

Table 1. Product attributes and levels of different product types

S. No.	Type of Product	Attributes	Levels	Reference
1	Orange juice	Flavour	Similar to fresh orange, stronger than fresh orange, weaker than fresh orange	18
		Sweeteners	Natural, artificial, sugar, honey	
		Pulp	More pulp, medium pulp, no pulp	
		Method of production	Organic, conventional	
2	Ragi	Taste	Good, Average	4
		Colour	Red, white	
		Price	High (>Rs.25/kg), Medium (Rs.20-25/kg), Low (<Rs.20/kg)	
		Cooking Time	More, less	
3	Root based processed foods	Flavour	Sweetened, Cheesy, Salty	23
		Texture	Crunchy thin slice, crunchy thick slice	
		Type of packaging	Stand up, Glossy plastic	
		Packaging size	100g, 10 g	
4	Vegetarian Restaurant service	Food quality	Organic food, colourful food, nutritious food	6
		Cuisine style	Chinese style, Indian, Italian	
		Health concept	Lose weight, prevent diseases	
		Restaurant design	Simple design, fashion design	
5	Dairy Milk	Nutrient content	Protein, Calcium, Vitamin D	13
		Function	Maintain strong muscles, strong bones	
		Production method	Organic, Locally produced, all natural	
		Price/gal	\$3.21, \$3.80, \$4.18	
6	Cerrado fruit preserves	Flavour	Marolo, marolo and soursoup, marolo, soursoup and sweet passion fruit	26
		Nutritional information	Light, diet, absent	
		Health claims	Reduces cardiovascular disease, reduce blood cholesterol	
7	Coconut products	Taste	Low, medium, high	12
		Flavour	Low, medium, high	
		Shelf life	Low, medium, high	
		Time consuming	Yes, no	
8	Eggs	Functional	Omega, Regular	17
		Price per egg	Rs.4, Rs.6, Rs.8	
		Feed given to chicken	Organic, conventional	
		Packaging (nos. per pack)	6,10,12,30	
		Colour	Brown, White	
9	Food Retail chain	Location of stores	Neighbourhood, Accessible, Does not matter	25
		Product range	Limited, wide	
		Service at the stores	On request, complete	
		Mode of payment	Cash, Credit card, monthly cash credit	

Table 2. Attributes and levels used for conjoint analysis

S. No.	Attributes	Levels
1	Flavour	Weaker than fresh mango; Similar to fresh mango; Stronger than fresh mango
2	Packaging Material	Plastic pouch, screw cap; Paper pouch, straw; Plastic bottle, screw cap
3	Sweeteners	Natural, Artificial
4	Price (per 600 ml)	Rs.40; Rs.42; Rs.45

Table 3. Demographic details of the sample respondents

S. No.	Gender	No. of Sample respondents	Percentage to Total (n=150)
1	Male	54	36.00
2	Female	96	64.00
S. No	Age (in years)	No. of Sample Respondents	Percentage to Total (n=150)
1	Up to 20	14	9.33
2	21-30	35	23.33
3	31-40	48	32.00
4	41-50	37	24.67
5	Above 50	16	10.67
S. No	Qualification	No. of Sample Respondents	Percentage to Total (n=150)
1	Primary Education	3	2.00
2	Secondary Education	15	10.00
3	Higher Secondary Education	34	22.67
4	Graduation	98	65.33
S. No	Profession	No. of Sample Respondents	Percentage to Total (n=150)
1	Private Sector	69	46.00
2	Public Sector	29	19.33
3	Own Business	22	14.67
4	Unemployed	27	18.00
5	Retired	3	2.00
S. No	Family Type	No. of Sample Respondents	Percentage to Total (n=150)
1	Nuclear Family	121	80.67
2	Joint Family	29	19.33
S. No	Family Size	No. of Sample Respondents	Percentage to Total (n=150)
1	Less than 3 Members	13	8.67
2	3-5 Members	108	72.00
3	More than 5 members	29	19.33
S. No	Monthly Family Income	No. of Sample Respondents	Percentage to Total (n=150)
1	20001-30000	4	2.67
2	30001-40000	14	9.33
3	40001-50000	50	33.33
4	Above 50000	82	54.67
	Total	150	100

Table 4. Attributes of the mango drink that influence the sample respondents towards the product

S. No.	Attributes	No. of Sample Respondents	Percentage to Total
1	Flavour		
	Stronger than fresh mango	37	24.67
	Similar to fresh mango	48	32.00
	Weaker than fresh mango	32	21.33
	Spicy mango	15	10.00
	Carbonated	18	12.00
	Total	150	100.00
2	Packaging Material		
	Plastic pouch, screw cap	37	24.67
	Paper pouch, straw	51	34.00
	Plastic bottle, screw cap	34	22.67
	Glass bottles	9	6.00
	Aluminium cans	19	12.67
	Total	150	100.00
3	Price (per 600 ml)		
	Below Rs.40	36	24.00
	Rs.40 to Rs.50	107	71.33
	Above Rs.50	7	4.67
	Total	150	100.00
4	Sweeteners		
	Natural	101	67.33
	Artificial	45	30.00
	Monk fruit extract	4	2.67
	Total	150	100.00

Table 5. Attributes and variants of product configuration

Functionality	Usability		Pleasure
Flavour	Packaging Material	Price	Sweeteners
Weaker than fresh mango	Plastic pouch, screw cap	Rs.40	Natural
Similar to fresh mango	Paper pouch, straw	Rs.42	Artificial
Stronger than fresh mango	Plastic bottle, screw cap	Rs.45	

Table 6. Product configuration formulated by orthogonal design

Product Combination	Functionality	Usability		Pleasure
	Flavour	Packaging Material	Price	Sweeteners
1	Weaker than fresh mango	Plastic pouch, screw cap	Natural	40
2	Weaker than fresh mango	paper pouch, straw	Natural	42
3	Similar to fresh mango	Plastic bottle, screw cap	Natural	42
4	Similar to fresh mango	paper pouch, straw	Artificial	40
5	Similar to fresh mango	Plastic pouch, screw cap	Natural	45
6	Stronger than fresh mango	paper pouch, straw	Natural	45
7	Stronger than fresh mango	Plastic bottle, screw cap	Natural	40
8	Weaker than fresh mango	Plastic bottle, screw cap	Artificial	45
9	Stronger than fresh mango	Plastic pouch, screw cap	Artificial	42

Table 7. Utility values and relative importance of various attributes

S. No.	Attributes	Utility Value	Relative Importance (%)
1	Flavour		
	Weaker than fresh mango	0	44.10
	Similar to fresh mango	2.58	
	Stronger than fresh mango	1.24	
2	Packaging Material		
	Plastic pouch, screw cap	-0.20	6.15
	Paper pouch, straw	0	
	Plastic bottle, screw cap	-0.36	
3	Sweeteners		
	Natural	2.14	36.58
	Artificial	0	
4	Price (per 600 ml)		
	Rs.40	0.50	18.16
	Rs.42	0.77	
	Rs.45	0	

Table 8. Total utility value of product combinations

Product Configuration	Total Utility	Ranking
1	-0.24	7
2	0.23	6
3	2.45	1
4	0.4	5
5	1.84	2
6	0.7	4
7	0.84	3
8	-3.04	9
9	-0.87	8

Fig 1. Conjoint analysis process

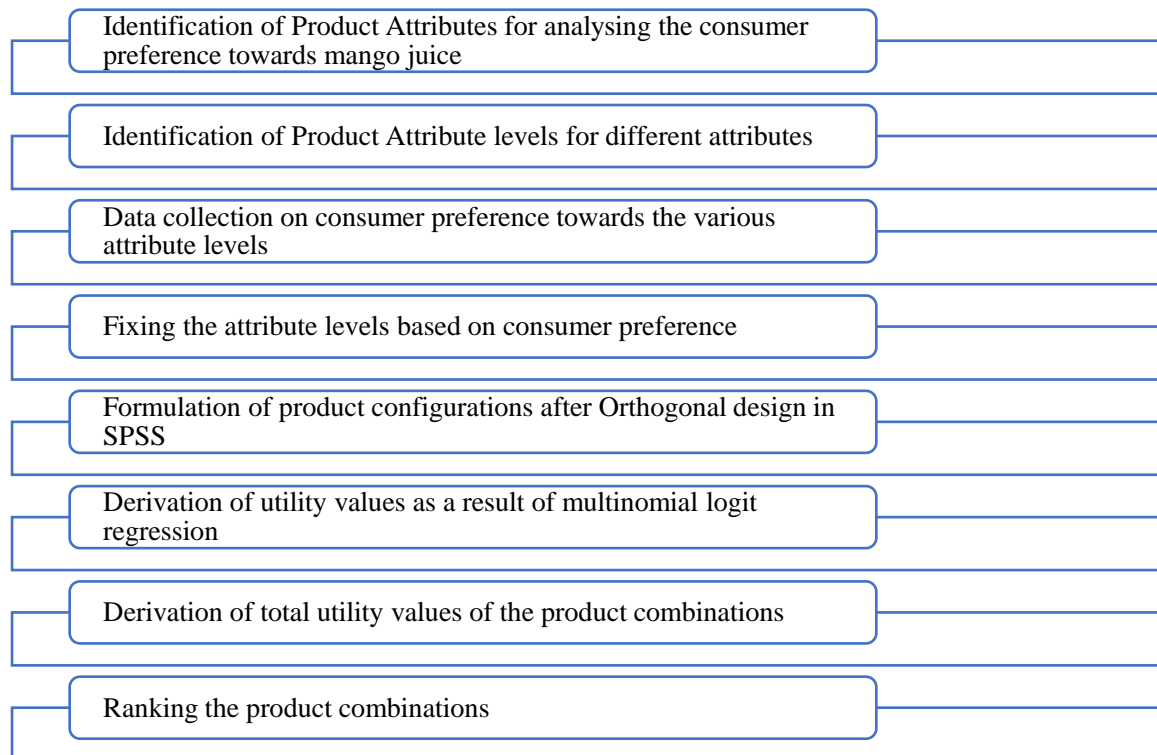


Fig 2. Demographic characteristics of the sample respondents

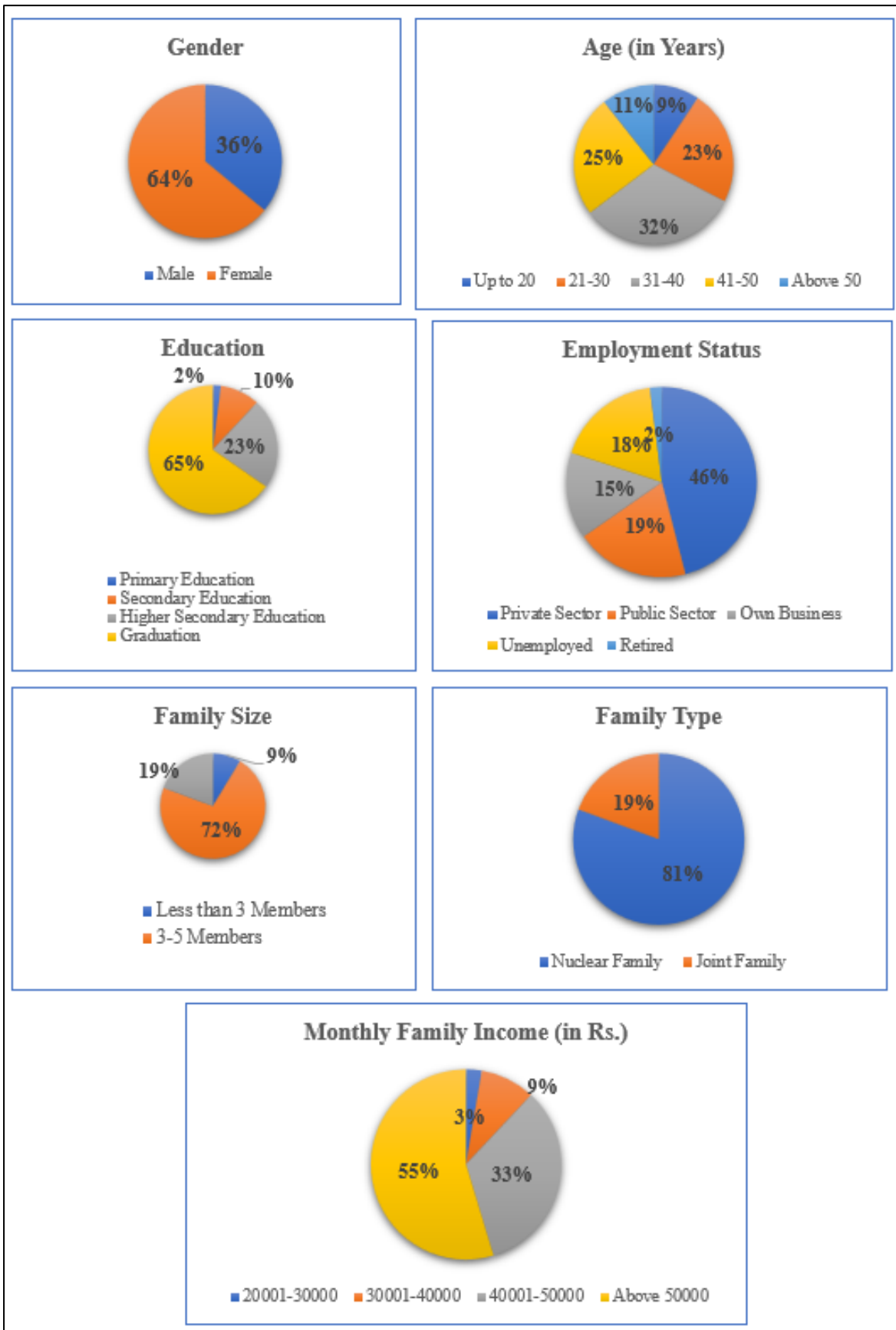


Fig 3. Consumer preference towards the product attribute levels

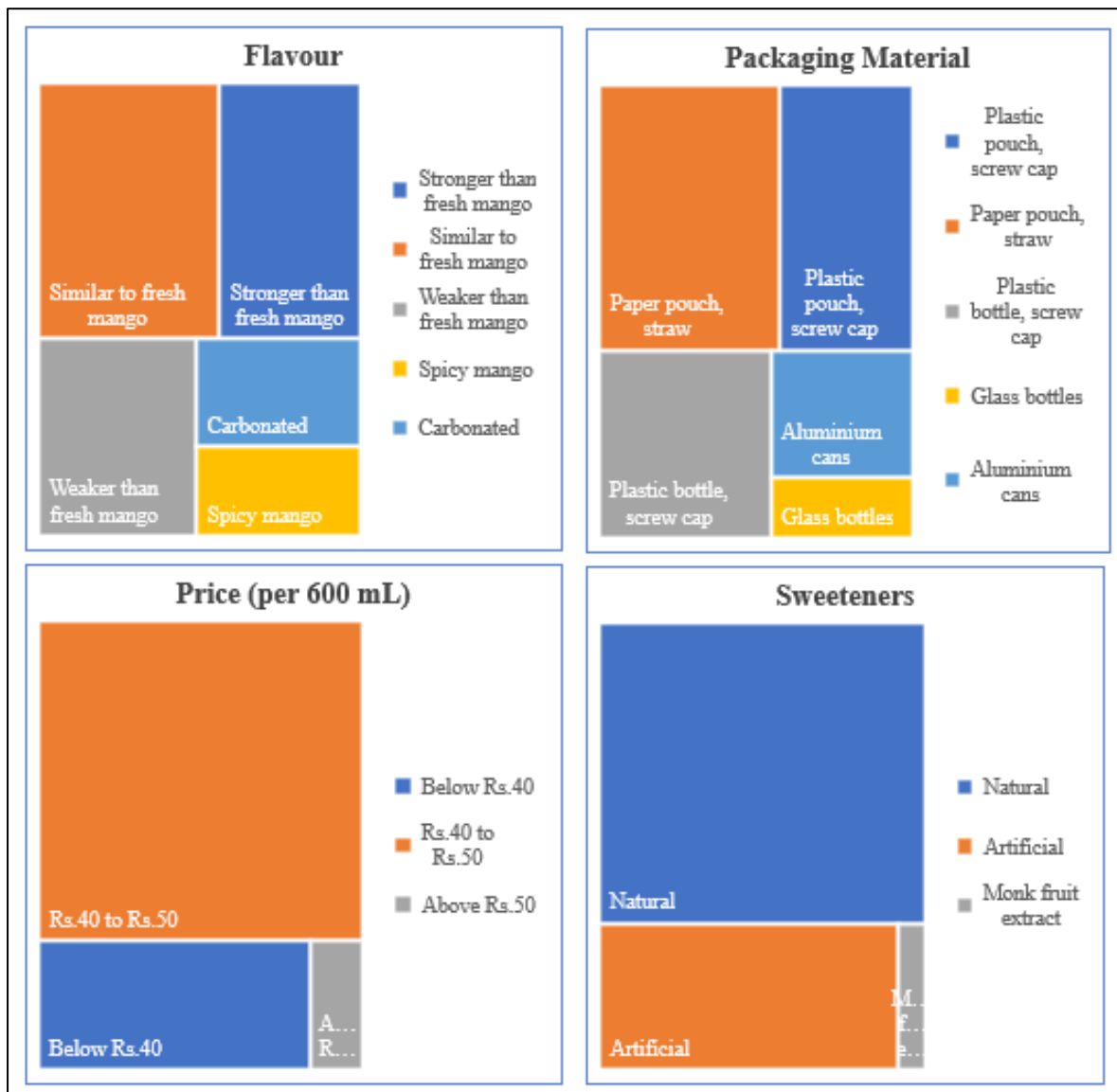


Fig 4. Utility value of the product attribute levels

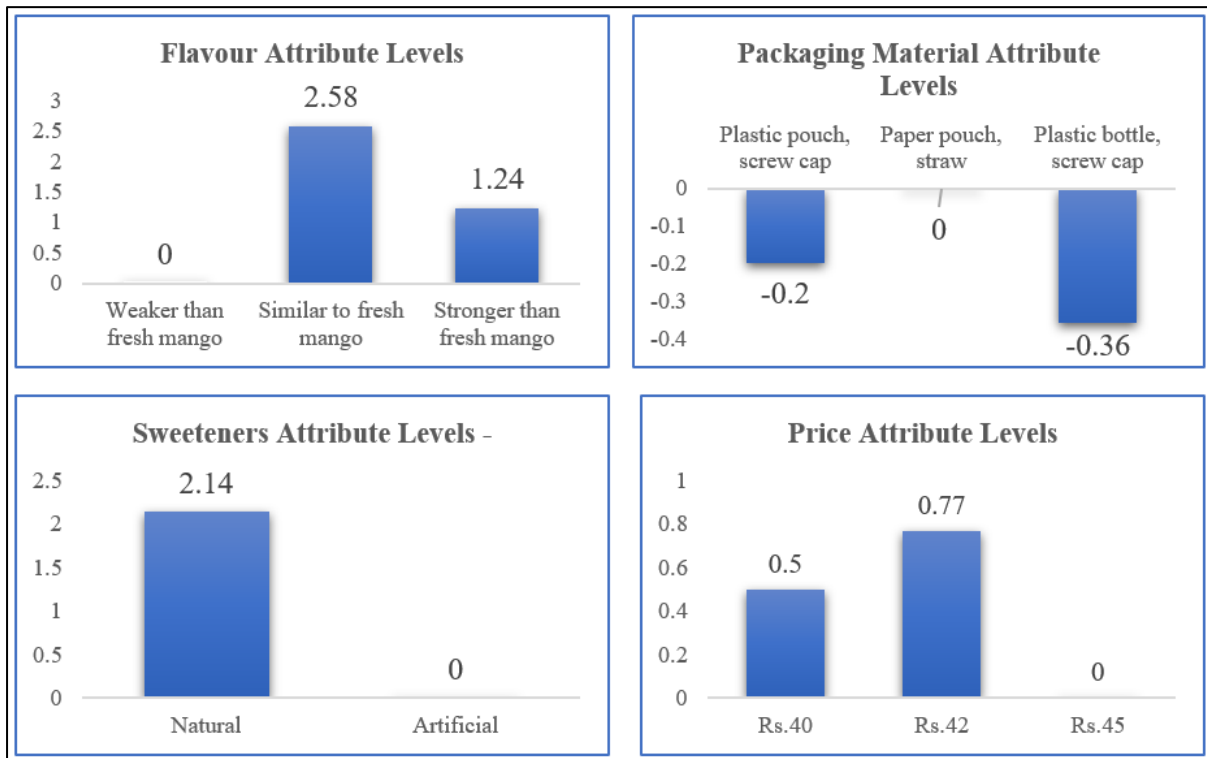


Fig 5. Relative importance of the product attributes

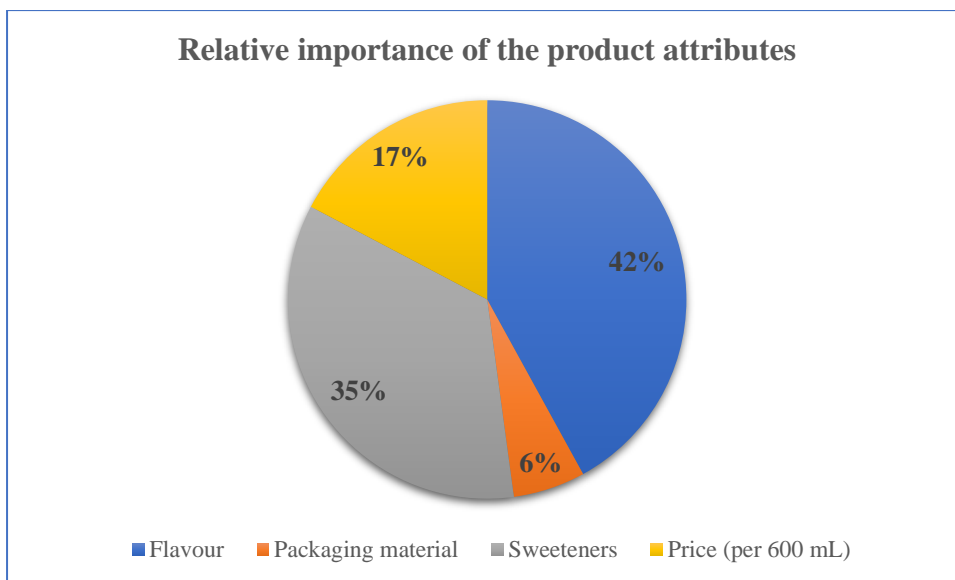


Fig 6. Total utility value of the product combinations

