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A STUDY ON CUSTOMER SATISFACTION TOWARDS HEALTH DRINKS WITH SPECIAL REFERENCE TO SALEM

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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 behaviour of the mentality, 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.

***Key Words*:** Consumer Preference, Drinks for Energy, Nutrition Value, Rich Health, Quality Products

1. INTRODUCTION

Brand promise and the product repurchase intention has positive and significant relationship with brand loyalty. in this paradox of choice, Customers are attracted to companies not only based on what they deliver but also the purpose and values they stand for. So good promise create trust and that leads brand loyalty which in turn brings to repurchase intention.

Health drinks in India are primarily malt-based milk drink that act as taste enhancer along with nutritional fortification of milk. Earlier known as malted food drinks, the category was introducing in India in 1950s launch of Horlicks and started strengthening its position in 1960s with success launch of operation flood. The current market for health food drinks can be clearly segmented by popular flavorschocolate, plain malted and vanilla.

India, the world's largest Malt base drink market, accounts for 22%of the world retail volume sales. The health food drinks category consist of brown drinks and white drinks, South and east India are largest market for these drinks, accounting for largest proportion of all India sales. The total market is placed at 90,000 ton and is expected to be growing at about 4%. These Malt Beverage, are still an urban phenomenon. White drinks accounts for almost 2/3 of the market. GlaxoSmithKline consumer Healthcare isthe market leader in the white market Kraft Heinz's complan comes in second position. Market leader GSK also owns other brands such as maltova,boost and viva. Currently, brown drinks continue to grow at the expense of the white drinks like Horlicks and complain.

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 105.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total no. of Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\textbf{Chi-square} = \frac{(O-E)^2}{E}$$

3. DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO 3.1

SHOWING GENDER OF THE RESPONDENTS

Particulars	No. of respondents	Percentage
Female	50	66.67%
Male	30	33.33%
Total	**80**	**100%**

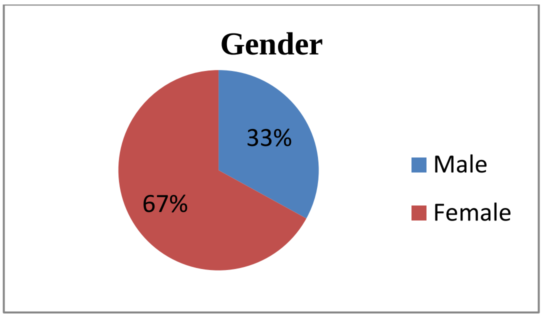
(Source: Primary Data)

INTERPRETATION

The table 3.1 shows that 66.67% of the respondents are female and 33.33% of the total respondents are males. The majority of the respondents are females.

CHART NO 3.1

GENDER OF THE RESPONDENTS



2) SHOWING AGE GROUP OF THE RESPONDENT

TABLE NO 3.2

SHOWING AGE GROUP OF THE RESPONDENT

Particulars	No. of respondents	Percentage
Below 15	10	13.33%
15-29	45	63.33%
30-45	20	18.33%
46-65	4	3.33%
Above 65	1	1.67%
Total	**60**	**100%**

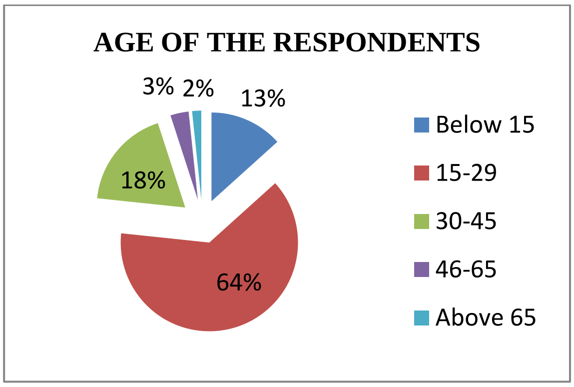
(Source: Primary Data)

INTERPRETATION

The table 3.2 shows that majority of the respondents are within the age group of 15-29 (63.33%), followed by the respondents within the age groupof30-45 (18.33%), thenby the respondents below the age of 15 (13.33%), then by the respondents within the age group of 46-65 (3.33%) and finally, the respondents above 65 (1.67%).

CHART NO 3.2

SHOWING AGE GROUP OF THE RESPONDENTS



3) SHOWING MONTHLY INCOME OF THE FAMILY

TABLE NO 3.3

SHOWING MONTHLY INCOME OF THE FAMILY

Particulars	No. of respondents	Percentage
Below 20000	26	26.67%
20000-40000	20	28.33%
40000-60000	14	20.00%
60000-80000	2	3.33%
80000-100000	8	8.33%
Above 100000	10	13.33%
Total	**80**	**100%**

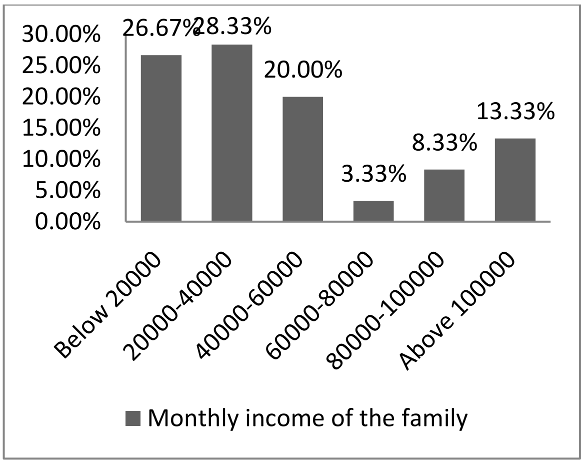
(Source: Primary Data)

INTERPRETATION

The table 3.3 shows that majority (28.33%) of the total respondents have a monthly income between 20000 and 40000, followed by 26.67% having an income less than 20000, then by 20% having an income between 40000 and 60000, then by 13.33% having an income above 100000, then by 8.33% having an income between 80000 and 100000 and finally, 3.33% having an income between 60000 and 80000.

CHART NO 3.3

SHOWING MONTHLY INCOME OF THE FAMILY



4) SHOWING CURRENTLY CONSUMING HEALTH DRINK

TABLE NO 3.4

SHOWING CURRENTLY CONSUMING HEALTH DRINK

Particulars	No. of respondents	Percentage
Horlicks	30	33.33%
Boost	45	63.33%
Complan	0	00.00%
Bournvita	5	3.33%
Total	**80**	**100%**

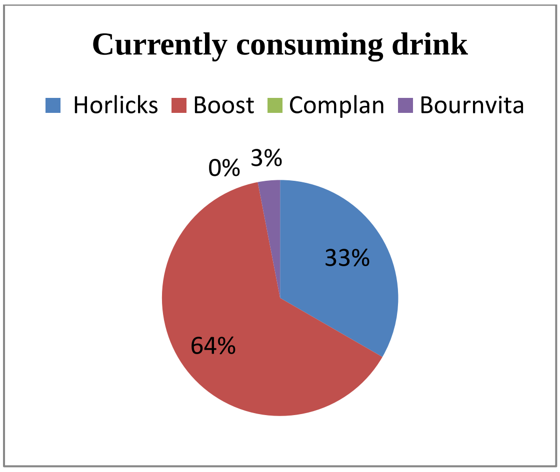
(Source: Primary Data)

INTERPRETATION

The table 3.4 shows that there are mainly 4 major brands currently consuming in the selected area. The majority of the respondents currently consume Boost (63.33%), followed by Horlicks (33.33%), and finally by Bournvita (3.33%). There is no respondent currently consuming Complan.

CHART NO 3.4

SHOWING CURRENTLY CONSUMING HEALTH DRINKS



5) SHOWING FREQUENCY OF CONSUMING HEALTH DRINKS

TABLE NO 3.5

SHOWING FREQUENCY OF CONSUMING HEALTH DRINKS

Particulars	No. of respondents	Percentage
Once a day	37	45.00%
Twice a day	6	10.00%
Weekly	7	11.67%
Occasionally	30	33.33%
Total	**80**	**100%**

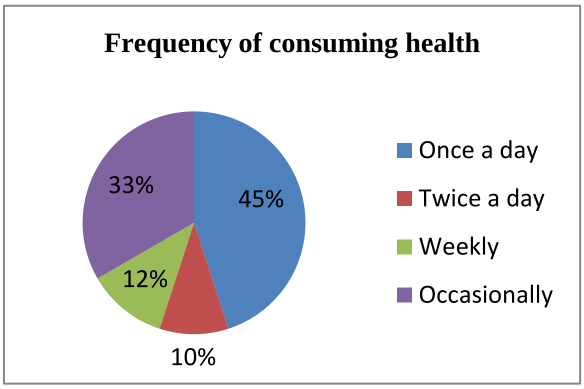
(Source: Primary Data)

INTERPRETATION

The table 3.5 shows that all the respondents either consume health drink once a day or twice a day or weekly or occasionally. Majority of the respondents consume health drinks once a day (45%), followed by the respondents consuming health drinks occasionally(33.33%), then by the respondents consuming health drinks weekly (11.67%), finally by the respondents consuming health drinks twice a day (10%).

CHART NO 3.5

SHOWING FREQUENCY OF CONSUMING HEALTH DRINKS



6) SHOWING FREQUENCY OF PURCHASE OF HEALTH DRINKS

TABLE NO 3.6

SHOWING FREQUENCY OF PURCHASE OF HEALTH DRINKS

Particulars	No. of respondents	Percentage
Weekly	10	5.00%
Monthly	40	56.67%
Once in a while	30	38.33%
Total	**80**	**100%**

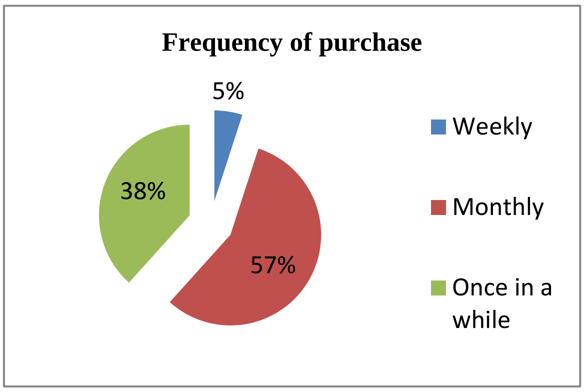
(Source: Primary Data)

INTERPRETATION

The table 3.6 shows that the respondents purchase health drinks either weekly or monthly or once in a while. Majority of the respondents purchase health drinks monthly (56.67%), followed by the respondents purchasing once in a while (38.33%) and finally by the respondents purchasing weekly (5%).

CHART NO 3.6

SHOWING FREQUENCY OF PURCHASE OF HEALTH DRINKS



7) SHOWING QUANTITY OF PURCHASE OF HEALTH DRINKS

TABLE NO 3.7

SHOWING QUANTITY OF PURCHASE OF HEALTH DRINKS

Particulars	No. of respondents	Percentage
200 gm.	10	5.00%
500 gm.	20	35.00%
1 kg	30	45.00%
More than 1 kg	5	1.67%
Sachet packs	15	13.33%
Total	**80**	**100%**

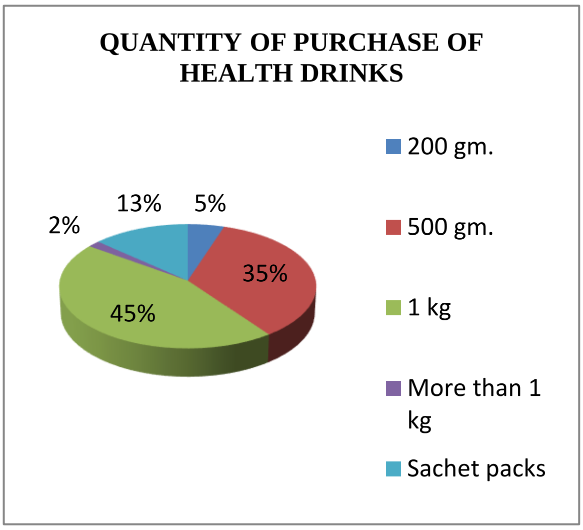
(Source: Primary Data)

INTERPRETATION

The table 3.7 shows that majority of the respondents usually purchases 1kg (45%), followed by the respondents purchasing 500gm (35%), then by the respondents purchasing sachet packs (13.33%), then by the respondents purchasing 200gm (5%) and finally by the respondents purchasing more than 1kg (1.67%).

CHART NO 3.7

SHOWING QUANTITY OF PURCHASE OF HEALTH DRINKS



8) SHOWING OPINIONSOF THE RESPONDENS ON SACHET PACKS INCREASING THE POPULARITY AND SALES OF HEALTH DRINKS

TABLE NO 3.8

SHOWING OPINIONS OF THE RESPONDENTS ON SACHET PACKS INCREASING THE POPULARITY AND SALES OF HEALTH DRINKS

Particulars	No. of respondents	Percentage
Yes	60	78.33%
No	20	21.67%
Total	**80**	**100%**

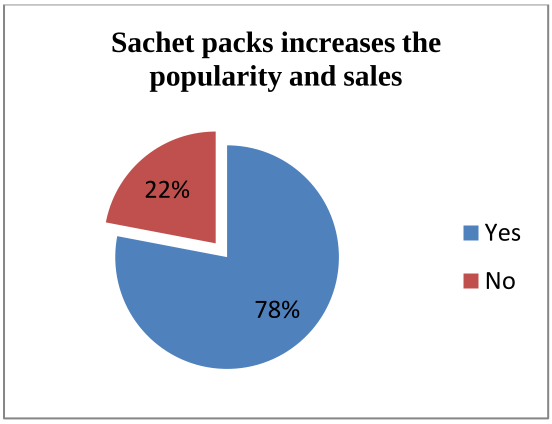
(Source: Primary Data)

INTERPRETATION

The table 3.8 shows the respondents opinion on sachet packs increasing the popularity and sales. Majority (78.33%) of the total respondents think that sachet packs have increased the popularity and sales of health drinks while others (21.67%) have an opinion that the sachet packs haven’t made any considerable change in the popularity and sales.

CHART NO 3.8

SHOWING OPINION OF THE RESPONDENTS ON SACHET PACKS INCREASING THE POPULARITY AND SALES OF HEALTH DRINKS



9) SHOWING PREFERENCES ON TEMPERATURE OF HEALTH DRINKS WHILE CONSUMING

TABLE NO 3.9

SHOWING PREFERENCES ON TEMPERATURE OF HEALTH DRINKS WHILE CONSUMING

Particulars	No. of respondents	Percentage
Cold	10	11.67%
Hot	45	65.00%
Moderate	25	23.33%
Total	**80**	**100%**

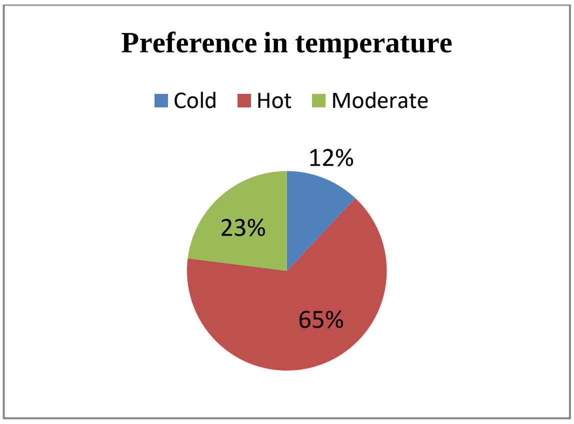
(Source: Primary Data)

INTERPRETATION

The table 3.9 shows the preference of temperature of health drinks among respondents in consuming it. Majority (65%) of the total respondents prefer to consume hot health drinks while 23.33% prefer moderate health drinks and 11.67% prefer cold health drinks.

CHART NO 3.9

SHOWING PREFERENCES ON TEMPERATURE OF HEALTH DRINKS WHILE CONSUMING



10) SHOWING SOURCES OF INFORMATION ABOUT THE HEALTH DRINKS

TABLE NO 3.10

SHOWING SOURCES OF INFORMATION ABOUT THE HEALTH DRINKS

Particulars	No. of respondents	Percentage
Television	45	71.67%
Newspaper	1	1.67%
Online	4	5.00%
Family and friends	20	13.33%
Magazine	0	0.00%
Display at retail outlet	10	8.33%
Total	**80**	**100%**

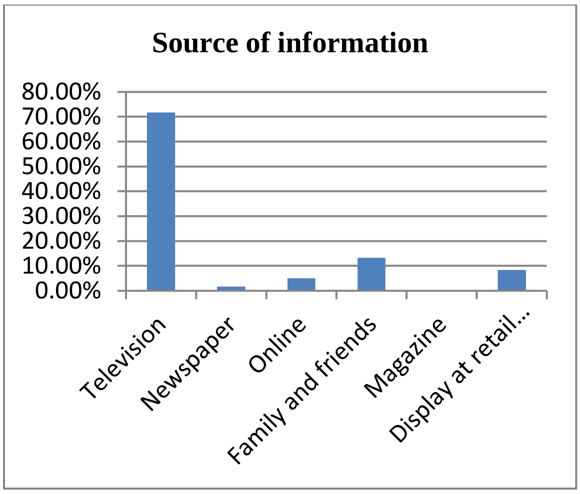
(Source: Primary Data)

INTERPRETATION

The table 3.10 shows us the sources through which respondents came to know about the brands. Majority (71.67%) of the total respondents came to know about the health drinks through television, followed by friends and family (13.33%), then by display at retail outlet (8.33%), then by online (5%), and finally by newspaper (1.67%).

CHART NO 3.10

SHOWING SOURCE OF INFORMATION ABOUT THE HEALTH DRINKS



11) SHOWING DURATION OF TAKING HEALTH DRINK

TABLE NO 3.11

SHOWING DURATION OF TAKING HEALTH DRINK

Particulars	No. of respondents	Percentage
Less than 6 months	20	16.67%
6 months to 1 year	5	10.00%
More than 1 year	55	73.33%
Total	**80**	**100%**

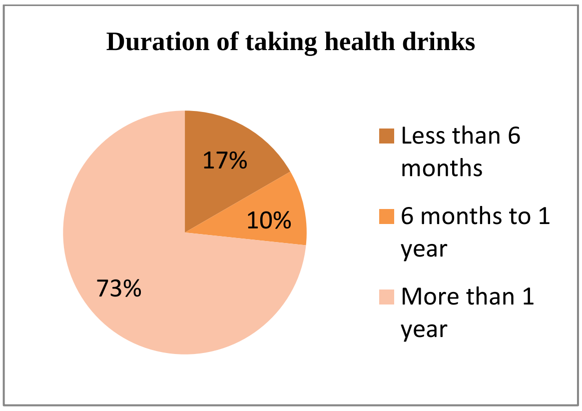
(Source: Primary Data)

INTERPRETATION

The table 3.11 shows that majority (16.67%) of the total respondents have been consuming health drinks for less than 6 months, followed by 10% consuming health drinks for 6 months to 1 year and finally by 73.33% consuming health drinks for more than 1 year.

CHART NO 3.11

SHOWING DURATION OF TAKING HEALTH DRINK



12) SHOWING MOSTLY PREFERRED BRAND AMONG THE RESPONDENTS

TABLE NO 3.12

SHOWING MOSTLY PREFERRED BRAND AMONG THE RESPONDENTS

Brand	Weighted total	Weighted average	Rank
Boost	189	18.9	1
Horlicks	178	17.8	2
Complan	121	12.1	3
Bournvita	115	11.5	4

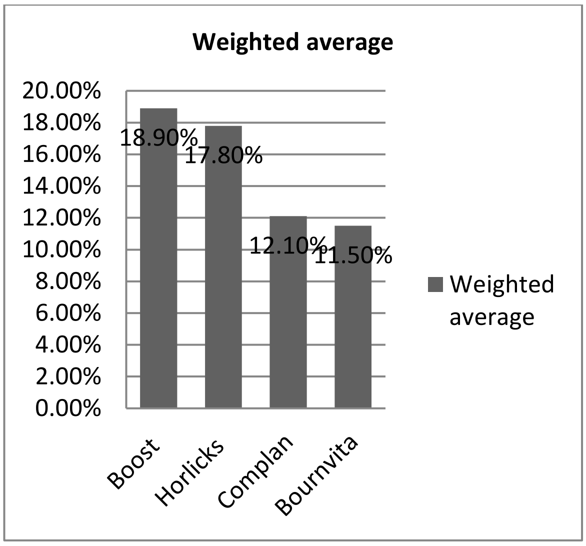
(Source: Computed data)

INTERPRETATION

The table 3.12 shows the rank list of most preferred brands consumed by respondents. Mainly 4 brands are chosen and ranked. Boost is the most preferred brand among consumers with a percentage of 18.9 choosers. This is followed by Horlicks (17.8%), then Complan (12.1%) and finally Bournvita (11.5%).

CHART NO 3.12

SHOWING MOSTLY PREFERRED BRAND AMONG THE RESPONDENTS



13) SHOWING FACTORS INFLUENCING THE BUYING BEHAVIOUR OF RESPONDENTS

TABLE NO 3.13

SHOWING FACTORS INFLUENCING THE BUYING BEHAVIOUR OF RESPONDENTS

Factors	Weighted total	Weighted Average	Rank
Taste	263	17.533	1
Nutritional content	211	14.067	2
Price	196	13.067	3
Varieties available	192	12.8	4
Offers and free gifts	149	9.933	5

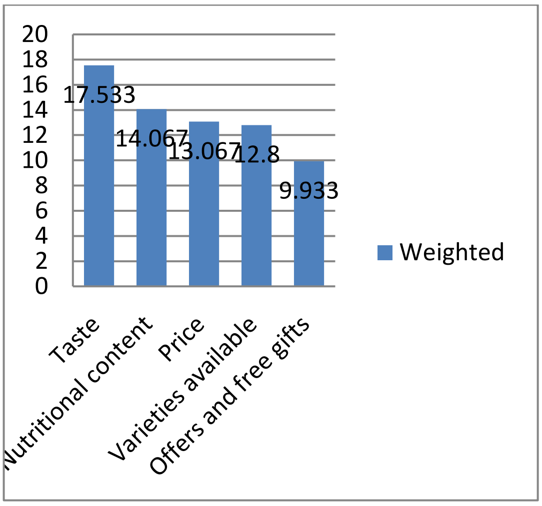
(Source: Computed data)

INTERPRETATION

The table 3.13 shows that the most affecting factor that affects the buying behavior is taste of the health drink (17.533%). This is followed by nutritional content (14.067%), price (13.067%) and varieties available (12.8%). The least influenced factor, according to the respondents, is offers and free gifts (9.33%) offered by the brand company.

CHART NO 3.13

SHOWING FACTORS INFLUENCING THE BUYING BEHAVIOUR OF RESPONDENTS



14) SHOWING OPINIONS OF THE RESPONDENTS ABOUT HEALTH DRINK BEING A SUITABLE SUBSTITUTE FOR TEA/COFFEE

TABLE NO 3.14

SHOWING OPINIONS OF THE RESPONDENTS ABOUT HEALTH DRINK BEING A SUITABLE SUBSTITUTE FOR TEA/COFFEE

Particulars	No. of respondents	Percentage
Yes	35	38.33%
No	45	61.67%
Total	**80**	**100%**

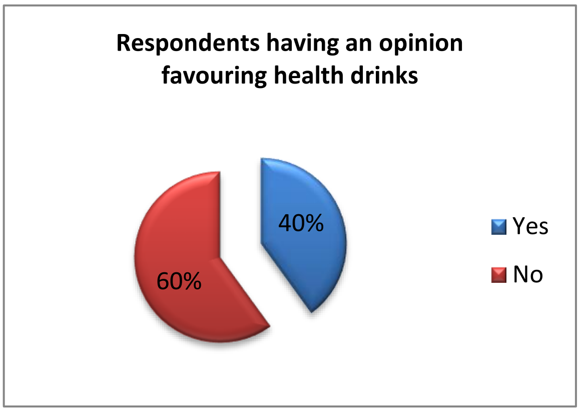
(Source: Primary Data)

INTERPRETATION

The table 3.15 shows that Majority (61.67%) of the respondents have an opinion that the health drinks are not a suitable substitute for tea/coffee while 38.33% of the respondents have a different opinion.

CHART NO 3.14

SHOWING OPINIONS OF THE RESPONDENTS ABOUT HEALTH DRINKS BEING A SUITABLE SUBSTITUTE FOR TEA/COFFEE



15) SHOWING LEVEL OF SATISFACTION AMONG RESPONDENTS WITH THE VARIOUS FACTORS OF THE HEALTH DRINKS

TABLE NO 3.15

SHOWING LEVEL OF SATISFACTION AMONG RESPONDENTS WITH THE VARIOUS FACTORS OF THE HEALTH DRINKS

	Satisfied	Neutral	Dissatisfied
Price	45 (55.00%)	25 (18.33%)	10 (3.33%)
Taste	55 (55.00%)	15 (5.00%)	10 (1.67%)
Varieties available	45 (48.33%)	30 (25.00%)	5 (8.33%)
Nutritional contents	50 (36.67%)	15 (26.67%)	5 (8.33%)
Packaging	45 (43.33%)	30 (30.00%)	5 (10.00%)

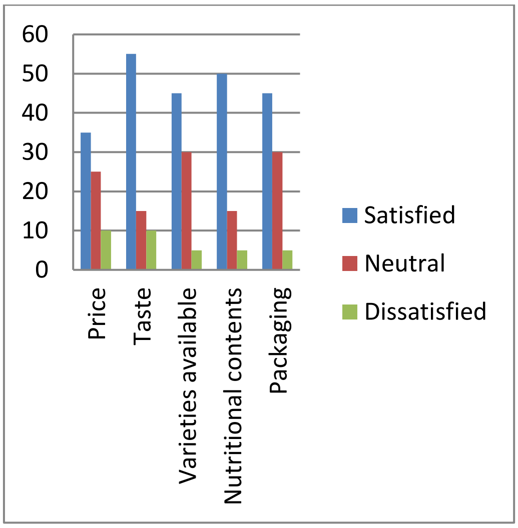
(Source: Primary Data)

INTERPRETATION

Table 3.16 shows the level of consumer satisfactions related to various aspects of the health drinks. The aspects covered include price of the health drinks, taste of the health drinks, varieties available in the health drink brands, nutritional contents in the health drinks and packaging of the health drinks. The scale is of five points; highly satisfied to highly dissatisfy.

CHART NO 3.15

SHOWING LEVEL OF SATISFACTION AMONG RESPONDENTS WITH THE VARIOUS FACTORS OF THE HEALTH DRINKS



16) RELATIONSHIP BETWEEN CUSTOMER AGE AND HEALTH DRINK THEY CURRENTLY CONSUME

CHISQUARE TEST

AIM:

To check whether there is any significant in the customer age and health drink is satisfied for customers.

NULL HYPOTHESIS (HO)

There is no significant in the customer age and nutritional health drink.

ALTERNATIVE HYPOTHESIS (H1)

There is significant in the age and nutritional health drink is satisfied for customers

TABLE NO 3.16

Particulars	Satisfied	Highly satisfied	Dis satisfied	Highly dis satisfied	Total
21-40	10	4	5	5	**24**
41-60	6	15	3	2	**26**
61 and above	20	6	4	0	**30**
Total	**36**	**25**	**12**	**07**	**80**

TABLE NO 3.17

CHISQUARE TEST

O	E	O-E	2(O-E) /E
10	10.8	0.8	0.05
4	7.5	-3.5	1.63
5	3.6	1.4	0.54
5	2.1	2.9	4.00
6	11.7	-5.7	2.77
15	8.12	6.88	5.82
3	3.9	-0.9	0.20
2	2.27	-0.27	0.03
20	13.5	6.25	2.89
6	9.37	-3.37	1.21
4	4.5	-0.5	0.05
0	0.26	-0.26	0.26
	67.62		**19.45**

Degrees of freedom = (r-1) x (c-1)

= (3-1) x (4-1)

= (2) x (3)

= 6

DECISION RULE

If calculated value is less than the table value

We accept the null hypothesis **(HO)**

If table value is greater than calculated value

We accept the Null Hypothesis **(H1)**

Hence calculated value = 19.45

RESULT

Table value the level of significance is 67.62 calculated values is less than table value. So the Null Hypothesis is accepted.

4. RESULTS AND DISCUSSION

4.1 FINDINGS

- Majority of the respondents are females (63.67%).
- Majority of the respondents currently consume Boost (63.33%).
- Majority of the respondents consume health drinks once a day (45%).
- The study shows that majority of the respondents purchase health drinks monthly (56.67%) and usually purchases pack of 1kg (45%).
- The study reveals that majority of the respondents have an opinion that sachet packs have increased popularity and sales of health drinks among consumers (78.33%).
- More than half of the respondents prefer to consume hot health drinks.
- The study reveals that majority of the respondents came to know about the health drink brands through Television (71.67%).
- Majority of the respondents have been consuming health drinks for more than 1 year (73.33%).
- The study reveals that the main factor influencing the buying behavior is taste of the health drinks and free gifts and offers are of the least influencing.

4.2 SUGGESTIONS

- From the survey it is clear that the brand loyalty among the consumers are really low and management of different health drink brand companies have to work on it seriously if they don't want to lose the existing customers as the competition between the 4 major players are really strong.
- The taste and the nutritional contents are the most affecting factors of buying behavior. The brand companies can work on those aspects to draw more consumers.
- As most of the respondents have an opinion that the products are not as useful as promised in the advertisements, brand companies can work on meeting this expectation of the respondents and also come up with less exaggerating advertisements

4.3 CONCLUSION

The customer is the king of the market. It is essential for every organization to learn customer behavior in order to increase their sales and to create a good brand image.

A good understanding of the market was accomplished as around 60 consumers were spoken. According to them, quality of the product, nutritional contents and advertisement plays an inevitable role in the sales and popularity of the health drinks. Among different types of advertisement media, Television plays a major role.

The survey revealed that consumers view health drink not just as a drink, but as something that is rich in nutritional contents. The survey is concluded by ranking the preferences, why preferring one over other and finding the benefits attained and improvements needed.

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