Hypothesis

This Research project is largely exploratory in Nature. No Research work has been carried out in Maharashtra and specifically Thane and Raigad district about projecting NEERA as a Health drink with high Nutritional value and as a cure for certain diseases. The first attempt is to look at the potential for this product if it can be marketed in a tamper proof tetra pack with high shelf life and available easily in the highways and stations, malls and other convenient places.

The hypotheses of the study are as under:

HYPOTHESIS

A hypothesis provides the facility to test the validity of a statement. Hypothesis is not just theoretical, it is related to research. Hypothesis is particularly necessary in the search for cause and effect relationship. Following different hypotheses have been tested in relation to the research variables.

H1: There is a large scope for the management and marketing of NEERA as a nutritious and natural health drink.

H2: Quality Product does effects the customers to continue using this good quality product for their consumption and satisfaction.

H3: Good quality product in a hygienic package and attractively priced will be welcomed by all sections of the customers across age groups.

H4: There is a strong association among various demographic factors like Education, Age, and Income with the Awareness Level of the customers towards this quality product.