

A Study On Brand Preference Of Health Drinks With Special Reference To Coimbatore City

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Abstract:

Marketing research is essential to get the correct information about the consumers' needs and their changing preferences. The evaluation of the Consumer Behaviour, attitude, perception and satisfaction level has been the subject of the market research very frequently. Health Drinks indeed are essential for every individual. The quantity of intake may vary according to the age, occupation, income level, size of the family, but everyone accepts that in order to cope up with the energy demands of the day-to-day life, and to defend oneself from the polluted environment, one should definitely consume any health drink supplementary to the food intake. Preferences get converted into a habit which is hard to change. It is evidenced from the study that certain health drinks are being consumed through generations that the customers develop a high degree of brand loyalty towards that brand.

Keywords: Consumer, Health drink, Brand.

Introduction

Marketing is a human activity directed at satisfying needs and wants through exchange process. Marketing research is essential to get the correct information about the consumers' needs and their changing preferences. The evaluation of the Consumer Behaviour, attitude, perception and satisfaction level has been the subject of the market research very frequently. With the raise in the level of education, income level and social status of Indians, there is also a raise in the level of awareness of products, perception of the market and health consciousness among the customers. The customers are becoming more knowledgeable and cannot be easily wooed by any false claims or misleading advertisements.

Scope Of The Study

The Health Drinks market happens to be highly volatile, as there are new products introduced every day. Firms tend to make some change in their products, either in the appearance, style, taste, and colour or in its price. Buyer or customer refers to a person who makes the purchase, Consumer is the person who actually uses the product. The present study is carried on the customers of the health drinks, as the consumers may also include the children (of all ages) who may not be able to respond to the researcher's queries.

Area Of The Study

The research study is limited to the geographical limits of the city of Coimbatore only.

Objectives Of The Study

1. To study the consumption pattern of health drinks in Coimbatore City.
2. To study the reasons for brand preference by the consumers of health drinks.

Research Methodology

Data Sources

The required data for this research work has been collected from two sources. They are Primary data and Secondary data.

Sample Size -200 respondents

Sampling Method -The Study is based on simple convenient sampling.

Statistical Tools

The researcher has applied the following tools for the research :

- a. Simple percentage
- b. Chi-square analysis
- c. Garret's Ranking method and

Limitations Of The Study

- 1. The study is limited to Coimbatore City only and therefore the results cannot be generalized.
- 2. The study has been restricted to 200 respondents due to the limited span of time.

Review Of Literature

Hema Malini. C. (2010) in her study on “ Consumer satisfaction towards selected Health Drinks in Erode city” concluded that in modern marketing, consumers are the king, so the producer has to take decision only in accordance with the consumer desire. The producers should give their brands or products for the wants and needs of the consumers. Consumers give more importance to the quality, product utility and hygiene.

Dr. P Sekar, S Thangavel , 2016, “A study on consumer’s perception and buying pattern towards health drinks with special reference to rural areas of Coimbatore district”. 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.

Analysis and Interpretation

Age of the Respondents	Number of Respondents	Percentage of the Respondents
Upto 20 years	2	1
21 – 30 years	100	50
31 – 40 years	91	45.5
Above 41 years	7	3.5
Gender of the respondents	Number of Respondents	Percentage of the Respondents
Male	51	25.5
Female	149	74.5
Size of the Family	Number of Respondents	Percentage of the

		Respondents
Upto Two	16	8
Three	55	27.5
Four & above	129	64.5
Children	Number of Respondents	Percentage of the Respondents
No Child	47	23.5
One	92	46
Two	58	29
Three & above	3	1.5
Brand of health drink Consumed	Number of Respondents	Percentage of the Respondents
Horlicks	68	34
Boost	64	32
Complan	30	15
Bournvita	14	7
Protinex	4	2
Others	20	10

Type of the Member Consuming Health Drink

Consumption By	Number of Respondents	Percentage of the Respondents
Children only	92	46
Elder members only	36	18
All the members	72	36

Period of Consuming Health Drink

Period of Consumption	Number of Respondents	Percentage of the Respondents
Less than 1 year	35	17.5
1-5 Years	94	47
More than 5 yeas	71	35.5

Consumption pattern

Pattern	Number of Respondents	Percentage of the Respondents
Twice a day	50	25
Daily once	73	36.5
Weekly	70	35
Occasionally	7	3.5

Factors That Influence The Decision To Purchase Health Drinks

S.NO	FACTORS	SCORE		RANK
		TOTAL	MEAN	
1	Advertisements	11580	57.9	3
2	Own experience	7120	35.6	9
3	Friends/relatives' suggestion	6320	31.6	10
4	Doctor's recommendation	8480	42.4	7
5	Reasonable Price	13070	65.35	2
6	Information on label	10430	52.15	5
7	Attractive Packaging	7970	39.85	8
8	Taste, Flavour & Colour	14020	70.1	1
9	Influenced by family members	10130	50.65	6
10	Brand Identity	10880	54.4	4

Source: Primary data

Findings, Suggestions & Conclusion

Findings

1. Majority (50%) of the respondents are in the age group of 21-30 years.
2. Majority (74.5%) of the respondents are female.
3. Majority (59%) of the respondents are Post Graduates.
4. Maximum(47%) of the respondents are employed.
5. Majority (59.5%) of the respondents are having a monthly family income upto Rs.10,000.
6. Majority (74.5%) of the respondents are married.
7. Majority (64.5%) of the respondents having a family size of four and above.
8. Maximum (46%) of the respondents have only one child.
9. Majority (56%) of the respondents live in nuclear family.
10. Maximum (47.5%) of the respondents have two earning members in their family.
11. Maximum (34%) of the respondents consume Horlicks closely followed by 'Boost' (32%).
12. Maximum (46%) of the respondents use the health drinks only for children.
13. Maximum (47%) of the respondents consume the health drinks for a period ranging between one year to 5 years.
14. Maximum (36.5%) of the respondents drink health drink only once daily.
15. Maximum (79.5%) of the respondents buy health drinks once in a month.
16. Majority (55.5%) of the respondents make self- decision.
17. Majority (84.5%) of the respondents have the influence of the television advertisements.
18. Majority (56%) of the respondents spend between Rs. 201 to Rs. 400 per month on the purchase of health drinks
19. Majority (50.5%) of the respondents feel that the price of the health drink was reasonable.
20. Majority (79%) of the respondents would purchase the same brand.
21. Majority (40.5%) of the respondents preferred the same brand of the health drink due to the Nutritive values.
22. Majority (82%) of the respondents look into the information on the label.
23. Maximum (45.5%) of the respondents look for the manufacturing / Expiry date on the labels.
24. Maximum number (41%) of respondents prefer the refill packs .
25. Majority (67%) are satisfied on the type of packaging of the health drinks.
26. Majority (60%) of the respondents would switch over to other brands.
27. Majority (61.5%) of the respondents agree that their brand is better than the other brands.
29. Majority (52.5%) of the respondents buy the health drinks from Departmental Stores.



30. Among the 10 factors influencing the purchase decision of the health drink of the respondents, 'Taste, Flavour and Colour' has secured the top most rank followed by 'Reasonable Price' which has secured the second rank and the factor 'Friends and Relatives' has been placed in the last.

Suggestions

1. As the Health Drinks are perceived as nutrition and energy suppliers, the manufacturers have to concentrate on the energy needs and requirements of different age groups and try to prepare formulations suitable for each of them.
2. The taste could be improved and new flavours could be introduced as desired by the children.
3. Children taste, preference of flavor, colour, and packaging should be considered. Attractive Packaging with pictures of popular cartoon characters or animals surely helps in improvement of sales.
4. The price of health drinks could be reduced.
5. Frequent and attractive advertisements in the most popular media television, is sure to increase the sales.

Conclusion

Health Drinks indeed are essential for every individual. The quantity of intake may vary according to the age, occupation, income level, size of the family, but everyone accepts that in order to cope up with the energy demands of the day-to-day life, and to defend oneself from the polluted environment, one should definitely consume any health drink supplementary to the food intake. Especially for the growing children, who have to face multiple challenges, in this competitive world, Just a glass of milk would not be sufficient. There is a need for the additional nutrients which help them in growth, building up the immunity system, memory powers and providing them the needed physical fitness.

The health drink brand is good in quality and supported by good air-tight packaging, fulfilling the needs of the customers as regards the taste, colour and flavor, it is sure to retain their customers. It is evidenced from the study that certain health drinks are being consumed through generations that the customers develop a high degree of brand loyalty towards that brand.

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