Review of Literature Consumer Buying Behaviour and Packaged Fruit Juices

- **Tuorila and Pangborn, 1988; Cardello, 1994:** The sensory attraction of a food product and the visual appearance of its packaging are powerful influences on consumer acceptability. Colour and graphics in fruit juice packages represent key elements of the total appearance in a package design.

- **Linnerman et al., 1999:** Today there is an increasing demand for healthy and nutritional products as a consequence of consumers being better educated and more demanding; which leads to a need for new products and a more differentiated food product assortment.

- **Blaylock et al., 1999:** Consumers face many trade-offs in their food choices, for example between nutrition and price, nutrition and convenience.

- **Bech-Larsem et al., 1999:** Several studies have been conducted to examine how consumers evaluate different product attributes in numerous food products. Health, nutrition, taste, price, convenience are some of the criteria consumers use to determine which product is more attractive.

- **Roe, Levy and Derby, 1999:** Nutritional and health claims presented on the front label were more important than back-label nutrition facts

- **Munrray and Delahunty, 2000:** Packaging attributes can persuade consumers to purchase the product, and sensory attributes will confirm if they like it. This process may be determined if the buyer will repeat the purchase.

- **Katz, 2000:** The development of healthy food was rated as the most important area of research, followed by developing natural foods.

- **Rowan, 2000:** During that time, it must catch the consumer’s eye, and convince the shopper that it is the optimum option on the shelf.

- **Kupiec and Revell, 2001:** How consumers perceive product attributes is a critical aspect in the food choice process

- **Baltas 2001:** Consumers give plenty of attention to their diets, and especially to the information that appears on the package label such as, nutritional and health claims. As a response to consumers demand for healthier and nutritious goods, producers should highlight these claims on the front label of their packages. Other characteristics such as
organic production and locally produced might provide additional benefits to consumers who care about environmental preservation.

- **Hutchings, 2003**: Intensifying the fruit colours could strengthen expectation for the juice flavour.

- **Deliza, 2003**: Package designers should consider consumer expectations about the product’s sensory attributes when designing the labels.

- **Moschis, 2003**: Echoes this sentiment, suggesting that older consumers are more brand loyal and are likely to prefer brands with which they are more familiar. Younger consumers, on the other hand, are more willing to try new or unfamiliar brands and products.

- **Dantas et al., 2004**: Packages and labels have only a few seconds to make an impact on the consumer’s mind.

- **Hawkins, Best and Coney, 2004**: Although the literature does not acknowledge any challenges in defining consumer behavior the variations in the definitions given by different authors suggest otherwise. —The field of consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts these processes have on the consumer and society.

- **Van der Heuvel et al., 2007**: In fact, consumers want high quality products that also deliver specific benefits in terms of health, safety and environmental quality.

- **Kumar and Steenkamp, 2007**: Note that over use of promotions by manufacturer brands may condition consumers to become price sensitive and this may, eventually, result in a —trade down— to a private label item. Therefore deal seekers become regular purchasers of private label brands over time.

- **Bond, Thilmany, Keeling, 2007**: Health claims regarding a diet rich in fruits and vegetables, and the power of these products reducing the risk of coronary disease and cancer, proved to be the most effective claim when attracting consumers.

A survey conducted by Cichon and Ucherek (1999), three hundred and eighty students were asked which packaging attributes influence their choices when deciding which fruit juice to purchase. Results showed that functionality, shape, capacity, general look and
ecological aspect were the most important attributes that determined consumer choice of packaging.

- Deliza et al. (2003), conducted a conjoint survey with one hundred and twenty five British consumers, to observe the expectations of packages of an unfamiliar fruit juice (passion fruit) using computer generated images. The respondents were presented with twenty four computer generated package images, on which six packaging factors were manipulated (background colour, picture, information, brand, language and shape). According to the authors, significant effects were found for each attribute; however, background colour and information were the most important.

- Recently, Laboissiere et al. (2007), conducted a conjoint analysis to determine the effect of packaging attributes on consumer expected liking and purchase intention of passion fruit juice. One hundred and twenty consumers evaluated twelve prototypes for expected liking and purchase intention. The results suggested that information about benefits of processing technologies such as high hydrostatic pressure presented on the package played an important role on consumer intention to purchase.

- Deliza and Silva (2003), explored consumers perceptions about the information of high pressure in the fruit juice package using focus groups. Dantas et al. (2004) also used focus groups to obtain information on consumer’s attitudes about minimally processed products. Results suggest that the main packaging characteristics observed by participants were “best before”, brand and nutritional information. The results of these studies implied that giving consumer’s information about food production had a positive impact on the perception.

- A similar approach conducted by Cardello, Schutz and Lesher (2007), addressed issues related to consumer attitudes and conceptions regarding food processed by emerging technologies. He found that the perceived risk associated with this technology was the most important factor influencing consumer interest in their use.

- A number of studies have examined consumer preferences for organic products (Loureiro et. al, 2001; Loureiro and Hine, 2002; Gil et al., 2000), most findings suggest that consumers are willing to pay a premium for organic products.

**Note:**
In the above pages, researcher has tried to critically evaluate the available literature on Packaged Fruit Juices. However, detailed examinations of the literature for consumer buying behaviour and their perception revealed that majority of the materials are merely in the form of popular articles, lack of rigour, and not based on any scientific and systematic methodology. Hence, research gap is identified and this study is undertaken with the following research problem.