

## Consumer Insights on Health Drinks: A Satisfaction Analysis

**Ms. Sangeerthana G Nair,**

MBA student, Faculty of Management Studies, CMS Business School, Bengaluru

Email: [sangeerthana\\_g23@cms.ac.in](mailto:sangeerthana_g23@cms.ac.in)

**Mr. Naveen Kumar V,**

Assistant Professor, Faculty of Management Studies, CMS Business School, Bengaluru

Email: [naveenkumar\\_v@cms.ac.in](mailto:naveenkumar_v@cms.ac.in)

### ABSTRACT

The health beverage sector has expanded considerably as a result of increasing consumer awareness regarding nutrition and wellness. This research investigates consumer preferences, levels of satisfaction, and brand loyalty toward health drinks in the Palakkad Municipality, concentrating on leading brands such as Horlicks, Boost, Bournvita, and Complan. The study assesses various factors that affect brand selection, including taste, nutrition, pricing, advertising, and packaging.

A descriptive research approach was utilized, gathering primary data from 200 participants through structured surveys. Statistical methods like correlation, regression, and chi-square tests were applied to evaluate the connections between perceived quality, price sensitivity, and the marketing effect on consumer loyalty. The results reveal that Boost is the most favored brand (64.3%), followed by Horlicks (22.9%), with taste being the most critical factor (67.1%). Findings indicate that taste is the most critical factor influencing brand preference, while price sensitivity plays a key role in brand-switching behavior. Recommendations include improving nutritional value, enhancing advertising transparency, and focusing on consumer engagement strategies to improve brand retention.

### INTRODUCTION

About the Topic:

Consumer behavior in the health drink industry is rapidly evolving due to an increased emphasis on health and wellness. Health drinks cater to consumers seeking nutritious, convenient dietary supplements, particularly in urban and semi-urban areas. Brands such as Horlicks, Boost, Bournvita, and Complan dominate the Indian market, each focusing on unique selling propositions like enhanced nutrition, immunity-boosting ingredients, or superior taste. Prior research highlights the impact of marketing strategies, brand positioning, and consumer preferences on the health drink industry.

## Problem statement

Despite increasing demand for health drinks, brand loyalty remains inconsistent, and consumer preferences shift due to factors like pricing, perceived quality, and advertising claims. This study aims to explore consumer satisfaction levels and the key determinants of brand preference.

## Review of literature

**Amine (1998):** True brand loyalty drives business success through commitment, not convenience.

**Ali & Ahmed (2010):** Consumer satisfaction in Indian health drinks is based on quality and flexibility.

**Ghose & Lowengart (2012):** Brand categories significantly influence consumer choices.

**Krishnamurthi & Gupta (2017):** Gender and marital status affect health drink brand preference.

**Ebrahim et al. (2016):** Experiential factors and social media boost brand preference and repurchase intent.

**Rohatgi & Malik (2017):** Local FMCG brands challenge national health drink dominance.

**Pallavi & Shashidhar (2015):** Health-conscious purchasing is driving functional beverage demand.

**Vasan (2018):** Ayurvedic and natural health drinks are gaining consumer preference.

**Mahalakshmi & Anusuya Devi (2018):** Price and taste are key factors in brand preference.

**Sugumari (2019):** Consumer loyalty depends on quality and price adjustments.

**Nivethitha (2019):** Urban and rural consumer awareness levels are nearly identical.

## Objectives:

- To analyze consumer preferences for health drinks.
- To identify the factors influencing brand loyalty, such as taste, pricing, and advertising.
- To assess the impact of promotional strategies on consumer buying behaviour.

## RESEARCH METHODOLOGY

### Scope of the Study:

This study investigates consumer satisfaction with health drinks in Palakkad Municipality.

**Hypotheses:**

- H1: A positive relationship exists between perceived quality and consumer satisfaction.
- H2: Price sensitivity significantly affects brand-switching behaviour.
- H3: Advertising plays a crucial role in shaping consumer preferences and loyalty.

**Research Design:**

A descriptive research approach was used. Primary data was collected from 200 respondents using structured surveys. Secondary data was obtained from journals and market reports.

**DATA ANALYSIS**

The study revealed that Boost is the most preferred health drink (64.3%), followed by Horlicks (22.9%), with Bournvita (8.6%) and Complan (4.3%) trailing behind. Taste (67.1%) emerged as the most critical factor in determining consumer preference, followed by nutritional content (20%). Price sensitivity (7.1%) played a lesser role in purchase decisions, while sachet packaging (85.7%) contributed to affordability and convenience. TV advertisements (74.3%) were the most influential promotional medium, though 47.1% of respondents expressed skepticism toward advertising claims. The high rate of brand switching (56%) suggests that while brand preference is shaped by taste, perceived health benefits, and convenience, price-sensitive consumers lack strong brand loyalty. Companies should focus on enhancing product taste, transparency in advertising, and customer retention strategies such as loyalty programs and promotional incentives.

**Data Analysis Tools:**

- Descriptive Analysis: Mean values, percentages, and graphical representations.
- Comparative Analysis: Brand preference and consumer behaviour.
- Hypothesis Testing: Correlation analysis, regression analysis, and chi-square tests.

**DISCUSSION****Key Findings:**

- Demographics: 50% of respondents were aged 20-30 years.
- Consumption Patterns: 30% consume health drinks daily, while 44.3% consume them weekly.
- Brand Preference: Boost (64.3%) is the most preferred, followed by Horlicks (22.9%).
- Factors Influencing Purchase: Taste (67.1%) was the most important factor, followed by nutritional content (20%).
- Advertising Influence: TV commercials (74.3%) were the primary source of brand awareness.

- Brand Switching: 56% of respondents indicated a tendency to switch brands due to price sensitivity.
- This study provides actionable insights for various stakeholders:
- For the Government & Regulatory Bodies: The findings emphasize the importance of monitoring advertising claims to prevent misleading health-related promotions.
- For Health Drink Brands & Marketers: Companies should focus on improving taste profiles, enhancing nutritional value, and ensuring transparency in advertising.
- For Researchers & Academics: The study lays the groundwork for further investigation into consumer psychology and behavioral patterns related to health drink consumption.
- For Consumers: This research raises awareness about brand positioning, enabling consumers to make more informed purchasing decisions based on verified product benefits rather than marketing influence.

## CONCLUSION

The study identifies taste, price sensitivity, and advertising as primary drivers of brand preference in the health drink sector. Recommendations include enhancing product quality, improving marketing transparency, and implementing customer retention strategies. Future research can explore digital marketing's impact on health drink brand perceptions.

## SCOPE FOR FUTURE RESEARCH

Future research can expand by conducting comparative studies across rural and urban settings to understand regional variations in health drink consumption. Longitudinal studies can track consumer behavior over time to assess brand loyalty and retention. Additionally, exploring psychological factors like emotions, trust, and brand nostalgia could provide deeper insights. The role of digital marketing, including social media influence and online reviews, is another critical area of study. Finally, competitor analysis and pricing strategies should be examined to optimize price positioning without compromising brand value.

## REFERENCES

- i. **Amine, A. M.** (1998). Consumers' true brand loyalty: The central role of commitment. *Journal of Strategic Marketing*, 6(4), 305–319.
- ii. **Vasan, M.** (2018). Consumers' attitude towards personal care products of Patanjali Ayurved Ltd. *An International Multidisciplinary Journal*, 2(2).
- iii. **Gopiseti, R., & Linganna, G.** (2017). Consumer buying behaviour towards fast-moving consumer goods (A study of selected personal care products in Nizamabad District of Telangana State). *IOSR Journal of Business and Management*, 19(11), 54–59.
- iv. **Kundu, S. S.** (2013). Customers' perception towards the FMCG in rural market: An analysis. *International Journal of Techno-Management Research*, 1(2).
- v. **Allaw, M.** (2014). Who you are affects what you buy: The influence of consumer identity on brand preference. *Elon Journal of Undergraduate Research in Communications*, 5(1), 1–3.
- vi. **Pallavi, G. S., & Shashidhar, S.** (2015). A study on consumer behaviour towards selected FMCG. *International Journal of Engineering and Management Research*, 5(2), 303–320.
- vii. **Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y.** (2016). A brand preference and repurchase intention model: The role of consumer experience. *Journal of Marketing Management*, 32, 13–14.
- viii. **Ali, S. S., & Ahmed, F.** (2010). Flexible approach to satisfaction index—An Indian case study of health drinks sectors. *Indian Journal of Indian Culture Business Management*, 3(3), 260–284.
- ix. **Ghose, S., & Lowengart, O.** (2012). Consumer choice and preference for brand categories. *Journal of Marketing Analytics*, 1(1), 3–17.
- x. **Krishnamurthi, S., & Gupta, B.** (2017). Changing consumer behaviour paradigms: Does gender and married status influence grocery shopping behaviour? An exploratory study. *Indian Journal of Marketing*, 47(10), 7–14.
- xi. **Rohatgi, D., & Malik, G.** (2017). A study on preference for Indian local/regional FMCG brands among Delhi consumers. *International Journal of Mechanical Engineering and Technology*, 8(12), 129–137.