

Most preferred beverage between fruit nectar and fresh juice among the university students

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1. Introduction

Consumers intended to purchase fruit beverages over the carbonated beverages because they are perceived to be healthier (Kothalawala & Jayasinghe, 2016). So the fruit juice segment is expected to witness increased demand in terms of both value and volume as the overall market return is mainly from Asian and Latin American countries (Kothalawala & Jayasinghe, 2016). The General Codex norms (CODEX STAN 247-2005) defines a fruit juice as the unfermented but fermentable liquid derived from the edible part of healthy fruits which have reached the appropriate degree of ripening fresh or preserved under healthy conditions in accordance with relevant provisions of Codex Alimentarius Commission (Maicas and Mateo, 2005). Some fruit beverages including Kist, MD, Smak etc. received a higher demand with respect to the other categories as they were well aligned with the consumer perceptions. Also consumers develop higher psychological ownership towards the products they select to purchase (Kothalawala & Jayasinghe, 2016). Studying the consumer perceptions that drives the purchasing decisions is beneficial to well align the products to fulfil the consumer perception, adaptation of new marketing strategies and to increase the sales. Since number of fruit nectar brands are available in Sri Lankan market, current aimed to identifying the most preferred beverage between fruit nectar and fresh juice among the University students who are covering all the districts in Sri Lanka. Findings of the study support the fruit beverage industry to align their products well with the consumer requirements to sustain their business operations.

2. Materials and Methods

The aim of the current study was to search the most preferred beverage and factors that influence for the consumption that selected fruit beverage type. The primary data was collected from 200 government university students from 21 to 28 years age group representing all the district in Sri Lanka. The sampling framework was decided as the university students. And they include the young educated group who could make better decisions about their food consumption for a healthy lifestyle. The sample was selected through the convenient sampling technique by adapting pre tested structured online questionnaire survey.

The questionnaire included the questions regarding the respondents' preference and perception towards both fruit nectar and fresh juice. The questionnaire made up with both qualitative and quantitative questions for collect the required information. Choice experiment method was adopted in calculating the results of selected attributes and nine choice cards were used in questionnaire (Yue & Tong, 2009).

3. Results and Discussion

Table 01 indicate the results and discussion according to the most preferred beverage between fruit nectar and fresh juice among the university students.

Table 01. Estimated parameters for the maximum likelihood

	B	SE	Wald	df	Sig.	Exp(B)
Fruit Nectar						
HS	-2.358	.280	70.988	1	.000	.095
MS	-1.039	.263	15.618	1	.000	.354
LS			.	0 ^a	.	
Fresh						
Juice	2.294	.292	61.553	1	.000	9.912
HN						
MN	-.007	.382	.000	1	.985	.993
LN			.	0 ^a	.	
Price						
P1	.439	.273	2.596	1	.107	1.552
P2			.	0 ^a	.	

a. Degree of freedom reduced because of constant or linearly dependent covariates

b. Constant or Linearly Dependent Covariates LS (Low sugar) = 1 – HS (High sugar) – MS (Medium sugar); LN (low nutrient) = 1 – HN (high nutrient) – MN (medium nutrient); P2 (Rs.100/=) = 1 - P1 (Rs.80/=)

According to the test result table, the coefficient that were provided in the variables in the equation table are used to evaluate the contribution of the individual covariance to the overall model fit. Fruit nectar was the part worth utility (Estimated coefficient) for high sugar content is -2.358 and for medium sugar content is -1.039, when the part worth utility for the variable status quo is structural zero. According to the students' preference in fruit nectar, the students most preferred beverage category was the "low sugar containing" fruit nectar rather than other sugar levels (De Oliveira Pineli et al., 2016). Here the first attribute of fruit nectar proved that medium sugar and also high sugar levels are highly significant at level $\alpha = 0.01$. High nutrient and medium nutrient were tested against the status quo when students preference about the Fresh juice. The high nutrient of Fresh juice was the most preferred one over both medium nutrient and the status quo. High nutrient level was significant at $\alpha = 0.01$ and medium nutrient proved insignificant even at the $\alpha = 0.10$ level. The price's status quo is "P₂" which indicate the level as 100.00 lkr. "P₁" mean was 80.00 lkr and it indicated 0.439. Where, P₁ is the value that is over the status quo and also P₁ is insignificant at $\alpha = 0.10$ level.

4. Conclusions

The highest percentage of university students highly prefer the fresh juices than fruit nectar. When buying fresh juice, students more concern on high nutrients and when buying fruit nectar, they more concern on medium sugar level. When considering the reasons for buying fresh juices, students concern more about their freshness, natural taste and also zero artificial added chemicals. Most of students suggested that low artificial chemicals, low sugar level and also high nutrient content from the fruit nectar are the key characteristics they consider in purchasing the preferred beverages.

5. References

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