



A Study on Customer Satisfaction towards in Health Drinks in Theni District



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Abstract

This research is mainly dealt with the mindset of the consumers buying health drinks. The study on the Brand Loyalty on Consumer Health Drink explains the Taste, Preference. Essential also of the consumers consuming health drinks in their day to day life. 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. To increase the customer's satisfaction, marketers have developed various marketing programs.

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1. Introduction

This project deals with the customers' satisfaction towards the Health Drinks products. So it is better to understand the market setting and the major players in this market, i.e., what they are offering to their customers who can influence their satisfaction. The concepts of health drink have maybe never been as popular or pursued/coveted. Certainly, the whole thing is ambiguous, and while companies may be tempted to use it to their advantage, as consumers, we will be better off if we are aware of what we are consuming. So, over to the health drinks corner, this project will be helpful.

- a) Health Drink
- b) Uses of Health Drink
- c) Health Drinks in Market
- d) Various health drinks available in India

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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 a dietary supplement. Punjab, Bengal and Madras Presidencies became early adopters of Horlicks, and many well-to-do Indians took to drinking 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.

India, where it has traditionally been marketed as *The Great Family Nourished*, is the largest market for Horlicks. The Indian formulation for Horlicks is slightly different than in most other countries, as there it is manufactured from buffalo milk rather than cow's milk due to cultural concerns. In 2003, the brand underwent a revamp which led to the introduction of new flavors such as vanilla, toffee, chocolate, honey, and *elaichi* (cardamom). The current line-up of flavors include original (malt), chocolate and *elaichi*. With the latest offering, Horlicks Kesar Badaam added recently to the portfolio, providing a more specialized taste offering to the consumers.

In recent years, there has been an increase in the scope of the brand in India. By pushing it to newer segments of the market, Horlicks has become an umbrella brand for a wide variety of products ranging from the flagship malt drink to instant noodles, confectionery and breakfast cereal. Special formulations of the malted drink for young children (*Junior Horlicks*), breastfeeding mothers (*Mother's Horlicks*), women (*Women's Horlicks*) and adults (*Lite Horlicks*) exist. Horlicks biscuits were first launched in 1993, and an energy bar was launched in 2009, named *Horlicks NutriBar*. Also in late 2009, *Fondles*, a brand of instant noodles, was launched under the Horlicks umbrella. This was followed in 2011 by launches of *Horlicks Gold*, a premium variant of the malt drink (dubbed *The Best Horlicks Ever*), and *Horlicks Oats*, the first breakfast cereal product under the Horlicks brand.

In 2010, Horlicks accounted for 85% of the ₹23.06 billion (US\$360 million) revenue of GlaxoSmithKline in India. It is currently the most widely consumed packaged beverage in India, after bottled water. The biggest branding event is Horlicks Wikkids. This event started its way in 2003 and till now has reached approximately 25 million children in all India as well as in Sri Lanka, Nepal, and Bangladesh.

Review of Literature

In my project, I preferred the “customer's behavior in health food drink, product category. Issued and the July 2012 by the person of DHARMES MOTWANI”, KHUSHBU AGARWAL.” What they concluded in the article is a brand at first place is Bournvita with the largest market share 42%. Horlicks is at the second place with the 40% market share, and Complain, Boost, and Milo are the third fourth and place respectively with the 8%, 6%, and 4% market share. The Likert scale result also shows the same picture.

“Health drinks milk richer” this article is a publicist in July 2013 in the consumer's voice by the person of *abishke*” he concluded the article by way of comparison of performances rating of health drink. Thus the Horlicks is preferred by most of the peoples.

Statement of Problem

- 1) The health drink industry consistently has its products as being positively healthful saying there is 90% water and contain chemical sugars found in nature.
- 2) M. Douglas's investor health drinks chairman said .the health drink our products is quite healthy fluid replenishment is a key to health drinks great service.

2. Research Methods

Scope of the Study

- 1) Various companies offering health drink such as Bournvita complain Horlicks boost.
- 2) The project was done to identify the issue of decision-making taste, preference, awareness.
- 3) The survey was in the region of Navsari (GJ).

Objective of the Study

- 1) To find out the customers satisfaction towards health drink product.
- 2) To find out the different products of health drink
- 3) To find out market share of health drink
- 4) Study of people choose among various health drink
- 5) To find out the available of the product

- 6) To find out the effect of advertisement on people
- 7) To find out the difference in the price structure of various health drink available in the market.

Data Collection

1) Primary data

The primary data are those which are collected afresh and the first time, and this happens to be original. Primary data for this project was collected through questionnaire.

2) Secondary data

The secondary data are those who have already been collected by someone else and which have already been passed through the statistical process. Secondary data for this project were collected from the internet and library, journal, etc.

Tools for Analysis

- 1) Percentage methods
- 2) Ranking methods
- 3) Garret Ranking

Limitations

- 1) Every study conducted may have a certain shortcoming, and this project is also a similar case. A few errors have crept in spite of best efforts to avoid then is expected that still study and finding are very much relevant.
- 2) The first limitation is the accuracy of the project and conclusion is dependent on the accuracy of data collection and data analysis.
- 3) Due to time constraint, the survey is confirmed to measures. The respondents were selected randomly and therefore might not be a true representation of total consumers due to such a large universe.

3. Results and Analysis

Analysis of Data

Table 1
Socio-Economics Status of the Respondents

		Gender	
Variables	Categories	No. of Respondents	Percentage
Sex	Male	18	22.5
	Female	62	77.5
Age of the respondents			
Age	Below 10 years	13	16.5
	10-20 years	21	26.25
	21-30 years	20	25
	Above 31 years	26	32.5
Educational Qualification of the respondents			
Educational Qualification	School	11	13.75
	Private employees	23	28.75
	Postgraduates	16	20
	Diploma	14	17.5
	Others	16	20
Occupation of the respondents			
Occupation	Student	29	36.25
	Private employee	11	13.75
	Gov. employee	11	13.75
	Professional	5	6.25

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	Daily wage earner	14	17.5
	Other	10	12.5
Marital Status of the respondents			
Marital Status	Married	38	47.5
	Unmarried	42	52.5
	Total	80	100

From the above Table 1 interpret that majority of the respondents (77.5%) is under Female Category,(32.5%) respondents are under age group of between above 31 years of (32.5%). Under educational qualification of the respondents, most of the respondents are (28.75%) qualifying private employee, and most of the respondents are (36.25%) are students.

Consumer Attitude on Health Drinks Garret Ranking

The followings table 2.1 indicates that garrets ranks of the level of satisfaction of the respondents from this table 2.1 health are the most important factor occupies the first place with the score of 270; Quality sports factors are the second rank with the score of 268. The third place is customer occupies by the village adaptation with the score of 265. Tasty flavors are the fourth rank with the score of 264. The fifth is occupies by the brand images with the score of 260. The price level is the sixth rank with the score of 259. The seventh place is Sales promotion occupies by the education with the score of 255.

Table 2
Garrett's Rank

S.no	Factors	Very high	High	Medium	Low	Very low	Total	Rank
1	Quality	22(110)	19(76)	16(48)	11(22)	12(12)	268	II
2	Brand Images	23(115)	16(64)	14(42)	12(24)	15(15)	260	V
3	Customer Relation Ship	21(105)	18(72)	17(51)	13(26)	11(11)	265	III
4	Price Level	21(105)	19(76)	11(33)	17(34)	12(11)	259	VI
5	Health	23(115)	21(84)	13(39)	9(18)	14(14)	270	I
6	Taste Flavors	20(100)	19(76)	17(51)	13(26)	11(11)	264	IV
7	Sales Promotion	21(105)	17(68)	11(33)	18(36)	13(13)	255	VII

Finding and suggestions

Findings:

- 1) Through the research, it has been found that among the total respondents there is a high consciousness towards health drinks.
- 2) Individuals prefer more of health drink to keep them fit.
- 3) Most of the respondents believe that health drinks are useful for maintaining good health.
- 4) The most preferred health drinks are real fruit juices and Tropicana.
- 5) The key reason behind the purchase of health drinks acts as an energizer.

Suggestions:

- 1) Based on the findings given above, the following suggestions are provided for the manufacturers and marketers of the different brands of health drinks.
- 2) As the health drinks have perceived nutrition and energy suppliers, the manufacturers have to concentrate on the energy needs and requirements.
- 3) As the study is made in the rural area, consumers are made available with only a few brands.
- 4) The literacy rate of the people and the adverse reach of media have created awareness among the rural people about their health issues.
- 5) Therefore the manufactures should make sure that all kinds of brands of health drinks are made available for consumption.

4. Conclusion

The findings of the study of customer buying behavior in health drinks state that among all the five brands the brand at first place is bourn vita with the largest market share 41% complain is at the second place with market share 22% and Horlicks and boost are at next positions. The results show that there is no significant impact of factor such as gender and education on the purchase of health drinks, but there are impacts of income on the choice of health drinks. Age taken in the survey for sampling size was 21 to 24.

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