

# **“A STUDY ON THE MARKET POTENTIAL OF NAARA AABA ( KIWI WINE) WITH SPECIAL REFERENCE TO ZIRO VALLEY, ARUNACHAL PRADESH”**

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## **ABSTRACT**

*Kiwi fruit is grown as a commercial crop in the several countries like China, Italy, New Zealand, Chile, Greece, France, Turkey, Iran, Japan, United States, and Portugal. Italy is the largest producer of Kiwi in the world. In India, Kiwi is grown in Himachal Pradesh, Uttarakhand, Jammu & Kashmir and parts of Sikkim. Lesser known is the State of Arunachal Pradesh in the Eastern Himalayas of North East India. Ziro Valley is the area where the climates suit the growth of Kiwis. Kiwis are abundantly grown and the people, in the sands of time learnt the importance of making wine for the commercial purpose.*

*In the hinterland of Northeast India a winery is located inside Honge Village (Ziro) of Lower Subansiri District. Naara Aaba has launched in the India on 26 oct. 2017 in the Indian Wine market. The present investigation has tried to find out the market potential of the product in the lower subansiri District especially in ziro valley of Arunachal Pradesh. The study was under the following objectives- To collect data from the salesmen regarding, sales and storage of the Kiwi wine Naara Aaba; To collect opinion of the salesmen regarding the improvement of sales and promotion; and To Develop Base line data for the state of Arunachal Pradesh regarding the Naara Aaba brand. Methodology – research approach is survey. Setting being wine shops of Ziro Valley with one hundred convenient samples. The toll for data collection was questionnaire consisting three parts. Literature was reviewed on distribution channel and on health benefits of kiwi wine. Findings- Majority of respondents knew about Naara Aaba and is as one of the costlier than other brands (90%), majority of the shops had the brand for sale (70%), only 10% respondents have the knowledge about the promotional campaign and its impact on health. Conclusion- Naara Aaba is new in the market of Arunachal Pradesh and India at large. Very few people in the mainland are aware about the product. Local People prefer homemade kiwi wine which is cheaper than Naara Aaba. There is a necessity to promote in the world of wine market.*

**Key words:** Market Potential, Naara Aaba Kiwi Wine, Promotional Campaign

## INTRODUCTION

Kiwi fruit is grown as a commercial crop in the several countries like China, Italy, New Zealand, Chile, Greece, France, Turkey, Iran, Japan, United States, and Portugal. Italy is the largest producer of Kiwi in the world. In India, Kiwi is grown in Himachal Pradesh, Uttarakhand, Jammu & Kashmir and parts of Sikkim. Lesser known is the State of Arunachal Pradesh in the Eastern Himalayas of North East India. Ziro Valley is the area where the climates suit the growth of Kiwis. Kiwis are abundantly grown and the people, in the sands of time learnt the importance of making wine for the commercial purpose.

The first organic kiwi winery in the world is in Switzerland. Technologies were imported from Denmark for the winery and China provided its best bottles, in which the wine was packed. During the year 2016, Arunachal Pradesh alone produced 26% of the entire 9,428 tons, the total yield in the country. People found out the available technology and started producing wine, hence “Naara Abba” came up as a brand of kiwi wine.

## BACKGROUND

The green and virgin mountain slopes adjoining Ziro is a perfect paradise for the growth of Kiwi. The abundant sunshine adds to the taste of the fruit. Lambu Subu Food and Beverages were the first winery in Hong Village Ziro, to launch the kiwi wine under the brand name of “Naara Aaba” in India. The Hong village is the second largest village in Asia and is inhabited by Apatani People which is one of the major tribes of Arunachal Pradesh. The Naara Aaba was launched in India on 26 oct.2017 in the Indian wine market. Naara Aaba is an attempt to preserve the fruit in its best form and taste. It comes with an environment conscious practice and trend. Its endeavor is to lead the energetic villagers towards self-employment, dignity of labor and a progressive farming life.

## NEED FOR THE STUDY

The Researcher, after having lived in the Valley for a number of years for academic purpose, observed that this winery was one of its kinds in the country, which is unique in the valley. So, with the intention of showcasing it at the National and International level regarding the market potentiality, the study was undertaken.

## STATEMENT OF PROBLEM

“A Study to Investigate the Market Potential of Naara Aaba ( Kiwi Wine) in Lower Subansiri District with special reference to Ziro Valley, Arunachal Pradesh”

## OBJECTIVES OF THE STUDY

- 1- To collect data from the salesmen regarding production, sales and storage of the Kiwi wine
- 2- To collect opinion of the salesmen regarding the improvement of sales and promotion
- 3- To Develop Base line data for the state of Arunachal Pradesh

## RESEARCH QUESTION

Is Kiwi wine (Naara Aaba) commercially viable?

## REVIEW OF RELATED LITERATURE

Chameeva and Zhang had done a study on the wine distribution channel systems in mature and newly growing markets, Germany vs. China. They found that the newly growing market in China, India and Russia are facing major and new challenges in this rapidly evolving situation. The wineries need to have better understanding the mode of functioning of different systems.

Saranraj Sivashakthivelan and Naveen in their review article regarding formation of fruit wine and its quality analysis mentioned that pH plays an important role in aging, clarifying, or fining of age impression.

## METHODOLOGY

**Research Design:** The study is a survey in nature

**Setting:** All wine shops of Ziro Valley are included in the study.

**Target Population:** The sales men in the wine shops in Ziro Valley.

**Sampling technique:** Non Probability sampling. (Convenient)

**Sample size:** 100

**Tool for data collection:** A questionnaire is being prepared in three parts:

- 1- Demographic data
- 2- Collect data regarding knowledge of sales, storage and
- 3- Opinion regarding improvement of sales volume.

The Questionnaire was translated into Hindi for the convenience of sales man.

## ASSUMPTION

It is assumed that the respondents are honest and unbiased in their responses.

## DURATION OF DATA COLLATION

Data was collected between 17 June to 21 June 2019.

## DATA ANALYSIS

The collected data are organized into the representative categories so as to come up with logical result. In the quantitative analysis based on the evidence, an effort is being made to carefully understand and interpret the information. Percentage is used for the data interpretation.

## LIMITATION OF THE STUDY

The study is limited the Registered Wine Seller of Ziro Valley, in Lower Subansisi District, Arunachal Pradesh.

## FINDINGS

90% of the salesmen knew about the brand which is marketed as "Naara Aaba". 70% of the wine shops are available with "Naara Aaba" brand for sale. 10 % of the respondents are aware of the promotional campaigns and procedures undertaken for promotion of sale. 45 % of the respondents says its available in the market easily. 90 % of the respondents are of the opinion that the cost is high compared to other brands. 35 % of the respondents are satisfied with the distribution system. 50 % of the respondents opine that more flavor can be added. Only 10% are aware of the impact of Kiwi wine on health.

## ANALYSIS AND INTERPRETATION

Locally it's a popular brand in ziro. The wine shopkeepers of ziro procures the Naara Aaba. In ziro the promotions take place occasionally. The distribution channel may say normal. Naara is known as one of the costly brand. Most of the sellers wants more easy channels of distribution. Half of the respondents accepts that naara Aaba should come with many more flavor and very less number of respondents are aware of its health impacts.

## DISCUSSION

Chameeva and Zhang found that the newly growing market in China, India and Russia faces

major and new challenges in this rapidly evolving situation. The wineries need to have better understanding the mode of functioning of different systems. This corroborates with the finding of this study that the salesmen also feels that the understanding of marketing requires more effort and understanding in order to bring about a viable market. They also felt that better and attractive packing will promote in the marketing of the brand.

Saranraj Sivashakthivelan and Naveen in their review article regarding formation of fruit wine and its quality analysis mentioned that pH plays an important role in aging, clarifying, or fining. This is in contrast to the opinion of the respondents that the brand has anything to do with health. This could be due to the fact that traditionally drinks are consumed by the local community as their culture accepts the practice. So the belief system dominates that the kiwi wine has anything to do with health.

The most popular drink in Ziro Valley is the “Apang and Marrua” prepared from Millet. This is prepared in almost every household, and is consumed as a normal welcome drink. By virtue of the tradition, may be drinking of Apang, Marrua and Kiwi wine is not differentiated. Whereas Saranraj Sivashakthivelan and Naveen mentioned that wine has an effect on health.

### SUMMARY AND CONCLUSION

The product Naara Aaba is new in the market, few peoples are aware about the product. The local people of Ziro prefer homemade kiwi wine which is cheaper than Naara Aaba. Though Ziro is a tourist destination, many tourists do visit the valley. They prefer other international brands to Naara Aaba. The entire tourist buys the brand at as a sample, one time for taste only. Therefore the product needs more attention to make it viable for promotion, commercially, at the National level. If not for sale, at least an awareness that such a brand made from virgin kiwi is being produced by Ziro, Arunachal Pradesh

### RECOMMENDATION

- 1- The study can be done at a wider scale including the confectionary shops, restaurants, hotels and resorts (where the product is available) to come up with a near to generalization of the findings.
- 2- Another study can be undertaken, taking into consideration, the consumers too.

### DELIMITATION OF THE STUDY

The study is delimited to the wine sellers who were available at the time of data collection.

### PROBLEM FACED BY THE RESEARCHER

There was paucity of literature hence the discussion was limited.

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