A STUDY ON CONSUMER PERCEPTION TOWARDS HEALTH DRINKS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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Abstract- Healthy living is first concern of present's society. All the people, whether youthful or old like health drinks. These drinks are traditionally consumed as milk subs and also available in mixed with water and retailed as nutritional drinks mostly consumed by the old, the youthful and the sick persons. This study is chiefly dealt with the perception of the consumers buying health drinks. This study would bring to light which brand of health drink is mainly liked by the consumers and why they choose a particular health drink. The study used both the primary and secondary data.

*Key Words***:** Consumer perception, health drinks, energy, taste.

INTRODUCTION

Consumer perception is where a consumer collects facts about a product and interprets the facts to make a meaningful image about a particular product. When a consumer sees ads, upgrades, consumer reviews, social media feedback, etc. relating to a product, they develop an impress about the product. This process continues until the consumer starts to make an opinion about the product. Everything that a company does will affect consumer perception. The way the products are placed in a retail store, the colours, and shapes in your trademark, the ads that you make, the reductions that you offer, everything impacts the consumer perception.

STATEMENT OF THE PROBLEM:

In the recent days manufactures producing health drinks are playing an important part in fulfilling the requirements of the consumers. multiple new companies have emerged as the manufactures with new brands like as Horlicks, Boost, Bourn vita, Complan, Malto, Viva, Milo, etc Consumer's preference varies from brand to brand on the base of quality, price, ad, age etc. This study work has been carried out to know the need of health drinks. This study would bring to light which brand of health is mainly preferred by the consumer.

SCOPE OF THE STUDY:

The breadth of the study is to find out the consumer preference over the health drink. multiple factors are responsible to decide the consumer preference over the health drink. The study analysis from the point of view of consumer in various aspects like product, price, quality and volume which make a consumer to buy the product. therefore, there's a major need for the enterprises to understand the latest consumer requirements and innovative accordingly.

OBJECTIVES OF THE STUDY:

➢ To study the awareness and availability of various brands of health drinks in market.
➢ To find out the reason for preferring a particular brand of health drink.

RESEARCH METHODOLOGY:

A descriptive research design is used in this study. Primary data are those collected for the first time. In this study primary data are collected by conducting a check through a well-structured questionnaire. The data which are previously collected is called secondary data. It means data that was previously available. Secondary data was collected from the books and journal published relating to the health drink product. The Convenient random sample method is used in this study. The sample size is 120 respondents.

REVIEW OF LITERATURE:

Arjun Prakash etal.,(2021) Stated that health drinks have came up as the most profitable and growing part of the overall so ft drinks industry in the world. When compared to the other food supplements health drinks stands the topmost of any other thing in this world. Generally maximum of the consumers purchase on particular brand health drinks for various reasons like UNIQUENESS. The present study is confined to Coimbatore town and the following familiar brand slice been named similar as Horlicks, boost, complan and bournvita. Boost has proven its request credibility in the largely competitive Indian Health Food Drinks(HFD) request. therefore from this study the experimenter concludes that the recent demand scenario is changing day by day. therefore the marketers as well the consumer are concluding for oneness in the product used.

Ramalingam and Suresh(2021) This study says that India is presently turning into the world's head detail based drink. These drinks are generally retailed as a nutritional refreshment as a choice to drain. Health drinks are made uniquely to fulfill the customer in the particulars. Customer will feel satisfied if they get good service and meet their anticipations. Products that have good quality at a lower price will give a high value to the customer. The makers should give their image or item for their conditions of purchasers. They accept that the brand name educates something regarding the item, quality, service, and so forth. Customers feel that the value assumes an imperative part in any turn of events; even so, administration also plays equal significance in any item's substance. Buyers should know about the health of goods before they buy the particulars.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

Table showing the effect of drinking health drinks

EFFECTS	NO OF RESPONDENTS	PERCENTAGE
Increase physical resistance	46	38.3%
Stimulate metabolism	29	24.2%
Increase concentration	23	19.2%
Increase immunity	22	18.3%
Total	**120**	**100%**

(Source: Primary data)

INTERPRETATION

From the above table shows that highest respondents 38.3% says increase physical resistance, and the lowest respondents 18.3% says increase immunity.

Table 1.2

Table showing the awareness of health drinks

BRANDS	NO OF RESPONDENTS	LIKERT VALUE (X)	TOTAL SCORE (FX)
Extremely aware	30	5	150
Very aware	37	4	148
Moderately aware	33	3	99
Slightly aware	20	2	40
Not at all aware	0	1	0
Total	**120**		**437**

(Source: Primary data)
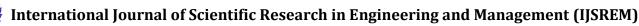
Likert scale = $\sum(fx)$/ no of respondents

=437/120

=3.6

INTERTRETATION

The likert scale value is 3.6 which is greater than the middle value of 3, so the respondent are aware of health drinks.

Table 1.3

Table showing the rank of brand preference

S.NO	BRAND	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL	RANK
1	Complan	5(21) 105	4(23) 92	3(19) 57	2(35) 70	1(22) 22	346	3
2	Horlicks	5(27) 135	4(31) 124	3(17) 51	2(19) 38	1(26) 26	374	2
3	Boost	5(31) 155	4(25) 100	3(31) 93	2(20) 40	1(13) 13	401	1
4	Pediasure	5(21) 105	4(18) 72	3(30) 90	2(27) 54	1(24) 24	345	4
5	Milo	5(20) 100	4(23) 92	3(23) 69	2(19) 38	1(35) 35	334	5

(source:Primary data)

INTERPRETATION

The above table shows that out of 120 respondents, boost is in rank 1 whereas milo is in rank 5.

Table 1.4

Table showing the rank of the reason for choosing the brand

S.NO	REASON	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL	RANK
1	Good quality	5(81) 405	4(5) 20	3(7) 21	2(6) 12	1(21) 21	479	1
2	Nutrition value	5(6) 30	4(72) 288	3(13) 39	2(23) 46	1(6) 6	409	2
3	Effective advertisement	5(4) 20	4(12) 48	3(86) 258	2(10) 20	1(8) 8	354	3
4	Brand reputation	5(8) 40	4(23) 92	3(9) 27	2(69) 138	1(11) 11	308	4
5	Low price	5(21) 105	4(8) 32	3(5) 15	2(12) 24	1(74) 74	250	5

(Source: Primary data)

INTERPRETATION

The above table shows that out of 120 respondents, good quality is in rank 1 whereas low price is in rank 5.

FINDINGS:

1. Majority of the respondents says increase physical resistance.

2.Majority of the respondent are aware of health drinks.

3.Boost is in the rank 1 based on brand preference of health drinks.

4. Good quality is in the rank 1 based on the reason for choosing the brand in health drinks.

CONCLUSION:

Through this study we understood the various perceptions of different respondents towards different products. The customer's expectation from the various segments and the need for them were identified. Nowadays people are very cautious about their healthcare and to defend oneself from the polluted environment, one should definitely consume any health drink supplementary to the food intake. There is a need for the additional nutrients which help them in growth, building up the immunity system, memory powers and providing them the needed physical fitness. In study the area as per the result it is understood that boost followed by Horlicks remains well in minds of buyers.

REFERENCE:

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