
A STUDY ON CONSUMER BEHAVIOR TOWARDS HORLICKS – WITH SPECIAL REFERENCE TO CHEYYAR TOWN

Article Particulars

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Introduction

Horlicks is a name of the company of a malted milk hot drink. It is manufactured by GlaxoSmithKline in the United Kingdom, South Africa, New Zealand, Bangladesh, Pakistan, India. Multinational corporation are taking over many visible Indian companies and acquiring some of the popular brand even by paying for them. For instances, combination of chocolate drinks and horlicks is commonly referred to as choclix.

Horlicks is the leading health food drink in India and as the "Most Trusted Drinks Brand" (Economics Times Survey,2004) in India, enjoys more than half of the health food drink market. Although it has been a popular brand in the Indian market since the 1930s, horlicks underwent a revamp in 2003 to further increase its relevant. The modern and contemporary horlicks offers "Pleasurable Nourishment" with a delicious range of flavours including Vanilla, Chocolate, Elaichi, and Kesarbadam. With revitalized packaging synergistic with the new brand personality it is a favourite with both mothers for its nourishment and kids for its great taste and variety. By far, the biggest market for horlicks in India, where it has traditionally been marketed as "The great family Nourishes".

New product have been developed specifically for india, such as alternative flavours and special formulations for young children and breast feeding mothers horlicks claims by GlaxoSmithKline consumer Healthcare Ltd., India in 1930 that horlicks encourages growth and alertness in children has, however, caused some controversy Junior Horlicks 1-2-3 is a large extension that is specially designed for pre-school children horlicks is also available as biscuits. In 2005, Horlicks Life was also introduction targeted older consumers and does not contain any cholestrol or added sucrose.

In some countries, such as the Philippines and Malaysia, Horlicks was also sold as milky-chocolate-flavoured drinks in paper packets, which were then eaten as candy. Horlicks remains popular in Malaysia and Singapore where it is packed under license from Smith Kline Beecham and sold in large glass and tin containers. It is also available in 1.5kg refill packs. Horlicks, the Rs.1500 crore brand, will spend roughly Rs.350 crore within the next 12 months of aggressive marketing and promotion.

It is targeting a growth rate of 14-18% in the next 18-24 months and a turnover of Rs.1900 crore while 60% of the total advertising budget will be reserved for television commercials, another 15-20% will be spent on digital media.

Brothers James and William Horlicks of England founded a company that carried the name of Racine, Wisconsin to the farthest reaches of the globe and changed the way America ate.

London pharmacist James Horlicks developed ideas for an improved, wheat and malt-based nutritional supplement for infants. Despairing of his opportunities in England, James joined his brother William, who had come to Racine to work at a relative's quarry. In 1873 James and William formed a company to manufacture their own brand of infant food. Ten years later, they earned a patent for a new formula enhanced with dried milk. The company originally marketed its new product as "Diastoid," but trademarked the name "malted milk" in 1887.

Despite its origins as a health food for infants and invalids, malted milk found several unexpected markets. Explorers appreciated its lightweight, non-perishable, high-calorie qualities and began taking malted milk on treks worldwide. William Horlicks became a patron of Antarctic exploration, and in return, Admiral Richard E. Byrd named a mountain range in Antarctica after the Racine manufacturer.

Back at home, healthy people began drinking Horlicks product simply for the taste. Malted milk became a standard offering of soda fountains across the country and found even greater popularity when mixed with ice cream into a "malted." The fondly remembered "malt shops" of communities large and small owe their very name to the Horlicks brothers of Racine.

Horlicks is a health drink brand existing in India since decades. It is a very famous brand in the southern and the eastern parts of the country and it is very difficult to find any small eatery without a Horlicks bottle near the cash counter. Horlicks holds 50% market share of milk beverage market of India that is around 2300 crore (source: The Niels Company). GlaxoSmithKline Consumer HealthCare is the proud owner of such a strong brand. It has created such a strong entry barrier that other big players like Nestle and Dabur have suffered badly. Nestle has stopped making Milo and new entrant Dabur India has decided to stay clear of Horlicks and pitch its Chyawan Junior against GSK Consumer HealthCare's other beverage brand boost.

One of the main reasons why Horlicks has dominated the market is because of constant innovation not only in products but also in marketing strategies. GSK

Consumer HealthCare has decided to use the brand to get into new categories. In last few months it has launched biscuits for children, a new drink for women, an energy bar and chilled milk. GSK is fully utilizing its strong brand equity of Horlicks to promote its products and is currently India's 6th trusted brand.

When marketers see saturation in market they have two options: either expand the market or increase use of its current products. Horlicks is opting for the first strategy and reason is obvious. Young children would like to continue with Horlicks as they grow older.

But increasing usage is difficult. Five years ago GSK Consumer HealthCare reached out to pregnant and lactating mothers with Mother's Horlicks, last year it came out with Women's Horlicks for women across age groups.

Statement of the Problem

In the recent years manufacturing companies are producing health drinks which play an important role in satisfying the need of the consumers. Many new companies which have established a name in the field of business have also emerged as manufactures of new brands of health drinks. As a result, number of health drinks such as Horlicks, Boost, Complan, Milo, Bournvita ect... are available.

The consumer need and preference are changing as per the current market scenario. The consumer looks for product differentiation and the conveniences offered. The consumer has certain expectations from branded health drinks in term of its quality, price, taste, flavor, package and reputation. The increasing money spend on advertisement make the consumer be aware of the latest brands in the market. In this content the researcher is interested to study on consumers behavior towards horlicks with special reference to Cheyyar town.

Need for the Study

In modern days some people are not find enough time to have food. Those people may be businessmen, sales officers etc, they are depending hotels, restaurants for their food, They believe such type foods are not enough for their energy. So they are attracted by some energy or health drinks.

Now a days food are prepared even in home, home makers believers, those foods are not containing all necessary molenuitrition so they prefer some health drinks for their childrens, and all person in their home. So its become necessary to study consumers behavior towards health drinks.

Objectives of the Study

- To know factors which Induce the consumers to buy horlicks.
- To Know expectations of the consumers towards horlicks.
- To understand the opinion of the consumers regarding horlicks.
- To know the level of statisfaction of the consumers regarding horlicks.

Research Methodology

In this research convenience sampling method were used. 100 respondents were chosen for this study. To collection of data from the respondents well structured Questionnaire were used In order test to hypothesis chisquare test were used.

Data Collection Method

While deciding about the method of data collection for the study the researcher should keep in mind the two sources of data

- 1) Primary data
- 2) Secondary data

Primary Data

Primary data were collected with the help of well structured Questionnaire, from the respondents.

Secondary Data

In this study secondary data were collected from the text book reputed to journals and Magazine and a few of project report.

Sampling Method and Techniques

In this research work respondents will be selected from the total of population at random by using convenient sampling method Thus 100 respondents were chosen for this survey.

Statistical Tools Used

- Chi-square test

Review of Literature

The presents a review of relevant literature on consumer behaviour only, it gives an overview of the research context which facilitates an insight in to the research work undertaken in this area, particularly, it reviews the literature on consumer behavior concept which would facilitate the researcher to have a comprehensive knowledge of the concepts used in the earlier studies by different scholars and enable better understanding of the facts of the subject under study.

SHANKAR.T.M (MAY 2015) Says that indentified some of the factors and the feature of the Junior Horlicks which already satisfy the consumers and customers, while they buy and use the Junior Horlicks, Though most of the customers are satisfied with the utility of the Junior Horlicks, the movement of the Junior Horlicks in the market is comparatively low when compared with the other products. At this juncture the manufacturers have to take remedial measures to improve the sales of the Junior Horlicks whereby the customer will get the Products of Junior Horlicks when and where it is required. This will be useful for the company for improving the sales, because in

modern scenario all businesses are diverted to the desire and satisfaction of the ultimate users.

PRAKASH 2011 Consumer behaviourable changes make “yesterday’s luxuries are today’s necessities”. The present study attempts to know the buyer behavior of health drink users. Seven brands of health drinks are available in the study area. Horlicks, Complan, Bournvita, Boost, Maltova, Viva and Milo 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. Adopting convenience sampling technique, 120 respondents were chosen among the population of health drinks users in Tiruvarur Town. 34 percent of the respondents prefer Horlicks. 20 percent of the respondents prefer Complan and 16 percent of the respondents prefer Boost. 12 percent of the respondents prefer Bournvita and 7 percent of the respondents prefer Maltova and milo.

BINOD KUMAR SINGH SEP 2016 Horlicks has taken a proactive stance. “ Our learning has been that if there is a big brand with a lot of equity and it nothing new, someone else usually comes in and segments the market, said, R.Shyam Sunder, Head of marketing, Nutrition Business, SBCH. If instead, the market leader is the one to segment, he can gain the most”. So before anyone else could, company stake out somenew turf. This is why Horlicks has come out with new products such as Junior Horlicks, Mother Horlicks and Horlicks Biscuits. The idea here is to extend the core values to new formals and benefits.

Data Analysis and Data Description

Data description

The previous chapter detailed with the relevant theories and background materials regarding the subject material of the study. This chapter consists of the data analysis and interpretation. First hand information (primary data) was collected with the help of a well structured questionnaire and analysis are used.

In this 100 respondents were consolidated and different tables were formed for the responses of to respondents through the different questions. Further the percentage analysis is used. The different tables were given one of after another and their interpretations were also for given for each table, it includes Gender wise classification, Age group of respondents, No. of children in this family, education wise classification, occupation wise classification, monthly Income wise classification.

Table 1 Age Group of Respondents

S.No.	Gender Wise Classification	No. of Respondents	No. of Respondents in Percentages
1.	Below – 18	30	30%
2.	18-25	15	15%
3.	25-35	20	20%
4.	Above-35	35	35%
Total		100	100%

Source : Sampling Data

Interpretation

The table shows that age of respondents among the 100 respondents, below 18 years respondents are 30% and 18-25 years respondents are 15 % and 25-35 years respondents are 20 % and remaining 35 % respondents belong to Above 35 years

Table 2 Awareness About Horlicks

S.No.	Awareness About Horlicks	No. of Respondents	No. of Respondents in Percentages
1.	Advertisement	52	52%
2.	Notice & wall papers	12	12%
3.	Family members	07	07%
4.	Neighbours	26	26%
5.	Others	03	03%
Total		100	100%

Source : Sampling Data

Interpretation

The table shows that how the respondent's came to know about the product among the 100 respondents, 52 % of respondents came to know through advertisement, 12% of respondents came to know through notice and wallpapers, 7% of respondents came to know through Friends and relatives, 26% of respondents came to know through Neighbours and remaining 3 % of respondents came to know through others.

Table 3 Opinion About Quality of Horlicks

S.No.	Opinion	No. of Respondents	No. of Respondents in Percentages
1.	Good	70	70%
2.	Fair	16	16%
3.	Moderate	10	10%
4.	Poor	04	04%
Total		100	100%

Source : Sampling Data

Interpretation

The table shows that the idea about the quality of Horlicks among the 100 Respondents, 70% Respondents said that quality is

good, 16 % Respondents said that quality is Fair, 10% of Respondents said that quality is moderate, 4 % of respondents said that quality is poor.

Relationship Between Competitive Brands and Quality of Horlicks

Hypothesis

Null Hypothesis H0 – There is no relationship between the competitive Brands and quality of Horlicks.

Alternative Hypothesis H1 - There is relationship between the competitive Brands and quality of Horlicks.

Table 3.3.1 Chi – Square Analysis

Comparative Brand Quality of Horlicks	Good	Fair	Moderate	Poor	Row Total
Boost	34	10	8	0	52
Complan	23	2	1	2	28
Born vita	7	3	1	1	12
Pediasura	6	1	0	1	8
Column Total	70	16	10	04	100

$$\chi^2 = \frac{(O-E)^2}{E}$$

O = Observed Frequency

E = Expected frequency

DOF = Degree of Freedom = (r-1) (s-1)

Expected frequency = $\frac{RT \times CT}{GT}$

Solution

S.No	O	E	O-E	(O-E) ²	(O - E) ²
1	34	36.4	-2.4	5.76	0.15
2	23	19.6	3.4	11.56	0.58
3	7	8.4	-1.4	1.96	0.23
4	6	5.6	0.4	0.16	0.03
5	10	8.32	1.68	2.82	0.34
6	2	4.48	-2.48	6.15	1.37
7	3	1.92	1.08	1.16	0.60
8	1	1.28	-0.28	0.07	0.05
9	8	5.2	2.8	7.84	1.51
10	1	2.8	-1.8	3.24	1.16
11	1	1.2	-0.2	0.04	0.03
12	0	0.8	-0.8	0.64	0.8
13	0	2.08	-2.08	4.32	2.08
14	2	1.12	0.88	0.77	0.69
15	1	0.48	0.52	0.27	0.56
16	1	0.32	0.68	0.46	1.44
TOTAL				11.62	

Calculated Value (χ^2) = 11.62

Table value = 16.919

Level of Significance = 0.05

Degree of freedom (Dof) = (r-1) (s-1)

= (4-1) (4-1)

= 9

Result

The calculate value (11.62) is less than table value (16.99).

Therefore H0 is accepted. Hence, there is relationship between the competitive Brands and Quality of Horlicks.

Findings, Suggestions and Conclusion

Findings

The findings of the study is presented in the following points.

1. Considerable portion of the 52% of the respondents Induce the to buy horlicks through advertisement.
2. 26% of the respondents Induce the to buy horlicks through Neighbours.
3. 70% of the respondents opinion of the regarding Horlicks Quality is good.
4. 16% of the respondents opinion of the regarding horlicks Quality is fair.
5. 10% of the respondents opinion of the regarding horlicks Quality is Moderate.
6. 4% of the respondents opinion of the regarding horlicks Quality is poor.

7. Most of the respondents 32% feel that the price and taste prefer to horlicks Drinks product.
8. 20% of the respondents Brand Image Influencing the purchase decision.

Suggestions

Though on an average basis Horlicks product has better market among the consumers, it needs some of the following are is too improved.

- Create awareness about the horlicks products.
- Consumer can expect Prices of the product may be brought to constant position
- Quality of this product may be concentrated for getting more consumers yet.
- Discounts and offers may be provided yet more for increasing the sales.
- Provide these products in small packages like RS.5,RS.10 etc....
- Increasing the durability of the product.
- Increasing the concentration on Kids and provide free gifts, pencils, spoon, box etc...
- Increasing the health nutrients.

Conclusion

Thus, it is concluded that this study has concentrated on the "A Study on consumers behavior towards horlicks drinks in Cheyyar Town". In this study 100 sample were taken and analysis the collected data with the help of simple percentage analysis and also used testing tools to be used chi-square. This study was exclusively made for particular town which may not be generalization to all over the district or state. Hence, consumers buying behaviour is an important role for this product.