

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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A STUDY ON CUSTOMER SATISFACTION TOWARDS HEALTH DRINKS PRODUCTS (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

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. Health, intact is a key to education, success, good citizenship and happy life. Without good health and 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 neighborhood or society. The study of consumer preferences on health drinks gains importance to know the buyer behavior of health drink users. The consumer is price determining factor or decisive force in the market. So the producer should understand what exactly is expected from him by the consumers who are highly sensitive and reactive. The above proposition implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at competitive prices but at the same time should see that the quantity or standard is not deteriorated.

KEYWORDS

customer satisfaction, health drink products.

INTRODUCTION

Consumer is the king in modern marketing. Consumer behavior and attitude helps to determine technique and strategies by the marketers for attaining great competition advantage in the market. Consumer behavioral changes make "Yesterday's luxurious today's necessities". The modern and competitive world people must do heavy work both mentally and physically. So that they require 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. Health, intact is a key to education, success, good citizenship and happy life. Without good health and 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 neighborhood or society. The study of consumer preferences on health drinks gains importance to know the buyer behavior of health drink users.

IMPORTANCE OF THE STUDY

The study of consumer behavior becomes indispensable as the success or failure of products depends upon the consumer. The present study attempts to know the buyer behavior of health drink users. The investigation throws light on the preference of health drink users. An attempt has been made by the researcher to know the consumer preference, awareness regarding brand, price, quality, quantity, advertisement and satisfaction etc., the findings of the study will ultimately reveal why certain brands are preferred by various consumers.

SCOPE OF THE STUDY

In order to know the details about customers taste and preferences of health drinks in this study makes an attempt to analyze the various factors influencing consumer in purchase of nutritious or health drinks. That is, the knowledge ability of consumers about the various products attributes like price, quality, packages etc., and also to know the reasons for brand preferences.

OBJECTIVES OF THE STUDY

1. To find out the reason for preferring a particular brand of health drink.
2. To analyses the taste and preference of health drink users.
3. To discuss the reasons for brand preferences like company reputation price, quality, friends and doctors advice, availability etc., and to know the marketability of various brands.
4. To determine the satisfaction level of different brands.

RESEARCH METHODOLOGY

Research Design: It is purely and simply the frame work on plan for the study is that guides the collection and analysis of data. The research design used here is the exploratory research design. Exploratory research is most commonly unstructured, "informal" research that is undertaken to gain background information about the general nature of the research problem.

METHODOLOGY

SAMPLING FOR TECHNIQUES

It is the procedure or process of selecting a sample from the population. A sampling can also be his process of drawing a sample from a population and of compiling a suitable statistic from such a sample in order to estimate the parameter down from the parent population and to the significance of the statistic computed from such sample.

"This method for using research is survey method"

COLLECTION OF DATA

A well structured questionnaire was prepared for the purpose of collection of data. The questionnaire includes personal background information of the consumers, preferences of consumers towards the particular brand, consumption level, purchasing pattern, usage level, reasons for consumption, place of purchase made, media influence of the respondents, opinions about free gifts and satisfaction level, etc.,

SAMPLE SIZE

It refers to the number of items to be selected from the universe to constitute a sample; here the sample size is 100 respondents.

AREA OF THE STUDY

The area of the study refers to Coimbatore city.

TOOLS USED**SIMPLE PERCENTAGE**

The frequency distribution (Descriptive/ percentage analysis) of the variables were calculated with the help of simple percentage, by writing the $f_a = \frac{f}{n} \times 100$, f denotes the number of respondents, and n denotes the total number of sample population.

CROSS TABULATION AND CHI SQUARE

The cross tabulation procedures form the basis for two way and measure the association for two – way tables. In this it forms an association between the factors of demographics and the selected factors.

STATEMENT OF THE PROBLEM

Consumer preference varies from brand to brand on the basis of quality, price, and advertisement etc., Consumer preference also varies with their income, age, sex or other characteristics. There are seven brands are available in the market. Horlicks, Complain, Bourn vita, Maltova, Viva and. The study Covers all these brands of health drinks. This research work has been carried out to know why these health drinks are needed and what institutional values are Included, this study would bring to light which brand of health drink is mostly preferred by the consumers and why they choose a particular health drink.

REVIEW OF LITERATURE

1. According to GSK sources, Viva is based on the belief that a good start to the day ensures that rest of it goes well too. New Viva is Vita health, combination of nine essential vitamins (vitamin A, C, D, B1, B2, B6, B12, Niacin and Folic acid), Iron, Phosphorus and Calcium. Viva contains a natural goodness of milk, wheat and malted barley. Maltova, a chocolate health food drink, was acquired from Jagjit Industries in Feb 2000.

2. Soft Drink "Pouring Rights": Marketing Empty Calories to Children Healthy People 2010 objectives call for meals and snacks served in schools to contribute to overall diets that meet federal dietary guidelines. Sales in schools of foods and drinks high in calories and low in nutrients undermine this health objective, as well as participation in the more nutritious, federally sponsored, school lunch programs. Competitive foods also undermine nutrition information taught in the classroom. Lucrative contracts between school districts and soft drink companies for exclusive rights to sell one brand are the latest development in the increasing commercialization of school food. These contracts, intended to elicit brand loyalty among young children who have a lifetime of purchases ahead of them, are especially questionable because they place schools in the position of "pushing" soft drink consumption. "Pouring rights" contracts deserve attention from public health professionals concerned about the nutritional quality of children's diets.

FINDINGS

1. 45% of the respondents are female. 2. Majority of the health drink user belong to the age group of 21-30 3. Majority of the respondents has studied up to graduation. 4. The Analysis reveals that the majority of private employees are using health drinks i.e., 30%. 5. 54% of the respondents are married. 6. Mainly the family size of the respondents is between 4-6 members. 7. More than 31% of the respondents earn an income Rs.3000 -5000, only 9% of the respondents are earning income above Rs.11000 8. Average amount spent by a family on health is Rs. 100-175. 9. Of the several brand of health drink. 44%of the consumers prefer Horlicks. 10. Horlicks has secured First rank. 11. 58% of the consumers purchase the health drink once a month. 12. Average quantity purchased by the respondent is 1kg per month. 13. 45% of health drink users prefer refill pack, as it is cheaper. 14. 40% of the consumers purchase the health drinks from retailers and consumer rarely prefers to buy the health drinks from canteen. 15. Most of the consumers are taking health drink for the period of 2-4 years. 16. 67% of the respondents are taking health drink twice a day. In general the head of the family take, decision as to the choice of the brand 35%. 17. Health drinks are taken for good health. Quite a few take health drinks by Doctor's recommendation 12% and some take the health drinks for energy 9%. 18. Among several media, television influences the most of the consumers. 19. Gift offered by the manufacturer / sellers act as stimulation factor. 20. 26% of the respondents change their brand due to price increase. 74% the respondents using their brand without any change. 21. Most of the people are satisfied with the usage of health drinks. 22. In case of Horlicks, out of 44 respondents 22 respondents have chosen this for the purpose of quality of satisfies. 23. 19%, respondents have expressed as "satisfied" due to "energy" for complain. 24. 44% of the Horlicks users are satisfied with their brand. 25. Complan users are satisfied at 19% level. 26. Consumer satisfaction for Bourn vita is 10%. 27. Maltova has secured 10% of the consumer satisfaction. 28. The respondents of Viva expressed 'satisfaction' at 17% level.

SUGGESTIONS

Brand awareness should be created in rural area to improve the sales. 2. Sensible advertisement should be made for better impression regarding health drink advertisement is powerful one. 3. Demand of some brands depends upon the price; if the price is reduced all the consumers will prefer that brand. 4. Improvement of quality should be seriously considered. 5. There should be regular supply of all brands of nutritious drinks. 6. When compared with bottle pack, the quality of refill pack is good. So the quality of product in the bottle pack also to is improved. 7. Companies should take actions if they receive any complaints and replace the damaged product with in a responsible time.

CONCLUSION

All People, whether young or old, like health drinks. They like health drinks for relaxation, refreshment and get energy. Thus health drinks have become part and parcel of their lives. As regards manufacturers, they should realize that consumer is the focal point of any business enterprise. They should be conscious of the fact the consumer is price determining factor or decisive force in the market. So the producer should understand what exactly is expected from him by the consumers who are highly sensitive and reactive. The above proposition implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at competitive prices but at the same time should see that the quantity 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.

ANNEXURE

Variable		F	%	Variable		F	%	
Gender	Male	55	55	Brand preference	Horlicks	44	44	
	Female	45	45		Complain	19	19	
Age group of the respondents	> 20 Yrs	10	10		Bournvita	10	10	
	21-30 Yrs	57	57		Maltova	10	10	
	31-40 Yrs	14	14		Viva	17	17	
	41.50 Yrs	13	13		Quantity used per month	1/2 Kg.	11	11
	< 50 Yrs	6	6			1 Kg.	60	60
Education level	SSLC	5	5			1.5 Kg.	26	26
	HSC	9	9			2 Kg.	3	3
	Graduate	34	34			Once in month	24	24
	Post graduate	46	46	Twice in month		67	67	
	others	6	6	More than Twice	9	9		
Occupation	Govt.Employee	22	22	Consumption stage	Children	26	26	
	Pvt.Employee	30	30		Adult	34	34	
	Professional	23	23		Middle aged	19	19	
	Business	11	11		All others	21	21	
	others	10	10	Period of Consumption	1-2 Yrs	13	13	
Family Size	8-4 members	36	36		2-4 Yrs	42	42	
	4-6 members	50	50		4-6 Yrs	15	15	
	6-10 members	9	9		6-8 Yrs	12	12	
	10 & above	5	5		> 8 Yrs	18	18	
Income Per month	> Rs.3000	6	6	Purchase Influence	Head	15	15	
	Rs.3000-5000	10	10		Spouse	18	18	
	Rs.5000-7000	28	28		Children	27	27	
	Rs.7000-9000	23	23		Friends	26	26	
	Rs.9000 - 11000	13	13		Relatives	14	14	
	> Rs.11000	20	20	Reason for consumption	Refreshment	32	32	
Expenses per month	Rs.75 - 100	50	50		Fashion	23	23	
	Rs.175 - 250	44	44		Alternate drink for tea & coffee	29	29	
	Rs. 251 above	6	6		Doctors recommendation	12	12	
	Consumption	Yes	100		100	Others	9	9
No		0	0	Media Influence	Television	54	54	
Opinion	Encoraging and Inductive	56	56		Newspaper	41	41	
	Poor quality	44	44		Magazine	5	5	

CHI-SQUARE

Variables	>3000	3001-5000	5001-7000	7001-9000	9001-11000	< 11000	Total
Below 20 Years	1(1)	2(1)	2(3)	3(3)	2(2)	2(2)	12
21-30Years	2(4)	4(6)	17(15)	14(13)	8(7)	11(11)	56
31-40 Years	2(1)	2(1)	3(4)	3(3)	1(2)	2(2)	13
41-50	1(1)	1(1)	3(3)	2(2)	1(1)	2(2)	10
Above 50Years	1(1)	1(1)	2(2)	1(2)	1(1)	2(2)	8
Total	7	10	27	23	13	19	100
Age to Income	Calculated Value : 7.21. Table value at 5% level 31.41. DOF :20						
SSLC	1(1)	2(1)	2(2)	3(3)	1(1)	1(2)	10
HSC	2(1)	3(1)	4(2)	1(3)	1(2)	2(4)	13
Graduate	1(1)	2(2)	5(2)	4(4)	2(1)	2(6)	16
Post graduate	2(3)	2(4)	2(5)	15(9)	3(3)	12(12)	36
Others	1(1)	1(2)	2(4)	3(7)	1(2)	17(9)	25
Total	7	10	15	26	8	34	100
Qualification to Income	Calculated Value : 45.01. Table value at 5% level 31.41. DOF :20						
Govt.Employee	2(2)	2(2)	6(6)	5(5)	3(3)	4(4)	22
Pvt. Employee	1(2)	3(3)	8(8)	7(6)	4(4)	5(5)	28
Professional	2(2)	2(2)	8(8)	6(6)	4(4)	5(5)	27
Business Man	1(1)	1(1)	4(4)	3(3)	2(2)	3(3)	14
House wife	1(1)	1(1)	3(2)	2(2)	1(1)	1(2)	9
Total	7	9	29	23	14	18	100
Occupation to Income	Calculated Value : 1.66. Table value at 5% level 31.41. DOF :20						

CHI – SQUARE

Variables	Horlicks	Complain	Bounvita	Malt ova	Viva	Total
Below 20 Years	5(5)	2(1)	1(1)	1(1)	1(2)	10
21-30Years	26(26)	11(10)	6(6)	5(5)	9(10)	57
31-40 Years	5(6)	2(3)	1(1)	2(2)	2(2)	12
41-50	5(5)	2(3)	1(1)	1(1)	3(1)	12
Above 50Years	4(3)	2(2)	1(1)	1(1)	1(1)	9
Total	45	19	10	10	16	100
Age to Brand Preference	Calculated Value : 1.02, Table Value at 5% level : 26.296, DOB : 16					
SSLC	2(2)	1(1)	1(1)	1(1)	1(1)	6
HSC	3(4)	2(2)	2(1)	1(1)	2(2)	10
Graduate	15(13)	8(8)	3(4)	3(4)	6(6)	35
Post graduate	16(16)	10(9)	4(5)	4(4)	8(8)	42
Others	2(3)	1(2)	2(1)	1(1)	1(1)	7
Total	38	22	12	10	18	100
Qualification to Brand	Calculated Value : 3.69, Table Value at 5% level : 26.296, DOB : 16					
Govt. Employee	7(7)	4(4)	2(2)	2(2)	3(2)	17
Pvt. Employee	11(12)	6(6)	2(1)	2(1)	4(6)	26
Professional	14(16)	7(6)	2(3)	2(3)	5(4)	32
Business Man	7(8)	4(4)	2(2)	2(2)	3(1)	17
House wife	4(1)	2(2)	1(1)	1(1)	1(3)	8
Total	44	22	9	9	16	100
Occupation to Brand	Calculated Value : 20.51, Table Value at 5% level : 26.296, DOB : 16					
Below 3000	3(3)	1(1)	1(1)	1(1)	1(1)	7
3001-5000	4(4)	2(2)	1(1)	1(1)	2(1)	9
5001-7000	14(14)	5(5)	3(3)	3(3)	5(5)	30
7001-9000	9(9)	4(4)	2(2)	2(2)	4(4)	21
9001-11000	6(6)	2(2)	1(1)	1(1)	2(3)	13
11000above	9(9)	3(3)	2(2)	2(2)	4(4)	20
Total	45	17	10	10	18	100
Income to Brand	Calculated Value : 1.33, Table Value at 5% level : 31.410, DOB : 20					

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