OBJECTIVES OF THE STUDY

While travelling, if you get thirsty, Soft Drinks or juices loaded with calories or the Limbu Pani with its dubious quality of water used, were the obvious choices. With the changing lifestyle and income levels, people are shifting their consumption patterns and have therefore become more health conscious thus leading to increase in demand for a healthy, natural and nutritious drink. The NEERA. But the NEERA that is available on the roadside and railway stalls are not the actual NEERA that you get at the tappers village. The NEERA that is consumed is largely an adulterated mix of toddy, sugar and water. This adulteration can be avoided if NEERA is processed scientifically and made available in tetra packs or tamper proof pouches at reasonable prices at consumption points.

AIM AND OBJECTIVE OF THE PROJECT

➢ To analyse the consumer awareness towards NEERA.
➢ To Understand the demographic profile of consumers of NEERA.
➢ To Identify the influencing factor for purchase of NEERA.
➢ To find out the customers satisfaction about NEERA as a health drink.
➢ To find out the availability of NEERA in the study area.
➢ To promote NEERA as a cure for certain illness.
➢ To find out the cost effectiveness of packaging of NEERA.