

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2477 Cities in 159 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON THE IMPACT OF UNETHICAL CORPORATE PRACTICES ON CORPORATE BRAND EQUITY <i>DR. R. SATISH KUMAR & ATULSEN SINGH</i>	1
2.	FACTORS AFFECTING MANAGERIAL CREATIVITY <i>DR. RISHU ROY & SUPRIYA GUPTA</i>	7
3.	THE IMPACT OF CELEBRITY ADVERTISEMENT ON INDIAN CUSTOMERS <i>CHAITRA BOCHEER .K.S & DR. H. NANJEGOWDA</i>	15
4.	INNOVATIVE BANKING SERVICES IN RURAL AREAS WITH SPECIAL REFERENCE TO SALEM <i>DR. A. JAYAKUMAR & G. ANBALAGAN</i>	20
5.	THE EFFECT OF CHANGING ORGANIZATIONAL CULTURE ON TQM PRACTICES IN ISO CERTIFIED COMPANIES <i>BHAKTA BHUSHAN BISWAS</i>	24
6.	THE RELUCTANCE OF JORDANIAN WOMEN IN WORKING IN THE TOURISM SECTOR: CASE OF JORDANIAN FEMALE <i>AMEEN AHMED MAHBOB AL MOMANI</i>	30
7.	A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS HEALTH DRINK PRODUCTS IN TIRUVARUR DISTRICT (TN) <i>DR. N. UDHAYAKUMARI & G. T. VIJAYALAKSHMI</i>	37
8.	AN EMPIRICAL ANALYSIS OF FRIDAY EFFECT IN NSE NIFTY COMPANIES <i>DR. S. POORNIMA & V. CHITRA</i>	41
9.	ANALYSIS OF WAGE BURDEN AND EMPLOYEE PRODUCTIVITY OF STATE BANK OF INDIA AND ICICI BANK <i>DR. ASHOK JHAWAR & ROBIN THOMAS</i>	45
10.	OUTSOURCING AND COMPETITIVE ADVANTAGE <i>V. K. RANJITH & BIJUNA C MOHAN</i>	49
11.	FINANCIAL IMPACT OF HRM ON PRODUCTIVITY AND PROFITABILITY IN PUBLIC AND PRIVATE SECTOR ORGANISATIONS: A STUDY <i>MOIRANTHEM MOMOCHA SINGH & DR. D. GOPALAKRISHNA</i>	52
12.	ROLE OF SMALL AND MEDIUM ENTERPRISES IN INDIA'S MANUFACTURING SECTOR <i>DR. NASIR ZAMEER QURESHI, ADIL AMIN BHATT, ZUHAIB AHMAD BAZAZ & NASREEN KHAN</i>	55
13.	CELEBRITY ENDORSEMENT INFLUENCING CONSUMER BEHAVIOR <i>DR. M. L. GUPTA & SHAILESH VERMA</i>	61
14.	COMPETENCY MAPPING: AN EFFECTIVE TOOL FOR HRM <i>MANISHA CHOUDHARY, DR. DIPTI SHARMA & DEEPENDRA MAHALAWAT</i>	64
15.	INNOVATION IN FINANCIAL SERVICES: A STUDY OF FINANCIAL INSTITUTIONS <i>AMANDEEP KAUR SHAHI & KRITI AVASTHI</i>	67
16.	SERVICE QUALITY OF BAJAJ ALLIANZ LIFE INSURANCE IN SOUTH INDIA USING SERVQUAL INSTRUMENT <i>SUBHAN BANDE</i>	72
17.	CAPITAL STRUCTURE DETERMINANTS FOR SUSTAINED PERFORMANCE IN THE ENERGY SECTOR OF INDIA <i>DR. SUNITA PANICKER</i>	77
18.	FINANCIAL INCLUSION IN INDIA - A ROAD AHEAD <i>K. THIRUMAMAGAL & DR. TI. M. SWAAMINATHAN</i>	82
19.	LOANS AND ADVANCES OF COMMERCIAL BANKS: A CASE STUDY ON JANATA BANK LIMITED <i>FARJANA SALAM, FAHIMA SALAM, ASHUTOSH ROY & MD. HALIMUZZAMAN</i>	88
20.	THE EFFECTS OF CREDIT FINANCE ON THE NIGERIAN AGRICULTURAL SECTOR'S PERFORMANCE <i>AKINSEYE OLOWU & DR. ONIMOLE SOLOMON</i>	94
21.	INFLUENCE OF CREDIT ADMINISTRATION ON FARMERS OPERATIONS IN OSUN STATES OF NIGERIA: A REVIEW OF THE NIGERIA MICROFINANCE POLICY <i>OLADEJO MORUF & SOYEMI KENNY</i>	102
22.	APPRAISAL OF FACTORS INFLUENCING TAX AVOIDANCE AND EVASION IN NIGERIA <i>AKINYOMI OLADELE JOHN & OKPALA KENNETH</i>	107
23.	LEVEL OF WORKERS' JOB SATISFACTION AT JUTE MILLS: A CASE STUDY ON NARSINGDI DISTRICT <i>MD. GHULAM RABBANY, ABU ZAFAR AHMED MUKUL, SHARMIN AFRIN & AIRIN RAHMAN</i>	112
24.	MEASURING SERVICE QUALITY AND CUSTOMER SATISFACTION USING SERVQUAL: AN EMPIRICAL STUDY IN HOSPITALITY INDUSTRY OF BANGLADESH <i>MD. SHARIFUL ALAM</i>	116
25.	WORKER CHARACTERISTICS AND COMPLIANCE TO OCCUPATIONAL HEALTH AND SAFETY OF WOOD WORKERS IN NAJA DAVID WOOD INDUSTRY LIMITED IN KUMASI, GHANA <i>DR. KOFI OSEI AKUOKO, DR. MARTIN KWAKU YEBOAH, VINCENT DE PAUL KANWETUU & ELIZABETH ADWOA KWANKYE</i>	121
26.	PERCEPTIONS OF RETAILERS ON FDIS INTO INDIAN MULTI BRAND RETAILING <i>N. SURESH</i>	128
27.	LOAN ASSETS CLASSIFICATION OF SCHEDULED COMMERCIAL BANKS IN INDIA <i>M. ANBALAGAN</i>	131
28.	EXAMINING FACTORS AFFECTING DIVERSITY IN THE WORKPLACE <i>ARSLAN AYUB, MUHAMMAD SALMAN ASLAM & ADEEL RAZZAQ</i>	136
29.	A STUDY ON CONSUMER AWARENESS ABOUT BANKING SERVICES IN MADURAI CITY <i>S. RENUGADEVI</i>	139
30.	EVA AND MVA: WHICH METRIC IS EXTREMELY EFFECTIVE IN EXPLAINING REPORTED EARNINGS? – AN EMPIRICAL STUDY ON SELECTED INDIAN FIRMS <i>MAHESH KUMAR KURMI</i>	143
	REQUEST FOR FEEDBACK	147

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, GuruGobindSinghIndraprasthaUniversity, Delhi
Ex. Pro Vice-Chancellor, GuruJambheshwarUniversity, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, GuruGobindSingh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSingh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Education, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS HEALTH DRINK PRODUCTS IN TIRUVARUR DISTRICT (TN)

DR. N. UDHAYAKUMARI
ASSOCIATE PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
A. D.M. COLLEGE FOR WOMEN (AUTONOMOUS)
NAGAPATTINAM

G. T. VIJAYALAKSHMI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
RABIAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN
TIRUVARUR

ABSTRACT

In the competitive environment, marketers are finding it difficult to create and retain customers for their products. Health Food Drink products have entered the global markets with force in the past years and rapidly gained market share. The basic purpose of this research paper is to identify the various factors influencing for preferring their brands. Paper also attempts to determine the sources of awareness and level of satisfaction of the consumers. To develop conclusions exploratory and descriptive research designs are used. Primary data is collected with the help of questionnaire method and data is analyzed with the help of various statistical techniques. It also showed that 31.81% of the consumers preferred Horlicks more than other brands of Health Drink Products. The major reason for brand preference is advertisement (32.72%). High preference for advertisement is highlighted for the companies to increase their market share.

KEYWORDS

Brand preference, HFD market, Consumer satisfaction.

INTRODUCTION

Consumer is the king in modern marketing world. Consumer behavior and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. In the modern competitive world people must do heavy work both mentally and physically to survive successfully. So that they required more energy and stamina for that they want nutritious and health drinks.

Health is man's precious possession. It influences all his activities and shapes his destiny. An understanding of health is the basis of all health care. Health is wealth. This indicates the importance of health. In fact, health is a key to education, success, good citizenship and happy life. Without good health an individual cannot perform efficiently. A healthy individual is like a pillar of a society. The health of an individual by keeping himself free from disease helps in stopping the spread of disease in one's own community and the society at large.

BRAND PREFERENCE

The word "brand" owes its origin to the Norwegian word "brandr" meaning to burn. According to **American Marketing Association**, a brand is "a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or a group of sellers and differentiate them from those of competitors". Today, brands function as valuable marks of trust, superior quality, positive equity associations and differentiating values. Brands have been building customer loyalty, competitive advantage and positive benefit perceptions for their corporate owners. Corporate owners brand strategy and tactics are typically based on an understanding of how consumer brand choice behavior is influenced by marketing factors, such as quality, price, innovation, creativity, design, packaging and advertisements.

A brand preference is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing, but will accept substitutes if that brand is not available. Brand preference is the stage of brand loyalty at which a buyer will select a particular brand but will choose a competitor's brand if the preferred brand is unavailable.

HEALTH DRINK PRODUCTS

India, the world's largest malt-based drinks market, accounts for 22% of the world's retail volume sales. These drinks are traditionally consumed as milk substitutes and marketed as a nutritious drink, mainly consumed by the old, the young and the sick. The Health Food Drinks category consists of white drinks and brown drinks. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed at about 90,000 ton and is estimated to be growing at about 4%. These Malt beverages, though, are still an urban phenomenon.

White drinks account for almost two-thirds of the market. GSK Consumer Healthcare is the market leader in the white malt beverages category with a 60.7% overall market share. Heinz's Complan comes in second with a market share of 12-13%. Market leader GSK also owns other brands such as Boost, Maltova and Viva.

Currently, brown drinks (which are cocoa-based) continue to grow at the expense of white drinks like Horlicks and Complan. The share of the brown drinks has increased from about 32% to 35% over the last five years. Cadbury's Bournvita is the leader in the brown drink segment with a market share of around 17%. Other significant players are Nestle's Milo and GCMF's Nutramul.

OBJECTIVES OF THE STUDY

1. To study the factors which are influencing brand preference for different brands.
2. To study the influence of gender on consumer preference for health drinks.
3. To study the influence of income on consumer preference for health drinks

HYPOTHESES DEVELOPMENT

The paper tested the following hypothesis:

1. There is no significant difference between the income of the respondents and brand preference.
2. There is no significant difference between the gender and brand preference.

RESEARCH DESIGN

The research design for the study is descriptive. Consumers of various age groups have been interviewed for the research survey using a structural Questionnaire.

SAMPLING DESIGN AND SAMPLE SIZE

Sampling technique used for the study was convenience sampling and the sample size was 110. The research instrument used was a questionnaire and it comprised of both open and close-ended questions. Personal interview was conducted among the target respondents using the questionnaire.

TOOLS USED FOR THE STUDY

Percentage analysis and Chi-Square test were used to analyze the data.

DATA ANALYSIS

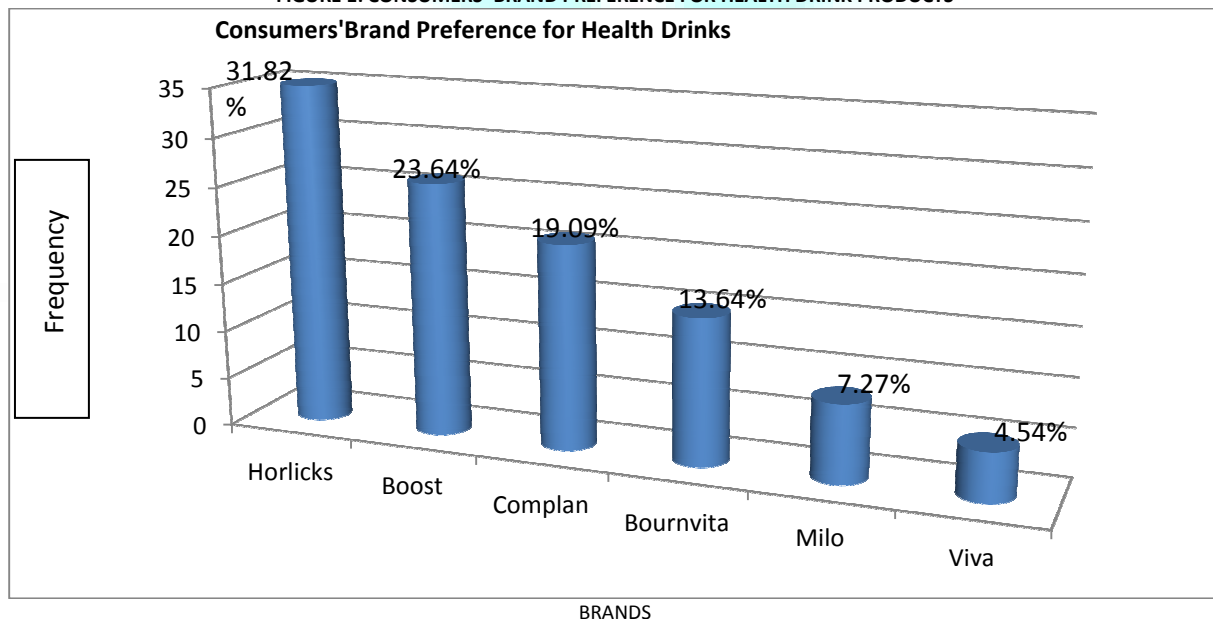
TABLE 1: THE SOCIO-ECONOMIC CONDITIONS OF THE RESPONDENTS IN TIRUVARUR

S.No.		Factors	Frequency	Percent
1	Sex	Male	67	60.91
		Female	43	39.09
		Total	110	100.0
2	Age of the respondents (in years)	Upto 30	58	52.73
		31-40	25	22.73
		41-50	15	13.64
		50&Above	12	10.90
		Total	110	100.0
3	Education	SSLC	17	15.45
		HSC	10	9.1
		Graduate	42	38.18
		Post Graduate	33	30.00
		Others	8	7.27
		Total	110	100.0
4	Occupation	Government Employee	31	28.18
		Private Employee	41	37.27
		Professional	16	14.55
		Businessman	10	9.1
		Housewife	12	10.90
		Total	110	100.0
5	Monthly income of The respondents (in Rs.)	Less than 10,000	28	25.45
		10,001-20,000	35	31.81
		20,001-30,000	22	20.00
		30,001-40,000	15	13.64
		40,000 & Above	10	9.1
		Total	110	100.0

Source: Primary Data

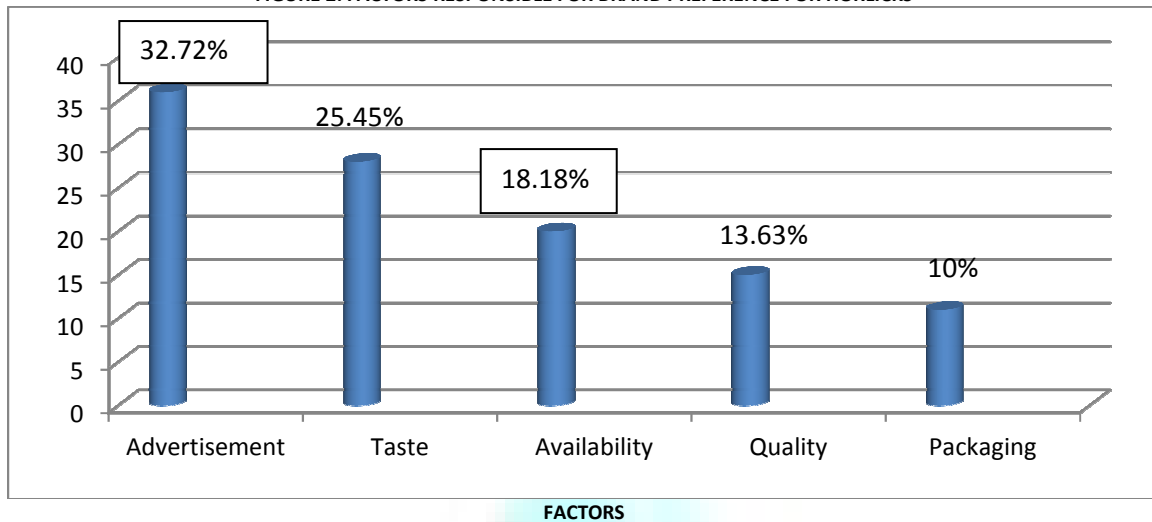
The Table 1 depicts socio-Economic conditions of the respondents. 60.91% of the respondents were male & rests were female. It also contains out of 110 respondents. 28 belonged to the income category of less than 10,000 per month, 35 respondents belonged to the income category of Rs. 10001-20000 per month, 22 respondents belonged to the category of Rs.20001-30000 per month,15 respondents belonged to the category of Rs.30001-40000 per month and 10 respondents belonged to the income category of more than Rs.40000.

FIGURE 1: CONSUMERS' BRAND PREFERENCE FOR HEALTH DRINK PRODUCTS



According to Figure 1, out of six most preferred brands (Horlicks, Boost, Bournvita, Complan, Milo and Viva), three brands (Horlicks 31.82%, Boost 23.63% and Complan 19.09%) made up about 73% of then brand preference of consumers. It also reveals that Horlicks is the most preferred brand.

FIGURE 2: FACTORS RESPONSIBLE FOR BRAND PREFERENCE FOR HORLICKS



According to Figure 2, the various reasons for brand preference were asked and responses (Advertisement 32.72%, Taste 25.45%, Availability 18.18%, Quality 13.63% and Packaging 10%) Show the high impact of advertisement and taste on brand preference for Horlicks.

TABLE 2: CHI-SQUARE TEST: BRAND PREFERENCE OF HEALTH DRINKS BRAND BASED ON CONSUMERS' INCOME

Income Group	Brand Preference						Total
	Horlicks	Boost	Complan	Bournvita	Milo	Viva	
Less than 10000	10 (8.90)	8 (6.62)	5 (5.34)	2 (3.82)	2 (2.04)	1 (1.27)	28
10001-20000	15 (11.14)	6 (8.027)	7 (6.68)	3 (4.77)	3 (2.54)	1 (1.59)	35
20001-30000	5 (7)	6 (5.2)	6 (4.2)	3 (3)	1 (1.6)	1 (1)	22
30001-40000	3 (4.77)	5 (3.54)	2 (2.86)	3 (2.04)	1 (1.09)	1 (0.68)	15
40000 & Above	2 (3.18)	1 (2.36)	1 (1.90)	4 (1.36)	1 (0.73)	1 (0.45)	10
Total	35	26	21	15	8	5	110

Source: Primary Data

Level of significance : 5% level of significance
 Degrees of Freedom = (r-1) (c-1)
 = (5-1) (6-1)
 = 20
 Calculated Chi-Square value = 15.626
 Table value = 31.410

As Chi-Square test statistic showed in Table 3, for 20 DF (Degree of Freedom) at 5% significance level, calculated value of X² is much less than the table value, so the data support the hypothesis. Hence We conclude that, there is no significant relationship between income of the respondents and brand preference.

TABLE 3: CHI-SQUARE TEST: BRAND PREFERENCE FOR HEALTH DRINK BRANDS BASED ON GENDER

Gender	Brand Preference						Total
	Horlicks	Boost	Complan	Bournvita	Milo	Viva	
Male	18 (20.36)	16 (15.13)	13 (12.29)	9 (8.73)	5 (4.65)	3 (2.91)	64
Female	17 (14.64)	10 (10.87)	8 (8.78)	6 (6.27)	3 (3.34)	2 (2.09)	46
Total	35	26	21	15	8	5	110

Source: Primary Data

Level of Significance: 5% level of significance
 Degrees of Freedom = (r-1) (c-1)
 = (2-1) (6-1)
 = 5
 Calculated Chi-Square value = 0.966
 Table value = 12.592

As chi-square test statistic showed in Table 5, for 5 DF (Degree of Freedom) at 5% significance level, calculated value of X² is lower than the table value, so the data support the hypothesis. Hence we conclude that, there is no significant relationship between gender of the respondents and brand preference.

LIMITATIONS OF THE STUDY

Chances of the respondents' bias are involved in the research. As the research is restricted to Tiruvarur town of Tamil Nadu, the results are not applicable to other parts of the District or State or Country.

RESULTS AND DISCUSSION

1. The collected data from the survey shows that brand preference exists in the health drink products market. Out of 6 different health drink brands which featured in this study, Horlicks topped the brand preference table in health drinks industry. Hence it is clear that Horlicks is the favorite health drinks among consumers.

2. The findings of the study of customer brand preference in health drinks states that among all six brands i.e., Horlicks, Boost, Complan, Bournvita, Milo and Viva; the brand at first place is Horlicks with the largest market share 31.82%, Boost is at the second place with the 23.63% market share, Complan is at the third place with the 19.09% market share and Bournvita, Milo and Viva are the fourth, fifth and sixth place respectively with the 13.63%, 7.27% and 4.54% market share.
3. The study shows that advertisement and taste are the major factors responsible for the success of Horlicks. The implication of this is that, other variables does not influence to prefer the horlicks brand.
4. In the analysis, according to Table (2), the chi-square test shows that there is no significant relationship between income of the respondents and brand preference. In Table (3), the chi-square test shows there is no significant relationship between gender of the respondents and brand preference.

CONCLUSION

All people, whether young or old, they take health drinks for relaxation, refreshment and to get energy. Thus health drinks have become part and parcel of their lives. Marketing strategy may give special emphasis on a few elements of marketing mix. Certain key elements having superior selling edge will have special emphasis e.g., personalized selling and serving, fine product quality, best value for money, economy, lowest price, wide distribution network, etc. so the company needs to be very vigilant in monitoring to determine the type of marketing strategies based on the taste and preference of the consumers. Advertisement and taste have major influence on consumers' preference for Horlicks. Concerning the advertising media, the study revealed that Television is the most effective media used for advertising the brand. Horlicks can employ integrated advertising of their products.

REFERENCES

1. Aaker, D. (1991). *Managing Brand Equity*, The Free Press: New York City.
2. Abdul Haneef, M., Abdul Karim, B.A and Edwin Gnanadhas, M (April 2006), "Consumer buying behavior of two wheelers in Tirunelveli city, Tamil Nadu", *Indian Journal of Marketing*. Volume xxxvi. Number 4.
3. Dharmesh Motwani and Khushbu Agarwal (2012), "Customers' Behaviour in Health Food Drink Product Category". *Pacific Business Review International July*, Vol.5. Issue1.pp. 78-84.
4. Etzel, M.J., B.J. Walker and W.J. Stanton. (1997). *Marketing*. USA: Irwin/Mc-Graw Hill.
5. Keller K (2002), "Branding and brand equity", *handbook of Marketing*, Sage Publications, London, pp.151-178.
6. Kotler, P. (1988). *Marketing Management: Analysis Planning control*. New jersey: Prentice Hall, Eaglewood Cliff.
7. Krishnamurthi, L. and S.P. Raj (1991). "An Empirical Analysis of the Relationship between Brand Loyalty and Consumer Price Elasticity," *Marketing Science*, 10,2, 172-183.
8. Menon, A. et al. (1999). "Antecedents and Consequences of Marketing Strategy Making". *Journal of Marketing* 63:1840.
9. Thomas Michael and Nedunchezian V.R.(2012), "Impact of Media on Consumers' Brand Preference- A study on Carbonated Beverage Market with Reference to Coca-Cola", *European Journal of Social Sciences*. Vol.29 No.2, pp. 233-243.

WEBSITES

10. <http://en.wikipedia.org/wiki/Horlicks>
11. [http://en.wikipedia.org/wiki/Milo_\(drink\)](http://en.wikipedia.org/wiki/Milo_(drink))
12. http://www.boost.com/products/ourproducts_boostdrink.aspx
13. <http://www.cadburyindia.com/brands/bev1.asp>
14. http://www.complanfoods.com/complan_overview.php

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

