
A STUDY ON CONSUMER PREFERENCE TOWARDS HEALTH DRINKS IN THANJAVUR TOWN

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ABSTRACT:

Consumers are the decisive factors in any economic system. Due to technical development and due to the influence of Mass Media, there is an increased health consciousness in the society. Consumers always search for cheap and best and at the same time nutrients rich health products in the market. Various analytical survey about the consumer behavior of the Thanjavur locality prove the mentality of consumers, that they need health drinks at an affordable price.

The young generation purchases health products only after detailed study of nutrients contents and the price of each products, and they compare quality products in the market. Moreover there is a great competition in the market between the different companies and their products like Horlicks, Boost, Complian, Bournvita, Milo etc.

Different aspects affect a consumer in their choice. It may include, social factors and personal factors and their believes. Media and advertisements also affect the decisive factor and most of the consumers depend on brand loyalty, as well as gifts offered by manufactures. So manufactures should produce good quality health products enriched with nutrients at an affordable price.

KEYWORDS: Consumer Preference, Drinks for Energy, Nutrition Value, Rich Health, Quality Products

INTRODUCTION:

From the time of known historical period, man is said to be a social animal. According to each inventions and discoveries the need of man increased and this prompted man to exchange all the products which he has in surplus, in order to satisfy his needs.

Nowadays in order to satisfy the wants and needs of every citizen each country has increased their production and increased the living standard of every individual.

The economic developments in the countries gave rise to a group of people that wanted to make profit by being entrepreneurs who initiated to invest their capital by establishing different factories and business establishments. And they started to produce in surplus even before the customers ordered them. Competitive attitudes among entrepreneurs developed different strategies to attract the customers.

The technically aided modern market world offer a large number of opinions to the consumers to choose. Thus the modern economic system considers the consumers as the vital part of economic system. The competitive mechanism of market wanted to attract and influence the consumers with

different attitudes. At the same time the attitude of the consumers changes each day.

The competitive world forces man to work hard - mentally and physically. Thus, to maintaining a good health has become the important aspect of modern competitive world. In the modern world happiness is nothing more than good health. Health is of paramount importance for every individual. All-round health of a person, that includes his healthy mind, healthy body and healthy spirit, makes him rich in this world. When a person is healthy in all realms, he enjoys peace of mind, to be healthy is one of the biggest challenges in the present world.

The development of a country depends upon the health of its citizen. Thus the first priority of any country is to keep its citizen free from any disease, and to stop the spread of any disease in the society.

OBJECTIVES:

1. To know the awareness of consumers regarding the brand, price of each brand and qualities of brands.
2. To find out the preference of consumers and their taste of health drink.
3. To identify the reasons for preferring a particular brand of health drink.
4. To assess the brand loyalty of the health drink users.

METHODOLOGY:

Type of research:

In this study I have adopted an analytical research design.

Population and sample:

The residents of Thanjavur town constitute the population of this study.

Sampling design:

In this study, I used a simple random sampling which is named probability sampling.

Sample size:

This report is based on a survey on a group of people (100 respondents) from Thanjavur Town, who responded.

Source of data:

The report is prepared with the help of a detailed study conducted with 100 people who have responded to the scheduled interview with them. The supporting ideas are collected from different books journals and websites.

Statistical Tools:

The data were subjected to statistical analysis. The spearman's rank correlation and simple percentage were used for this analysis.

CONSUMER PREFERENCE:

The satisfaction of the consumer with a special brand, when they compare its price and quality with other brands makes them to prefer any special brand. The level of choice or the way a consumer prefer one brand to other is according how he/she is satisfied with a product. At the same time it is not depend upon the income to buy a product. Though he is not able to spend money on a product, still he may prefer a certain brand to other brands.

HEALTH DRINKS:

The health drink, full of taste is packed with energy and is full of natural goodness. The health drinks are favourable to most of the people as they are rich in nutrients. The different brands of health drinks which are marketed in India are based on cocoa and malt.

TABLE-1 AGE WISE CLASSIFICATION

SL. NO	AGE GROUP	NO. OF RESPONDENTS		TOTAL	PERCENTAGE
		MALE	FEMALE		
1	Below20	2	2	4	4
2	20-30	18	44	62	62
3	30-40	18	8	26	26
4	Above 40	6	2	8	8
	Total	44	56	100	100

Majority of the people who responded are between the age 20-30 and that is 62 percent. Those who responded between the age 30-40, are 26 percent and 8 percent are those who are above 40 and the remaining 4 percent are below 20.

TABLE-2 EDUCATIONAL STATUS OF THE RESPONDENTS

SL. NO	EDUCATION	NO. OF RESPONDENTS		TOTAL	PERCENTAGE
		MALE	FEMALE		
1	Higher Secondary	2	4	6	6
2	Graduate	22	24	46	46
3	Professional	14	24	38	38
4	Others	6	4	10	10
	Total	44	56	100	100

It is clear from the table that 46 percent respondents have studied up to graduation. 10 percent respondents are come under other category like diploma holders and 38 Percent respondents have studied up to professional. Remaining 6 Percent respondents have studied up to Higher Secondary Education.

TABLE-3 OCCUPATION OF THE RESPONDENTS

SL. NO	OCCUPATION	NO. OF RESPONDENTS		TOTAL	PERCENTAGE
		MALE	FEMALE		
1	Govt. Employees	18	30	48	48
2	Private Employees	12	12	24	24
3	Businessman	10	-	10	10
4	Housewives	-	8	8	8
5	Others	4	6	10	10
	Total	44	56	100	100

Under occupation wise, among hundred respondents 48 percent are Govt. Employees, 24 percent are private Employees and 10 percent are Businessman. Average housewives

those who responded are 8 percent while the others are also comes about 10 percent. It is clear from above table that majority of the respondents are government employee.

TABLE-4. RANKS OF DIFFERENT BRANDS

SL. NO.	BRAND	Preference			
		Male		Female	
		Number	Rank	Number	Rank
1	Horlicks	8	2	16	2
2	Complan	12	1	20	1
3	Boost	12	4	6	3
4	Bournvita	6	4	4	4
5	Maltova	6	4	3	5
6	Milo	2	6	-	-
7	Viva	4	5	1	6
	Total	44		56	

Only to individual observation Simple Rank correlation are applicable.

TABLE-5 REASONS FOR CONSUMPTION

SL. NO	REASONS	NO. OF RESPONDENTS		TOTAL	PERCENTAGE
		MALE	FEMALE		
1	Refreshment	7	9	16	16
2	Status	2	1	3	3
3	A substitute for Tea & Coffee	4	7	11	11
4	Doctor's recommendation	2	4	6	6
5	For energy	22	29	51	51
6	Nutritious food	7	6	13	13
	Total	44	56	100	100

Majority of the respondents taking health drink for energy that is 51 percent. 16 percent for refreshment, 13 percent for nutritious food, 11percent as a substitute for tea & coffee, only 6 percent for doctors recommendation and last 3 percent for status.

TABLE-6 REASONS FOR CHOOSING BRAND

SL. NO	REASON	MALE	FEMALE	TOTAL	PERCENTAGE
1	Good quality	12	28	40	40
2	Nutrition value	14	14	28	28
3	Free gift	-	4	4	4
4	Effective advertisement	4	2	6	6
5	Brand reputation	2	2	4	4
6	For quiz contest	8	2	10	10
7	Low price	4	2	6	6
8	Any other reason	-	2	2	2
Total		44	56	100	100

This shows that those who responded always prefer a particular brand for more than one reason. Most of the people those who responded prefer a particular brand for good quality that is 40 percent Other 28 percent choose for Nutrition value 4 percent for free gifts and another 6 percent for effective advertisement, 4 percent for brand reputation and 10 percent for quiz contest and 6 percent each for low price and 2 percent other reasons.

TABLE-7 MEDIA INFLUENCE

SL. NO.	MEDIA	NO. OF RESPONDENTS	PERCENTAGE
1	Television	40	40
2	News Paper	12	12
3	Friends & Relatives	36	36
4	Other sources	12	12
Total		100	100

Television which most influenced the consumers that is 40 percent, newspaper 12 percent, friends and relatives 36 percent and remaining 12 percent other sources.

FINDINGS:

- Majority of the health drink users belong to the age group of 20-30
- Most of the respondents have studied up to graduation.

- Twenty four respondents (both Male and Female) are private employees. The data was also collected from 8 housewives.
- Several brands of health drinks are available in the market; but majority of the consumers prefer Complian as their first choice.
- Most of the families take health drinks for energy.
- Majority of the respondents choose the brand on the basis of perceived quality and nutrients value.
- Among several media, Television (T.V) influences the most of the consumers.
- Majority of the respondents have brand loyalty. They are loyal to the particular brand. They will not change the brand and reason.

SUGGESTIONS:

- While the producers must keep the standard quality of the product, they should also maintain a balanced price for the product
- The taste and flavor of the product always affect the sale of a product.
- A number of varied quantities should be produced because different consumers need different quantities.
- Attractive advertisement always affects the consumers and their decision in selecting the brand.
- It is better that the producers may distribute sample products to village regions to make the brands to be familiar to the consumers.
- Extreme competition to minimize the price will force the producers to decrease the quality of the product.
- Most of the consumers feel about price off or gift offer to buy the product. So, it should be given at least once in three months and six months.

- A survey among the consumers by the manufacturer once in every three months will be beneficial.
- Proper supply of different brands in the market will be an added advantage to the producers.
- If health drinks are kept for more than one month, it forms crusts so chemical composition should be improved to preserve the extract of health drinks.

CONCLUSION:

Consumption of health drinks has become a passion in the modern days. The young generation consumes health drinks for refreshment and even to get energy. Therefore health drinks have become an unavoidable part of daily life. As the consumers are the focal point of any business, the manufacturers should be conscious of the fact that they should produce goods understanding the real need of the consumers. The consumers are the real kings of any market system. Realizing the fact that there is a great demand for health drinks in the market, the manufactures should produce tastier and healthier drinks at a competitive price which is affordable to common people. As consumers are the important aspect of business, producers should deliver healthy and quality products at an affordable price.

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