

**STUDY ON CONSUMER PERCEPTION TOWARDS  
ETHNIC DRINKS IN INDIA – A CASE STUDY OF HECTOR  
BEVERAGES' PAPER BOAT DRINK**

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**Abstract**

*The beverage industry in India is growing as the income levels of the people are rising. Also, more and more people are becoming health conscious due to their lifestyle issues. In such a scenario, offering affordable and healthy juice drinks with traditional flavors by Hector Beverages has been a welcome move in the market. This brand, known as Paper Boat, targets the younger generation and has been growing by leaps and bounds due to innovative and traditional flavors. The objective of this case study was to highlight the growth of this indigenous brand, identify the challenges and strengths, and to discuss expansion strategies. The key finding is that the USP of Paper Boat in this product category among the presence of giant players is not pricing, but the emotional connect. It can be concluded that the brand, targeting a correctly identified profitable niche, is expected to rise fast in the future with a better distribution network and appropriate communication strategies.*

**Keywords:-** Paper boat, Ethnic drink, Taste, Beverages , Consumer Perception

**Introduction**

Paper Boat is a brand of traditional Indian beverages and foods produced and marketed by Hector Beverages, which is headquartered in Bangalore, India. The product consists of a range of traditional, indigenous Indian drinks such as Aam Panna, Jaljeera and Aam Ras later added a wide range of ethnic drinks to its portfolio including Chilled Rasam, Kokum, Jamun kala khatta, chilli Guava and Neer more.

As a brand based on age-old recipes and memories, Paper Boat's marketing strategy revolves around nostalgia, childhood and innocence. The brand name Paper Boat and the tag line, 'Drinks and Memories' is aimed at re-connecting the consumers to their childhood. Paper Boat's up drinking and carry a strong association with their childhood. The brand's campaigns try to evoke those childhood memories and remind their consumers of their innocence.

Paper Boat's television advertising campaign consisted of a series of simple, evocative ads that reflected the brand idea of childhood nostalgia. The ads were set to an adaptation of the music Narayna's iconic Malgudi Days. Paper Boat's Debut campaign was penned and narrated by renowned poet and lyricist Gulzar, while the later campaign was written by lyricist Swannand Kirkire. Paper Boat has strong presence on social media with compelling digital marketing campaigns. It has over 340K following on Facebook and 18.8 K followers on Instagram. While its Face book campaign showcases illustrations celebrating childhood memories, the brand's instagram page uses doodles, visual stories and creative projects to tell the Paper Boat story. As

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an extension of its marketing campaign, Paper boat has also ventured into book publishing. Paper Boat has been able to build an emotional connect with its customers. This soft drink is not just another beverage; it has hedonic value for its customers. The company has been smart enough to convert a utilitarian good to a hedonic good through its marketing and advertising.

The company has implemented psychological segmentation where it has identified the market in terms of values and beliefs. The brand is also segmenting the market on Geography where it is concentrating only on the Tier I and II population where there is heavy population of central and state government employees and offers them the product as well.

The brand is targeting the consumer on the basis of the childhood memories that these products bring back. However, if the brand wants to penetrate the rural and semi-urban areas as well, they should use differentiated targeting for this population because they are more connected to their roots and thus can use hygiene and availability of offerings from different parts of India which normally they had no access to. The brand has been successful in this feat by exhibiting itself as a company offering Indian drinks while its competitors are still restricted to the western sensibilities (Black current, cranberry juice) which is all about bringing a smile on the consumer's face when he remembers himself as a kid as soon as he has the first sip of the average.

#### **Review of Literature:**

Silpa Somavarapu & Mubeena (2017) in their article on "Consumer survey on preference of soft drinks in different stages of Adolescence" observed that majority of consumers responded that they prefer Pepsi compared to other drinks and most of the respondents are unaware of health issues in consuming the soft drinks.

Dr. Mun Ghosh & Dr. Arindam Ghosh is a research on "Impact & influence of culture on Brands in Indian Market" studied 9 categories of product brands and analysed that companies target customers keeping in mind of sentiments, religion and consumption habit. Researchers also emphasized on impact of culture on consumption of various brands.

Seema Sharma, Aditya Juneja et al "Paper boat in India: beating giants" observed that the product category among the presence of giant players is not pricing, but emotional connect and brand has targeted niche marketing strategy for the distribution of their product.

Neeraj Kakkar, co-founder & CEO Hector Beverages said to Economic times (2016) – we travel all over India to know which drink is famous in a particular and to learn about the recipes of that traditional drink. So, all traditional drinks are added as new product to the category after in-depth research. Paper boat is facing challenges in distribution more specifically in streamlining supply chain as there is greater difficulty in sourcing berries or fruits which grow in jungles.

Tom Mc. Namara and Irena in their case study “The non-alcoholic beverages market in India battleship Coca-cola verses Hector Beverages’ Paper Boat” the Coca – cola company facing tough competition from Hector beverages as their Product Paper Boat is natural and healthy drink. Paper boat is adding new variants of traditional drinks of India and consumers are also emotionally connected to the product. Slowly coca cola company’s Coke is losing market share, But Coca – Cola company being a giant company definitely come with strategy of buy-out Hector Beverages to increase their diversified product portfolio in the coming future.

**Research Methodology: -**

- Descriptive Research is been carried to study about the consumer perception towards Marketing mix and Positioning strategy of Paper boat beverages Pvt. Ltd.
- Sample size: - 100
- Sampling Method: - The Simple Random sampling method has been used for the purpose of study.
- Data Collection: - Primary data has been collected through structured Questionnaires.
- Secondary data has been collected through company website and articles on the beverages.
- Data Analysis & Interpretation: The responses are analysed and interpreted through tables and graphs.

**Objectives: -**

1. To study consumer perception towards Paper Boat beverages
2. To know the marketing mix strategy of Paper Boat Beverages
3. To assess the awareness of Paper boat drinks among consumers
4. To ascertain the satisfaction level of Consumer towards Paper Boat drinks.

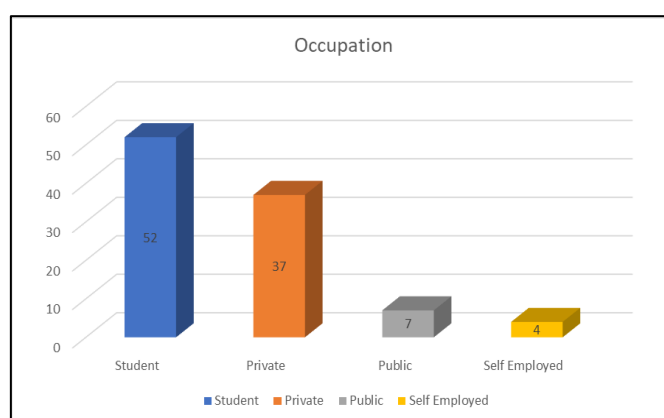
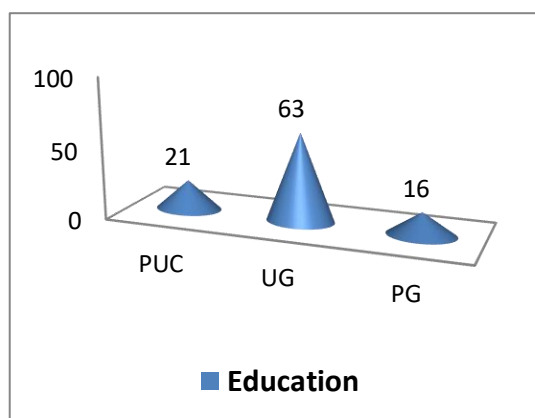
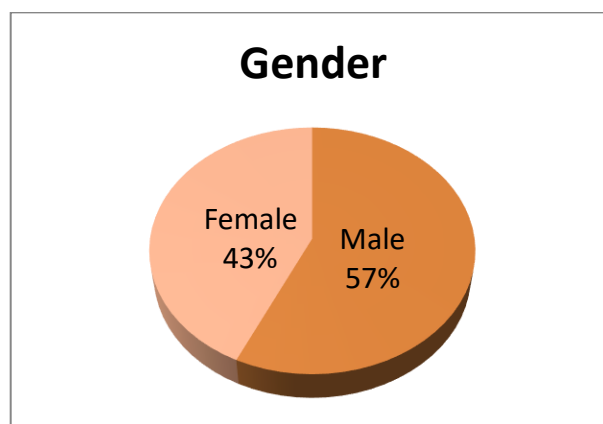
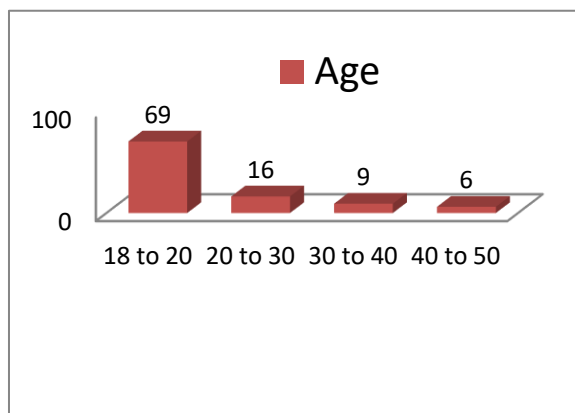
**Scope of the study: -** The survey has been carried in Bangalore city only.

**Limitations: -**

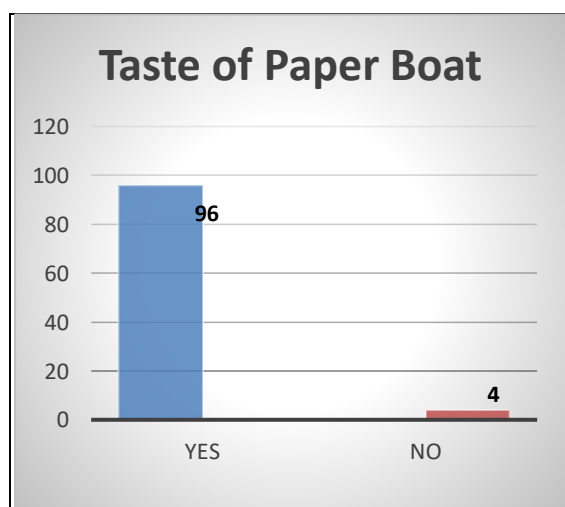
- The survey is based on the responses assumed to be authentic
- The sample is size is limited to 100.

## Data Analysis and Interpretation:

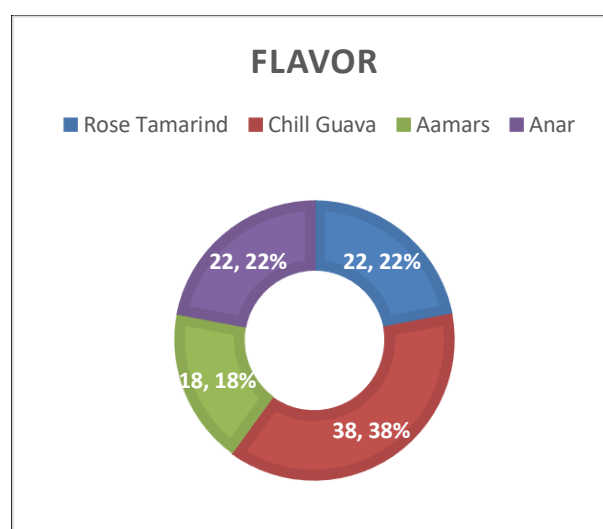
### Demographic Analysis



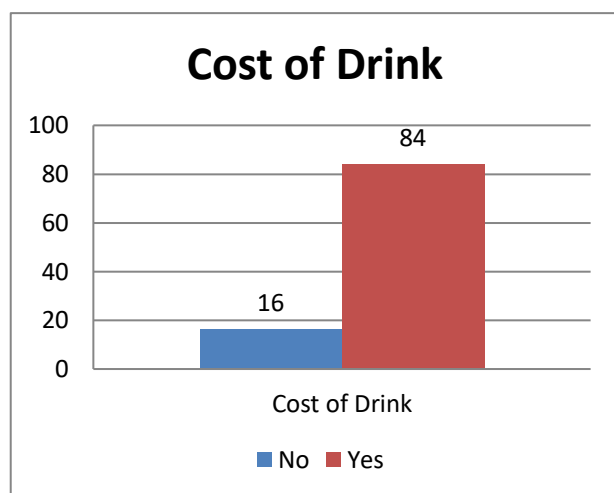
**Q: Do you like the taste of Paper Boat?**



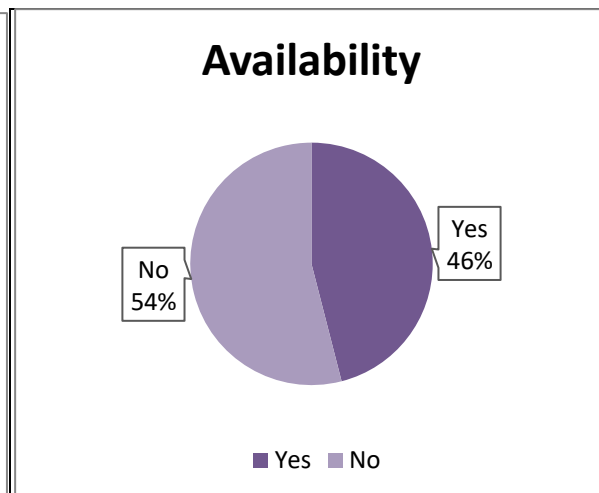
**Q: Which Flavors would you prefer?**



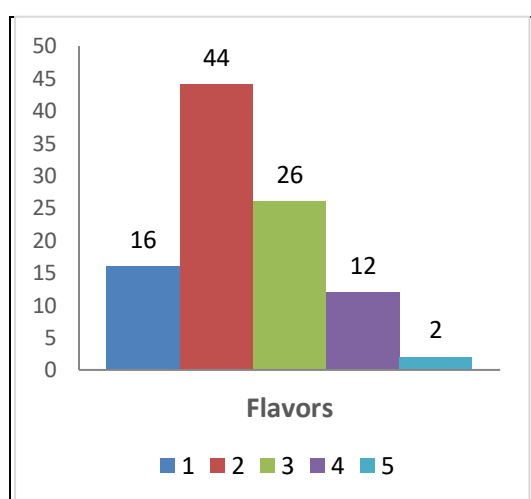
**Q: Are you satisfied with the cost of Drink?**  
**stores?**



**Q: Is Paper Boat drink available in all**



**Q: How many Flavors have you tasted?**

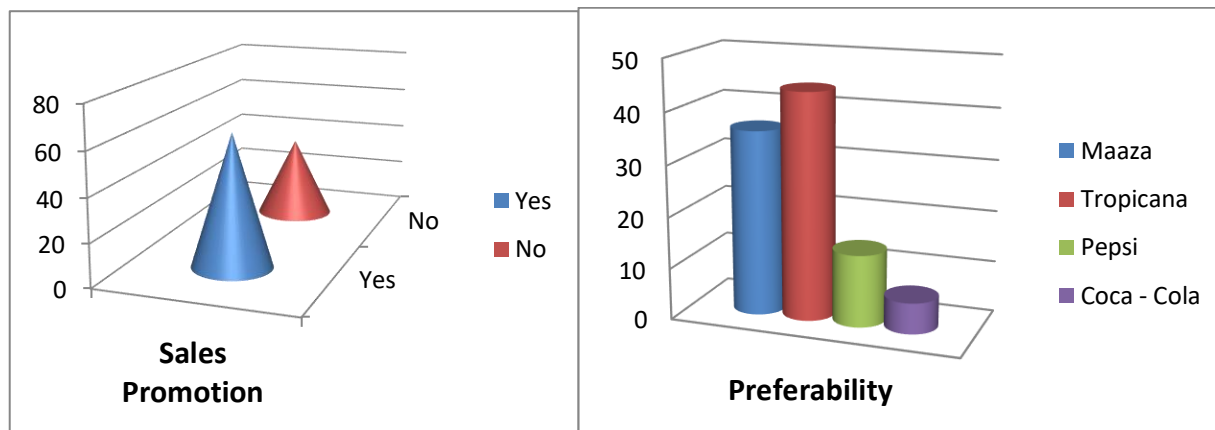


**Q: Is this drink better than any other?**



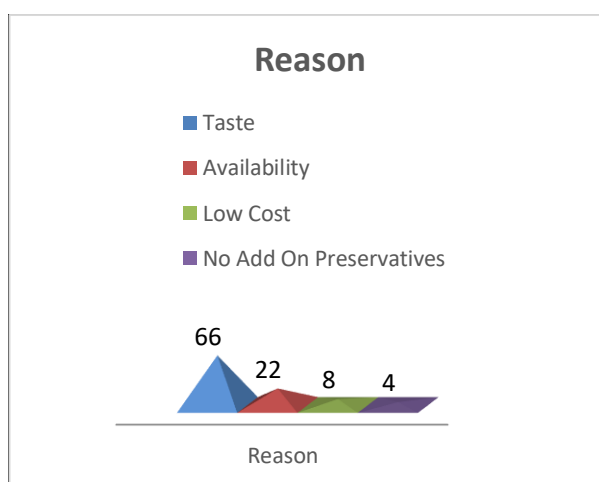
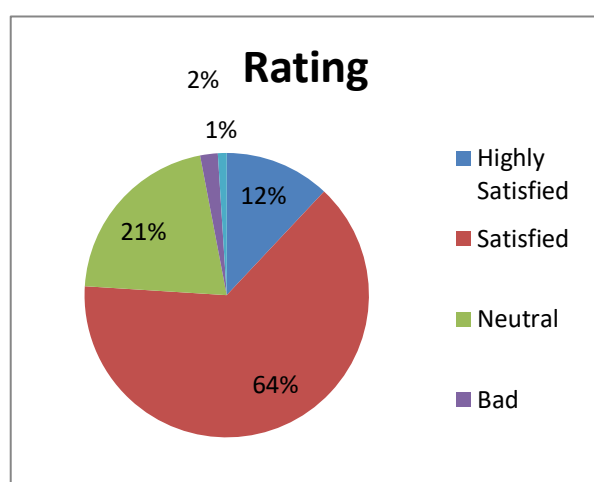
**Q: Do you like the advertisement or**  
**sales promotion done by Paper Boat?**

**Q: Which one you prefer other than Paper Boat?**



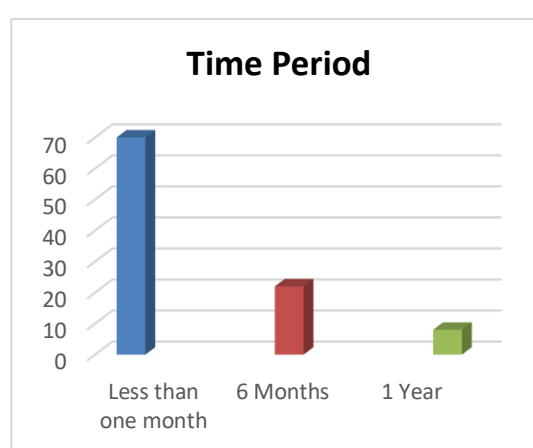
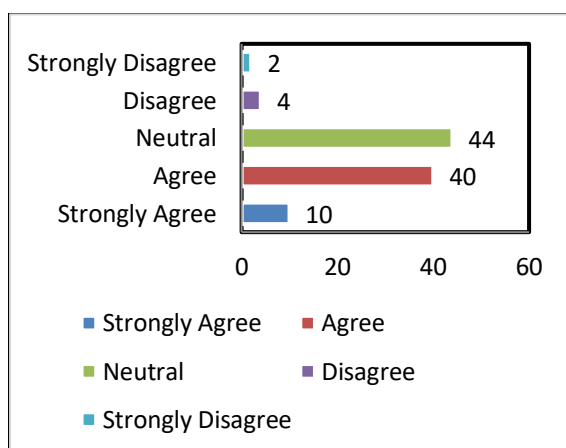
**Q: How would you like to rate Paper Boat Drink?**

**Q: Reason to Choose Paper Boat?**



**Q: Is Paper Drink healthy? Do you think so?**

**Q: How often you drink Paper Boat?**



## Findings

1. The respondents participated in this survey highly belongs to the age group of 18-20. Among the gender male respondents participated in large number. Majority of the respondents are belonging to undergraduate.
2. The majority of the respondents like the taste of paper boat prefer the flavor Chilli-guava more.

3. The cost of the drink is also satisfactory.
4. The frequency of drinking the paper boat is more than 70% in every month.
5. The paper boat drinks are not available in all the stores.
6. The reasons to choose the paper boat is the taste itself and respondents rated high for the liking the taste also.
7. Paper boat is considered to be healthy but 40% of respondents are only agreed still rests of them are not aware of health benefits.
8. The respondents also opined that all the flavors will not be available in a store.

### **Suggestions**

From the findings of the survey it is been observed by the researchers that there is a lacuna in distribution network of paper boat and lack of availability of more flavors in all stores. So the Hector beverages should concentrate on distribution network so that it will be available in all stores for the consumption otherwise the customers may switch over to other brands like Tropicana. Maaza, Minutemaid, which results in lesser market share.

The organization should also pay attention to the promotional strategies like advertisement in television and print Medias to create awareness and attract a greater number of customers. The company should come-up with the flavors which also attract the younger generation like Pepsi and Coco-cola.

### **Conclusion:**

The Hector Beverages has launched Paper Boat – a traditional drinks like Aam Panna, Kokum, Neer more Panakam Jaljeera etc. The company is giving tough competition to Coca Cola company and Pepsi as Paper Boat is natural and healthy drink. The consumers are becoming healthier conscious so only they are switching to healthy drinks that has created competitive advantage for Hector Beverages. From the survey it is observed that majority of the respondents likes Taste, cost, flavours available in Paper boat. There is problem in availability of product in all stores and Promotion also should be done.

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