A STUDY ON CONSUMER PERCEPTION ON HEALTH DRINKS IN KADAMBUR VILLAGE

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ABSTRACT

The health drinks market in India, particularly in states like Tamilnadu, is rapidly evolving due to usage and consumer preferences. This study focuses on Kadambur village to understand how the consumer satisfaction level towards the products, knowledge about the product, consumer satisfaction and major reason for consuming. In order to help health drink merchants and marketers improve customer pleasure, loyalty, and company success, it strives to offer practical data on things like convenience, product diversity, availability and service quality. The research also contributes to understanding consumer behavior in developing countries like India, offering valuable implications for academia, business practices, and policy development.

Keywords: Consumer satisfaction, choice behavior, location, variety, availability of goods.

INTRODUCTION

Health Food Drinks provide nourishment for the family, particularly for growing children and serving as energy providers for adults. The market for malted milk powders in India is huge. The product is widely used as a nutrition and energy supplement by children and adults. Health Drinks have become increasingly popular nowadays .The Health Drinks category consists of white drinks and brown drinks. South and East India have large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed about 90,000 ton and is estimated to be growing about 4%. These malt beverages are still an urban phenomenon. The Market for Malted Milk Powders in India is huge because the product is widely used as a nutrition and energy supplement by children and adults. The size of the market is estimated as Rs.10,170 million. Existing Health Drinks in Indian Market are Boost, Bournvita, Complan, Ensure, Protinex and Pediasure.

Universally, in bringing up their children, mothers attach a lot of emotional importance to nourishment. There is an ever-growing need for nourishment and energy in today's fast paced world. The need for nutritional supplementation is more relevant for kids. Coupled with the fact that kids love the delicious taste of these drinks, once they have tried them, lies the basic tale of milk additives and the growth and development of the Health Food Drink (HFD) category. No one can be sure of when and how the category evolved but, today, in India the HFD market is valued at approximately Rs.13, 000 million and nearly 50,000 tones. 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. The relevance and importance of understanding consumer satisfaction is the most essential elements for the market because its helps to solve the basis problem of consumer. The needs of two consumers are not the same. Therefore, they buy only those products and services, which satisfy their needs and desires, in the market. A firm has to maintain innovative techniques and understand the latest consumers' needs and tastes. It will be extremely useful for the companies to promote marketing opportunity and challenges in the market. It means that the study of consumer satisfaction for any products is a vital thing to market in shaping the fortunes of their organization.

Thus, the study of consumer satisfaction as the significant for regulating consumption of goods and thereby maintaining economic stability. The applied discipline of consumer satisfaction is useful in developing ways for the most efficient utilization of resources of marketing. It also helps in saving marketing problem in a more effective manner. This study will be helpful to manufacturers to come with new strategies.

STATEMENT OF THE PROBLEM

Goods are produced for the purpose of consumption. The future of marketing organization depends on the foundation of the consumer preference. The aim of marketing is to meet and satisfy consumer's needs and wants, perceptions, preferences and shopping and buying behaviour. But knowing consumer's mind is not simple. Consumer's preference various from brand to brand on the basis of quality, price advertisement etc., Seven brands of Health Drinks are available in the study area. They are Boost, Complan, Bournvita, Ensure, Protinex and Pediasure. This study would bring to light which brand of Health Drinks is mostly preferred by the consumers.

OBJECTIVES

➢ To study the influence of various aspects on consumer preference on the product and their knowledge about it.

➢ To determine the consumer satisfaction level for different brand Health Drinks.

➢ To analyse the overall reason for consuming the Health Drinks.

RESEARCH METHODOLOGY

The study on consumer perception on health drinks in kadambur village. The collection of data is based on Primary and Secondary data. The Primary data will be gathered using a simple random sampling method. The collected primary data will then undergo analysis through relevant statistical tools and scaling techniques. In addition to primary data, secondary data will be obtained from various published sources to complement and enrich the study's perspective. To obtain a comprehensive view, formal and informal farmers. The research will use percentage analysis, ranking, correlation and regression.

DESIGN

The descriptive study typically concern with determining the frequency of something occurs or how two variables vary together. Descriptive research design was adapted to a study on consumer perception survey on health drinks in kadambur village.

AREA OF THE STUDY

As the population of consumers is infinite and very large, it is decided to take samples to represent the population which is confined to Kadambur village, Erode.

SAMPLING DESIGN

In this study convenience slice is used. Convenience slice refers to the collection of information from members of the population who are accessibly available to give it. A sample is attained by opting accessible population rudiments from the population.

TOOLS FOR ANALYSIS

The purpose of the data analysis and interpretation is to transform the collected data into credible evidence about the statistical data view that is been calculated based on the research conducted. The tool used in the analysis is

Percentage analysis, Rank analysis, Regression and Correlation

LIMITATION OF STUDY

➢ The study area is limited to kadambur village in Erode District only.

➢ The findings of the study cannot be generalized due to demographical differences. Even though number of Health Drinks are available in the market, only seven leading Health Drinks products are taken up for the study.

➢ The sample size has been restricted to 200 samples due to time constraints.

➢ At the time of completing the questionnaires the researcher has faced some problems like unwillingness of the respondents in filling the questionnaire.

REVIEW OF LITERATURE

1. **Dr. N. Ramanjaneyalu, Mr. Aniruddha (2022)** Investigated If the celebrity endorsement has an effect on how people think about health drinks. The study says that there is a big difference in the average scores of gender and brand image of celebrity advertisements for health drinks.

2. **Ruchi Sharma, Warc (2020)** Although Horlicks has been sold in India for 100 years and is the leader in its category of nutritional beverages, its share was declining rapidly as consumers struggled to differentiate it from vital brands.

3. **S. Nivethitha (2019)** finished up on these days; there is by all accounts no immense contrast among metropolitan and rustic purchasers in information, mindfulness, brand, and quality and utilization level of the items. Is because contrasted with urban region buyers, individuals in the rural regions likewise have increased their expectations in getting instructive high level, utilization of online media.

4. **R. Sugumari's (2019)** study demonstrated that consumer loyalty assumes a crucial part in a business' prosperity. The Consumer is the market leader. Consistent improvement is the achievement of Horlicks' consumer loyalty, which prompts an increment in benefit.

5. **Sushash B (2019),** has discussed about the share of rural areas in total FMCG products consumption in India, factors influencing sale in rural markets, problems and limitations. He has finally concluded that with the increasing competition and saturation of urban markets the future prospects in rural markets are high.

6. **Dr.Cross Ogohi Daniel (2019),** Effect of Advertisement on Consumer Brand Preference' He formed his perspective regarding brand preference among customers based on three factors: advertisement content, celebrity endorsement.

7. **JyothsnaPriyadarsini K (2019),** It is understood from the study that many rural men feel delicate to use cosmetics. Henceforth, marketers should attempt to create product awareness and drive the customers through brand awareness.

8. **G. Mahalakshmi M. Anusuya Devi (2018)** found of the investigation of client purchasing conduct in health drinks express that among all the five brands the brand from the outset place is stream vita with the biggest piece of the overall industry 41% whine is at the second spot with a part of the overall industry 22% and Horlicks and Boost are at next positions. The outcomes show that there is no huge effect of factor.

9. **John Mano Raj (2018)**, This paper covers the attractions for the FMCG marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural.

10. **Jane (2018)** has distinguished that health drinks ought to be devoured in a limited way and has additionally said that not to be consumed for the execution or hydration before practice.

11. **Harikaran (2014)** measured Coimbatorians level of satisfaction towards selected branded health drinks. The study claims that consumers of health drinks are mostly influenced by the convenience features of the beverages consumption. The study classified and listed the consumers 'satisfaction for different brands.

12. **Kumar (2010)** stated that socio-economic status of health drink consumers' like: their age, gender, marital status, education, occupation, income etc., does not influence the satisfaction level of the consumers, the study concluded that majority of the Coimbatore people prefer buying Horlicks and Boost.

DATA ANALYSIS AND INTERPRETATION

TABLE 1 AGE GROUP

Age	Total No. of Respondents	Percentage of Respondents
18 Years – 25 Years	62	31
26 Years – 35 Years	85	42.5
36 Years – 45 Years	43	21.5
Above 46 Years	10	5
Total	200	100

INTERPRETATION

The above table shows that, 31% of the respondents are fallen in the age group of 18 years – 25 years, 42.5% of the respondents are fallen in the age group of 26 years – 35 years, 21.5% of the respondents are fallen in the age group of 36 years – 45 years and 5% of the respondents are fallen in the age group of above 46 years.

TABLE 2 SATISFACTION LEVEL IN VARIOUS HEALTH DRINKS

Satisfaction	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	TOTAL	RANK
Complan	22 110	131 524	13 39	28 56	6 6	200 735	I
Boost	78 390	38 152	13 39	53 106	18 18	200 705	II
Horlicks	48 240	78 312	17 51	37 74	20 20	200 697	III
Bornvita	74 370	28 112	16 48	64 128	18 18	200 676	IV
Ensure	46 230	74 296	10 30	42 84	28 28	200 668	V
Protinex	12 60	6 24	156 468	17 34	9 9	200 595	VI
Pediasure	24 120	23 92	13 39	137 274	3 3	200 528	VII

INTERPRETATION

The above table shows that, the satisfaction level of health drinks are ranked based on the responses given by respondents.

Complan is given I by the respondents, Boost is given II by the respondents, Horlicks is given III by the respondents, Bornvita is given IV by the respondents, Ensure is given V by the respondents, Protinex is given VI by the respondents, Pediasure is given VII by the respondents.

TABLE 3 AGE AND KNOWLEDGE OF HEALTH DRINKS

RELATIONSHIP BETWEEN AGE AND KNOWLEDGE OF HEALTH DRINKS

H_0: There is no significant relationship between age and health drinks.

H_1: There is significant relationship between age and health drinks.

		Age	Know about health drinks
Age	Pearson Correlation	1	-.056
	Sig.(2-tailed)		.427
	N	200	200
How did you come to know about Health drinks products?	Pearson Correlation	-.056	1
	Sig.(2-tailed)	.427	
	N	200	200

Correlation is significant at the 0.05 level (2 - tailed)

INTERPRETATION

In the above table, the sig value (.427) which is greater than the significant value (0.05), so we conclude that there is significant relationship between age and know about health drinks.

Thus, H_1 is accepted, H_0 is rejected

TABLE 4 BRAND PREFERENCES

RELATIONSHIP BETWEEN EDUCATION QUALIFICATION AND BRAND

PREFERENCE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.075[a]	.006	.001	1.030

a. Predictors: (constant), Education Qualification

INTERPRETATION

Table 4 shows that R square value is .075, which means that independent variable i.e., Education Qualification causes 75% changes in the dependent variable i.e., Brand preference.

TABLE 5 PURCHASE MODES

RELATIONSHIP BETWEEN AGE AND PURCHASING MODE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.017[a]	.000	-.005	.502

a. Predictors: (constant), Age

INTERPRETATION

Table 4.20.1 shows that R square value is .017, which means that independent variable i.e., Age causes 17% changes in the dependent variable i.e., Purchasing mode.

FINDINDS OF THE STUDY

SIMPLE PERCENTAGE

- ➤ The majority of the respondents are in the age group of 18 years – 25 years.

RANK

- ➤ Complan is given I by the respondents.
- ➤ Boost is given II by the respondents.
- ➤ Horlicks is given III by the respondents.
- ➤ Bornvita is given IV by the respondents.
- ➤ Ensure is given V by the respondents.
- ➤ Protinex is given VI by the respondents.
- ➤ Pediasure is given VII by the respondents.

CORRELATION

- ➤ There is significant relationship between age and know about health drinks.

REGRESSION

- ➤ Education Qualification causes 75% changes in the dependent variable i.e., Brand preference.
- ➤ Age causes 17% changes in the dependent variable i.e., purchasing mode.

SUGGESTION

- ➢ The producers may take steps to reduce the cost of products and improve the taste and variety of flavors.
- ➢ The makers should give more alluring commercials to pull in the customers.
- ➢ The makers offer fixation to improve their image highlights like quality, taste, promotion, an assortment of flavors, bundles, etc.

CONCLUSION

The changing life style and increasing income of the middle class people forced them to change over to Branded Food, Health Food and Convenient Food. The adaptabilities' of changes in the industries are also gaining vast popularity. The market for branded foods is growing steadily from 10% to 15%. Consumer attitudes to Health drinks are mainly influenced by quality attributes. The relationships between consumers' awareness of health drink, price and perceived quality of food were investigated by the tests involving series of consumer panels and sensory evaluation. There should be more awareness about Health drinks through advertisements since respondents were not sure about concept of health drink. New competitor can occupy considerable market share in health drink market. Intensive advertisement can help the manufactures to increase their market share. Effective advertise mends in the rural market, can also increase the consumption of health drink in rural areas.

The growing awareness about the health products in the minds of consumers is increasing the Health drink standards of living and popularity of convenience foods. By keeping these needs of the consumers, the industry should follow certain innovative ideas for their growth.

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