



## Research Article

# SOURCE OF AWARENESS REGARDING PACKED TENDER COCONUT WATER IN INDIA

GADHE S.\* AND MATHUR A.

Institute of Agri Business Management, Swami Keshwanand Rajasthan Agricultural University, Bikaner, 334006, Rajasthan, India

\*Corresponding Author: Email - [shruthi.iabm@gmail.com](mailto:shruthi.iabm@gmail.com)

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**Abstract:** Coconut Water is a gift of nature which is the first soft drink in the world. Coconut Water is a natural isotonic beverage which has almost the same level of electrolyte balance as in our blood. The study is conducted in potential markets of packed tender coconut water in India. RBQ technique is used for analysis of the data and results showed that the major source of awareness among consumers is Advertisement.

**Keywords:** Coconut water, RBQ, Awareness, Advertisement, isotonic

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## Introduction

Coconut Provides food security and livelihood opportunities to 64 million people around globe and 12 million people in India (CDB annual report, 2016). Coconut crop requires hot and humid climate and sandy soil is suitable for coconut cultivation with growth factors of consistent rainfall and ample sunlight. The harvesting period of coconut varies based on the utilization of fruit. If coconut is used for the purpose of water then it is harvested in five to six months, when used for domestic the coconut should be of eight to ten months and when it is used for the purpose of oil it requires ten to 12 months. Coconut Water is a natural isotonic beverage which has almost the same level of electrolyte balance as in our blood. It is the 'fluid of life' that promotes anti-aging, healthy cell growth and rehydration. Coconut Water serves as a mineral drink with therapeutic properties that help in regaining the vitality of the human body. Brazil is the largest coconut water market. Southeast Asian countries are the largest coconut producing countries and large quantities of coconut are available in these regions for extracting coconut water.

## Materials and Methods

Awareness towards packed tender coconut water is calculated on percentage basis. Source of awareness among consumers listed are friends and colleagues, Family members, relatives, Advertisement and other source of information based on the pilot study. Further the source of awareness among consumers regarding packed tender coconut water is calculated based on RBQ technique. The quantification of data was done by first ranking the sources and then ranks were converted into Rank Based Quotient (RBQ) as given by Sabarathanam (1988) [1]. This is as follows:

$$RBQ = \frac{\sum_{i=1}^n (F_i) (n+1-i)}{Nn} \times 100$$

Where,

RBQ = Rank Based Quotient

F<sub>i</sub> = Frequency of consumers for the i<sup>th</sup> rank of the product used

N = Total number of consumers

n = the maximum number of ranks given for source of awareness

Source with highest RBQ score will be ranked first and considered the most important.

## Results and Discussions

The study is to find out the awareness level among the respondents regarding packed tender coconut water; in order to fulfil this objective primary data has been collected from Targeted respondents. 1400 respondents were asked regarding packed tender coconut water and out of them 863 respondents said they are aware of packed tender coconut water of which 482 respondents from northern region like Delhi, Ahmedabad, Chandigarh, Indore, Jaipur are aware and 381 respondents from southern region like Hyderabad, Bengaluru, Chennai are aware remaining 537 respondents both from northern and southern region said they are unaware of packed tender coconut water [2,3].

[Table-1] depicts the respondent's awareness regarding packed tender coconut water region wise. In northern region 58.78 percent of respondents are aware of packed tender coconut water whereas 41.1 percent of respondents are unaware of packed tender coconut water. It is observed that 65.69 percent of respondents are aware in the southern region and only 34.31 percent of respondents are unaware regarding packed tender coconut water.

[Table-1] indicates that highest percentage of awareness among the southern respondents with a percentage of 65.69 percent. 62 percent of the respondents are aware of packed tender coconut water and 38 percent of the respondents are unaware of packed tender coconut water from total sample size of 1400 respondents. The respondents are selected from the information available by the players where they exist in the market. To identify the source of awareness from the aware respondent's viz., 62 percent, 800 respondents were selected of which 480 respondents from northern region and 320 respondents from southern region who are the consumers of packed tender coconut water. The data collected from the consumers regarding source of awareness about packed tender coconut water depicts in [Table-2].

RBQ Technique is used for analysis to find out the main source of awareness among consumers regarding the packed tender coconut water. Five different sources of parameters were considered like friends and colleagues, family members, relatives, advertisements and other sources. For all the five sources RBQ score has been calculated based on the number of consumers opted for different sources. RBQ score is depicted in [Fig-1].

## Source of Awareness Regarding Packed Tender Coconut Water in India

Table-1 Awareness of respondents regarding packed tender coconut water

Parameter	Northern Region		Southern Region		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
Aware	482	58.78%	381	65.69%	863	61.64%
Unaware	338	41.10%	199	34.31%	537	38.36%
Total	820	100%	580	100%	1400	100%

Table-2 Source of Awareness regarding Packed Tender Coconut Water among the consumers of northern region

SN	Source of Awareness	RBQ Mean	Rank
1	Advertisements	17.76	I
2	Friends and Colleagues	17.5	II
3	Family members	14.75	III
4	Relatives	11.69	IV
5	Other source	7.19	V

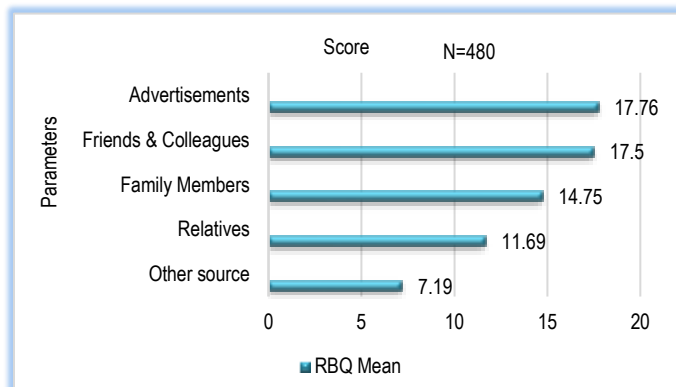


Fig-1 Source of Awareness regarding Packed Tender Coconut Water among the consumers of northern region

[Fig-1] shows that Advertisement is the main source of the consumers which scored 17.76, the players are targeting the younger generation as this category of people will be more advance and ready to welcome new variants. There are various advertisement platforms such as newspapers, ads in T.V., ads in the social websites and sponsoring of events. Friends and colleagues are another means of source for information regarding packed tender coconut water which scored 17.5 with second highest source followed by family members with score of 14.75, Relatives with score of 11.69 and other source of information like direct promotion of packed tender coconut water in their job location scored 7.19.

Table-3 Source of Awareness regarding Packed Tender Coconut Water among the consumers of Southern region

SN	Source of Awareness	RBQ Mean	Rank
1	Friends and Colleagues	11.9	I
2	Advertisements	11.06	II
3	Relatives	9.97	III
4	Family members	9.82	IV
5	Other source	4.59	V

[Table-3] depicts the source of awareness regarding packed tender coconut water among the consumers of southern region and it is observed that the main source of information is from friends and colleagues followed by Advertisement, relatives, family members and other source.

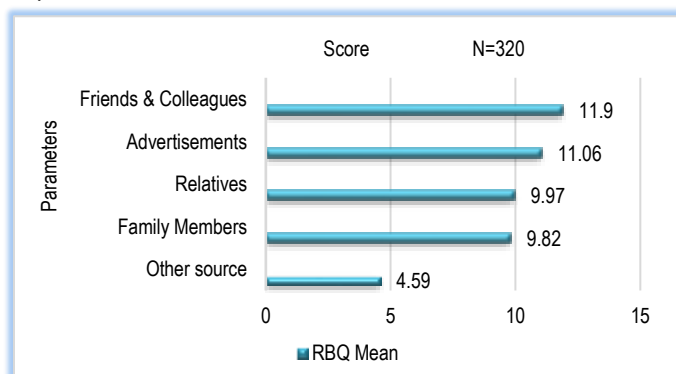


Fig-2 Source of Awareness regarding Packed Tender Coconut Water among the consumers of Southern region

[Fig-2] depicts the source of awareness regarding packed tender coconut water among the consumers of southern region and it shows that Friends and colleagues is the main source of the consumers which scored 11.9. Advertisement scored RBQ mean of 11.06 and it stands in second place in terms of source of awareness regarding packed tender coconut water. Relatives is another means of source for information regarding packed tender coconut water which scored 9.97 with third highest source followed by family members with score of 9.82 and other source of information like direct promotion of packed tender coconut water in their job location scored 4.59.

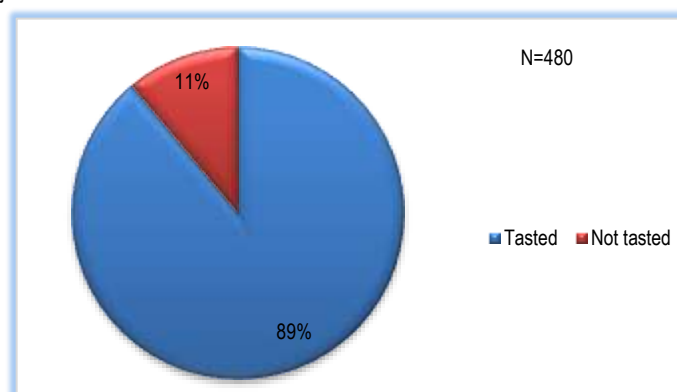


Fig-3 Number of Consumers Tasted Packed Tender Coconut Water in northern region

[Fig-3] depicts the percentage of consumers who tasted the packed tender coconut water and out of 480 sample size 89 percent of consumers viz 427 consumers are tasted the packed tender coconut water and only 11 percent of consumers viz., 53 consumers are not tasted packed tender coconut water, they only purchase for their family members.

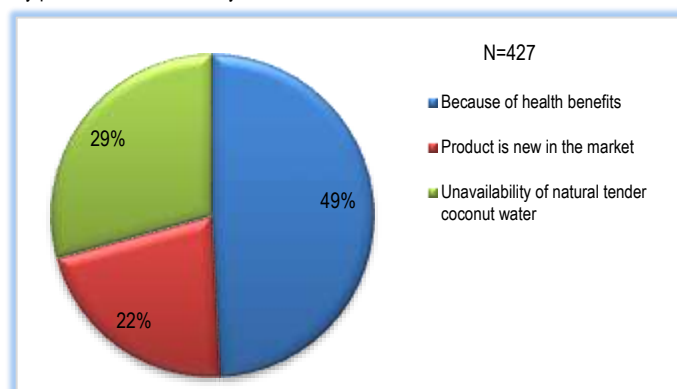


Fig-4 Reason to taste the Packed Tender Coconut Water among consumers of northern region

[Fig-4] depicts the reasons to taste the packed tender coconut water among consumers of northern region and it indicates that 49 percent of consumers tasted because of health benefits and 29 percent tasted it because of unavailability of natural tender coconut water and only 22 percent tasted because it is new in the market.

[Fig-5] depicts the percentage of consumers who tasted the packed tender coconut water in southern region and out of 320 sample size 68 percent of consumers viz., 217 consumers tasted the packed tender coconut water and 32 percent of consumer's viz., 103 consumers not tasted packed tender coconut water, they only purchase for their family members.

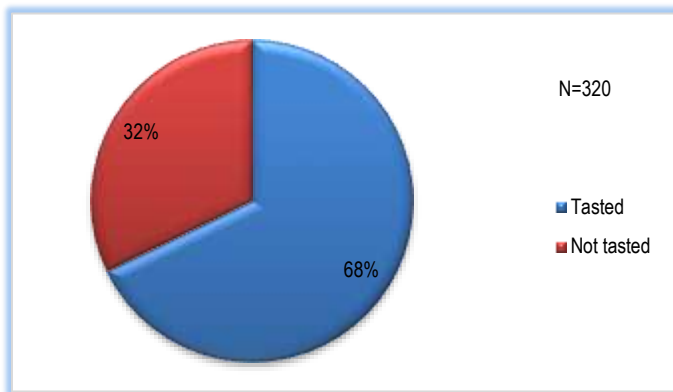


Fig-5 Number of Consumers Tasted Packed Tender Coconut Water in Southern region

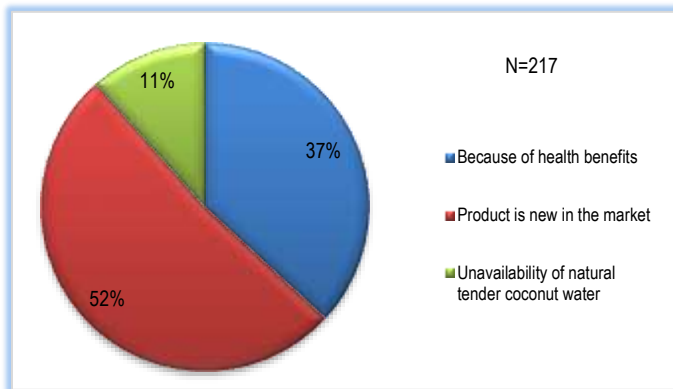


Fig-6 Reason to taste the Packed Tender Coconut Water among consumers of Southern region

[Fig-6] depicts the reasons to taste the packed tender coconut water among consumers of southern region and it indicates that 52 percent of consumers tasted because product is new in the market and 37 percent tasted it because of its health benefits and only 11 percent tasted because of unavailability of natural tender coconut water.

### Conclusion

In northern region 58.78 percent of respondents are aware whereas 41.1 percent of respondents are unaware of packed tender coconut water and 65.69 percent of respondents are aware in the southern region and only 34.31 percent of respondents are unaware regarding packed tender coconut water.

**Application of research:** Study shows advertisement is the main source of the consumers regarding packed tender coconut water.

**Research Category:** Agri Business Management

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**\*Research Guide or Chairperson of research:** Dr Aditi Mathur

University: Swami Keshwanand Rajasthan Agricultural University, Bikaner, 334006, Rajasthan  
Research project name or number: PhD Thesis

**Author Contributions:** All authors equally contributed

**Author statement:** All authors read, reviewed, agreed and approved the final manuscript. Note-All authors agreed that- Written informed consent was obtained from all participants prior to publish / enrolment

**Study area / Sample Collection:** Delhi, Ahmedabad, Chandigarh, Indore, Jaipur

**Cultivar / Variety / Breed name:** Coconut (*Cocos nucifera*)

**Conflict of Interest:** None declared

**Ethical approval:** This article does not contain any studies with human participants or animals performed by any of the authors.  
Ethical Committee Approval Number: Nil

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