

# REPORT ON DRINKING HABITS OF FRUIT JUICE IN INDONESIA

Research time: 13<sup>th</sup> – 18<sup>th</sup> December 2013

Based on Nusaresearch's panellist

Report date: January 2013

Creator: Nusaresearch team

# A. Executive Summary



## [1] Frequency in consuming fruit juice

**Most respondents had consuming fruit juice at least 2- 3 times a week in the last 3 months.**

- More than 33.5% of the respondents at least 2-3 times a week consuming fruit juice in the last 3 months, however only 2.7% of the respondents who consuming fruit juice once a month in the last 3 months.

## [2] Brands of fruit juice

**Most respondents had consuming Buavita in the last 3 months**

- More than 84.4% of the respondents ever consume Buavita in the last 3 months. Surprisingly, there were only 1.5% of the respondents who ever consume Mamaroz in the last 3 months.

## [3] Level of agreement with factors related to fruit juice

**The mostly agreement related to fruit juice is natural fruit flavor.**

- The natural fruit flavor (4.48%), natural vitamin addition (4.29%) and moderately sweet taste (4.10%) are the highest score for agreement related to fruit juice.

## [4] The reason for choosing fruit juice

**Refreshment is the main reason for consuming fruit juice.**

- More than 77.6% of the respondents choose the fruit juice because refreshment. The others reasons are easy carry away (71.1%) and replace nutriment of fruit (62.7%).

## [5] How to drink fruit juice

**Cooling without ice is the attractive way when consuming fruit juice.**

- Cooling without ice is the attractive way when consuming fruit juice, mean score is 4.3 (of scale 5) however the mean score for no cooling or no ice only 2.8 (scale 5).

# A. Executive Summary



## [6] Time to drink fruit juice

**Need the refreshment is the best time to consume fruit juice for almost all respondents**

- Most of the respondent drink fruit juice when need the refreshment (81.4%) and working or sport time (66.5%)

## [7] Favorite fruit juice flavor

**Orange juice is the most favorite taste by most of the respondents.**

- The mean score of orange taste is 4.44 (scale 5), however the mean score of Aloe Vera's flavor only 2.72 (scale 5).

## [8] Capacity of packaged fruit juice

**Most of the respondent prefer to have 100 – 220 ml as the capacity of fruit juice.**

- More than 51.7% of the respondent prefer to have 100 - 220 ml (once a time) fruit juice, only 4.6% of the respondent prefer more than 1500 ml.

## [9] Capacity of packaged fruit juice vs the pack form

**Plastic fino with 100 – 220 ml is the best combination between size and type of packaging of fruit juice.**

- The other option is glass bottle with 1001 – 1200 ml for the type and size of fruit juice packaged.

## [10] Places to buy fruit juice

**Most of the respondent bought the fruit juice at minimarket..**

- More than 55.5% of the respondents bought fruit juice at minimarket, only 1.5% of the respondents bought fruit juice at wholesaler for beverages.

## B. Research Information



- ❑ **Research method** : Quantitative research (Online survey)
- ❑ **Timing** : 13<sup>th</sup> – 18<sup>th</sup> December 2013
- ❑ **Sample size** : 263
- ❑ **Research area** : Nationwide (Indonesia)
- ❑ **Target** : Male and female, aged 17 – 35 years old  
Monthly household expense above IDR 1.000.000 – IDR 20.000.000
- ❑ **Criteria** : Consume fruit juice packaged in the last 3 months
- ❑ **Research objectives** : Understand about Indonesians' consumers needs and habits packaged fruit juice
- ❑ **Sampling method** : Internet sampling (Nusaresearch panel)



## C. Research findings

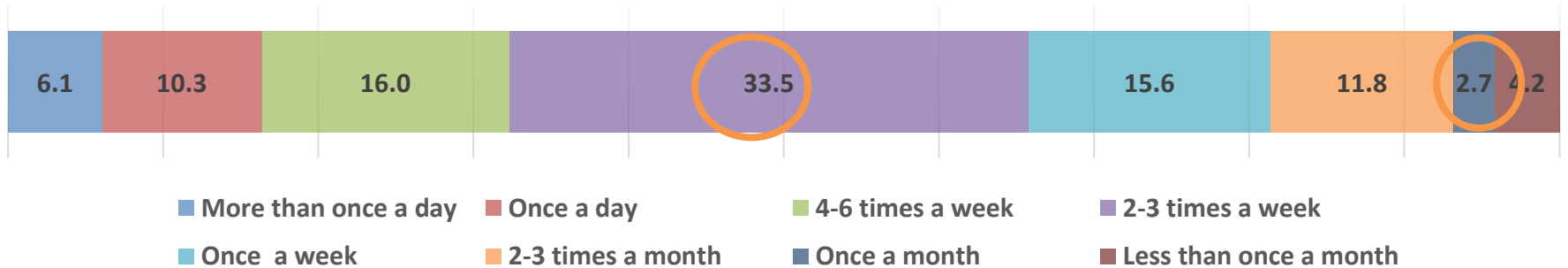
# 1. Frequency in consuming fruit juice



**Most respondents had consuming fruit juice at least 2- 3 times a week in the last 3 months.**

More than 33.5% of the respondents at least 2-3 times a week consuming fruit juice in the last 3 months, however only 2.7% of the respondents who consuming fruit juice once a month in the last 3 months.

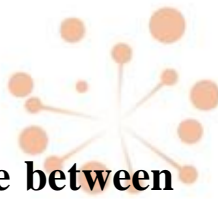
**Figure 1. Frequency in consuming fruit juice – By total**



© Q. Please indicate how often you drink packaged fruit juices (bottled, can, carton) by yourself? [SA] Based n=263

Unit : %

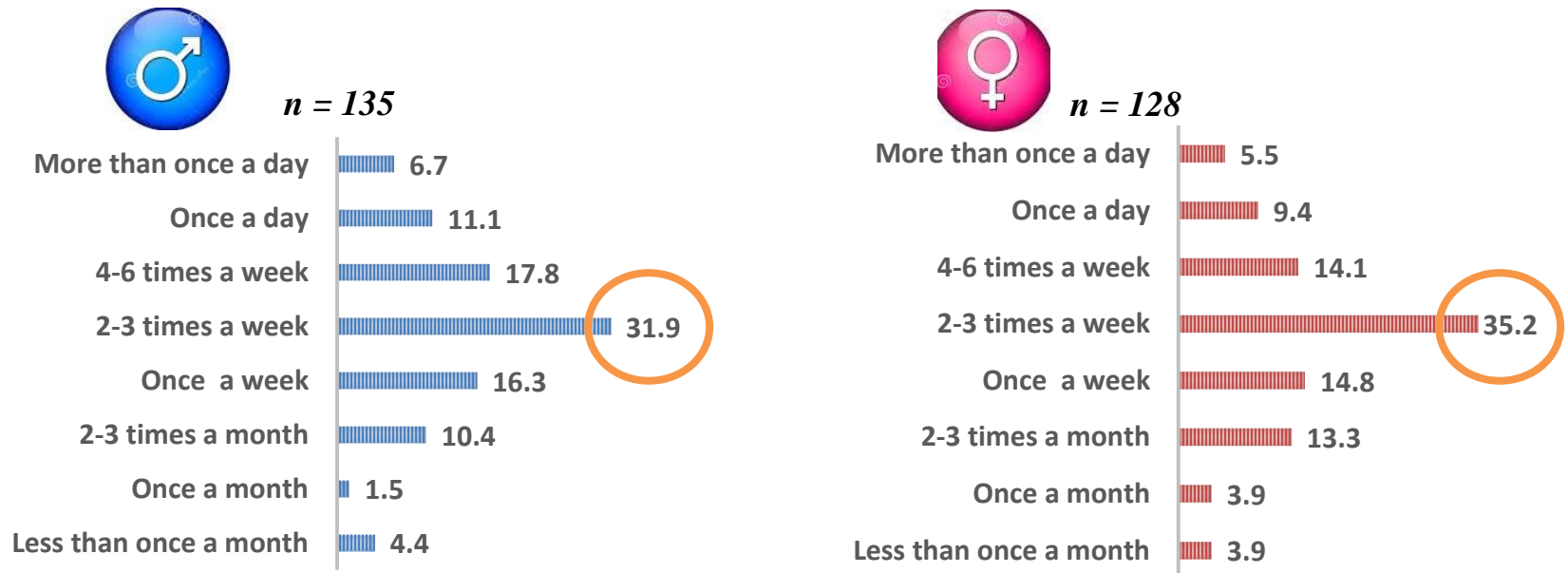
# 1. Frequency in consuming fruit juice



**There is a no significant difference with regard to the frequency in consuming fruit juice between male and female.**

The frequency of consuming fruit juice between male and female respondents is not difference, 31.9% (out of 135 male respondents) and 35.2% (out of 128 female respondents) consuming fruit juice 2 – 3 times a week in the past 3 months.

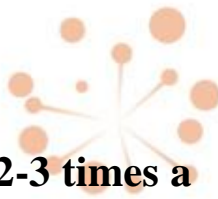
**Figure 2. Frequency in consuming fruit juice – By gender**



© Q. Please indicate how often you drink packaged fruit juices (bottled, can, carton) by yourself? [SA] Based n=263

Unit : %

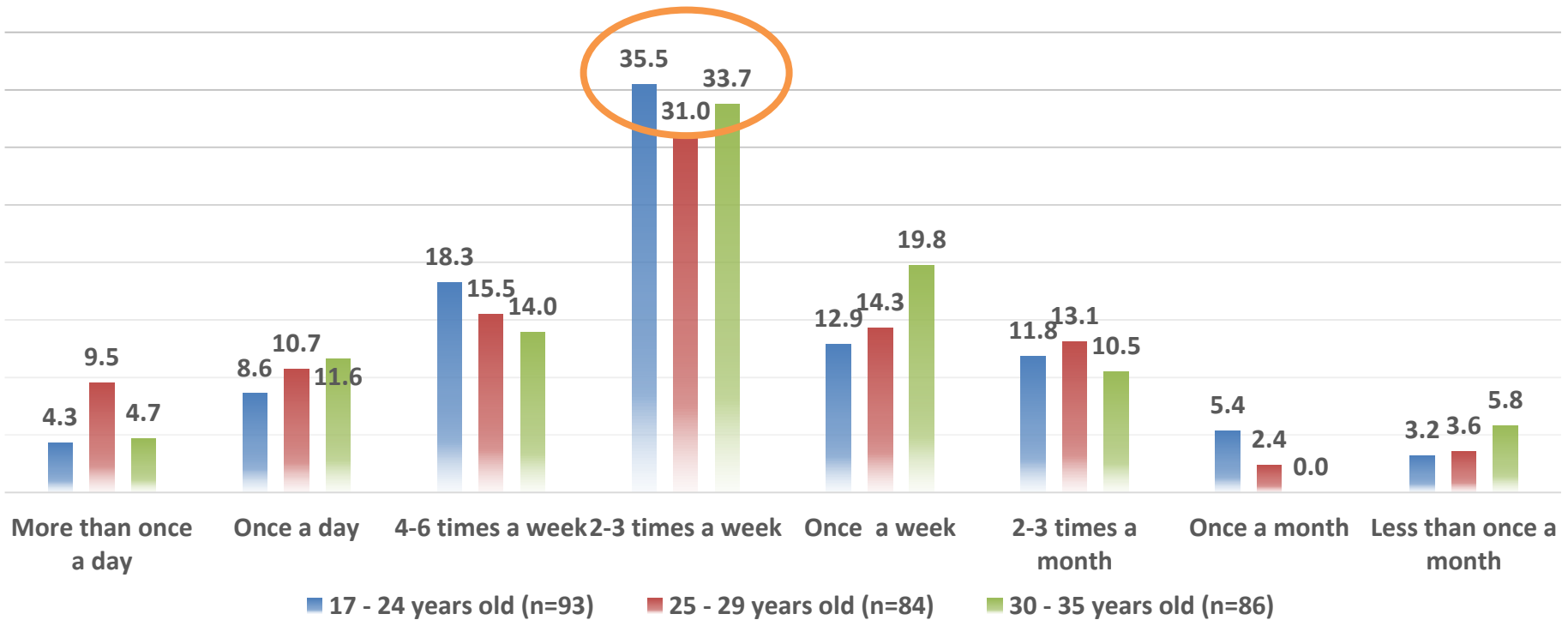
# 1. Frequency in consuming fruit juice



There is a no significant difference with regard to the frequency in consuming fruit juice 2-3 times a week across age .

When compare with across the age, there is no significant difference who consumed fruit juice 2-3 times a week, for example 35.5% (17-24 years old), 31.0% (25-29 years old), and 33.7% (30-35 years old).

Figure 3. Frequency in consuming fruit juice – By age



© Q. Please indicate how often you drink packaged fruit juices (bottled, can, carton) by yourself? [SA] Based n=263

Unit : %



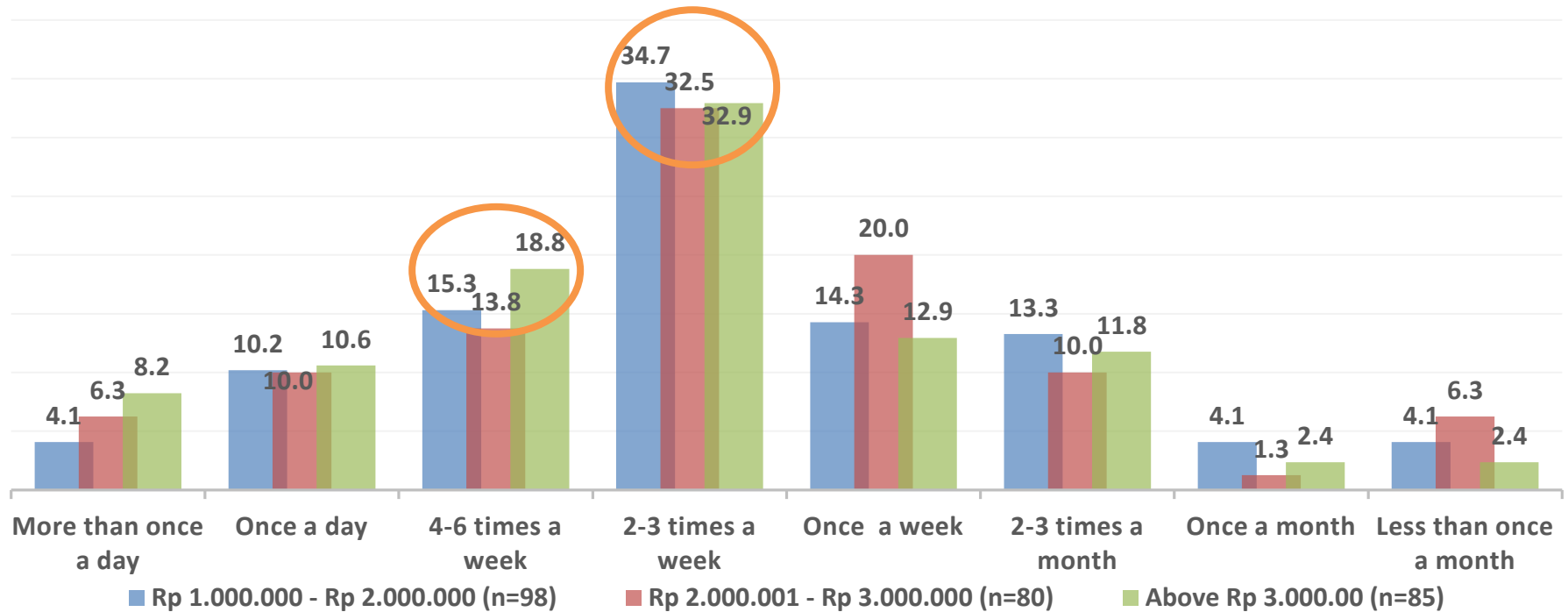
# 1. Frequency in consuming fruit juice



**Most respondents with middle and low MHE had consuming fruit juice 2-3 times a week.**

From the MHE table, it can be concluded that respondents who consuming fruit juice 2-3 times a week come from across MHE, for example low MHE (34.7%), middle MHE (32.5%) and high MHE (32.9%). High MHE is mostly consume fruit juice 4-6 times (18.8% and 14.7%) compare to middle MHE (13.8%) and low MHE (15.3%).

**Figure 4. Frequency in consuming fruit juice – By MHE**



© Q. Please indicate how often you drink packaged fruit juices (bottled, can, carton) by yourself? [SA] Based n=263

Unit : %

# 1. Frequency in consuming fruit juice



The frequency in consuming fruit juice slightly varied across the provinces

It can also be clearly seen that the frequency in consuming fruit juice slightly varied across the provinces. There are 50.0% respondents in Jawa Timur, 35.8% respondents in others province, 31.9% respondents in Jawa Tengah, 31.4% in respondents Jawa Barat and 16.7% of 36 respondents in DKI Jakarta who consuming fruit juice 2-3 times a week in the last 3 months.

Figure 5. Frequency in consuming fruit juice – By province

	DKI Jakarta	Jawa Barat	Jawa Tengah	Jawa Timur	Others
More than once a day	11.1	3.9	0.0	5.9	6.3
Once a day	5.6	2.0	6.4	0.0	8.4
4-6 times a week	22.2	7.8	19.1	8.8	16.8
2-3 times a week	16.7	15.7	31.9	8.8	35.8
Once a week	16.7	31.4	25.5	50.0	12.6
2-3 times a month	22.2	13.7	12.8	5.9	10.5
Once a month	2.8	15.7	0.0	17.6	5.3
Less than once a month	2.8	9.8	4.3	2.9	4.2
	n = 36	n = 51	n = 47	n = 34	n = 95

© Q. Please indicate how often you drink packaged fruit juices (bottled, can, carton) by yourself? [SA] Based n=263

Unit : %

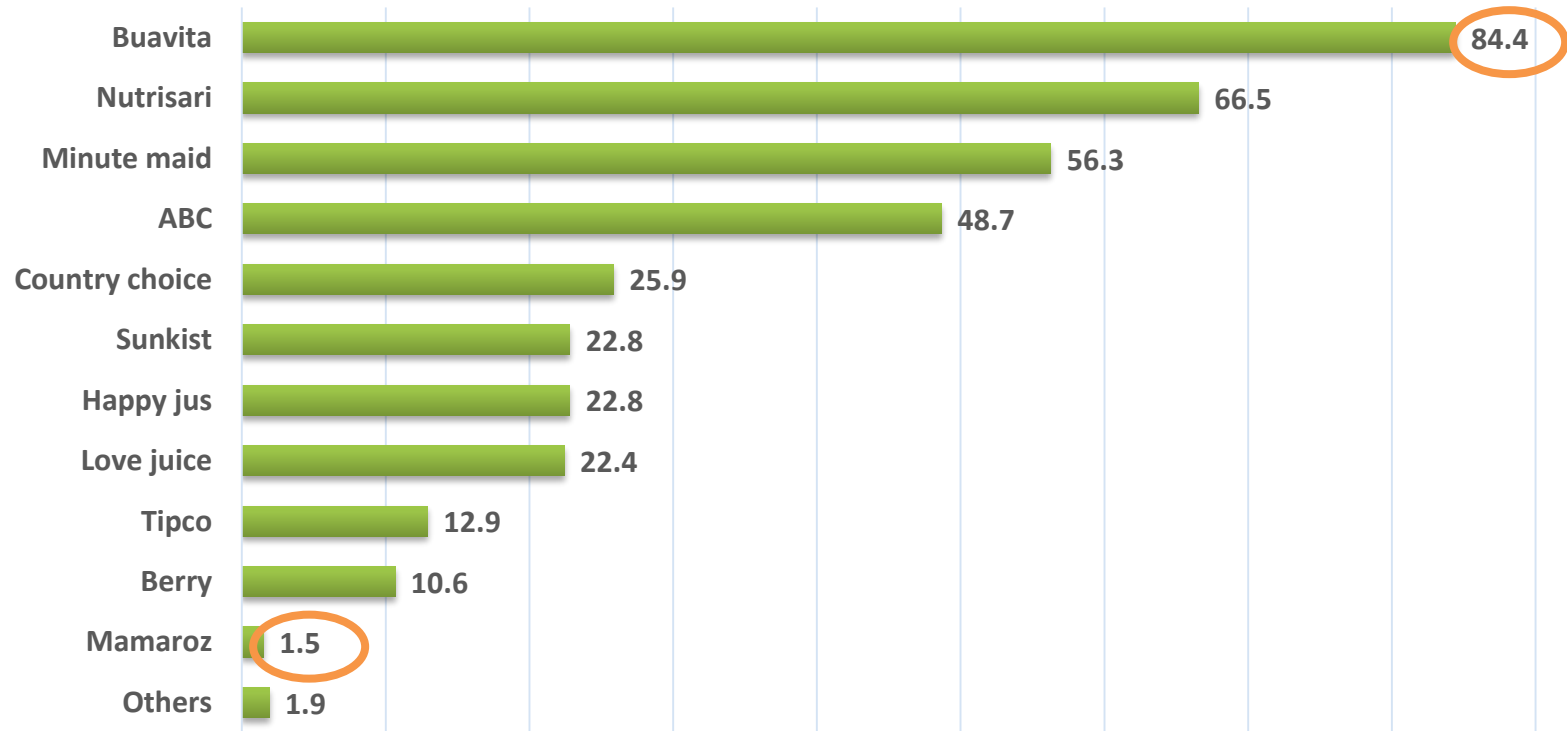
## 2. Brands of fruit juice



### Most respondents had consuming Buavita in the last 3 months

More than 84.4% of the respondents ever consume Buavita in the last 3 months. Surprisingly, there were only 1.5% of the respondents who ever consume Mamaroz in the last 3 months.

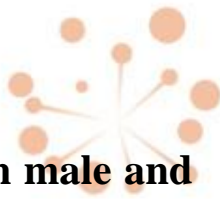
**Figure 6. Brands of Fruit Juice – By total**



© Q. Amongst of list of packaged of fruit juice brands, which one do you usually consume? [MA] Based n=263

Unit : %

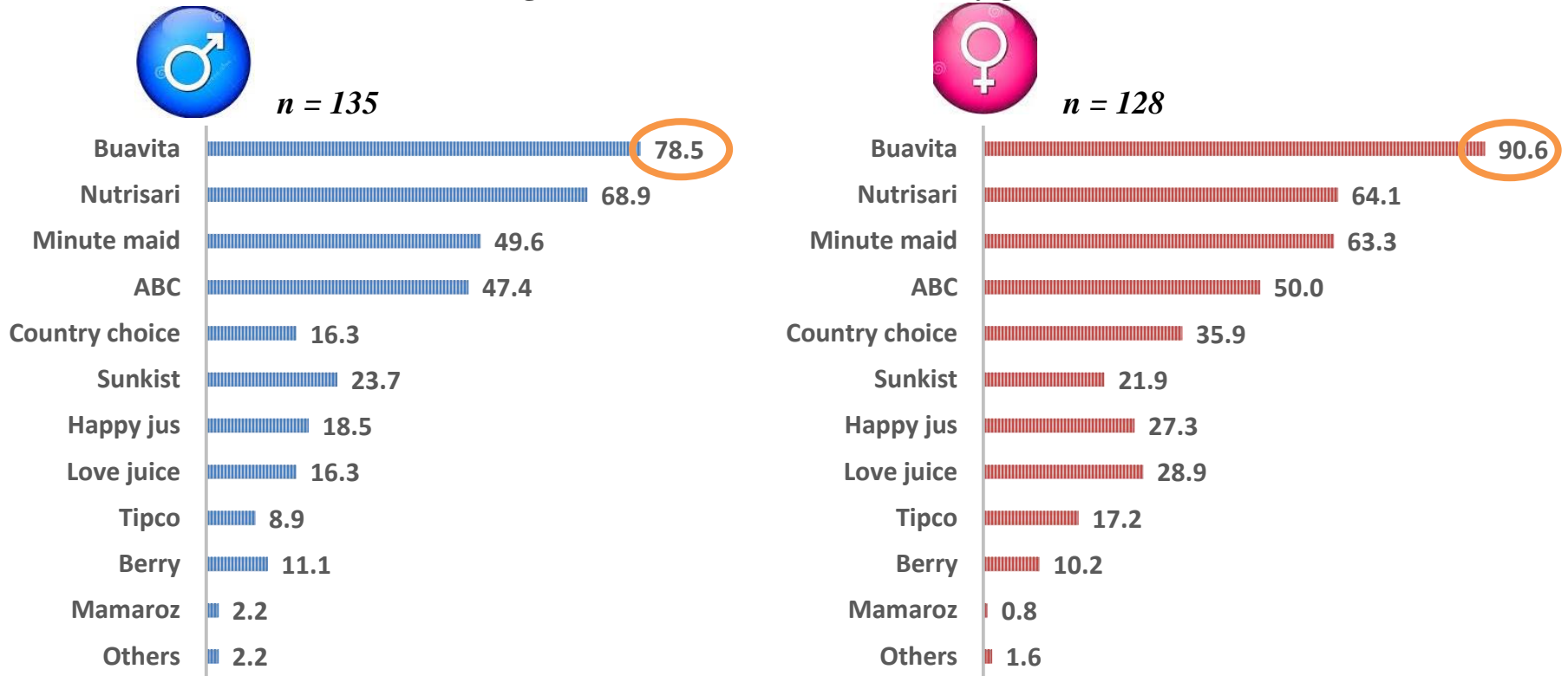
## 2. Brands of fruit juice



There is a slight difference with regard to the brands of fruit juice ever consume between male and female.

There is no significant difference between gender toward the brand of fruit juice, 78.5% out of 135 male respondents and 90.6% out of 128 female respondents ever consume Buavita in the past 3 months.

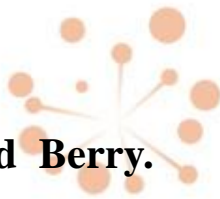
Figure 7. Brands of Fruit Juice – By gender



© Q. Amongst of list of packaged of fruit juice brands, which one do you usually consume? [MA] Based n=263

Unit : %

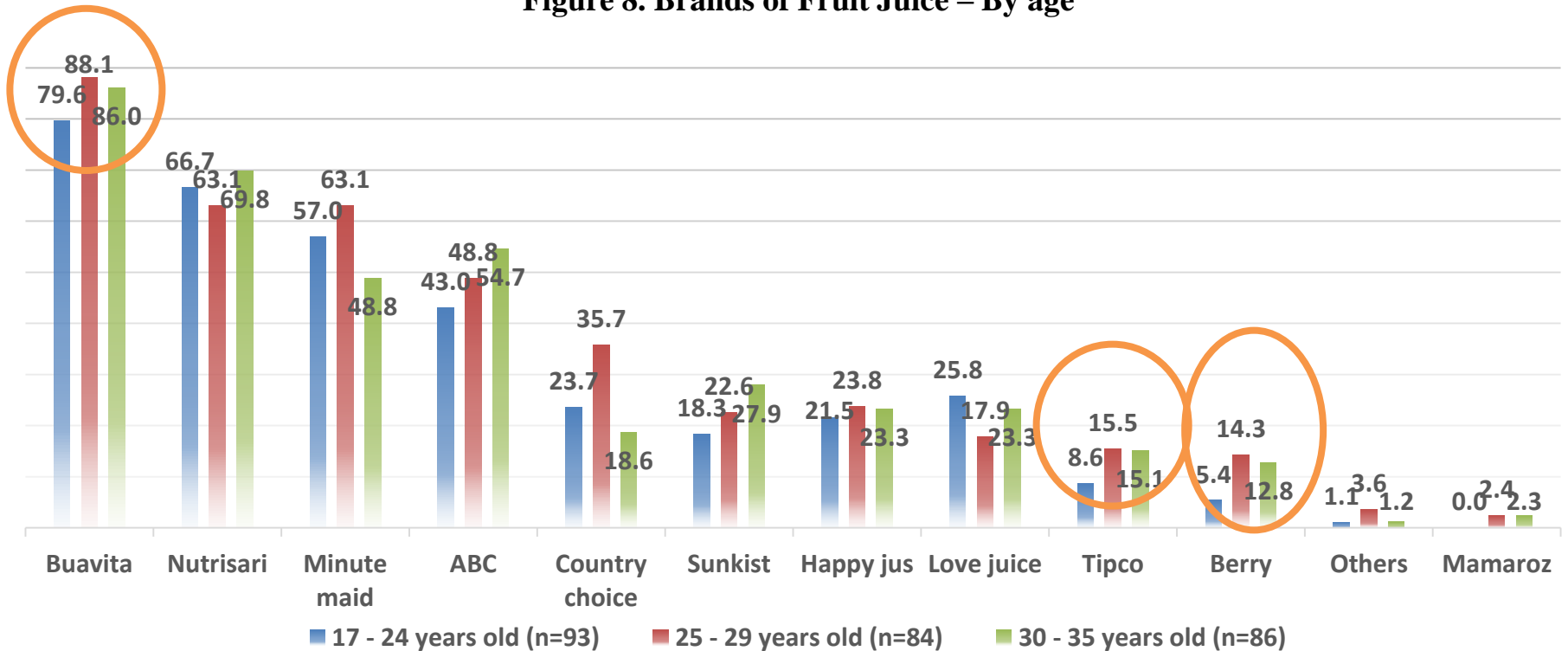
## 2. Brands of fruit juice



There is a similar pattern on favorite to the brand juice across age, eg. Buavita, Tipco and Berry.

The cross age table shows there is similar pattern on the brands of Buavita, Tipco and Berry, mostly consume by 25 – 29 years old (88.1%, 15.5% and 14.3%) and 30 – 35 years old (86.0%, 15.1% and 12.8%), compare to 17 – 24 years old (79.6%, 8.6% and 5.4%).

Figure 8. Brands of Fruit Juice – By age



© Q. Amongst of list of packaged of fruit juice brands, which one do you usually consume? [MA] Based n=263

Unit : %

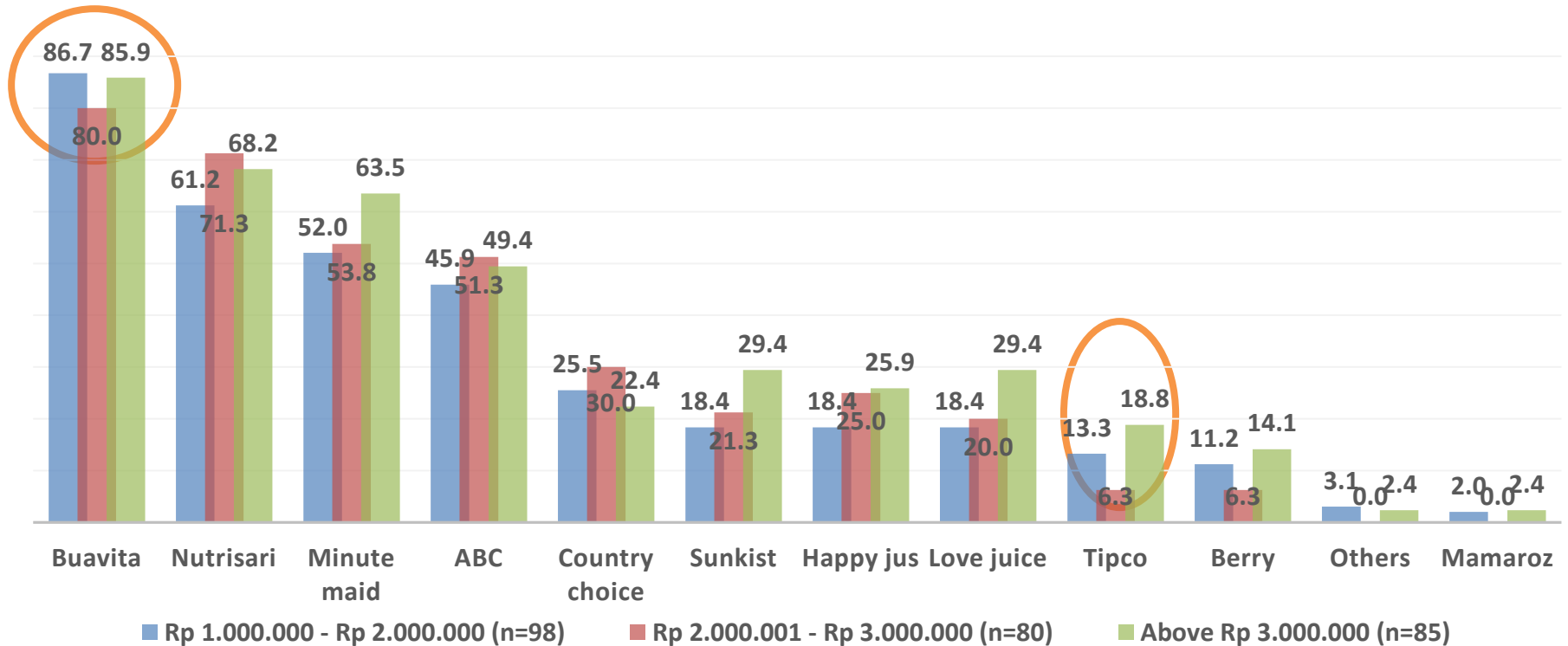
## 2. Brands of fruit juice



**Most respondents who consume Buavita is come from across MHE.**

From the cross MHE tables, it can be concluded that Buavita is consumed equally by across MHE 86.7% ( low MHE), 80.0% (middle MHE) and 85.9% (high MHE). However Tipco brand is mostly consumed by respondents with high MHE (18.8%).

**Figure 9. Brands of Fruit Juice – By MHE**



© Q. Amongst of list of packaged of fruit juice brands, which one do you usually consume? [MA] Based n=263

Unit : %

## 2. Brands of fruit juice



### The brand of fruit slightly varied across the provinces

It can also be clearly seen that the who ever consume Buavita slightly varied across the provinces. There are 83.3% respondents in DKI Jakarta, 86.3% in Jawa Barat, 78.7% in Jawa Tengah and 87.4% in others province who ever consume Buavita. However, only 4.3% respondent in Jawa Tengah and 5,6% in DKI Jakarta ever consume Mamaroz, but the others provinces is never consume that brand.

Figure 10. Brands of Fruit Juice – By province

	DKI Jakarta	Jawa Barat	Jawa Tengah	Jawa Timur	Others
Buavita	83.3	86.3	78.7	82.4	87.4
Nutrisari	66.7	68.6	70.2	67.6	63.2
Minute maid	66.7	60.8	51.1	50.0	54.7
ABC	52.8	52.9	44.7	41.2	49.5
Country choice	30.6	29.4	21.3	29.4	23.2
Sunkist	22.2	19.6	23.4	20.6	25.3
Happy jus	33.3	17.6	25.5	26.5	18.9
Love juice	25.0	33.3	21.3	14.7	18.9
Tipco	25.0	15.7	19.1	5.9	6.3
Berry	27.8	7.8	12.8	11.8	4.2
Mamaroz	5.6	0.0	4.3	0.0	0.0
Others	5.6	3.9	0.0	0.0	1.1
	n = 36	n = 51	n = 47	n = 34	n = 95

© Q. Amongst of list of packaged of fruit juice brands, which one do you usually consume? [MA] Based n=263

Unit : %

### 3. Level of agreement with factors related to fruit juice



**The mostly agreement related to fruit juice is natural fruit flavor.**

The natural fruit flavor (4.48%), natural vitamin addition (4.29%) and moderately sweet taste (4.10%) are the highest score for agreement related to fruit juice.

**Figure 11. Level of agreement with factors related to fruit juice**

	Mean	Mean Score	Weight
❖ Limited synthetic food colorings	3.22	55.61	0.555
❖ Adding energies for body	3.97	74.33	0.715
❖ Strong sweetness, can be consumed with ice	2.76	43.92	0.420
❖ Natural vitamin addition	4.29	82.32	0.753
❖ Moderately sweet	4.10	77.47	0.756
❖ Natural fruit flavor retaining, adding other synthetic colorings	3.24	55.99	0.534
❖ Mixed fruits' flavors	3.28	57.03	0.532
❖ Natural fruit flavor's retaining	4.48	86.88	0.712
❖ Fruit Flavor is heavier than natural flavor	2.68	42.11	0.446

*Based on Likert measure: 1\_ Strongly disagree, 2\_Disagree, 3\_Undecided, 4\_Agree, 5\_Strongly agree*

© Q. Please indicate your level of agreement with factors related to packaged fruit juice? [SA] Based n=263



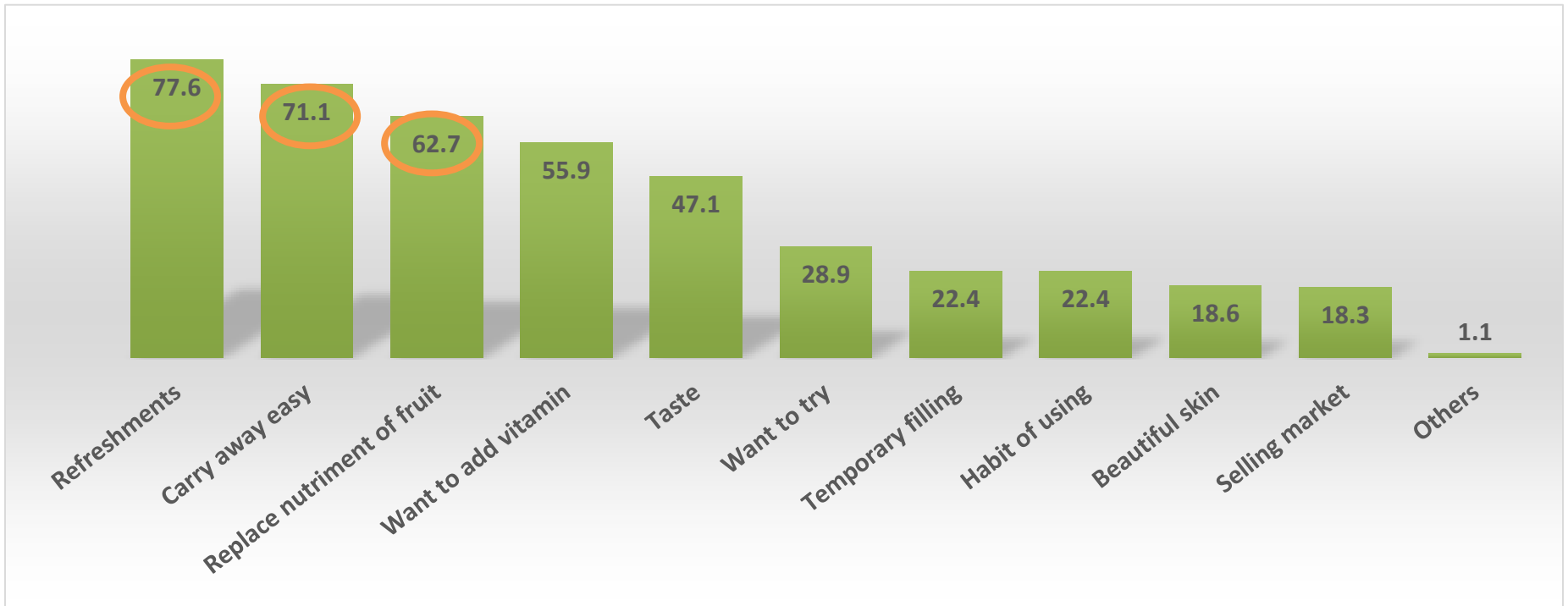
# 4. The reason for choosing fruit juice



**Refreshment is the main reason for consuming fruit juice.**

More than 77.6% of the respondents choose the fruit juice because refreshment. The others reasons are easy carry away (71.1%) and replace nutriment of fruit (62.7%).

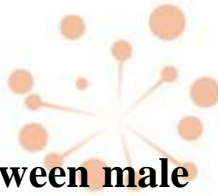
**Figure 12. The reason for consuming fruit juice – By total**



© Q. Why do you choose to consume packaged fruit juice? [MA] Based n=263

Unit : %

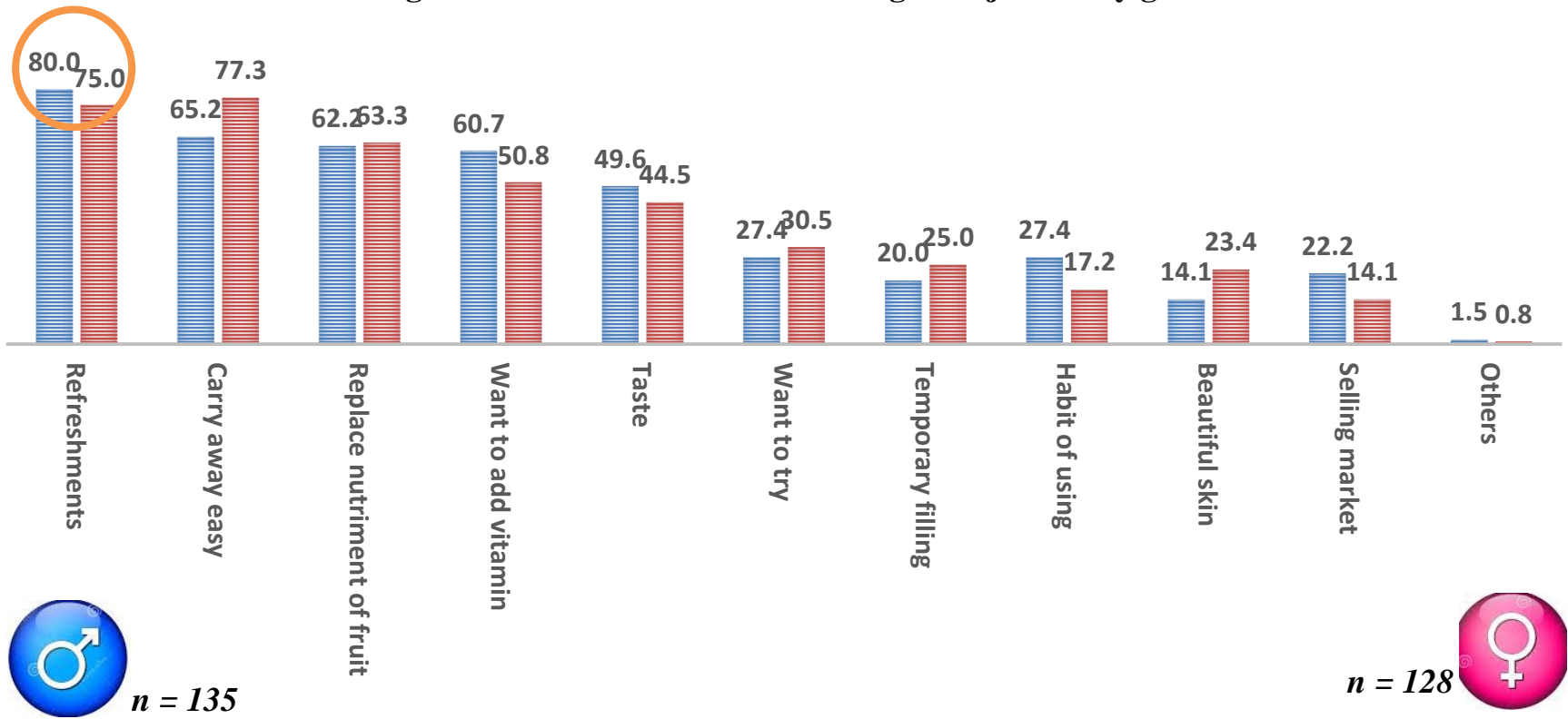
# 4. The reason for choosing fruit juice



**There is a no significant difference with regard to the reason in consuming fruit juice between male and female.**

The reasons in consuming fruit juice between male and female respondents is no- significant different, for example 80.0% out of 135 male respondents and 75.0% out of 128 female respondents consuming fruit juice because refreshment.

**Figure 13. The reason for consuming fruit juice – By gender**



© Q. Why do you choose to consume packaged fruit juice? [MA] Based n=263

Unit : %

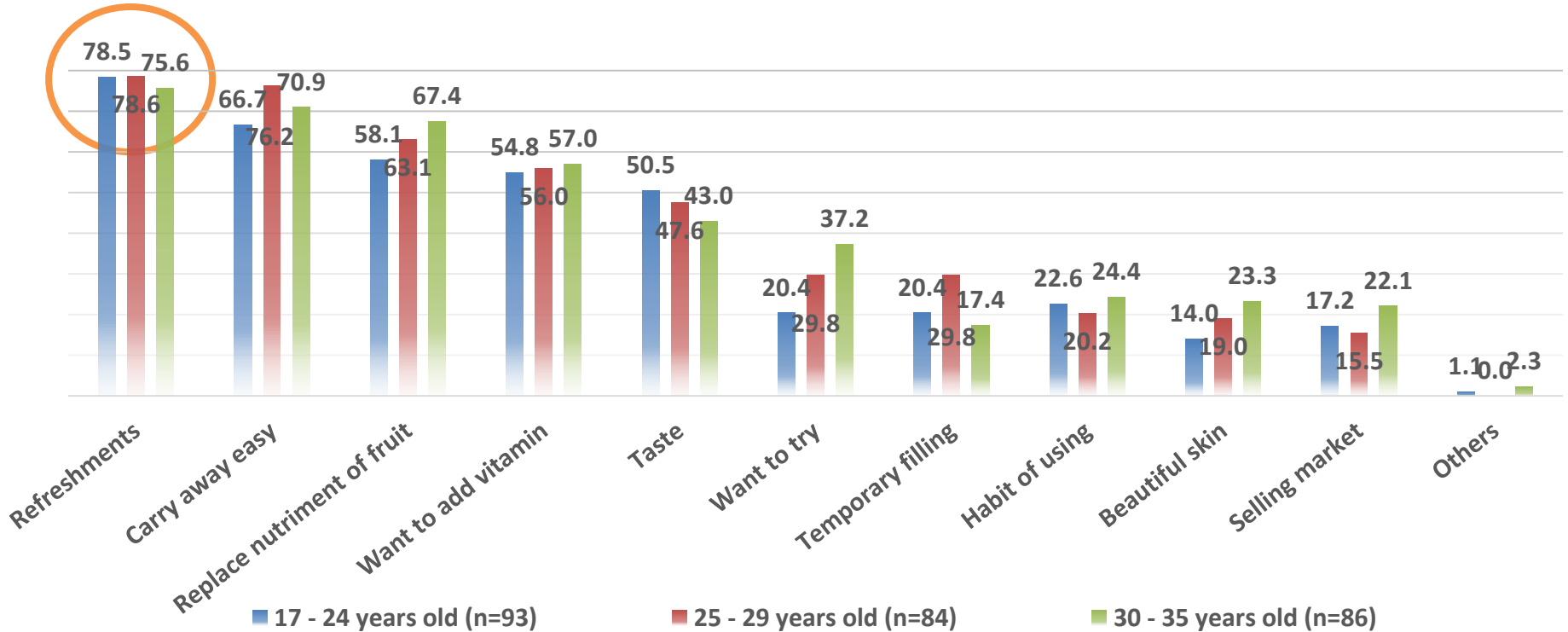
# 4. Reason for choosing fruit juice



There is a no significant difference with regard to the reasons for consuming fruit juice across age .

Across the age, there is no significant difference across age who consumed fruit juice because refreshment, for example 78.5% (17-24 years old), 78.6% (25-29 years old) and 75.6% (30-35 years old).

Figure 14. The reason for consuming fruit juice – By age



© Q. Why do you choose to consume packaged fruit juice? [MA] Based n=263

Unit : %

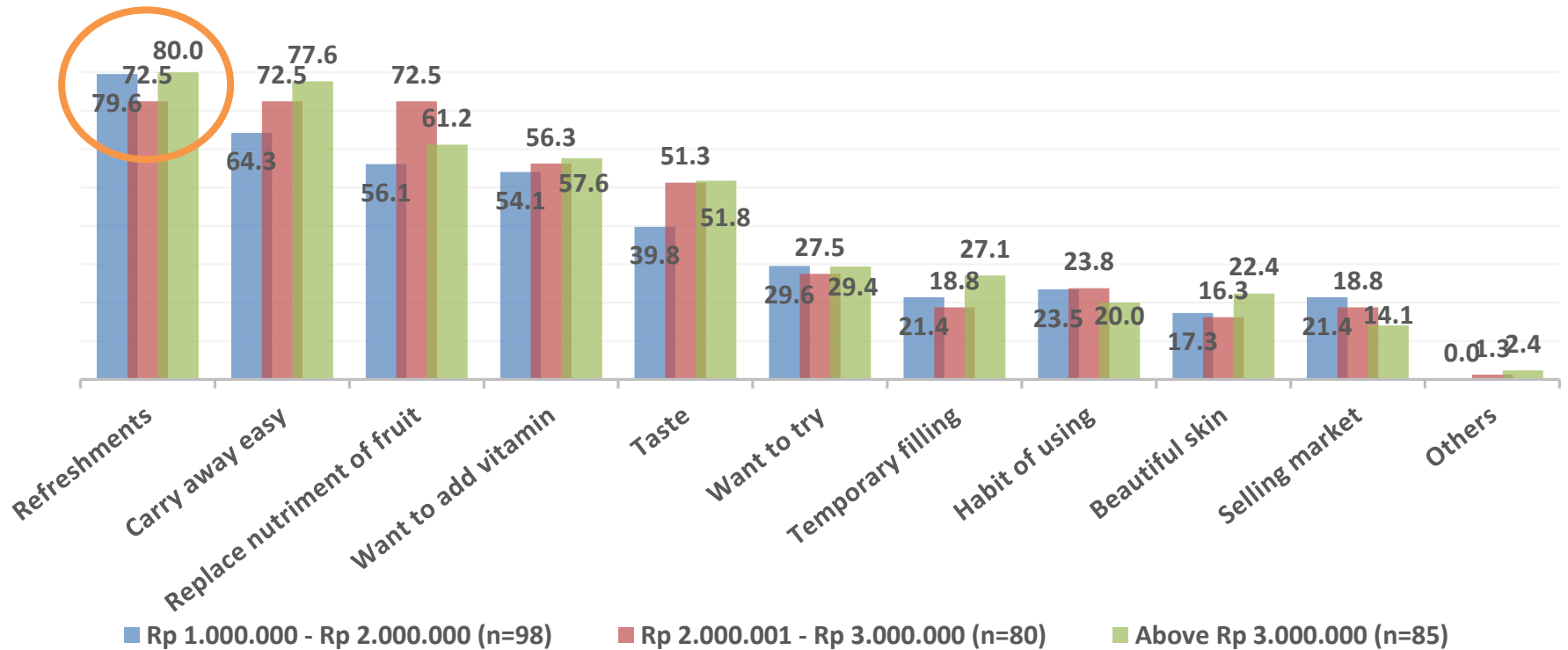
# 4. Reason for choosing fruit juice



**Respondents who consume fruit juice because refreshment is come from across MHE.**

From the MHE table, it can be concluded that the refreshment was main reasons for consuming fruit juice by across MHE 79.6% (low MHE), 72.5% (middle MHE) and 80.0% (high MHE).

**Figure 15. The reason for consuming fruit juice – By MHE**



© Q. Why do you choose to consume packaged fruit juice? [MA] Based n=263

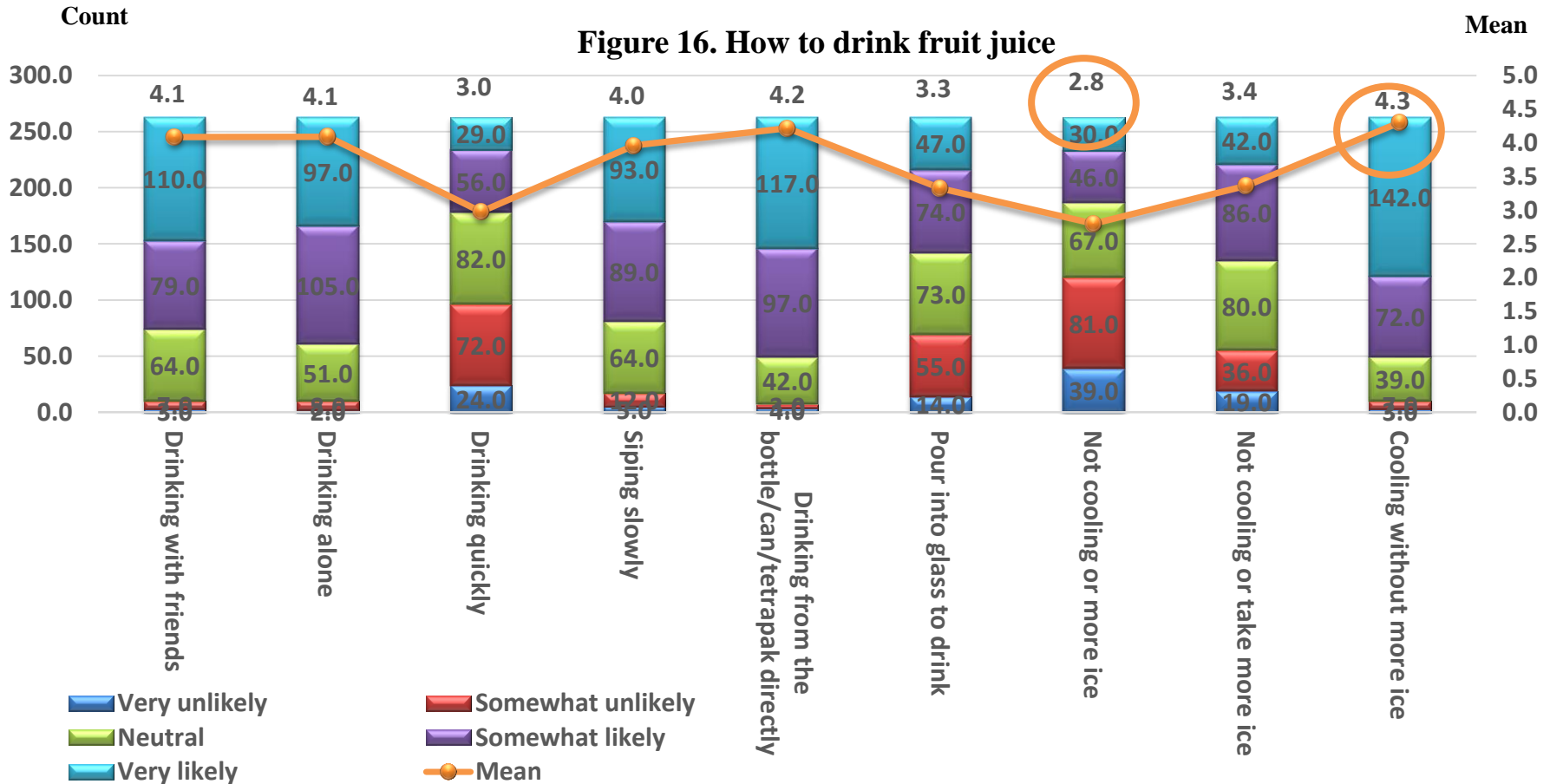
Unit : %

# 5. How to drink fruit juice



**Cooling without ice is the attractive way when consuming fruit juice.**

Cooling without ice is the attractive way when consuming fruit juice, mean score is 4.3 (of scale 5) however the mean score for no cooling or no ice only 2.8 (scale 5).



© Q. Please indicate your level of interest with these enjoyment ways of packaged fruit juice? [SA] Based n=263

## 6. Time to drink fruit juice



**Need the refreshment is the best time to consume fruit juice for almost all respondents**

Most of the respondent drink fruit juice when need the refreshment (81.4%) and working or sport time (66.5%)

**Figure 17. Time to drink fruit juice**



- When needing refreshment, 81.4
- When working or playing sports, 66.5
- At different daytimes, 63.5
- After eating, 34.2
- Before eating, 12.5
- While eating, 9.9
- Before going bed, 8.0
- Others, 2.3

© Q. Please indicate your level of interest with these enjoyment ways of packaged fruit juice? [SA] Based n=263

Unit : %

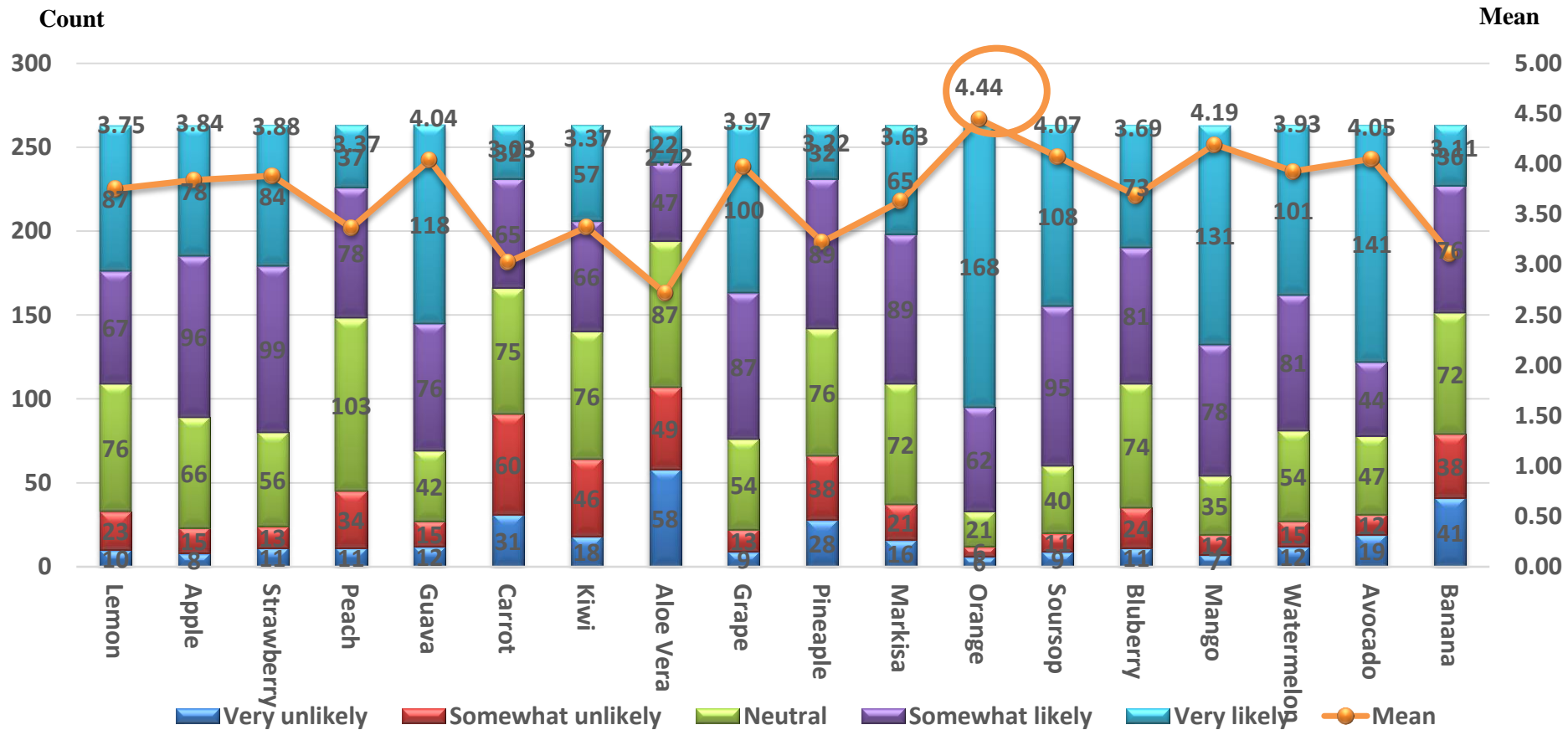
# 7. Favorite fruit juice flavor



Orange juice is the most favorite taste by most of the respondents.

The mean score of orange taste is 4.44 (scale 5), however the mean score of Aloe Vera's flavor only 2.72 (scale 5).

Figure 18. Favorite fruit juice flavor – By total



© Q. Please indicate your level of interest with these flavors of packaged fruit juice? [SA] Based n=263

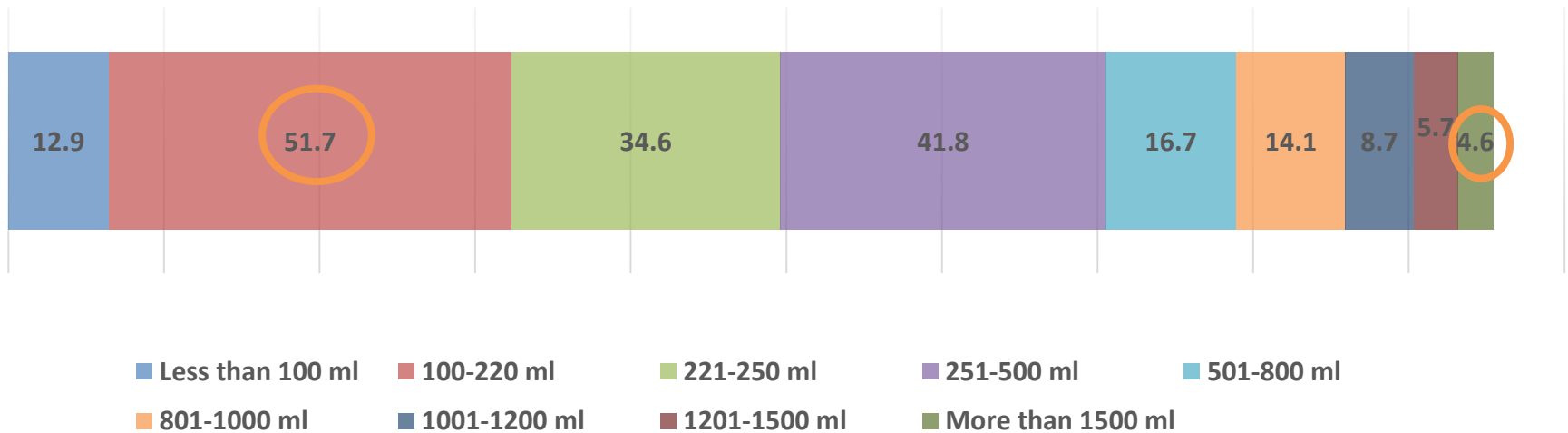
# 8. Capacity of packaged fruit juice



**Most of the respondent prefer to have 100 – 220 ml as the capacity of fruit juice.**

More than 51.7% of the respondent prefer to have 100 - 220 ml (once a time) fruit juice, only 4.6% of the respondent prefer more than 1500 ml. .

**Figure 19. Capacity of packaged fruit juice**



© Q. Amongst of capacity of packaged fruit juice, which one do you prefer? [SA] Based n=263

Unit : %



# 9. Capacity of packaged fruit juice vs the pack form



Plastic fino with 100 – 220 ml is the best combination between size and type of packaging of fruit juice.

The other option is glass bottle with 1001 – 1200 ml for the type and size of fruit juice packaged.

Figure 20. Capacity of packaged fruit juice



© Q. Please indicate your level of suitability between type of packaging and size/capacity of packaged fruit juice? [SA] Based n=263

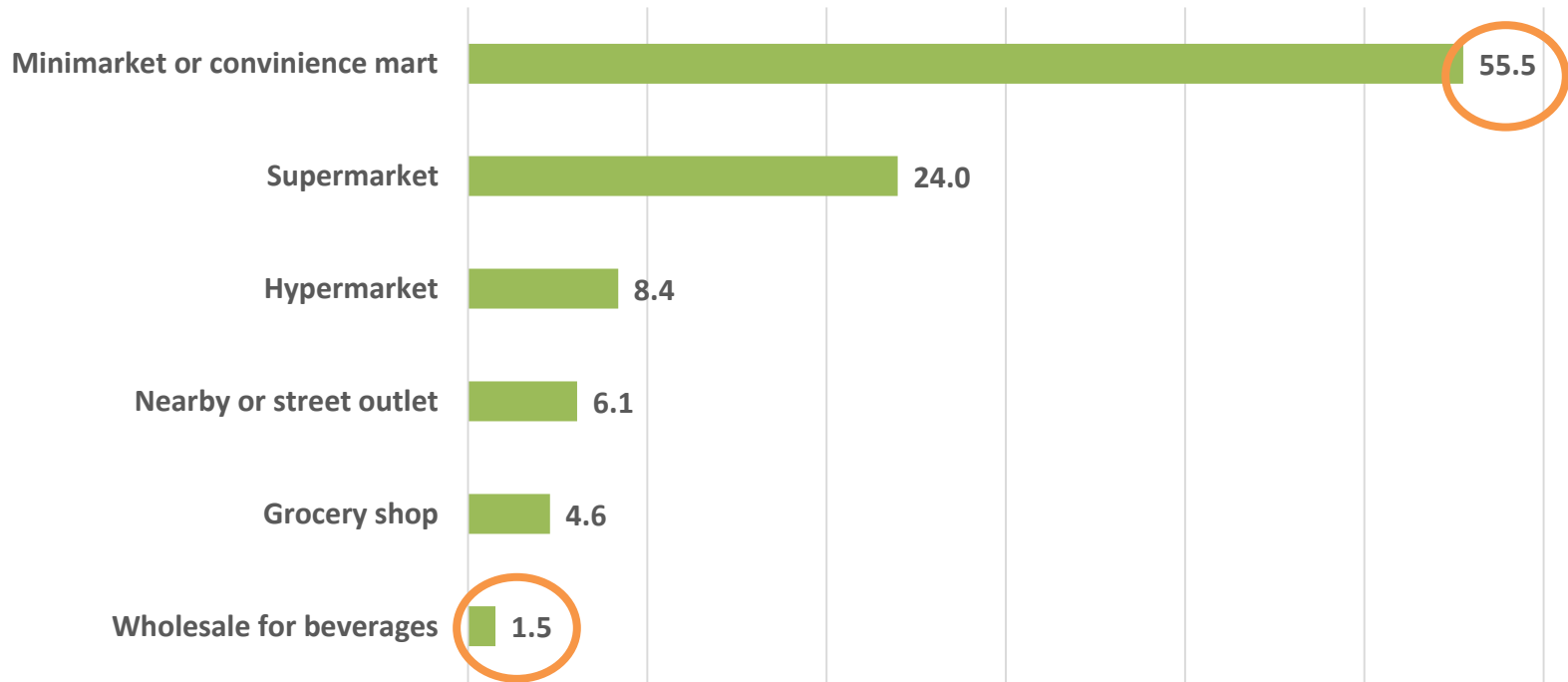
# 10. Places to buy fruit juice



**Most of the respondent bought the fruit juice at minimarket..**

More than 55.5% of the respondents bought fruit juice at minimarket, only 1.5% of the respondents bought fruit juice at wholesaler for beverages.

**Figure 21. Places to buy fruit juice**



© Q. Where do you usually and frequently buy packaged fruit juice? [SA] Based n=263

Unit : %

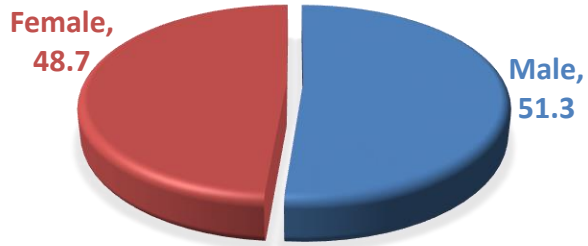


## **D. Respondent information**

# D. RESPONDENTS' INFORMATION



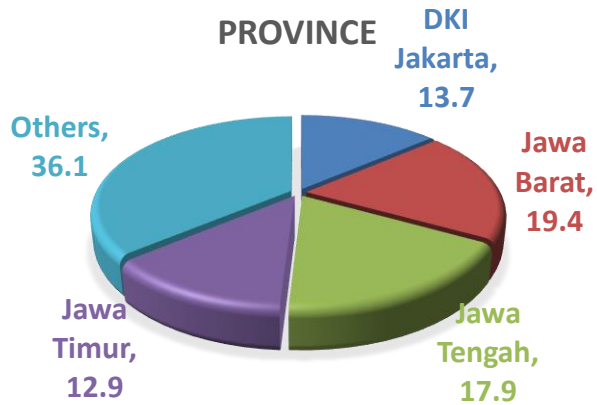
### GENDER



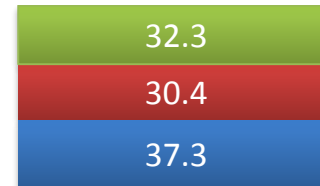
### AGE



### PROVINCE



### MHE (Monthly Household Expenditure)



- Above Rp 3.000.000
- Rp 2.000.001 - Rp 3.000.000
- Rp 1.000.000 - Rp 2.000.000

Based n=263

Unit : %

PT. Nusaresearch is 100% Japanese invested. Our main professions are ‘Online market research’, ‘Web creative’ and ‘Web marketing’. Online research is conducted based on Nusaresearch – our actively managed over 73,000 members panel with various segmentations across Indonesia.

## **FOR FURTHER INQUIRIES, PLEASE CONTACT:**

### **PT. Nusaresearch**

- » Address: 21H, Grand Slipi Tower, Jl. S. Parman Kav. 22 - 24, Slipi, Jakarta Barat 11480, Jakarta, Indonesia
- » Office phone: +62 21 29022227    Fax: +62 21 29022244
- » Email: [info@nusaresearch.com](mailto:info@nusaresearch.com)
- » Website: <http://nusaresearch.com>



The copyright of this report belongs to PT. Nusaresearch. The results (analyzing, wording, data, tables and graphs) of this survey can be publicly used, but must be cited and sourced from PT. Nusaresearch (also include its website address <http://nusaresearch.com>).