Hypothesis

Hypothesis 1

Ho: There is no relationship between age and quantity bought.
Ha: There is a relationship between age and quantity bought.

Hypothesis 2

Ho: There is no relationship between income level and spending on packaged fruit juices.
Ha: There is a relationship between income level and spending on packaged fruit juices.

Hypothesis 3

Ho: Income level does not have an impact on customer perception towards nutrition value of packaged fruit drinks.
Ha: Income level does have an impact on customer perception towards nutrition value of packaged fruit drinks

Hypothesis 4

Ho: There is no relation between gender and quantity bought.
Ha: There is a relation between gender and quantity bought.

Hypothesis 5

Ho: There exists no relationship between educational qualification and importance level of cleanliness while purchasing packaged fruit drinks.
Ha: There exists a relationship between educational qualification and importance level of cleanliness while purchasing packaged fruit drinks.
Hypothesis 6

**Ho**: There exist no relation between profession and the consumption level of packaged fruit drinks.

**Ha**: There exist a relation between profession and the consumption level of packaged fruit drinks.