STUDY ON CONSUMER PERCEPTION TOWARDS HEALTH DRINKS USERS

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Abstract

All the people, whether young or old like health drinks. They health drinks for relaxation, refreshment and to get energy. Thus health drinks have become part and parcel of their lives. As regards manufactures, they should realize that the consumer focal points of any business enterprises. it should be conscious of the that consumer is prime determining factor are decisive force in the market. So the producer should understand what exactly is expected of him by the consumer who is highly sensitive and reactive.

Keyword: Health drink, Energy, consumer

INTRODUCTION:

Health is man's most precious possession .if influences all his activates and shapes his destiny. An understanding of health is the basis of health care. Health is wealth .this indicates the importance of health. Health infect is a keyof education ,success, good citizenship and happy life. without good health an individual cannot perform efficiently. A health individual is like a pillar of society are interlinked. A health individual by keeping himself free from disease, help in stopping the spread of disease in one's community and neighbourhood orsociety

OBJECTIVES OF THE STUDY

1.   To find out the reason for preferring a particular brand of health drinks

2.   To analyse the taste and preference of the health drinks

3.   To know the awareness among the users regarding the brand, price, quality,etc…and

4.   To find out the satisfaction level of different brands and give suggestion onthat.

STATEMENT OF THE PROPLEM

" A study on consumer preference of health drink user at perambalur town was made to analyse the consumer preference towards various brands of health drinks

The future of marketing organization depends on the foundation of the consumer preference. The aim of marketing is to meet satisfy target consumer's need and wants, perception, preference and shopping and buying behaviour.

But knowing consumer is never simple. Consumer may state their needs and wants. They may not be in touch with their deeper motivation. They may respond to influence, the change their mind at the last time at the last minute. Consumer preference varies from brand on the brand, Quality, price, advertisement etc… consumer preference also varies with income, age, sex, or other characteristic

There are seen brands are available in the market. Horlicks, Complan, Bournvita, Boost, Maltova, Viva and Milo. The study cover all these brands of health drinks. This researches work has been carried out to know why these health drinks are needed and what nutritional value are included. This study would bring to light which brand of health is mostly preferred by the consumers and why they choose a particular health drinks.

METHODOLOGY

The researcher has adopted the following methodology for data collection and its interpretation. Adopting a random sampling technique 200. Respondents were choose and from them the relevant information about the health drinks has been collection from various books, website and journals.

TABLE-1, CLASSIFICATION ON THE BASIS OF FAMILY SIZE

S.NO	FAMILY SIZE	NO OF RESPONDENTS	PERCENTAGE
1	Below 4 Members	5	3
2	4-6 members	76	51
3	6-10 members	45	30
4	10 and above	24	16
	TOTAL	150	100

Source: Primary Data

The shows table reveals the majority of the respondents 51% come under the 4-6 members of family size.30% of the respondents come under the category of 6-10 members of family size and only 3% of the respondents come under below 4 Memberscategory

TABLE-2, **CLASSIFICATION ON THE BASIS OF FREQUENCY OF CONSUMPTION PATTERN**

S.NO	FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
1	Once a day	50	33
2	Twice a day	90	60
3	More twice	10	7
	TOTAL	150	100

Source: Primary Data

From the depicts table reveals that 33% of respondents consume health drinks only once in a day. Majority of the respondents consume health drinks Twice in a day and 7% of respondents consume health drinks more than twice in aday.

TABLE 3- CLSSIFICATION ACCORDING TO FLAVOUR OF CONSUMPTION

S.NO	FLAVOUR	NO OF RESPONDENTS	PERCENTAGE
1	Chocolate	76	51
2	vanilla	51	34
3	Strawberry	8	5
4	Others	15	10
	TOTAL	150	100

Source: Primary Data

The prove table shows that majority 51% of the respondents prefer Chocolate flavour, 34% of the respondents prefer Vanilla flavour and 5% of the respondents prefer strawberry flavour.

TABLE 5- FACTOR INFLUENCING BRAND PREFERENCE TOWARDS HEALTH DRINKS

S.NO	INFLUENCING FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Advertisement	26	17
2	Taste	13	7
3	Quality	50	33
4	Package	7	7
5	Nutritional fact	34	23
6	Price	20	13
	TOTAL	150	100

Source: Primary Data

The Designate table shows that majority of the respondents consider quality factor,23% of the respondents consider Nutritional factor, 13% of the respondents consider Price taste and package equally consider by the respondents.

TABLE -6, METHOD OF PACKING CHOICE

SI NO.	PACKING METHOD	NO. OF RESPONDENTS	PERCENTAGE
1	Bottle	40	27
2	Refill pack	110	73
	Total	150	100

Source: Primary Data

The explained table shows that 73% of the respondents prefer refil pack and 27% of the respondents bottle pack.

TABLE 7, CLASSIFICATION ON THE BASIS OF   RESPONDENTS SATISFACTION LEVEL

SI NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
1	Very much satisfied	80	**53.3**
2	Satisfied	50	**33.3**
3	Dissatisfied	20	**13**
4	Either satisfied nor dissatisfied	-	**-**
5	Very much dissatisfied	-	**-**
	Total	**150**	**100**

Source: Primary Data

The explained table shows that 53.3% of the respondents very much satisfied with their brand, 33.3% of the respondents satisfied with their brand and only 13% of the respondents dissatisfied with their brand,

TABLE -8, SATISFACTION INDEX OF HORLICKS

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	10	7
2	Quality	28	2
3	Quantity	17	5
4	Flavour	20	4
5	Taste	35	1
6	Advertisement	15	6
7	Energy	25	3
	Total	**150**	

Source Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "taste" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of Horlicks. "Quality" has secured next highest SI of 28 followed the factor "energy" the factor "price" is the least satisfying factor with a score of 10.the overall satisfaction of consumer of Horlicks works out of 21.4 on scalefive.

TABLE- 9, SATISFACTION INDEX OF COMPLAN

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	17	5
2	Quality	25	3
3	Quantity	15	6
4	Flavour	20	4
5	Taste	28	2
6	Advertisement	10	7
7	Energy	35	1
	Total	**150**	

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Energy" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of Complan. "Taste" has secured next highest SI of 28 followed the factor "Quality". the factor "Advertisement" is the least satisfying factor with a score of10.

TABLE -10, SATISFACTION INDEX OF BOURNVITA

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	20	4
2	Quality	17	5
3	Quantity	15	6
4	Flavour	25	3
5	Taste	28	2
6	Advertisement	10	7
7	Energy	35	1
	Total	**150**	

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Energy" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of Bournvita. "Taste" has secured next highest SI of 28 followed the factor "Flavour". the factor "Advertisement" is the least satisfying factor with a score of10

TABLE -11, SATISFACTION INDEX OF BOOST

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	15	6
2	Quality	28	2
3	Quantity	17	5
4	Flavour	25	3
5	Taste	35	1
6	Advertisement	10	7
7	Energy	20	4
	Total	**150**	

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Taste" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of Boost. "Quality" has secured next highest SI of 28 followed the factor "Flavour". The factor "Advertisement" is the least satisfying factor with a score of10.

TABLE -12, SATISFACTION INDEX OF MALTOVA

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	15	6
2	Quality	28	2
3	Quantity	17	5
4	Flavour	20	4
5	Taste	35	1
6	Advertisement	10	7

| 7 | Energy | 25 | 3 |
| | **Total** | **150** | |

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Taste" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of Maltova. "Quality" has secured next highest SI of 28 followed the factor "Energy". The factor "Advertisement" is the least satisfying factor with a score of10.

TABLE-13, SATISFACTION INDEX OF MILO

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	15	6
2	Quality	28	2
3	Quantity	17	5
4	Flavour	20	4
5	Taste	35	1
6	Advertisement	10	7
7	Energy	25	3
	Total	**150**	

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Taste" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of MILO. "Quality" has secured next highest SI of 28 following by the factor "Flavour". The factor "Advertisement" is the least satisfying factor with a score of10.

TABLE- 13A, SATISFACTION INDEX OF VIVA

S.NO	FACTORS	RESPONDENTS	RANK
1	Price	25	3
2	Quality	28	2
3	Quantity	17	5
4	Flavour	20	4
5	Taste	35	1
6	Advertisement	10	7
7	Energy	15	6
	Total	**150**	

Source :Primary Data

The illuminate table gives satisfaction index of each of the seven attributes and their rank. The factor "Taste" has secured the highest SI of 35 on a 5-points scale, This is perhaps one of the strong point of VIVA. "Quality" has secured next highest SI of 28 following by the factor "price". The factor "Advertisement" is the least satisfying factor with a score of10.

TABLE -14, RANKS ONTAINED BY EACH BRAND IN PERAMBALUR TOWN

S.NO	FACTOR	RESPONDENTS	RANK
1	Horlicks	62	1
2	Complan	35	2
3	Bournvita	8	5
4	Boost	25	3
5	Maltova	12	4
6	Milo	3	7
7	**Vivo**	**5**	6

Source: Primary Data

It could be seen from the above table the Horlicks has got first mark. Maltova has got second mark. Complan has gone to third place in this your survey in the south india Horlicks has got high score. Having studied the satisfaction level of consumers of different brand of health drinks and the ultimate satisfaction provided by each brand .the researcher proceeds to present her findings in the next chapter.

FINDINGS

1.   Average Amount Spend by family on health drink isRs.175-250.

2.   These veral brand of health drinks ,majority of the consumer prefer Horlicks as their first choice i.e.42%

3.   Nearly two thirds consumer purchase the health drinks oncea month i.e,67%

4.   Average Quantity by the respondents is one kg per month 5.52% if health drink user prefer refill pack, as it is cheaper 6.33% of the consumers purchase the health fromretailor

5.   38% of the consumer are taking health drinks for their last 2-4 years

6.   .Ingeneraltheheadofthefamily41%takedecisionhastochoice of the brand. In case of decision are taken by kinds (15%)

7..Health drinks are taken for refreshment. Quit a few take health drink substitute for Tea and Coffee.i.e,8%

8.Among several Media, television influences the most ofthe consumers.i.e,47%

9..In case of Horlicks, the factor"taste" secured the highest SI of 35 on a 5 point scale. The factor price is the least satisfying factor with a score of 28 ultimate satisfaction index(USI)

10..Horlicks has secured First rank in PerambalurTown.

SUGGESTION:

1.　　Demand of some brands depend upon the price. If the price is reduced all the consumer will prepare that brand.

2.　　Steps should be taken make the products available in different Quantities.

3.　　Better and Improved Flavour and taste may added or more sales.

4.　　Sample could be provided to rural areas to create awareness about the product

5.　　Improve men to quality should be seriously considered but at the some times price equilibrium should be maintained

6.　　Unhealthy competition among the manufactures to the effect of lowering the quality on standard of the product (While showing the price offer gift offer)should be avoided.

7.　　Sensible advertisement should be made better impression.

8.　　The Manufacturer must take market survey once in six month to know the taste of consumer take and preferences.

CONCLUSION

All the people, whether young or old like health drinks. They health drinks for relaxation, refreshment and to get energy. Thus health drinks have become part and parcel of their lives. As regards manufactures, they should realize that the consumer focal points of any business enterprises. the should be conscious of the that consumer is prime determining factor are decisive force in the market. So the producer should understand what exactly is expected of him by the consumer who is highly sensitive and reactive. The above proposition implies that there is an imperative necessity part of the manufacturer to supply tastier drinks at competitive prices but the some times see that the quality or standard is not deteriorated. Thus ,the consumer is the most important aspect in his business. He should deliver quality at on acceptable price.

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