper Boat

Sr No	Particulars	Frequency	Percentage
1	200ml	16	53.33%
2	500ml	14	46.67%
3	1000ml	0	0%
4	2000ml	0	0%
5	Total	30	100%

Based on the data given in Table 12, it is clear that approximately 53.33% of the participants favor purchasing 200ml packs of Paper Boat, while approximately 46.67% of the respondents prefer buying 500ml packs of Paper Boat.

Do you feel that Paper Boat should be available in larger quantity packs?

Table 13: Large quantity packs expectations

Sr No	Particulars	Frequency	Percentage
1	Yes	12	40%
2	No	18	60%
3	Total	30	100%

Based on the data given in Table 13, there is a group of 40% of respondents who believe that Paper Boat should be available in larger quantity packs. Conversely, there is another group comprising 60% of the respondents who also express the opinion that Paper Boat should be available in larger quantity packs.

Why do you buy a Paper Boat?

Table 14: Buying preferences of Paper Boat

Sr No	Particulars	Frequency	Percentage
1	Flavor	6	20%
2	Quantity	3	10%
3	Price	3	10%
4	Taste	9	30%
5	Easy Availability	7	23.33%
6	Advertise	2	6.67%
7	Total	30	100%

Based on the data in Table 14, it is inferred that 30% of the respondents purchase Paper Boat due to its flavor, while 23.33% state that easy availability is their reason for buying it. 20% of the respondents choose Paper Boat based on its taste, while 10% prefer it for its affordable

price and quantity. In contrast, 6.67% of the respondents are influenced by Paper Boat's advertisements when making a purchase.

How much do you spend on buying a Paper Boat per week?

Table 15: Spending on buying Paper Boat

Sr No	Particulars	Frequency	Percentage
1	50-100	18	60%
2	100-150	6	20%
3	150-200	3	10%
4	Above 200	3	10%
5	Total	30	100%

Based on the data in Table 15, it is inferred that 60% of the respondents allocate a weekly budget of 50-100 for purchasing Paper Boat, while 20% of them spend 100-150 per week on this product. Additionally, 10% of the respondents spend 150-200, and a further percentage spends above 200 per week on buying Paper Boat.

Competitors Analysis

Following Table 16 shows major players of non-carbonated soft drinks in the market.

Table 16: Competitors Analysis

COMPANY NAME	BRAND NAME	FRUIT CONTENT	VARIANTS
Coca Cola	Minute Maid	5-15%	6
Coca Cola	Maaza	19.5%	1
Pepsi Co	Slice	13%	3
Pepsi Co	Nimbooz	5%	2
Pepsi Co	Tropicana	20-45%	12
Parle	Frooti	16.2%	1
Del Monte	Del Monte juice	15-40%	10
Hector Beverages	Paper boat	8-45%	12

Table 16 is the analysis of the major players of non-carbonated drinks. From this table it is clear that Hector Beverages' Paper Boat contains 8-45% fruit which is considerably maximum when compared with the beverages of the same category of other companies like Coca Cola, Pepsico, Parle and Del Monte.

Based on the secondary data collected for the current research, it was discovered that the primary benefit of *Paper Boat* is its preservative-free nature. Additionally, the company's advertising efforts are considered a competitive advantage.

To foster storytelling and engage with customers, *Paper Boat* has incorporated popular social media platforms such as *Facebook*, *Twitter*, *Instagram*, and *YouTube*. The underlying philosophy behind this approach revolves around the concept of "drinks and memories." It recognizes that the beverages people consume on a daily basis are intertwined with their childhood experiences and cherished moments in life.

The company gains a competitive advantage through its packaging, which is one of the factors contributing to its success. *Paper Boat's* marketing campaign specifically targets customers who have relocated from their hometowns to other parts of the country for reasons such as study, work, or other personal circumstances. Their marketing strategy includes a storytelling advertising campaign as an integral component.

Findings and Conclusion

Hector Beverages' brand of ethnic Indian juices and drinks is successful in building the emotional connect with its customers within a short span of time. This is indeed not a cake walk if compared with the large budgets of some competitor brands. Based on the gathered data, it is apparent that the preferences for *Paper Boat* flavors vary among the respondents. A majority of them favor *Aam Panaa*. It can be concluded that the majority of the respondents tend to purchase *Paper Boat* during the summer season. However, there is also a segment comprising 20% of the respondents who purchase *Paper Boat* throughout all seasons. The survey results reveal that 50% of the participants express a desire for *Paper Boat* to introduce a Cranberry flavor. Regarding the factors influencing purchase decisions, it can be inferred that 30% of the respondents are primarily motivated by the flavor of *Paper Boat*, while 23.33% prioritize its easy availability. Additionally, 20% choose *Paper Boat* based on its taste, 10% prefer it for its affordable price and quantity, and 6.67% are influenced by the company's advertisements.

In terms of spending patterns, the data suggests that 60% of the respondents allocate a weekly budget of INR 50-100 for purchasing *Paper Boat*. Meanwhile, 20% spend INR 100-150 per week, 10% spend INR 150-200, and a certain percentage spends above INR 200 per week on buying *Paper Boat*. The findings of the current research highlight that the success of the organization is not solely reliant on advertising but is influenced by several other factors. In the case of *Paper Boat*, these factors include distinctive packaging, effective market segmentation, targeting specific customers, and positioning in the market. The research also reveals that the real challenge lies in customer retention rather than customer acquisition. Retaining customers can be achieved by offering a product that strikes the perfect balance between quality, quantity, and price.

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