

# **CONSUMER PREFERENCE OF HEALTH DRINKS USERS AT PERAMBALUR TOWN - A STUDY**

DR.R.ANGAYARKANNI,A.AARTHI IMMACULATE,DR.R.JAYASRI,DR.R.SANTHI

ASSISTANT PROFESSORS, PG AND RESEARCH DEPARTMENT OF COMMERCE,  
DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN,  
(AUTONOMOUS) PERAMBALUR.

## **ABSTRACT**

Healthy living is prime concern of today's society. Many studies show that people are adopting health related changes in their eating habits. These changes create a new opportunity in food and drink industry. This is the reason health drink industry emerged as the most popular and growing segment of overall soft drinks industry in the world. As compared to the other food supplement health drinks stands the top in position, because these drinks have no side effects. There is enormous competition in between various international brands of health food drink companies. They are coming with new products and strategies. Malted health food drink is among best substitute of a complete food. India, the world's largest malt bases drinks market accounts for 22% of the world's retail volume sales. These drinks are traditionally consumed as milk substitutes and available in mixed with water and marketed as nutritious drinks mainly consumed by the old, the young and the sick persons. Malt is germinated cereal grains that have been dried in a process known as malting. The grains are made to germinate by soaking in water, and are then halted from germinating further by drying with hot air. This paper is designed in such a way where perception of consumers about malted health food drinks are not only explained in details but also tested through proper application of statistical tools.

## **INTRODUCTION:**

Consumer is the king in modern marketing world. Consumer behaviour and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. Consumer behaviourable changes make "Yesterday's luxuries are today's necessities". In the modern and competitive world people must do heavy work both mentally and physically to survive successfully. So that they required more energy and stamina for that they want nutritious and health drinks. Health is man's precious possession. It influences all his activities and shapes his destiny. An understanding of health is the basis of all health care. Health is wealth. This indicates the importance of health. Health, infact is a key to education, success, good citizenship and happy life. Without good health an individual cannot perform efficiently. When compared to the other food supplements, health drinks stands the top most of any other thing in this world.

## **REVIEW OF LITERATURE**

Shophiya. R (2009) [1] in her research thesis entitled, A study on consumers' satisfaction towards various brands of malted milk food in gobichettipalayam town" reveals that majority Of the samples respondents prefer to buy Horlicks for its reasonable price, quality, quantity, packing, health care, doctor's advice, content of vitamin and mineral's. However, different type of Malted Milk FOOD manufactures have to concentrate on those aspects and work out better strategy to attract more no of consumers for their brands.

Arun. Kumar. S.k. (2010) [2] in his study on "Brand preferences' and consumer satisfaction towards health drinks – A study in Coimbatore city" concluded that majority of the respondents preferred by the brand of Horlicks, followed by Boost. The socio –economic factors like age. Gender, marital status, education, occupation, income, etc.do not influence the satisfaction of the customers.

Sadia, et al. (2010) [3] in their study n " flexible approach Satisfaction index – an Indian case study Of health drinks sectors" have opined that Globalization and profit making lead companied to adopt measures for satisfaction of their retailers and customers. Strategic decision of the company for retailers and customer satisfaction are considered to be multidimensional, interdisciplinary, complex and unstructured regarding time, quantity and quality. In this paper, a multiple decision making criteria have been proposed based on American customer satisfaction. Index. The designed model requires quantitative and qualitative evaluation based on information such as anticipated and perceived quality. This tool helps marketing planners in evaluating satisfaction.

### **Statement of the Problem :**

In the recent years manufactures producing Health drinks are playing an important role in full filling the need of the consumers. Many new companies which have established name in the field of business have also emerged as the manufactures of new brands of Health drinks as a result number of Health drinks such as Horlicks, Boost, Viva, Milo, Maltova, etc., are available. The consumer's need and preference are changing as per the current market scenario. Goods are produced for the purpose of consumption. The aim of marketing is to meet and satisfy consumer's needs and wants, perceptions, preferences and shopping and buying behavior. But knowing consumer is not simple. Consumer may state their needs and wants but act otherwise Consumer's preference various from brand to brand on the basis of quality, price advertisement etc., and Consumer's preference also vary with their income, age, sex or other. Major Seven brands of health drinks are available in the study area. The study covers all these brands of health drinks. This research work has been carried out to know why these health drinks are needed and what nutritional values are included in them.

### **OBJECTIVES OF THE STUDY**

- To find out the reason for preferring a particular brand of health drinks
- To analyse the taste and preference of the health drinks
- To know the awareness among the users regarding the brand, price,
- quality, etc...and

- To find out the satisfaction level of different brands and give suggestion
- on that.

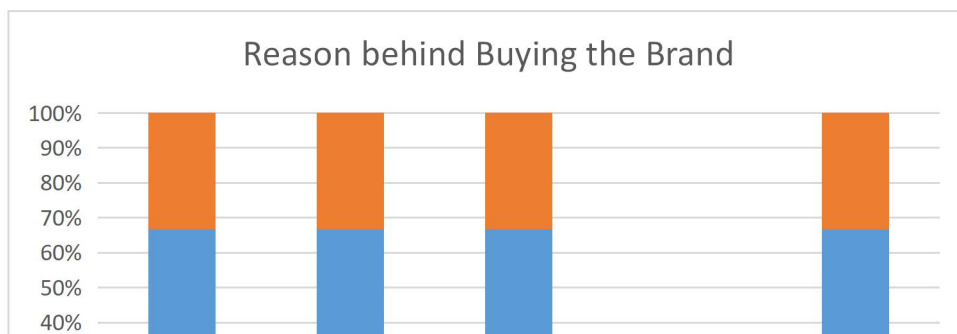
## RESEARCH METHODOLOGY

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully. Data Collection Both primary and secondary data have been collected for the research work. Primary Data Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society. Secondary Data Secondary data was collected from the books and journal published relating to the health drinks products used for children and also the malted products Sampling Method In this research work respondents will be selected from the total population at random by using convenient sampling method Sample Size As the population for the research work in the study area is numerous. Out of total population employees, 200 customers were selected by using convenience sampling method. The sample constitutes both the female and male customers those buy health drinks. Period of Study The research work was carried out for the period of starting from November 2019 to 2020. Methods of Data Collection In this study the researcher has used question nary method to data obtained data. In this method the respondent has to fill up the questionnaire which can interpret the question when necessary.

**TABLE 1:**  
**Reason behind Buying the Brand**

Taste	136	68
Advertisements	32	16
Easily available	32	16
Packaging	0	0
total	200	100

**CHART - 1**



## Reference

From the above table, it is observed that 68% of the respondents said that reason behind choosing the brand is taste, 16% of the respondents said Advertisements, 16% of the respondents said easily available.

### Classification of Ranking about the Brand

Brand	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	Rank7	Mean	rank
Horlicks	10	10	6	18	0	0	0	5.28	1
Boost	12	15	11	4	0	0	0	6.23	3
Bournvita	11	13	7	10	3	0	0	6.87	4
Complan	6	6	17	4	14	0	0	5.53	2
Maltova	0	0	0	6	15	7	8	9.32	7
Milo	0	0	0	0	9	17	19	8.53	6
Viva	5	0	3	0	0	16	16	6.69	5

## Interpretation

Among the various factors listed above the respondents, have their own preferences towards different factors, which they feel as important. The respondents felt Horlicks is the important factor, so this factor is most important thus it ranks number 1. Apart from Horlicks the respondents people prefer Complan ranks number 2. Peoples prefer to boost thus it ranks number 3, apart from these the respondents prefer drinking Bournvita and it ranks 4. These four factors are given the most importance among the 6 factors. And people preferred viva ranks number, 5 milo ranks number 6 malt ova ranks number.

## Conclusion:

Nowadays there seems to be no vast difference between urban and rural consumers in knowledge, awareness, brand, and quality and consumption level of the products. This is because compared to urban area consumers people in the rural areas also have raised their standards in acquiring high educational level, use of social media like internet, whats app, etc. Few differences lie in the earning capacity, lifestyle, standard of living etc among the rural and urban areas. Even now many people are not consuming health drinks in these rural areas. This is so because people are not aware that health drinks are useful for increasing their nutritional value like to develop their physical and mental health. Moreover people are not able to afford to pay

high price for consuming branded health drinks. Few brands which are slow moving like Vivo, Maltova and Milo can increase their turnover by introducing new flavors', offers and other promotional strategies.