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INTRODUCTION
REVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
LIMITATIONS
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- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

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A STUDY ON CUSTOMER PREFERENCE OF HEALTH DRINKS WITH SPECIAL REFERENCE TO "BOOST" IN MANNARGUDI TOWN

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ABSTRACT
Boost is the first Malt Based Drink in India to use celebrity endorsement to convey its energy proposition and has successfully differentiated from other brands. The brand has been popular among kids in its core markets for its delicious chocolaty taste. Not only Boost has strong taste equity amongst the consumers but also has got relevant science credentials as well to drive conviction on health benefits of the drink. In 2009, Boost launched its strongest ever, scientifically proven claim, of increasing stamina by 3 times driving up the nutritional credentials of the brand. All people, whether young or old, like health drinks. Thus health drinks have become a part of their lives. As regards manufactures they should realise that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

KEYWORDS
health drinks, energy, nutrition, consumer, marketing.

INTRODUCTION
In all walks of life man is said to be a working animal. Most of people's wants are satisfied through outside sources namely different goods and services. Some sort of exchange process and relationship must take place among various people to make use to each other's products and services.

In the modern and competitive world people must do heavy work both mentally and physically. So that they require more energy and stamina for the maintenance of good health.

Health is man's most precious possession. It influences all his activities and shapes his destiny. Health is wealth. This indicates the importance of health. Health infect is a key to education, success, good citizenship and happy life. Without good health an individual can't perform efficiently. One individual health is like a pillar of a society. The health of an individual and society are interlinked. An individual health keeps free from disease, stops the spread of disease in one's community and neighbourhood or society.

COMPANY PROFILE
Boost is India's leading malt-based food drink in chocolate flavour. It was developed by company's R&D team in 1974 and launched in 1975-76. Currently it's the third biggest health food drink in India and enjoys a market share of 11.5.

Boost is the first Malt Based Drink in India to use celebrity endorsement to convey its energy proposition and has successfully differentiated from other brands. It had been endorsed by India's most famous cricket stars, particularly those which have a huge following among children like Kapil Dev, Sachin Tendulkar, Virendar Sehwag and now M S Dhoni and Virat Kohli.

The brand has been popular among kids in its core markets for its delicious chocolaty taste. Not only Boost has strong taste equity amongst the consumers but also has got relevant science credentials as well to drive conviction on health benefits of the drink. Boost has been differentiated of its energy proposition since its early years. In 2009, Boost launched its strongest ever, scientifically proven claim, of increasing stamina by 3 times driving up the nutritional credentials of the brand. The brand further strengthened its strong science credentials through the claim of delivering 3 times more stamina+ in a span of just 120 days.

DETERMINANTS OF HEALTH
The important determinants are heredity, environment, life style, socio-economic condition, health and family welfare services and other factors. Health is a multidimensional. The three specific dimensions are physical, mental and social.

a. Mental dimension

Mental health is not more absence of mental illness. A person is said to be healthy if
a. One is free from internal conflicts
b. One neither under estimate nor over estimates his own abilities
c. One known himself, his needs, problems and goals and
d. One has good self control.

b. Physical dimension

Physical dimension implies the notions of perfect functioning of the body. The sign of physical health in an individual are a good complexion, a clear skin, bright eyes, lustrous hair, a body with firm flesh, a good appetite, sound sleep, regular activity of bowels and bladder and smooth, easy co-ordinate bodily movements.

C. Social dimension

The third one is social dimension it means the quantity and quality of an individual inter personalities and the extent of involvement with the community.

FOOD AND NUTRITION

Food is the chief of essential materials which the body needs for its well being. These essential materials are called 'nutrients'. Good food is indispensable for health at all stages of life and from satisfactory growth during infancy, childhood, adolescence and adulthood.

Food provides energy to the body it also supplies the essential nutrients for its growth and enables, it to replace the tissue. Food are needed for three main purposes.
a) Muscular works and vitality
b) Body construction and
c) Repair process

NUTRIENTS

Nutrients are defined "as the sum total of the process involved in the intake and utilization of food substances by living organisms including digestion, absorption and metabolism of food".

Food contains five sorts of nutrients

a. Carbohydrates
b. Fat
c. Protein
d. Mineral and
e. Vitamins

CONSUMERS

A consumer is the central point and all the marketing activities revolved around him. The firm should understand the consumers and the marketing system should be designed to suit consumers need. "Consumers are people in families and other kinds of households who buy and use products and service in order to satisfy the personal needs and wants".

"Consumer is one, who purchases goods and services for his / her own personal use or for house hold use. End use consumption is perhaps the most pervasive of all types of consumer behaviour, since it involves every individual, of every age and background, in the role of buyer or user or both".

Producers, sellers and providers of service give importance to the consumer. In the sense, "Every one of us is a consumer".

"A customer is the most important visitor in our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is part of it. We are not doing him favour by serving him. He is doing us a favour by giving us an opportunity to do so". – Mahatma Gandhi.

A customer as one who purchases a commodity or service usually, systematically or frequently or one who patronizes or uses services. – Webster Dictionary.

To satisfy the customers is the mission and purpose of every business. – Peter F. Drucker.

Who is customer?

- A customer is the most important person ever in this office in person or by mail.
- A customer is not dependent on us … we are dependent on him.
- A customer is not an interruption of our work… he is the purpose of it. We are not doing a favour by serving him… he is doing us a favour by giving us the opportunity to do so.
- A customer is not someone to argue or match with. Nobody ever won an argument with the customer.
- A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

SIZE ON FAMILY INCOME

The size of family and the size of family income affect the spending and saving patterns. Generally large families spend more and small families spend less in comparison.

INCOME EXPECTATION

The expected income to receive in future has direct relation with the buying behaviour. The expectation of higher or lower income has a direct effect on spending plans.

SPEND DISPOSABLE INCOME

This goes to the habit of spending or saving with the disposable income of buyers. If the buyers give importance to present needs, then they dispose of their income and buyers spend less if they give importance to the future needs.

LIQUIDITY OF FUND

The present buying plans are influenced greatly by liquidity of assets i.e. cash and assets readily convertible into cash, example, readily marketable shares and bonds, bank balances etc. However, these convertible assets influence and offer freedom to the buyer, who actually buys with current income.

CONSUMER CREDIT

Facility of consumer credits system, hire purchases, instalment purchases etc., play on important role in purchasing decision. A buyer can command more purchasing power. "Buy now and pay later play its role effectively in the rapid growth of markets for car, scooter, radio, fridge, furniture, television and the like.

ECONOMIC MODEL SUGGESTS BEHAVIOUR HYPOTHESIS

1. Lower the price of the product, higher the sales.
2. Lower the price of substitute products; lower the sales of this product.
3. Higher the real income, higher the sales of this product.
4. Higher the promotional expenses, higher the sales.

However, "Lower the price of a product, higher the sales" may not hold good. As buyers may feel that the product is a sub-standard one. Economic factors alone cannot explain all the variations in sales. The model ignores the fundamental question of how product and brand preference are formed.

OBJECTIVES OF THE STUDY

1. To study the socio-demographic characteristics of the respondents.
2. To analyze the factors influencing the brand preference of Health Drinks.
3. To find out the reason for preferring a particular brand especially for Boost.
4. To measure the impact of media influencing consumer in their selection process

SCOPE OF THE STUDY

The study has been undertaken among the all consumers and retailers to know and analyze the factors, different opinion on the selection of health drinks. This research helps the retailers to the customer's preference in the brand. It helps know about the satisfaction of the customers regarding the health drinks.

METHODOLOGY

This study is an analytical one and based on both primary data and secondary data. Primary data were collected through a structural questionnaire after conducting pilot study with 100 respondents. The secondary data are collected from various books and journals and websites.

COLLECTION OF DATA

PRIMARY DATA

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data. The data was collected from various customers of private and public banks in Mannargudi town.

SECONDARY DATA

The data are those which have already been collected by some one else and which have already been passed through the statistical process. Secondary data was collected from journals, magazines and record of the company.

SAMPLING DESIGN

In this study the researcher has selected simple random sampling method which is known as probability sampling. Under this sampling design every item of the universe has an equal chance of inclusion in the sample. This method is free from bias.

SAMPLE SIZE

The sample size of 100 respondents was selected in Mannargudi town for this study.

STATEMENT OF THE PROBLEM

The problem undertaken for this study purpose is to find out the consumer and retailer opinion about the health drinks especially in brand of Boost for this purpose, preferential status of consumers are analysed on what basis the consumer prefers his brand and what problem faced by the retailer, what are the activities of retailer in sales of the product and which influence him to buy such as brand and how his buying motives is created.

AREA OF THE STUDY

Mannargudi town is selected as the area of this study. Mannargudi is a town in the Tiruvarur district of Tamil Nadu, India, situated at a distance of 20 kilometers from the district capital Tiruvarur and 310 kilometers from the city of Chennai. Mannargudi is the largest town in the district. Apart from being a rice-production centre, Mannargudi is known for the Rajagopalaswamy Temple, which is an important Hindu pilgrimage site.

Agriculture is the principal occupation of the people of Mannargudi. Mannargudi is also known its cloth weaving and metal industries.

PERIOD OF THE STUDY

The data was collected in the month of November 2016 to February 2017.

LIMITATIONS

1. The study restricted to Mannargudi town only.
2. Due to time and cost constraint, the study is confined only to the 80 respondents.
3. Lack of time has reverted on deep and thorough study.
4. Some of the consumers had been reluctant to give complete information about their product.
5. The findings are drawn only on the basis of information supplied by the respondents and they can't be relied upon wholly.

DATA ANALYSIS AND INTERPRETATION

After analyzing the trends of health care production in India and discussing about consumer behaviour with respect of Health drinks especially boost, the current chapter reports the results of the survey conducted by the candidate on consumers. The survey was intended to collect primary data on consumer behaviour with respect to Boost. Those who use Boost constitute the population frame.

As almost all the persons are using Boost no specific frame was prepared for the survey. A questionnaire schedule with 20 main questions was prepared for the purpose of the survey. A sample of 100 consumers was chosen at random. Enough care was taken to include all types of consumers in the sample.

The result of the survey is presented in this chapter. An analysis of the data collected reveals many relevant facts about consumer behaviour with regard to health drinks.

TABLE 1: AGE WISE CLASSIFICATION

S. No	Age Group	No. of Respondents	Percentage
1	Below 25 Yrs	10	10
2	26Yrs-30Yrs	50	50
3	31Yrs-40Yrs	25	25
4	Above 40 Yrs	15	15
	Total	100	100

Source: primary Data

Inference

The above table shows that majority 50% of the respondents are in the age group of 26-30 years, 25% of the respondents are in age group of 31-40 years, 15% of respondents in the age group of above 40years and above and remaining 10% of the respondents in the age group of below 25 years.

TABLE 2: GENDER WISE CLASSIFICATIONS

S. No	Gender	No. of Respondents	Percentage
1	Male	30	30
2	Female	70	70
	Total	100	100

Source: Primary Data

Inference

The above table shows that gender wise classification of the respondents in terms of percentage, 70% of respondents are females and the rest 30% of the respondents are males.

TABLE 3: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF MARITAL STATUS

S.No	Marital status	No. of Respondents	Percentage
1	Married	75	75
2	Unmarried	25	25
	TOTAL	100	100

Source: Primary data

Inference

The table 3 reveals that marital status of the respondents terms of 75% of respondents are married and 25% of the respondents are unmarried.

TABLE 4: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION OF RESPONDENTS

S.No	Educational Qualification	No. of Respondents	Percentage
1	S.S.L.C	15	15
2	H.Sc	30	30
3	UG	36	36
4	PG	19	19
	Total	100	100

Source: primary Data

Inference

The above table indicates that 36% of the respondents have qualified for UG degree, 30% of the respondents have studied Higher secondary, 19% of the respondents are qualified PG Degree and only 15% of the respondents are studied on S.S.L.C.

TABLE 5: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF EXPERIENCE OF THE RESPONDENTS

S.No	Experience	No. of Respondents	Percentage
1	0-5 Yrs	33	33
2	6-10 Yrs	30	30
3	11-15 Yrs	20	20
4	Above 15 Yrs	17	17
	Total	100	100

Source: primary Data

Inference

The above table indicates that 33% of the respondents are experienced for 6-10 years, 30% of the respondents experienced for 6-10 years, 20% of the respondents are 11-15 years and 17% of the respondents are above 15 years.

TABLE 6: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF FAMILY INCOME

S.No	Family income (Rs).	No. of Respondents	Percentage
1	Rs.5000 to Rs.10000	25	25
2	Rs.10000 to Rs.15000	25	25
3	Rs.15000 to Rs.20000	50	50
	Total	100	100

Source: Primary data

Inference

The above table shows that the family income of the respondent's surveyed 50% of the respondents are in the income range of Rs.15000 to Rs.20000, 25% of the respondents are in the income range of Rs.10000 to Rs.20000 and remaining 25% of the respondents are in the income range of Rs.5000 to Rs.10000.

TABLE 7: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF TYPES OF FAMILY

S.No	Type of family	No. of Respondents	Percentage
1	Nuclear family	80	80
2	Joint family	20	20
	Total	100	100

Source: Primary data

Inference

The above table 7 shows that the majority 80% of the respondents is in the category of Nuclear family and 20% of the respondents are joint family. The study cover the surrounding of Mannargudi town, so most of the people living in nuclear family.

TABLE 8: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF AREA OF RESIDENCY

S.No	Area	No. of Respondents	Percentage
1	Rural	20	20
2	Urban	70	70
3	Semi-Urban	10	10
	Total	100	100

Source: Primary data

Inference

The above table shows that majority 70% of the respondents is located at urban areas, 20% of the respondents are rural areas and only 10% of the respondents are semi-urban areas.

TABLE 9: OCCUPATIONS OF THE RESPONDENTS

S.No	Occupation	No. of Respondents	Percentage
1	Government Employees	25	25
2	Private Employees	40	40
3	House wife	20	20
4	Others	15	15
	Total	100	100

Source: primary Data

Inference

The above table shows occupation wise, among 100 of respondents 40% of the respondents are working in private employees, 25% of the respondents are government employees, 20% of the respondents are housewife and 15% of the respondents are other categories.

TABLE 10: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF AWARE OF THE BRAND

S. No	Opinion	No. of Respondents	Percentage
1	Yes	77	77
2	No	23	23
	Total	100	100

Source: Primary data

Inference

The above table shows that the aware of the product, majority 77% of the respondents are aware the Boost brand and 23% of the respondents are not aware of the product.

TABLE 11: CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF THEIR THINKING ABOUT THE PRODUCT

S. No	Opinion	No. of Respondents	Percentage
1	Excellent	38	38
2	Good	31	31
3	Poor	17	17
4	None	14	14
	Total	100	100

Source: Primary data

Inference

The above table indicates that 38% of the respondent's opinion that the products are excellent, 31% is opinion that good, 17% are opinion that poor and 14% of the respondents are none of them.

TABLE 12: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION ABOUT COMPANY'S AFTER SALES AND SERVICES

S.No	Opinion	No. of Respondents	Percentage
1	Extremely satisfied	25	25
2	Satisfied	21	21
3	Dissatisfied	54	54
	Total	100	100

Source: Primary data

Inference

The above table shows that majority 54% of the respondents are dissatisfied about the company sales and services, 25% are extremely satisfied about the company sales and services and only 21% are satisfied.

TABLE 13: REASONS FOR USING THE BRAND

S.No	Reason	No. of Respondents	Percentage
1	Brand image	14	14
2	Quality	13	13
3	Price	57	57
4	Services	16	16
	Total	100	100

Source: Primary data

Inference

The above table 13 shows that majority 57% of the respondents using the brand for affordable price, 16% of the respondents are using the brand for better services for the product, 14% of the respondents are using the Boost for brand image, 13% of the respondents are using the Boost for Quality.

TABLE 14: SATISFACTION LEVELS OF THE RESPONDENTS

S.No	Level of satisfaction	No. of Respondents	Percentage
1	Fully satisfied	40	40
2	Satisfied	30	30
3	Dissatisfied	10	10
4	Neutral	20	20
	Total	100	100

Source: Primary data

Inference

The above table shows that 40% of the respondents are fully satisfied from the product, 30% of the respondents are satisfied, 20% of the respondents are neutral and only 10% of the respondents are dissatisfied.

TABLE 15: TYPES OF FLAVOUR

S.No	Types	No. of Respondents	Percentage
1	Kesar Badam	29	29
2	Elaichi	23	23
3	Original	35	35
4	Chocolate	13	13
	Total	100	100

Source: primary Data

Inference

The above table shows that majority 35% of the respondents are like Boost Original, 29% are like Kesar Badam, 23% are like Elaichi and only 13% of the respondents are like Chocolate.

TABLE 16: REASON FOR CHANGE THE BRAND IN FUTURE

S.No	Opinion	No. of Respondents	Percentage
1	Non Availability	10	10
2	Price	36	36
3	Dissatisfaction	30	30
4	Unlimited colours and models	24	24
	Total	100	100

Source: Primary data

Inference

The above table 16 reveals that 36% of the respondents are opinion that change the brand in future due to high price of the product compare to other health drinks, 30% are opinion that change the brand in future for dissatisfaction of the product 24% are unlimited colours and models and another 10% of the respondents are opinion that non availability of the product for the reason to change the brand in future.

TABLE 17: FACTORS INFLUENCE PURCHASE DECISIONS

S.No	Reason	No. of Respondents	Percentage
1	Quality	35	35
2	Price	25	25
3	Advertisement	20	20
4	Availability	06	06
5	Other factors	04	04
	Total	100	100

Source: Primary data

Inference

The above table 17 reveals that 35% of the respondents are opinion that quality is the main factors for influence the purchase decisions, 25% of the respondents are say price is the main factors for influence the purchase decision, 20% are say advertisement, 6% of the respondents are availability and remaining 4% of the respondents are say the other factors such as habit, convenience is the main factors for decide the purchase of the product.

FINDINGS

- Majority of the health drink users belong to the age group of 26-30(50%).
- Majority of the respondents are female (70%).
- 75% of the respondents are married
- Most of the respondents have studied UG degree (36%).
- 33% of the respondents are using the brand for 5 years
- Majority 50% of the respondents are the income range of Rs. 15000 to Rs. 20000
- Majority 80% of the respondents are nuclear family
- 70% of the respondents are urban family
- 77% of the respondents are aware the brand of Boost
- Majority 38% of the respondents are opinion that the brand is excellent
- Majority 54% of the respondent are dissatisfied the company after sales and services provided to the consumers
- Majority 57% of the respondents are using the Boost for low price compare to other brands
- 40% of the respondents are fully satisfied the overall of the product
- Majority 50% of the respondent are purchase the brand of Boost regularly
- 35% of the respondents are prefer the regular Boost
- Majority 36% of the respondents are change the brand in future due to high price of the product
- 35% of the respondents are influenced by quality of the product

SUGGESTIONS

- Customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand.
- Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- Better and improved flavour and taste may increase the sales.
- Steps should be taken to make the products available in different quantities.
- Sensible advertisement should be made for better impression in the customer mind.
- Samples could be provided to rural areas to create awareness about the product.
- Unhealthy competition among the manufacturers to the effect of lowering the quality on standard of the product (while showing price off or gift offer should be avoided).
- The manufacturer must take Market survey, once in six months, to know the consumer attitude and preference.
- There should be regular supply of all brands of health drinks.

CONCLUSION

All people, whether young or old, like health drinks. They take health drinks for relaxation, refreshment and to get energy. Thus health drinks have become a part of their lives. As regards manufactures they should realise that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

The above preposition implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at the competitive price but at the same time should see that the quality or standard is not deteriorated. Thus, the consumer is the most important aspect in his business, he should deliver quality product at an acceptable price.

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