

AWARENESS AND ATTITUDES OF CONSUMERS IN BUYING HEALTH DRINKS - A STUDY WITH SPECIAL REFERENCE TO HORLICKS.

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Abstract

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 sometime. When compared to the other food supplements, health drinks stands the top most of any other in this world. More than food supplements consumers 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. But the health drinks are of good taste and also on the health constraints, the increase of the health drinks are realized very much after a constant regular use of the health drinks (Kalakumari, 2013)¹ This paper focuses to find out the attitudes of consumers in buying health drinks towards Horlicks. The sample size of the study is 110 respondents from Thoothukudi district. The study quantitatively analyses the consumer's buying behaviour, attitudes of consumers in buying health drinks- Horlicks using primary data. Appropriate findings and suggestions are given in the paper.

Keywords: Attitudes; Buying Behavior; preference -Horlicks; HFD; Consumer.

1.INTRODUCTION

1.1.Research Background

Children need to drink plenty of fluids, especially if it is hot they are physically active. Water is obviously a good source of liquid and supplies fluid without calories. Variety is important in children's diets and other sources of fluid such as milk and milk drinks, fruit juices can also be chosen to provide needed fluids (Dharmesh Motwani, 2012)². The need for nutritional supplementation is all the 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. Health food drinks provide nourishment for the family, particularly growing children and serve as energy providers for adults. (Chirag G Patel, 2010)³. Consumer is the king in modern marketing world and their behavior and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. In the modern competitive world, people must do heavy work both mentally and physically to survive successfully. So that they require more energy and stamina provided by nutritious and health drinks. (G. T.Vijayalakshmi, 2013)⁴. The intense competition between healthy drinks products has given consumers a large number of choices. (Affan Abdul GhaffurFeizal, 2012)⁵.

The concept of 'buying behaviour' is one of the prime factors in marketing and has evolved over the years. It is important to understand the consumers buying behavior as it play a vital role in creating an impact on purchase of products. The human wants are unlimited and always except more and more and consumer attitudes also change to change. This leads to constant modifications of health drinks and today we see a new flavours coming into the market practically every quarter.

1.2.Statement of the Problem

Now a days the health drinks usage is very common among all the people. From childhood to old age various kinds and categories of health drinks are available for usage. In India, the market for health drinks is very potential and highly competitive. Many Indian and foreign players are taking part in health drinks markets (S.Kavitha, 2013)⁶.The aim of marketing is to meet and satisfy target consumer's needs and wants, perceptions, preferences and shopping and buying behaviour. But knowing consumer is never simple. Consumer may state their needs and wants but act otherwise. Consumer preference varies from brand to brand on the basis of quality, price, advertisement, etc., Consumer preference also varies with their income, age, sex or other characteristics.

Several brands of health drinks are available in the study area. This research work has been carried out to know why these health drinks are needed and would also bring to light which brand of health drink is mostly preferred by the consumers and why they choose a particular health drink (C.Prakash, 2011)⁷.

This research also focuses on the changing preference of the customers because in today's time, there are much more options in choosing the health drinks according to the consumers taste. In order to increase the customer's satisfaction, marketers have developed various marketing programs (Kalakumari, 2013)¹⁰.

In health drinks, there are a number of brands available in the market but most of the consumers prefer the particular brand Horlicks. Hence, the researcher has made an attempt to find out the reasons for preference of purchasing Horlicks by the customers.

2. OBJECTIVES OF THE STUDY

The objectives of the study are

- To study the customer satisfaction towards Horlicks as a health drink
- To evaluate the level of awareness and attitudes of customers about Horlicks
- To understand the impact of advertisement on the brand preference of consumers

3. HYPOTHESES

The following are the hypotheses of the study

- The demographic profile of the respondents does not influence their satisfaction level towards Horlicks.
- The awareness and attitudes of consumers of the health drinks not associated with the preference of Horlicks.
- Impact of advertisement does not have an influence towards education level of the respondents.

4. SIGNIFICANCE OF THE STUDY

The following are the significance of the study

- This study helps to find out the satisfaction level of customer towards health drink brand in Horlicks.
- The study provides a reliable and clear perspective for evaluating the consumer preference towards Horlicks.
- It would serve as an invaluable source of information that brings to lime light the attitudes of consumers in buying health drinks.

5. SCOPE OF THE STUDY

The present study covers the Thoothukudi district of Tamil Nadu. It deals with awareness and attitudes of consumers in buying Horlicks. The period of this study is about 1 year (i.e.,) from August 2013 to September 2014.

5.1 Methodology

This study is conducted with the help of the both primary and secondary data. The following is the research methodology adopted in the study.

5.2 Research Design

Since the present study has its own predetermined objectives and methodology, it is both descriptive and analytical in nature. The study has made an attempt to explain the awareness and attitudes of consumers in buying health drinks in Horlicks.

5.3 Sampling Design

By adopting random sampling method respondents were selected from various parts of Thoothukudi. The sample size of this study is 110. The structured interview schedule was used to collect the relevant data. Questionnaires were distributed among the consumers in Thoothukudi District.

5.4 Source of Data

The present study is based on both primary data and secondary data. Primary data were collected through questionnaires and interview schedules. Secondary data were collected through magazines, websites, published articles, journals, etc.

5.5 Collection of Data

A well structured interview schedule was used to collect primary data from the respondents. The interview schedule consists of four important parts. The first part covers the demographic profile and satisfaction level of customers from Horlicks. The second part of the schedule includes the awareness and attitudes of consumers towards health drinks. The third part of the schedule analyses the impact of advertisement on the brand preference of the consumers. The fourth part of the schedule helps to find out the reasons for buying the same brand of health drinks.

5.6 Pilot Study

A pilot study was conducted among 25 respondents. Based on the feedback of pilot study, the necessary modifications, additions and deletions were carried out. The final draft was prepared to collect the data.

5.7 Framework of Analysis

The selection of statistical tools was based upon the nature of data used and objectives. The data were analyzed by using the Statistical Package for the Social Science (SPSS) software package version 20. The applied statistical analyses are Inferential statistics, Pie chart, Bar chart, Chi-Square Analysis, Regression and Factor Analysis.

6. RESULTS AND DISCUSSION

This section shows the analysis and interpretation of data used for the study. All the detailed analysis related to the topic attitudes of consumers towards buying Horlicks in Thoothukudi District as discussed here.

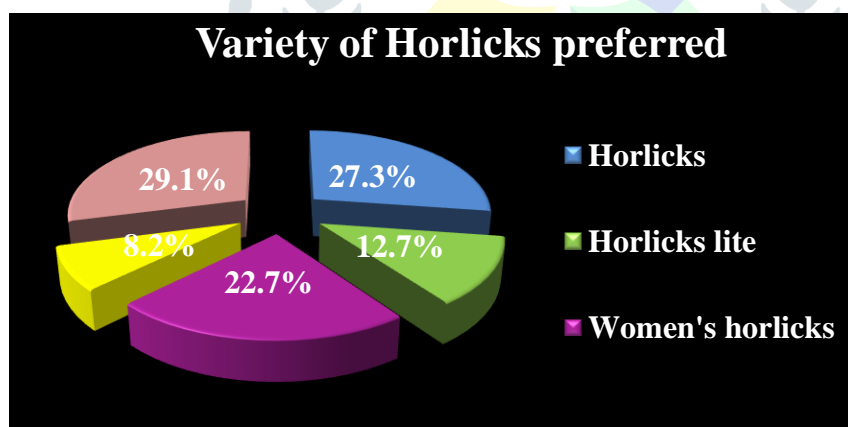


Figure 1: Variety of Horlicks preferred

Figure 1 shows the variety of Horlicks preferred by the customer. Out of 110 respondents, 29.1% prefer chocolate Horlicks, 27.3% prefer Horlicks, 22.7% prefer Women's Horlicks, 12.7% prefer Horlicks lite and remaining 8.2% prefer Junior Horlicks. Hence, majority of the respondents prefer chocolate Horlicks.

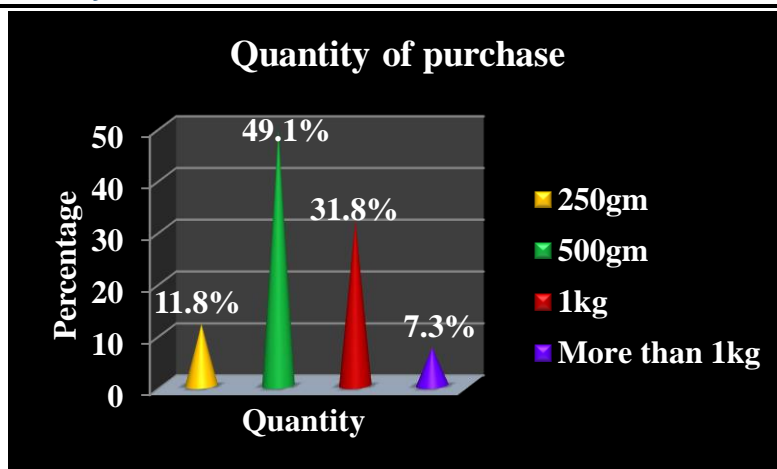


Figure 2: Quantity of purchase

Figure 2 shows the quantity of Horlicks purchased for a month. Out of 110 respondents, 49.1% buy 500gms, 31.8% buy 1kg, 11.8% buy 250gms and 7.3% buy Horlicks more than 1kg. Hence, it is clearly found that 49.1% consume 500gms of Horlicks per month.

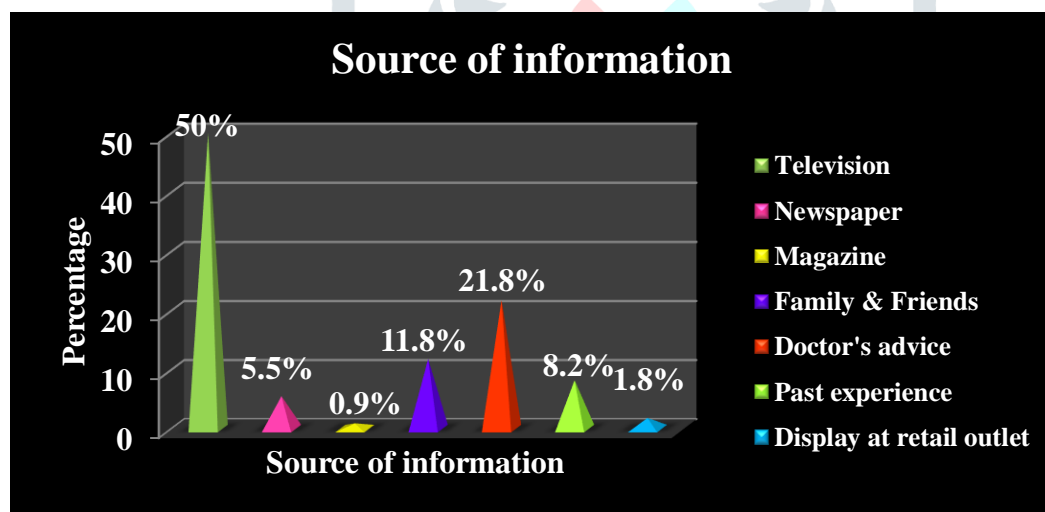


Figure 3: Sources of information

Figure 3 shows that various sources through which the customer has obtained information about health drinks. Out of 110 respondents, 50% were aware through television, 21.8% through doctor's advice, 11.8% through family and friends, 8.2% through past experience, 5.5% through newspaper, 1.8% through display at retail outlet and 0.9% through magazine. Hence, majority of the respondents were aware through television.

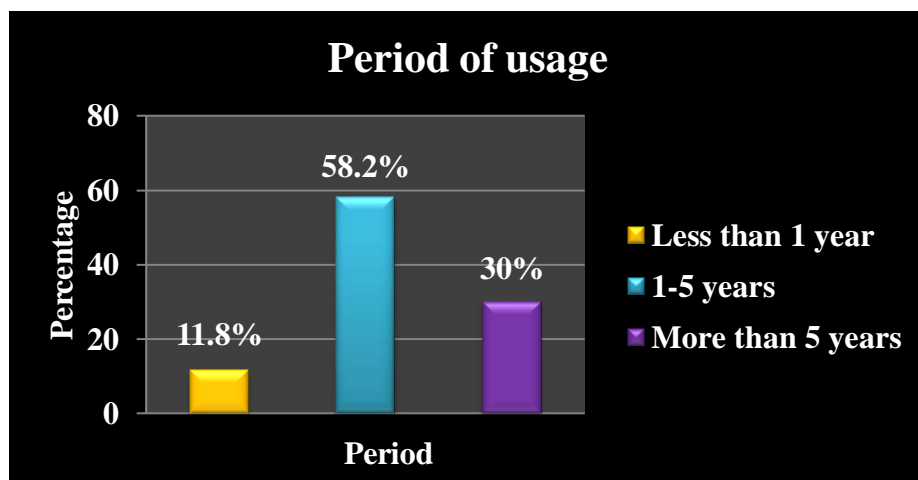


Figure 4: period of usage

Figure 4 clearly reveals the period of using horlicks by the customer. Out of 110 respondents, 58.2% use Horlicks for a period of 1-5 years, 30% use for a period more than 5 years and 11.8% use for a period less than 1 year. Therefore, majority of the respondents use Horlicks for a period of 1-5 years.

Table 1: Factor analysis on the level of Satisfaction derived by consumers of Horlicks

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.571
Bartlett's Test of Sphericity	Approx. Chi-Square	152.154
	Df	28
	Sig.value	0.000

*Significant at 5 % level

Table 1 to verify whether the data set is suitable for factor analysis, it has to be checked whether the KMO measure of sampling is 0.5 or above and whether the Bartlett's test of sphericity value is significant (i.e., the significant value should be 0.05 or smaller)

It shows the KMO value is 0.571 and Bartlett's test is significant ($p=0.000$). Therefore, factor analysis is appropriate.

Table 2: Multiple Regression on Good value and different Attributes of Horlicks

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. value
	B	Std. Error	Beta		
(Constant)	0.495	0.830		0.597	0.552*
High quality	0.252	0.177	0.135	1.423	0.158
Expensive	0.232	0.117	0.186	1.991	0.049
A brand i can trust	0.120	0.141	0.095	0.847	0.399
Well-built	0.255	0.132	0.215	1.933	0.056
Dependent Variable: A good value					
Independent Variables : Well-built, Expensive, High quality, A brand i can trust					
Multiple R : 0.403					
R square : 0.163					
Adjusted R square : 0.131					
F statistics (4, 105) : 5.103					

*Significant at 5% level

Table 2 reveals that multiple regression used to access the ability of four control measures (High quality, Expensive, A brand I can trust and Well- built) that predicts its impact on the good value as a attribute of Horlicks.(A good value)

R^2 value (0.163) indicates the amount of variability explained by independent variables of High quality, Expensive, A brand I can trust and Well- built accounting for 16% of variance in the dependent variable of A good value i.e., the remaining 84% is by some other unknown variable and the problem is not taken into account.

Adjusted R^2 indicates whether there is any insignificant factor. It should always be less than or equal to R^2 . Hence, R^2 (0.163) and adjusted R^2 (0.131) are close to each other. This indicates a good model. $p=0.552$ ($p>0.05$) shows there is no statistically significant difference and it indicates all the independent variables High quality, Expensive, A brand I can trust and Well- built have no significance on the good value as a the different attribute of Horlicks.

Table 3: Correlation on Purpose of consuming Horlicks

		Growth	Alternative milk	Health improvement	Family prestige
Growth	Pearson Correlation	1	.062	.505**	.324**
	Sig. value		.519	.000	.001
	Respondents	110	110	110	110
Alternative milk	Pearson Correlation	.062	1	.151	.140
	Sig. value	.519		.115	.144
	Respondents	110	110	110	110
Health improvement	Pearson Correlation	.505**	.151	1	.313**
	Sig. value	.000	.115		.001
	N	110	110	110	110
Family prestige	Pearson Correlation	.324**	.140	.313**	1
	Sig. value	.001	.144	.001	
	Respondents	110	110	110	110
**, Correlation is significant at the 0.01 level (2-tailed).					

Table 3 shows the relationship between Growth, Alternative milk, Health improvement and Family prestige using Pearson product moment correlation co-efficient. In this analysis, there exists a relationship among all the variables. This result shows that there exists a strong positive relationship between the variables Growth and Health improvement ($r=0.505$, $p>0.01$)

The factors having inter correlation with positive values are

1. Growth positively correlates with Health improvements (0.505).
2. Growth positively correlates with Family prestige (0.324).
3. Health improvement positively correlates with Family prestige (0.313).
4. Alternative milk positively correlates with Health improvements (0.151).

Table 4: Improvements required in Horlicks and Monthly Income of the respondents

Monthly Income		Improvements					Total
		Strength	Height	Memory	Active/ Energy	No improvement	
Upto Rs.5,000	Respondents	0	1	1	2	6	10
	Monthly Income	0.0%	10.0%	10.0%	20.0%	60.0%	100.0%
	Improvements	0.0%	4.5%	5.0%	12.5%	15.0%	9.1%
Rs.5,001 to Rs.10,000	Respondents	5	9	11	10	17	52
	Monthly Income	9.6%	17.3%	21.2%	19.2%	32.7%	100.0%
	Improvements	41.7%	40.9%	55.0%	62.5%	42.5%	47.3%
Rs.10,001 to Rs.15,000	Respondents	5	6	4	2	11	28
	Monthly Income	17.9%	21.4%	14.3%	7.1%	39.3%	100.0%
	Improvements	41.7%	27.3%	20.0%	12.5%	27.5%	25.5%
Above Rs.15,000	Respondents	2	6	4	2	6	20
	Monthly Income	10.0%	30.0%	20.0%	10.0%	30.0%	100.0%
	Improvements	16.7%	27.3%	20.0%	12.5%	15.0%	18.2%
Total	Respondents	12	22	20	16	40	110
	Monthly Income	10.9%	20.0%	18.2%	14.5%	36.4%	100.0%
	Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary data

Table 4 shows the relationship between monthly income of the respondents and improvements required in Horlicks. Out of 110 respondents, 47.3% of the respondents income is Rs.5,001 to Rs.10,000. In it, 32.7% have no improvements required in Horlicks, 21.2% improvements required in Horlicks for their memory, 19.2% improvements required in Horlicks for their energy.

Further, 25.5% of the respondents income is Rs.10,001 to Rs.15,000. In it, 39.3% have no improvements from Horlicks, 21.4% require improvements in Horlicks for their height, 17.9% require improvements in Horlicks for their strength. Next, 18.2% of the respondents income is above Rs.15,000. In it, 30% have no improvements from Horlicks, 30% require improvements in Horlicks for their height, 20% require improvements in Horlicks for their memory. Finally, 9.1% of the respondents income is upto Rs.5,000. In it, 60% have no improvements from Horlicks, 20% of the respondents improvements required in Horlicks for their energy and 10% require improvements in Horlicks for their memory and height.

Table 5 Association between Improvements required by consumers in Horlicks and Monthly Income of the respondents

Factor	Value	df	Sig. value
Pearson Chi-Square	9.379	12	0.670*

*Significant at 5% level

Table 5 shows the association between the monthly income of respondents and improvements required by consumers in Horlicks. As per acceptance of null hypothesis $p=0.670$ ($p>0.05$), the monthly income of respondents is not associated with improvements required in Horlicks. Hence, it is concluded that monthly income of the respondents does not affect the improvements required by consumers in Horlicks.

Table 6: Level of satisfaction from the Quantity of Horlicks and Family size of the respondents

Family size	N	Mean	Std. Deviation
Upto 2	8	4.38	0.518
3	24	4.08	0.584
4	51	3.88	0.765
Above 4	27	4.26	0.526
Total	110	4.05	0.675

Source: Primary data

Table 6 shows the mean and standard score of level of satisfaction from the Quality of Horlicks and different family size of respondents. The highest mean score value is for the size of family upto 2 members (4.38) followed by Above 4 members (4.26), 3members (4.08) and the size of the family 4 members (3.88). Majority of the respondent's family size is 4 members.

Table 7: One way ANOVA for Level of satisfaction from the Quantity of Horlicks and Family size of the respondents

Sources of variation	Sum of Squares	df	Mean Square	F Value	Sig. value
Between Groups	3.485	3	1.162	2.666	0.052*
Within Groups	46.188	106	0.436		
Total	49.673	109			

*Significant at 5% level

Table 3.13 shows the one way ANOVA that explores the influence of Family size of the respondents on level of satisfaction from the Quality of Horlicks. There is no statistically significant difference between groups as disclosed by the value of $F(3,106) = 2.666$ where the p value is 0.052 ($p>0.05$) and this indicates the null hypothesis is accepted. Therefore, family size of respondents does not influence level of satisfaction from the

Quality of Horlicks. Hence, it is concluded that family size of the respondents does not impact the satisfaction level from different quantities available in Horlicks.

7. FINDINGS OF THE STUDY

Consumers prefer health drinks over various other food supplements. Horlicks has been marketed as the great family Nourisher in India. Majority of the respondents use Horlicks for a period of 1 – 5 years. Regular use of health drinks reduces the health constraints among the consumers. Majority of the respondents consume Horlicks for twice a day.

Health improvement, Alternative for milk and family prestige are the three main attributes for the using of health drinks. This is clearly studied from the level of satisfaction of consumers towards Horlicks. Improvements required and interest in buying Horlicks does not have any impact on the age and occupation of the consumers.

Horlicks specifically caters to the nutritional needs of the Indian diet. The nutrients required in Horlicks do not differ with the age, educational qualification, occupation, monthly income and family size of the respondents. Nearly half of the consumers purchase Horlicks for its high nutritional value.

Importance of health drinks does not affect the age and family size of consumers but their marital status does not change the importance of health drinks. Essential attributes of Horlicks such as high quality, low price and good brand image does not have any impact on age, educational qualification of consumers but their occupation and marital status change their attitude towards the essential attributes of Horlicks.

The research clearly indicates that the women much concerned about the family and their purchase Horlicks for its nutritional content. Majority of the respondents earning a monthly income of Rs. 5,001 to Rs.10,000 drink Horlicks for its nutritional factor. Horlicks is consumed more by the nuclear family as they need energy to look after their family without the physical support of elders. Horlicks contains nutritional factor, it is preferred by most of the Nuclear family.

Different flavours can be introduced in Horlicks. Many of the consumers want to introduce much more flavors regarding Horlicks. Promotional activities should be taken to introduce different flavors and trail packs in small

quantities can be introduced. Chocolate flavour is much more popular than other flavours and necessary steps should be taken to promote it.

Advertisements of Horlicks are influencing the purchase decision of people. Therefore, advertisements to be made much more impressive to with stand in the market by other competitive Health Drinks.

8.CONCLUSION

Horlicks is the leading health food drink in India and called the Most Trusted Drinks Brand. In this study, it is found that majority of the consumers consume Horlicks brand compared to other brands. The main features which attracts Horlicks brand are essential nutrients, taste, colour, quality, flavor, taste etc. The innovative strategies attract more number of customers. Brand image has to enhance to with stand the market situations and its competitors. All people, whether young or old, take health drinks for relaxation, refreshment and to get energy. Thus health drinks have become part and parcel of their lives. Advertisement and flavor or taste has major influence on consumers' preference for Horlicks. Concerning the advertising media, the study revealed that Television is the most effective media used for advertising the brand. Horlicks can employ integrated advertising of their products. It is found that majority of the sample respondents are suffering from the problem of higher price. Hence, it is suggested that the manufacturers may try to reduce the price of Horlicks by reducing cost of production by some of the expenditures like packaging, distribution and other possible manufacturing expenses. Customers associate a branded product with 'good quality'. Hence, it is suggested to the marketer that to successfully promote a brand and to retain customer loyalty, they must ensure that quality of the product is maintained at a high level.

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