**A STUDY ON CONSUMER SATISFACTION IN BUYING HEALTH DRINK PRODUCTS**

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**ABSTRACT**

This study explores the consumer satisfaction factors in the purchase of health drink products. It examines key determinants such as product quality, taste, nutritional value, pricing and brand reputation. The study employs surveys and data analysis to gain insights into consumer preferences and identifies strategies for improving overall satisfaction in this competitive market.

**KEYWORDS: Consumer, Health drink products, Customer satisfaction, Brands.**

**INTRODUCTION**

Customer is always the king in modern market world. Consumer behaviour and attitude helps to determine effective techniques and strategies by the marketer for the greater competition advantage in the market. The consumer behaviour pattern is continuously changing and largely unpredictable. They are affected by the trends and other various factors in the market. ‘Yesterday’s luxuries are today’s necessaries’ for customers. A consumer preference explains how a consumer ranks a collection of goods or services or prefers one over another. This definition assumes that consumer rank goods or services by the amount of satisfaction or utility.

In current scenario, Health drink market is one of the fastest growing markets in India, where the competition is tough, consumer chooses brands according to their pleasure. The company can achieve and compete in the market only when they satisfy the needs and demands of the customer by taking into account their reason for brand preference. The health drinks are metropolitan wonder wellbeing drinks give substance to the family increment the nourishment of kids essentially and give energy to a kid drink are as of now being actualized in India. Since it is as of now being extended in provincial zones. By and large youngsters and grown-ups are malnourished and used size like energy. Required wellbeing drinks request can be considered as follows Horlicks, Boost, Complan, Bourn vita, Amul, Glucon -D, and Pedia sure. Health drinks are made uniquely to fulfil the client wish in the items.

**OBJECTIVES OF THE STUDY**

* To find out the socio-economic factors of the consumer through health drinks.
* To understand the customer satisfaction towards health drink product.
* To analyse the influencing factor and brand preference by the respondents.
* To know the problems faced by the consumer in using health drinks.

**SCOPE OF THE STUDY**

A Consumer satisfaction in buying health drink products is an important area of study that can provide valuable insights for companies looking to improve their products and better meet the needs of consumers. Factors that could be explored in such a study include product quality, brand loyalty, price sensitivity, and marketing strategies. By examining consumer satisfaction in relation to these factors, companies can identify areas for improvement and develop products and marketing strategies that better meet the needs and preferences of consumers. Ultimately, such research can help companies improve their bottom line by increasing customer satisfaction and loyalty.

**STATEMENT OF THE PROBLEM**

In the recent years manufactures producing health drinks are playing an important role in fulfilling the needs of the customers. Many new companies have emerged as the manufactures with new brands such as Horlicks, Boost, Bourn vita, Complan, Malto, Milo, and Maltova etc. The health drink consumption has shown a steady increase in the society.

The consumer needs are changing as per the current market scenario. Goods are purchased for the purpose of consumption with satisfaction.

The aim is to meet and satisfy consumer needs and wants, perceptions, preferences and buying behaviour. But understanding a consumer behaviour is not simple.

Consumer’s preference varies from brand to brand on the basis of quality, price, advertisement etc. Mainly, four health drinks are available in the studied area. The study covers those four, which are; Horlicks, Boost, Bourn vita and Complan. This research work has been carried out to know which of these are consumed most and the factors affecting the consumer preferences.

**LIMITATIONS OF THE STUDUY**

* Study was based on 175 samples only. Thus, the result may not represent diverse population
* The study was carried out within a period of 4 months.
* All the findings and observations made in this study are purely based on respondent’s answers.
* The study was carried out commonly on health drink not on any specified product.

**RESEARCH METHODOLOGY**

Research is defined as “A careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprises of activities related to defining and redefining problems, formulating the hypothesis or suggested solutions, collecting organization and evaluating data, making deductions and reaching conclusions.

A research methodology forms the framework of the entire research process. Methodology is a plan of action for research project and explains in detail about how it is collected, analysed and presented so that they will provide meaningful information.

**RESEARCH DESIGN**

A research design is purely and simply the framework of plan for a study that guides the Collection and analysis of data. It is descriptive in nature.

**SAMPLE SIZE**

The sample size for the study is 175 respondents.

**METHOD OF DATA COLLECTION**

Questionnaire method is used to collect the data from the respondents.

**Source of data collection:**

Data was collected by both primary data and secondary data sources. Primary data was collected through questionnaire.

**PRIMARY DATA:**

A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

**SECONDARY DATA:**

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

**STATISTICAL TOOLS USED FOR DATA ANALYSIS:**

The tools used are:

* + Simple percentage Analysis
  + Chi-Square
  + Rank analysis
  + Weighted average

**REVIEW OF LITERATURE**

**Neha Sakhlecha, Dr. C.Nithya, and K. Keerthi Jain (2021)** in their research on the influence of motivation advertisements on consumer buying behavior regarding health drinks study comes to this conclusion after observing participants that motivational ads have a direct impact on the consumer buying behavior.

**Ruchi Sharma, Warc (2020)** Although Horlicks has been sold in India for 100 years and is the leader in its category of nutritional beverages, its share was declining rapidly as consumers struggled to differentiate it from vital brands.

**Dr.Cross Ogohi Daniel (2019),** Effect of Advertisement on Consumer Brand Preference’ He formed his perspective regarding brand preference among customers based on three factors: advertisement content, celebrity endorsement, and perceived product quality.

**Higgins, John, Babu, Kavita, Deuster, Patrica, Shearer, Jane (2018)** has distinguished that health drinks ought to be devoured in a limited way and has additionally said that not to be consumed for the execution or hydration before practice. They concluded saying that the adverse effects should be addressed to the public.

**SIMPLE PERCENTAGE ANALYSIS**

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.

**Percentage = Number of Respondents \*100**

**Total Number of Respondents**

**TABLE 4.1.1**

**AGE OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Age** | **No. of. Respondents** | **Percentage** |
| Below 20 years | 42 | 24 |
| 20-30 years | 112 | 64 |
| 30-40 years | 16 | 9 |
| Above 40 years | 5 | 2 |
| **TOTAL** | **175** | **100** |

(Source: Primary data)

**INTERPRETATION**

It is observed from the above table that 24% of the respondents are below 20 years of age and followed by that 64% belongs to 20-30 years of age, 9% belongs to 30-40 years of age and 2% belongs to above 40 years of age.

**INFERENCE**

Majority (64%) of the respondents are within the age group 20-30 years.

**CHART 4.1.1**

**AGE OF THE RESPONDENTS**

**CHI-SQUARE ANALYSIS**

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

**TABLE 4.2.1**

**RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND PREFERENCE OF HEALTH DRINK**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **AGE** | **PREFERENCE OF HEALTH DRINK** | | | | **TOTAL** |
| **Horlicks** | **Bourn Vita** | **Boost** | **Complan** |  |
| **Below** | 10 | 14 | 15 | 3 | 42 |
| **20-30 years** | 25 | 29 | 42 | 16 | 112 |
| **30-40 years** | 3 | 5 | 7 | 1 | 16 |
| **Above 40** | 1 | 0 | 3 | 1 | 5 |
| **Total** | 39 | 48 | 67 | 21 | 175 |

To find out the association between age and the health drink preferred by the respondents, chi square test is used and result is given below.

**HYPOTHESIS**

There is no a significant between the age of the respondents and the preference of health drink.

**CHI–SQUARE TEST**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor** | **Calculation value** | **df** | **Table value** | **Remarks** |
| HEALTH DRINK | 5.084a | 9 | 16.919 | ACCEPTED |

**INTERPRETATION**

It is clear from the above table show that, the calculated value of chi-square at 0.05%level is less than the table value. Hence the hypothesis is accepted. So, there is no relationship between the Age and preference of health drink among respondents.

**RANK ANALYSIS**

Ranking the observation according to the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents.

The average is used to find the factors that have the highest priority. The highest Priority is ranked as first followed by second, third and so on.

**TABLE 4.3.1**

**RANKING FACTORS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTORS** | **1(5)** | **2(4)** | **3(3)** | **4(2)** | **5(1)** | **TOTAL** | **RANK** |
| **PRICE** | 26  130 | 33  132 | 78  234 | 28  56 | 10  10 | **562** | **2** |
| **QUALITY** | 14  70 | 67  268 | 52  156 | 35  70 | 7  7 | **571** | **1** |
| **QUANTITY** | 18  90 | 32  128 | 68  204 | 46  92 | 11  11 | **525** | **4** |
| **TASTE** | 28  140 | 33  132 | 57  171 | 50  100 | 7  7 | **550** | **3** |
| **BRAND** | 24  120 | 23  92 | 66  198 | 44  88 | 18  18 | **516** | **5** |

**INTERPRETATION**

From this ranking analysis, it is found that Quality (Rank 1), which comes next followed by Price (Rank 2), Taste (Rank 3), Quantity (Rank 4) and Brand (Rank 5).

**INFERENCE**

Majority of the respondent’s use health drink as they feel it is good in quality. And Brand is last in ranking.

**WEIGHTED AVERAGE**

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In Calculating a Weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made.

**TABLE 4.4.1**

**LEVEL OF ACCEPTANCE TOWRADS HEALTH DRINK PRODUCTS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Factors** | **Agree** | **Strongly agree** | **Neutral** | **Disagree** | **Highly agree** | **TOTAL** | **MEAN SCORE** |
| **Aware about product availability** | 65(5) | 41(4) | 50(3) | 11(2) | 8(1) | 175 | **3.82** |
| 325 | 164 | 150 | 22 | 8 | 669 |
| **Knowledge about brand loyalty** | 33(5) | 61(4) | 67(3) | 13(2) | 1(1) | 175 | **3.64** |
| 165 | 244 | 201 | 26 | 1 | 637 |
| **Aware about quality products** | 34(5) | 38(4) | 77(3) | 22(2) | 4(1) | 175 | **3.43** |
| 170 | 152 | 231 | 44 | 4 | 601 |
| **Easy to understand the product feature** | 37(5) | 30(4) | 66(3) | 36(2) | 6(1) | 175 | **3.33** |
| 185 | 120 | 198 | 75 | 6 | 584 |
| **Knowledge about price discrimination** | 32(5) | 34(4) | 69(3) | 26(2) | 14(1) | 175 | **3.25** |
| 160 | 136 | 207 | 52 | 14 | 569 |
| **Knowledge about product offers or gifts** | 38(5) | 39(4) | 63(3) | 26(2) | 9(1) | 175 | **3.40** |
| 190 | 156 | 189 | 52 | 9 | 596 |
| **Easy to compare with competitive product** | 42(5) | 30(4) | 77(3) | 23(2) | 3(1) | 175 | **3.48** |
| 210 | 120 | 231 | 46 | 3 | 610 |
| **Gaining more knowledge about the product65** | 37(5) | 40(4) | 68(3) | 19(2) | 11(1) | 175 | **3.41** |
| 185 | 160 | 204 | 38 | 11 | 598 |

**INTERPRETATION**

The above table 4.24 shows that level of acceptance towards health drink products. The highest mean score raises 3.82 for the aware about product quality of health drinks. The lowest mean score raises 3.25 for the knowledge about the price discrimination of health drink

**FINDINGS, SUGGESTIONS & CONCLUSION**

**FINDINGS**

**SIMPLE PERCENTAGE ANALYSIS.**

1. Majority 64% of the respondents are aged between 20-30 years.

2. Majority 57.14% of the respondents are females.

3. Majority 49.14% of the respondents are undergraduate.

4. The study shows that majority 46.28% of the respondents are students.

5. Majority 66.85% of the respondents are unmarried.

6. The study reveals that majority 36% of the respondents receive below 25000 as monthly income.

7. Majority 40.57% of the respondents are from urban residing.

8. The study shows that majority 38.28% of the respondents prefer boost as health drink.

9. Majority 37.14% of the respondents consume sugar-based health drink.

10. The study reveals that majority 48% of the respondents consume health drinks once in a day.

11. The study shows that majority 35.42% of the respondents choose taste as reason to consume health drink

12. Majority 40% of the respondents attained improved physical stamina from consuming health drinks

13. Majority 40% of the respondents prefer chocolate flavor.

14. The study reveals that majority 48% of the respondents sourced TV Ads to know information about health drink

15. Majority 27.42% of the respondents were motivated by ingredients to purchase health drink.

16. Majority 29.14% of the respondents choose media as effective mode of advertisement.

17. The study shows that majority 40.57% of the respondents agreed with their opinion on benefits of consuming health drink.

18. The study reveals that majority 39.42% of the respondents agreed with their opinion on cost of health drink.

19. Majority 66.28% of the respondents purchases health drink monthly.

20. The study shows that majority 46.28% of the respondents not faced any side effects on consuming health drinks.

21. Majority 33.71% of the respondent’s future expectation was lower price.

**CHI SQUARE ANALYSIS**

There is no significant relationship between the age of the respondents and the preference of health drink.

**RANK ANALYSIS**

Majority of the respondent’s use health drink as they feel it is good in quality. And Brand is last in ranking.

**WEIGHTED AVERAGE**

The highest mean score is3.82 for the aware about product quality of health drinks.

**SUGGESTIONS**

1. From the survey it is clear that the brand loyalty among the consumers is 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 consumers as the competition between the 4 major players are really strong.

2. The ingredients and the nutritional contents are the most affecting factors of buying behaviour. The brand companies can work on those aspects to draw more consumers.

3. 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.

**CONCLUSION**

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

A good understanding of the market was accomplished as around 175 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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