



A STUDY ON FIDELITY OF CONSUMER ON HEALTH DRINKS WITH REFERNCE TO COIMBATORE TOWN

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ABSTRACT

Indian health drinks market is one of the fastest growing markets in the world. India has the second largest population in the world, with diversified food habits. Such a vast population and diverse eating habits make India one of the most attractive retail destinations across the globe. Increasing purchasing power, changing lifestyle, growing nuclear families and influence of western culture are the key drivers of the Indian food and drinks market. There is an ever-growing need for nourishment and energy in today's fast-paced world. Who can resist a steaming, hot drink which promises to energize, nourish and refresh? The need for nutritional supplementation is all the more relevant for kids.

KEY WORDS – style, performance, customer satisfaction.

INTRODUCTION -

Health drinks have emerged as the most profitable and growing segment of the overall soft drinks industry in the world. Unlike carbonated drinks, whose sales are declining the sales of health drinks have been growing since some time. When compared to the other food supplements health drinks stands the topmost of any other thing in this world. A recent survey tells that more than food supplements, consumer prefer health drinks. This is because the food supplements have side effects and on the other side, there is no such kind in the increase of the health.

Indian health drinks market is still in infancy due to the lack of awareness among the population.

GLAXOSMITHKLINE (GSK) with – Horlicks, boost is the leader in Indian health drink market.

The world's largest malt –based drinks market, accounts for 22% of the world's retail volume sales.

These drinks are traditionally consumed as milk substitutes and marketed as a nutritious drink mainly consumed by the old, the young and the sick. The health food drinks category consists of white drinks and brown drinks. South and east India are the largest marketers for these drinks, accounting for the largest proportion of all India sales.

White drinks accounts are two third of the market. White drinks accounts for almost two third of the market .GSK consumer healthcare is the market leader in the white malt beverages category in the market. HEINZ'S complan comes in second in market. Market leader GSK also owns other brands such as Boost, Malt ova and Viva. Currently, brown drinks (which are coco-based) continued to grow at the expense of white drinks like Horlicks and complan. Cadbury's bournvita is the leader in the brown drink segment in the market. Other significant players are Nestlé's Milo.

MAJOR PLAYERS IN THE MARKET:

- Horlicks
- Boost
- Complan
- Bournvita

STATEMENT OF THE PROBLEM:

Generally most of the consumers purchase on particular brand health drinks for various reasons like UNIQUENESS (flavour, taste, price, availability and the offers available) or TOBE LOYAL to the product. There searcher wants to know which factor will affect the purchase of the health drinks.

OBJECTIVES OF THE STUDY:

- To find out the different products of health drinks.
- To find out the market share of health drinks products.
- Study of people choice among various health drinks products.
- To find out the customer satisfaction about the health drinks products.
- To find out the availability of products.
- To find out the effect on advertisement on product.
- To find out the difference in price structure of various health drinks available in market.

SCOPE OF THE STUDY:

- The present study is confined to Coimbatore city and the following familiar brand shave been selected such as Horlicks, boost, complan and bournvita by considering the market share.
- It is an emotional study which is primarily concerned with satisfaction of malted food product consumers. □ This study is also extend to analyze the various factors affecting purchase of health drinks.

REVIEW OF LITERATURE:

Sukhwinder Singh (2014) in their study on “A study on consumer preference towards health food drinks” says that the India each state is equivalent to a country with its specific socioeconomic level. Different ethnic groups ad habits, health, infrastructure and communication facilities. Thus the nutritional status of the population shows significant variation between states it results fromavaryingfactors.Inthelast20years there have been no significant changes in patterns of the intake. Cereals remain the staple food in India providing most of the energy intake. Since the consumption of foods like pulses ,roots , and tubers has fallen , while those of the foods like sugar “jiggery”(unrefined brown sugar), fats and oil and green leafy vegetables haves lightly increased.

Sukhwinder Singh, International journal of advanced research in computer science and software Engineering ,Volume4,Issue3,March2014ISSN:2277128X.

Ali Mirarab, ACSIJ Advances in Computer Science: an International Journal, Vol. 3, Issue 2, No.8, ISSN: 2322-515

NidhiVishnoi Sharma(2013) in “A study on consumer perception towards health drink packaging” says that healthy living is already become concerned in today’s society. According to many studies, people are also increasingly reflective in matters of health and willing to adopt health oriented changes in their eating habits. This change of habits creates a new opportunity in food and drinks industry especially for healthy drink products. The intense competition between healthy drinks product made consumer is faced with large number of choices. It will be better for the producers to know consumer perception towards healthy drinks packaging design to overcome the competition.

Aw Yoke Cheng (2013) in their study on “Consumer preference towards micro pack FMCG products” food labels are the prime channel for information dissemination between food producers and retailers and the WHO food labels play an important role by disseminating important nutritional information to consumers. Initially, food labeling was limited to food name, quantity ,price and identity of the manufacturer information on label.

Feng Tian(2013) in their “study on consumer brand preference towards health drink products” says that the in the competitive environment .Marketers are finding it difficult to create and retain customers for their product. Health food drinks products have entered the global market with the past years and rapidly gained market share. The basic purpose of this research paper is to identify the various factors influencing for preferring their brands. Paper also attempts to determine the source awareness and level of satisfaction of the consumers. To develop conclusions explanatory and descriptive research designs are used. Primary data is collected with the help of questionnaire method and data is analyzed with the help of various statistical techniques.

Niranjanamurthy M (2013) in their “study on emotional brand loyalty toward consumer health drinks” says that dominant point of view in consumer behaviour (1997). Although consumers do not always seek information active, they do receive more information.

Higgins, John, Babu, Kavita, Deuster, Patrica, Shearer, Jane(2018) has distinguished that energy 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.

DongmunHa, Inmyungsong, Gyeongil Jang, Eui-kyung Lee, Ju-young Shin(2017) designed at the use of highly other additives. The study is conducted among 833 Korean adolescents, and has responded to the Questionnaire. The study is about the benefit and about the risk involved in it.

Dr. Sandip G. Prajapati (2017) has found that television advertisements has increased the consumption levels for Health drinks and have taken from 200 samples in Vadodara city, The concludes that children are addicted to it more.

Wiggers D Ried JL White CM, Hammond(2017) has analyzed the usage of energy drinks by the customers The study was conducted 12-24 years age group .chi square and anova Was used in the study. Identified that the consumption of health Drinks has gone high.

DATA ANALYSIS –

PREFERED HEALTH DRINKS OF THE CUSTOMER

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
HORLICKS	29	19.3%
BOOST	48	48%
BOURNVITA	44	29.3%
COMPLAN	16	10.7%
PEDIASURE	1	0.7%
MILO	4	2.7%
WHEY protein powder	8	5.3%
TOTAL	150	100

SOURCE: QUESTIONNAIRE INTERPRETATION:

The above table shows that 19.3% of the respondent's chooses Horlicks; 48% of the respondent's chooses boost; 29.3% of the respondents chooses bournvita; 10.7% of the respondents chooses complan; 0.7% of the

respondents chooses pediasure; 2.7% of the respondents chooses milo; 5.3% of the respondents chooses WHEY protein powder.

Majority of the respondents are choosing boost (48%).

WHAT ARE THE FACTORS THAT ARE CONSIDERED ATTRACTIVE IN HEALTH DRINKS

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
PACKAGING	54	36%
BRAND IMAGE	66	44%
ECONOMY	12	8%
FLAVOUR	18	12%
TOTAL	150	100

SOURCE: QUESTIONNAIRE INTERPRETATION:

The above table shows that 36% of the respondent's chooses packaging; 44% of the respondent's chooses brand image; 8% of the respondents chooses economy; 12% of the respondents chooses flavour.

Majority of the respondents are choosing brand image (44%).

AVERAGE AMOUNT OF COST FOR THE HEALTH DRINKS

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
BELOW 500	62	41.3%
500-1000	66	44%
1000-2000	13	8.7%
ABOVE 2000	9	6%
TOTAL	150	100

SOURCE: QUESTIONNAIRE INTERPRETATION:

The above table shows that 41.3% of the respondent's chooses below 500; 44% of the respondent's chooses 500-1000; 8.7% of the respondents chooses 1000-2000; 6% of the respondents chooses above 2000.

Majority of the respondents are choosing 500-1000 (44%).

SATISFACTION LEVEL OF CUSTOMERS

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Nutritional value	131	16	3	0	0	150	I
	655	64	9	0	0	728	
Taste	32	112	6	0	0	150	IV
	160	448	18	0	0	626	
Composition	97	43	10	0	0	150	II
	485	172	30	0	0	687	
Immunity	40	104	6	0	0	150	III
	200	416	18	0	0	634	

INTERPRETATION –

The above table shows the satisfaction level of customers on health drinks.

Nutritional value is given as I RANK by the respondents; composition is ranked as II; Immunity is ranked as III; Taste is ranked as IV.

RATING FOR THE FOLLOWING SOURCES OF INFORMATION USEFUL FOR PURCHASE DECISION

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
TV ADVERTISEMENTS	109	9	8	9	15	150	4.253
	545	36	24	18	15	638	
NEWSPAPER	15	96	18	9	12	150	3.62
	75	384	54	18	12	543	
MAGAZINES	17	90	23	8	12	150	3.613
	85	360	69	16	12	542	
WORD OF MOUTH	27	77	21	11	14	150	3.613
	135	308	63	22	14	542	
MEDICALLY PRESCRIBED	76	27	27	9	11	150	3.986
	380	108	81	18	11	598	

INTERPRETATION -

The above table justifies the benefits of health drinks. The highest mean score or average is 4.253 for the factor of rating of the customers on the health drinks.

FINDINGS - PERCENTAGE ANALYSIS –

- ❖ Majority 63.3% of the respondents are male.
- ❖ Majority 60.7% of the respondents are from 20-30 years.
- ❖ Majority 46.7% of the respondents are PG graduate.
- ❖ Majority 88% of the respondents are unmarried.
- ❖ Majority 62.7% of the respondents are students.
- ❖ Majority 58% of the respondents chooses 1-2 lakhs.
- ❖ Majority 69.3% of the respondents are from urban.
- ❖ Majority 84% of the respondents are from nuclear family.
- ❖ Majority 68% of the respondents are between 4 – 6 members.
- ❖ Majority 84.7% of the respondents chooses yes.
- ❖ Majority 32% of the respondents chooses boost.

- ❖ Majority 48.7% of the respondents chooses 2 persons.
- ❖ Majority 49.3% of the respondents chooses important.
- ❖ Majority 53.3% of the respondents chooses once in a month.
- ❖ Majority 68.7% of the respondents chooses sometimes.
- ❖ Majority 43.3% of the respondents chooses purchase another brand.
 - ❖ Majority 47.3% of the respondents chooses important.
 - ❖ Majority 44% of the respondents chooses brand image.
- ❖ Majority 54% of the respondents chooses satisfied.
 - ❖ Majority 44% of the respondents chooses 500-1000.

RANK ANALYSIS –

- ❖ Nutritional value is given as I RANK by the respondents; composition is ranked as II; Immunity is ranked as III; Taste is ranked as IV.
- ❖ Benefits is given as I RANK by the respondents; energy is ranked as II; activeness is ranked as III; strength is ranked as IV; nourishment is ranked as V.

WEIGHTED AVERAGE –

- ❖ The above table justifies the benefits of health drinks. The highest mean score or average is 4.253 for the factor of rating of the customers on the health drinks.

SUGGESTIONS

- Consumer should be aware of the health drink brands prevailing in the market.
- Consumer should be aware there as onto purchase any particular health drink brand.
- Consumer should know the benefit on the consuming health drinks.
- Consumer should analyze all possible factors before purchasing health drinks.
- Consumer should compare the brands so that they would get a better knowledge about the particular brand.
- Consumer should take advices from a nutritionist before consuming particular health drink.
- Consumer should be aware of the uniqueness of the health drink brand purchased.

CONCLUSION:

While emphasizing on distinct labelling and packaging in different packs, Horlicks products are created by keeping the nutritional requirements of different age group in mind. From infants to kids, youth and adult, nursing mothers to middle-aged mothers and aged people –the extensive range of products are thoroughly appealing. Boost has proven its market credibility in the highly competitive Indian HFD market where there is choice available for the consumers. With independent scientific data available to back up its claims of providing more stamina and adequate all-round nutrition to its target segment of kids between six to eighteen years, the health food drink is assure choice of many satisfied parents for the last five decades of its existence. The future of Boost also looks bright under new HUL management, who are poised to become the major stakeholders of the lucrative health food drinks market on India with around 60% share in the overall revenues. HUL's strong distribution network can help Boost reach out to new markets, where it has the opportunity to impress more customers with its proven credentials of taste and nutritive value .In this modern world, Complan can provide nutrition for all the family. The busy lifestyles can mean that people or children often miss regular meals and they snatch something to eat on the run. In that case, Complan is highly recommendable for them as it is a practical and simple way to achieve the nutritional balanced diet for them. It is a fortified and trusted nutritional supplement, Which provides protein and energy to the body. It is a pack of 24 minerals and vitamins that people need in daily life. Around 2 million people in UK are undernourished and are affected by obesity. It also helps to maintain diet in obesity. If you need to fortify your meals, it provides essential vitamins, proteins, carbohydrates and minerals. There are many reasons why human body need nutritional support.

It is important to stay fit, healthy and active. So making 'Complan' a part of your health management is a great option. A Complan family is a happy family! Thus from this research the researcher concludes that the recent market scenario is changing day by day. Thus the marketers as well the consumer are opting for uniqueness in the product used. The marketers as well the manufactures should be keen in developing that one salient features that would involve the consumers to want to purchase the particular brand and to retain the consumers fidelity.

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