

CONSUMERS' PREFERENCE AND SATISFACTION TOWARDS HEALTH DRINKS IN KANNIYAKUMARI DISTRICT

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ABSTRACT

The research has been done on health drinks to bring about the general impression on the effect of preference of health drinks by consumers and also analyze the confidence level of consumers. Health drink is typically healthy and it is designed to increase the height and mental ability in children. Health drinks are safe when compared to soft drinks, which is effective for those who below 20 years of age. Descriptive research is used in the study. The researcher used 630 respondents for the purpose of understanding their views on health drinks. Chi Square were the statistical tools used for the study. The study has found that even though it is healthy targets our taste buds, it is better to look into the ingredients and select health drink.

Key Words:

Consumer;
Satisfaction;
Preference;
Health Drink;
Food Habits

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1. Introduction

The prime concern of today's society is Healthy living. Many studies shows that people are adopt healthy changes in their eating habits. These changes create a new opportunity in food and drink industry. This is the reason health drink industry emerged as the most popular and growing segment of overall soft drinks industry in the world. As the result when compared to the other food supplement health drinks stands the top in position. There is enormous competition in between various brands of health drinks companies. They are coming to the market with new product and strategies. Malted health drink is among the best substitute of a complete food. India, the world's largest malt bases drink market accounts of 22 % of the world's retail volume sales. These drinks are consumed as milk substitutes and also available in mixed with water and marketed as nutritious drink mainly consumed by the old, young and the sick persons.

Malt is germinated cereal grains that have been dried in the process known as malting. These grains are made to germinate by soaking in water and then are halted from germinating further by drying with hot air. This research paper is designed in such a way that it shows the preference of health drinks of consumers and their satisfaction.

2. History of Health Drinks

Horlicks came to India with the British Army, the end of World war I saw Indian soldiers of British Indian Army bringing it back with them as dietary supplement. Punjab, Bengal and Madras Presidencies become early adopters of Horlicks as a family drink in the early 1940s and 1950s. It became a sort of status symbol in upper – middle- class Indians and rich classes. The first flavor available in India, as in Britain, was malt. In 2003, the brand underwent revamp which led to the introduction of new flavor such as vanilla, toffee, chocolate. The current line- up of flavor including original (malt), chocolate and elaichi. With the latest offering, Horlicks kesarbadaam added recently to the portfolio, providing a more specialized taste offering to the consumers. Special formulations of the malted drink for young children (Junior Horlicks), Breastfeeding mothers (Mother's Horlicks), Women (women's Horlicks) and adults (Horlicks Lite).

3. Review of Literature

Higgins, John Babu (2018) has distinguished that energy drink ought to be devoured in a limited way has additionally said that not to be consumed for the execution or hydration before practice. He concluded that adverse effects should be addressed to public.

Shelina Visram (2017) aimed for children and young people below at the age of 20, perception and attitudes towards health drinks in U.K. Children from schools were taken in England. Their findings seek to change the behavior and many as well as in consumers.

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

4. Statement of the Problem

In the modern world, various health drinks are gaining popularity. Every day one wake up to an advertisement announcing the arrival of a new health drink that suits somebody as they tell it. The importance of health drink cannot be done away with particular context. But the problem in choosing the brand is always a mind blowing one. The common man on street find it too hard to stick on a brand due to changing trends. Consumer's preference also varies from brand to brand on the basis of quality, price, advertisement etc. Consumer's preference also varies with their income, age, sex and other characteristics. The research work is carried out to know these health drinks are needed and what nutritional value are included.

5. Scope of the study

The study analyzed the preference and satisfaction of consumers towards health drinks with special focus of the consumers in Kanniyakumari district. To add it, the concept brand has been analyzed along with consumerism. The area focus is only Kanniyakumari district.

6. Objectives of the study

- To ascertain the factors influencing preference of Health Drinks among consumers
- To provide valuable suggestions to the consumer regarding preference and satisfaction of health drink.
- To ascertain the influence factors for the selection of package of health drink regarding.
- To ascertain the influence of age on consumer preference of health drinks.

7. Limitations of the study

- The study mainly concentrates the consumer preference of health drink in Kanniyakumari District.
- The findings cannot be generalized due to demographical difference.
- The study does not cover the effect of health drinks on health.

8. Research Methodology

The investigator has collected both primary as well as secondary data. The primary data are collected with the help of a carefully prepared interview schedule. Secondary data collected from newspaper, Television and internet. The researcher personally interviewed the respondents. The researcher has conducted an informal investigation in order to get proper information about various issues. 630 respondents were selected for this study. Percentage and Chi square method is used to analyses the primary data.

Chi- Square Analysis

Hypothesis: There is no relationship between Age and Opinion of consumers.

$$\begin{aligned} \text{Degree of freedom} &= (c-1)(r-1) \\ &= (3-1)(4-1) \\ &= 2 \times 1 = 6 \end{aligned}$$

Table value for 5% level of significance is 12.592.

Inference

Since the calculated value (4.1) is less than the table value (12.592) at 5% level of significance, the hypothesis is accepted. So it can be concluded that, there is no relationship between age and opinion of consumers

Hypothesis: There is no relationship between preference and influence of consumers.

$$\begin{aligned} \text{Degree of Freedom} &= (c-1)(r-1) \\ &= (2-1)(2-1) \\ &= 1 \end{aligned}$$

Table value for 5% level of significance is 3.841.

Inference

Since the calculated value is (36.05) is more than the table value (3.841) at 5 % level of significance, the hypothesis is rejected .So it can be concluded that there is relationship between brand preference and influence of consumers.

DATA ANALYSIS

Table 1

Age of the respondent is an important factor . The age wise classification of consumers given below

Particulars		No of Respondents	Percentage
Age	Below 20 years	200	32%
	21 to 30 years	160	25.3%
	31 to 40 years	130	20.6%
	Above 41	140	22.2%
	Total	630	100

Source: Primary Data.

Interpretation

The above table shows the age wise classification of respondents. It shows the majority of the respondents are from the age group Below 20 years.

Chart 1

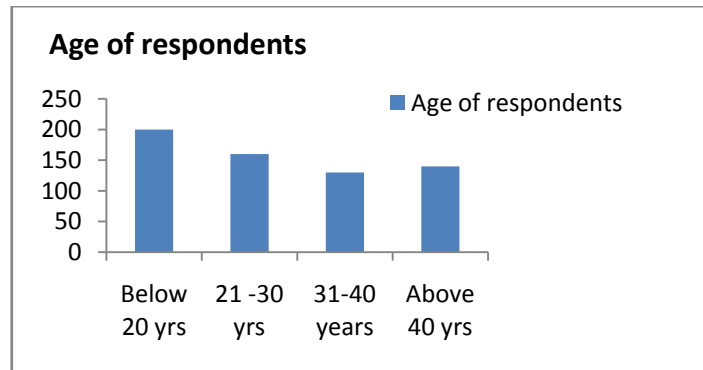


Table 2

This table explains about the gender of the respondents for the purpose of Health Drink preference

	Particulars	No of Respondents	Percentage
Gender	Male	350	56%
	Female	280	44%
	Total	630	100

Source: Primary Data

Interpretation

The Table 2 Shows that 56 percent of the respondents are Male and remaining 44 percent of the respondents are Female.

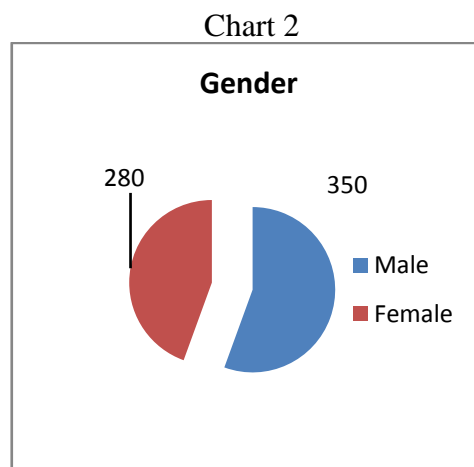


Table 3

Table 3 shows about the Education level of the respondents

	Particulars	No of Respondents	Percentage
Education level of Responding	Higher secondary	200	32%
	Graduated	100	16%
	Post Graduated	140	22%
	Others	190	30%
	Total	630	100

Source: Primary Data

Interpretation

The above table shows the education level of the respondent. It is clearly observed that 32 percent of the respondents are Higher Secondary, 30 percent belongs to others, 22 percent of the respondents belongs to Post Graduates and the least respondents are Graduated.

Chart 3

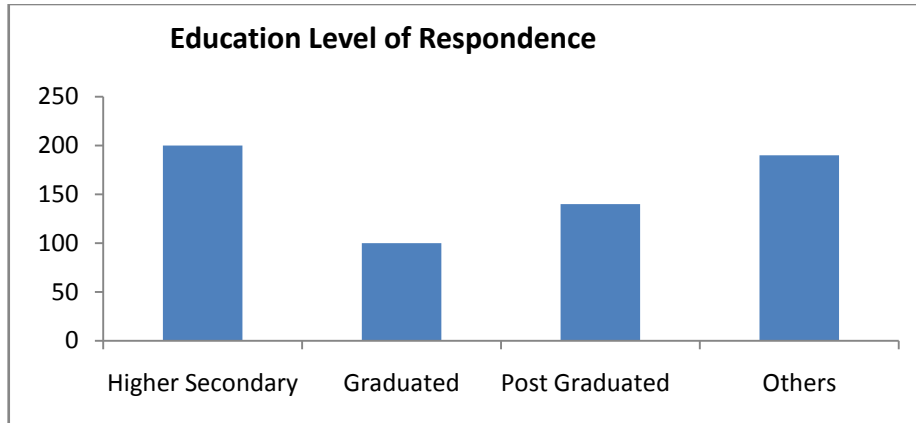


Table 4

Table 4 shows the respondents on the basis of Occupation.

Particulars		No of Respondents	Percentage
Occupation	Private Sector	180	28.5%
	Government Employees	150	24%
	Self - Employed	170	27%
	Low wages Employees	130	20.6%
	Total	630	100

Source: Primary Data

Interpretation

It is clearly observed from the table 28.5 percent of the respondents are Private Sector, 27 percent of the respondents are self-employed, 24 percent of the respondents are government employees and low wage employees falls at least percentage of 20.6.

Chart 4

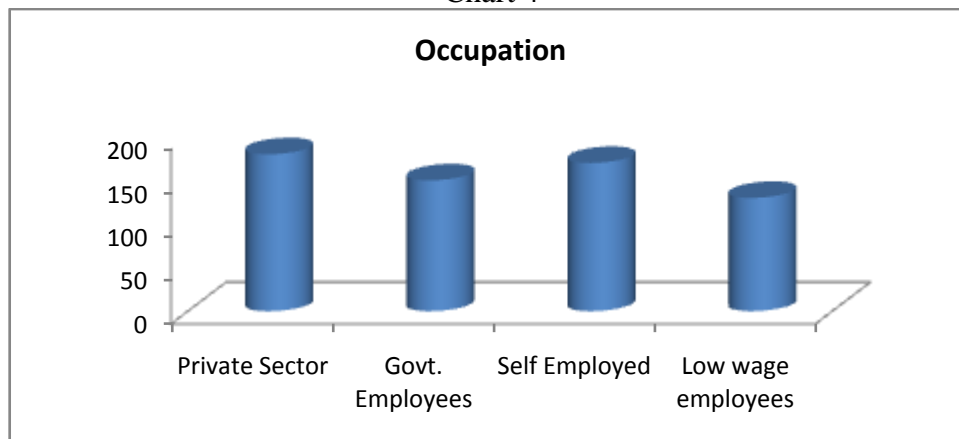


Table 5

Table 5 shows about the demand for quantity

Particulars		No of Respondents	Percentage
Demand for Quantity	More than 250gms	130	21%
	500gm	200	32%
	1kg	160	25%
	More than 1 kg	140	22%
	Total	630	100

Source : Primary Data

Interpretation

The above table shows that Majority of the respondents (32 percent) prefer 500 gms of quantity.

Chart 5

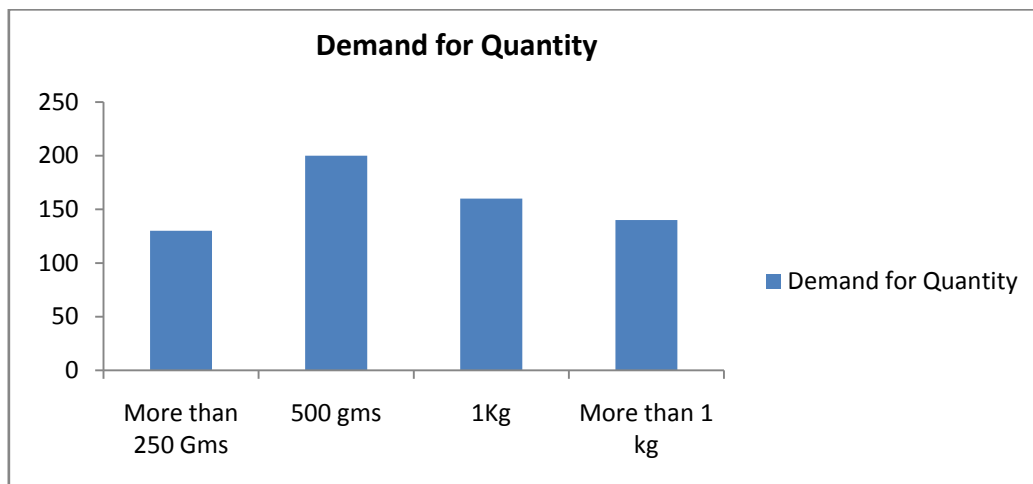


Table 6

The Table 6 shows the brand preference of respondents

Particulars		No of Respondents	Percentage
Brand Preference	1.Bournvita	60	10%
	2.Horlicks	100	15.6%
	3.Complan	90	14.2%
	4.Milo	30	5%
	5.Boost	70	11%
	6.Provita	50	8%
	7.Pediasure	40	6%
	8.Soy vita	60	10%
	9.Ensure	80	12.6%
	10.Power Vita- Patanjali	50	8%
	Total	630	100

Source : Primary Data

Interpretation

The above table shows that he majority of the respondents choose Horlicks as their Health drink. The least respondents choose Milo as their health Drink.

Chart 6

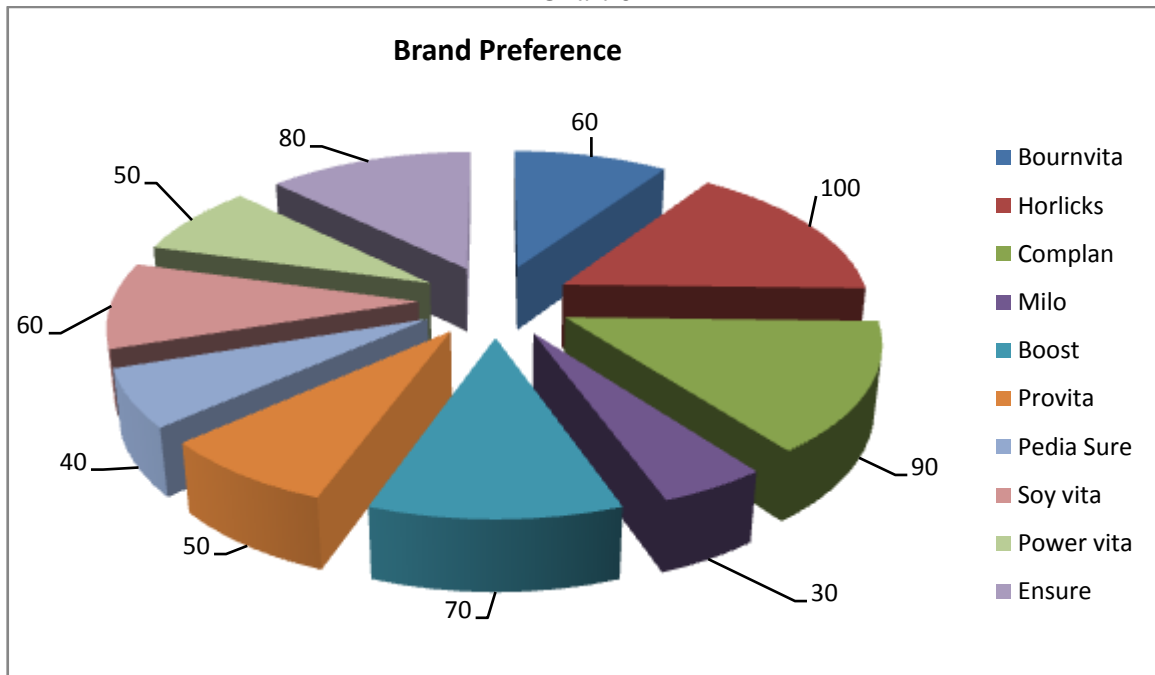


Table 7

Table 7 shows the influencing factors of the consumers to buy the Health Drink.

Particulars		No of Respondents	Percentage
Influencing Factors	Relatives	160	25.3%
	Friends	140	22.2%
	Advertisement	180	28.5%
	Own experience	80	13%
	Neighbors	70	11.1%
	Total	630	100

Source : Primary Data

Interpretation

The above table shows that 28.5 percent of consumers prefer to buy health drink according to the influence by advertisement, 25.3 percent by the recommendations by relatives and least amount of consumers prefer by the reference by neighbors.

Chart 7

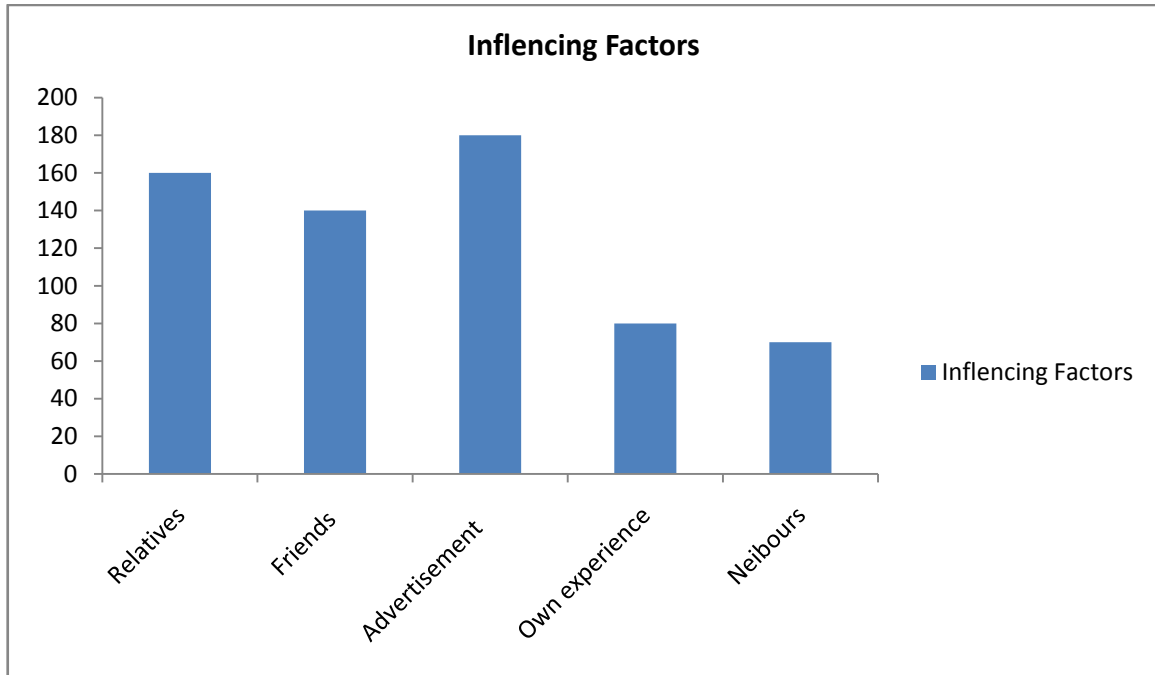


Table 8

This table shows about the preference of consumers to change in Health Drink.

Particulars		No of Respondents	Percentage
Changes in consuming Health Drink	Yes	260	41.2%
	No	370	58.7%
	Total	630	100

Source: Primary Data

Interpretation

The above table shows that the respondents of changes expected by consuming health drink. It is clear that 58.7 percent of respondents prefer not to change health drink.

Chart 8

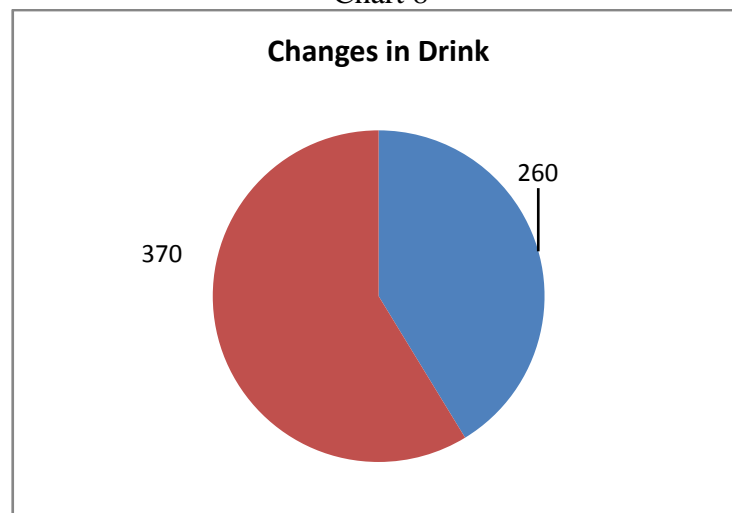


Table 9

This Table shows the consumers taste preference in health drink.

Particulars		No of Respondents	Percentage
Taste	Highly satisfied	170	26.9%
	Average	230	36.5%
	Dissatisfied	150	23.8%
	Highly Dissatisfied	80	12.8%
	Total	630	100

Source : Primary Data

Interpretation

The above table shows that the respondents 36.5 percent of consumers are average, 26.9 percent of respondents are highly satisfied and 12.8 percent of the respondents are highly dissatisfied.

Chart 9

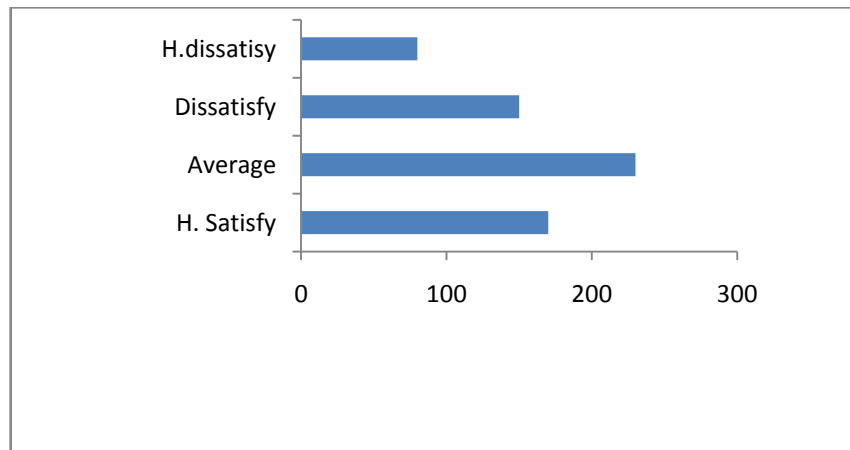


Table 10

This table shows the respondents reason for buying health drink

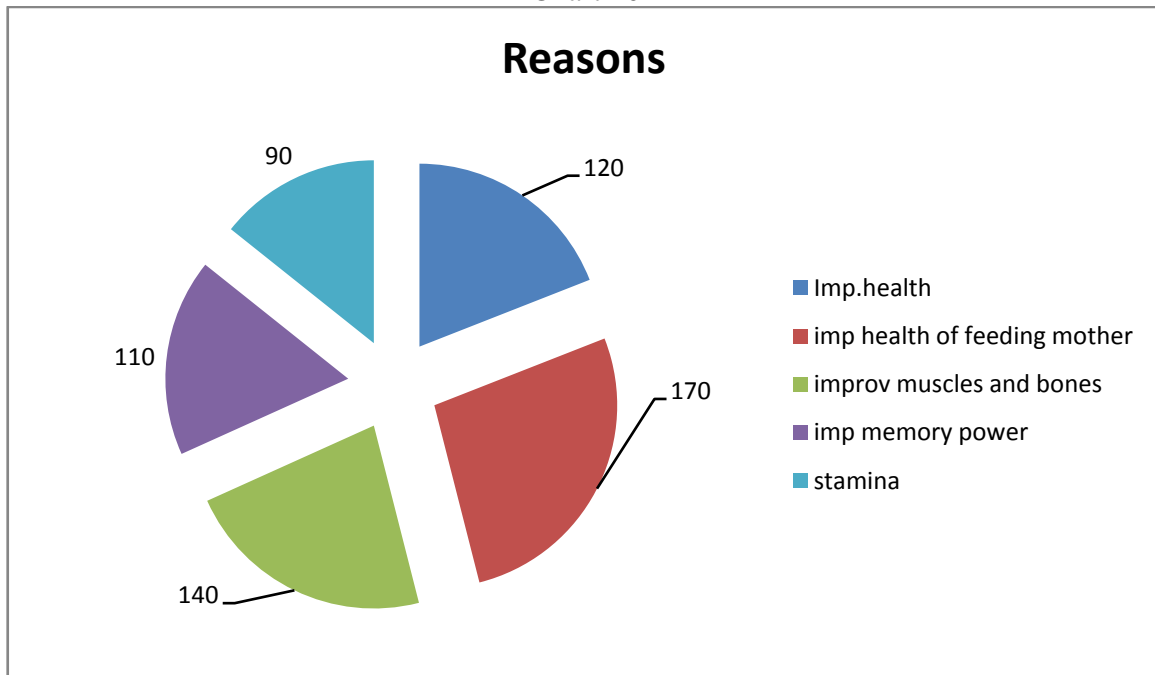
Particulars		No of Respondents	Percentage
Reasons for buying Health Drink	Improve health of adult	120	19%
	Improve Health of feeding Mother	170	27%
	Improve muscles and bones of children	140	22%
	Increase Memory power	110	18%
	Increase stamina	90	14%
	Total	630	100

Source : Primary Data

Interpretation

The above table shows majority of respondents prefers health drink improve the health of feeding mother, and least respondents prefer to increase stamina

Chart 10



9. Findings and Suggestions

The present study attempts to highlight the preference of health drinks and satisfaction of consumers in kanniyakumari District. The findings are given below

Findings

- Age and opinion of consumers revealed since the calculated value (4.1) is less than the table value (12.592) at 5 % level of significance, the hypothesis is accepted. So it is concluded that there is no relationship between age and opinion of consumers.
- Preference of health drink and influencing factors of consumers revealed since the calculated value (36.05) is more than the table value (3.84) at 5 % level of significance, the hypothesis is accepted. So it is concluded that there is relationship between preference of Health Drink and influencing factors of consumers.
- 32% of respondents below 20 years of age group.
- Majority of (56 %) the respondents are Male.
- Majority (32 %) of the respondents selected are up to higher secondary.
- Majority (28%) of the respondents are selected are private sector.
- Majority of the respondents prefer 500 grams packet.
- A high majority of the (15%) of the respondents consumed Horlicks.
- Majority (28%) of the respondents influenced to buy particular brand due to advertisement.
- 39% of the respondents are selected in change the new product.
- Majority (58.7%) of the respondents decides to no change to new product in Health drink.
- 36% of respondents selected are the satisfaction in taste level is average.
- Majority of the respondents buy the Health drinks to increase the health of feeding mother.

10. Suggestions

- Many health drinks using more chemicals and dangerous raw materials which affect the health of the adult.
- Consumers preferred the less sugar brand.
- It is suggested that manufacturers has to give importance in maintaining quality.
- It is suggested that the producers should take necessary steps to reduce the cost of the product and improve the taste and variety of flavors.
- The manufacturers should give more attractive advertisement to attract customers.
- The feedback of retailer should be collected regularly so that the companies can come to know where they are standing.
- The companies have to create awareness to purchase the domestic products.

11. Conclusion

The present study concluded that success of many business depend on their ability to create and retaining the customers. Most of the respondents in this area are aware about the health drinks and satisfied in using the products. It is also concluded that television has played a vital role in the brand preference of health drinks. They prefer to buy new flavor to enjoy the new taste of health drinks. Many people consider the quality and hygiene maintained by the manufactures. The major goal is to satisfy the needs and wants of the consumers and their target markets more effectively and efficiently.

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