A STUDY ON CUSTOMER BEHAVIOUR IN HEALTH DRINKS MARKET IN TIRUPPUR CITY

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Abstract

India, world's largest malt- based drinks market, accounts for 22% of the world's retail volume sales. The present study attempts to know the buyer behaviour of health drinks. The basic purpose of this paper is to find out the influence of various factors on the buying decision of customers. It also attempts to determine the awareness level and loyalty status of customers. To develop the conclusions exploratory and descriptive, research designs are used. Primary data is collected with the help of questionnaire method and data is analysed with the help of various statistical techniques.

Keywords: Consumer preference, health drinks, Satisfaction, Behaviour change.

Introduction

Health Food 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. White drinks account for almost two-thirds of the market.GSK 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 share of 12-13%.The share of brown drinks (which are cocoa-based) has increased from about 32% to 53% over the last five years. Cadbury's Bournvita occupies first place in the brown drink segment with a market share of around 17%.Consumer behaviour and attitude helps to determine effective technique and strategies by the markers for attaining great competition advantage in the market.

Objectives

The objectives of this research paper are
- To find the extent of brand loyalty of consumers among health drink brands.
- To study the influence of various aspects on buying behavior. The parameters are;
- Nourishment
- Economy
- Brand name and colour

- Packaging
- To study the brand preference of consumers among five brands i.e., Horlicks, Boost, Bournvita, Complan and Milo.
- To study the consumer awareness of manufacturing and expiry dates.

Research Methodology

An intensive study has been made on the consumer preference to Health Drinks in Tiruppur city.

1. Research Design

To analyze the buying behaviour of consumers a descriptive research design was used. Primary data was collected with close ended questionnaire. 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, brand loyalty, manufacturing ,expiry date etc.,

2. Sampling

Adopting convenience sampling technique, 100 respondents were chosen including users, deciders and buyers of health drinks in Tiruppur city.

3. Limitations

The study is limited to Tiruppur city only. The findings of the study cannot be generalized due to demographical differences. Among many brands of health drinks available in the market, only 5 products are considered for the study.

4. Analysis

The data collected was analyzed with the help of statistical tools such as chi-square test, Correlation etc.

Interpretations

a. Among 100 respondents 60% of the respondents were male and rest was female.
b. The majority market share is hold by bournvita with 52%.Horlicks occupied the second position with25% market share. The least share of 10% is hold by Milo. These results were derived from respondents (customers) based on Questionnaire obtained.
c. About 75% of consumers accepted that they purchase the same health drink, which expresses their loyalty towards brand.
d. More than 58% of the respondents purchase particular health drink considering nourishment, price comes second while the packaging is the least factor.
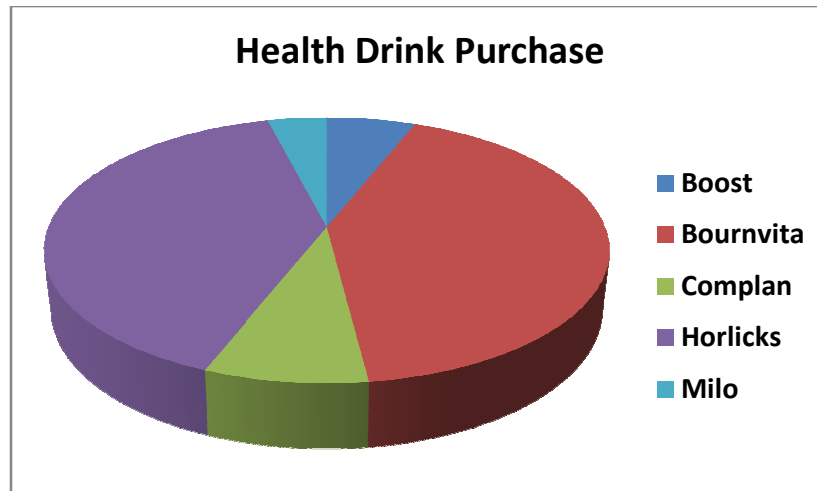
Health Drink Purchase

- Boost
- Bournvita
- Complan
- Horlicks
- Milo

Table 1: Based on Manufacturing and Expiry Date

Health Drink Brand	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Bournvita	24	10	3	4	1	42
Boost	1	3	1	0	1	6
Complan	2	4	0	1	1	8
Horlicks	23	7	3	4	3	40
Milo	2	1	0	1	0	4
Total	52	25	7	10	6	100

Table 2

X^2 Test			
Calculated value	**Degree of freedom**	**Level of Significance**	**Tabulated value**
13.66	16	5%	26.3

The analysis supports null- hypothesis that there is a significant correlation between various factors.

H_{03} =While purchasing the Health drink customers consider the manufacturing and expiry date of Health drink.

H_{13}= While purchasing the Health Drink customers do not consider the manufacturing and expiry date of health drink.

Table 3: Based on Purchasing of Health Drink Every Time

HEALTH DRINK BRAND	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Bournvita	26	12	1	2	1	42
Boost	1	3	1	0	1	6
Complan	2	4	0	1	1	8
Horlicks	24	8	1	4	3	40
Milo	2	1	0	1	0	4
Total	55	28	3	8	6	100

Table 4

X^2 Test			
Calculated value	Degree of freedom	Level of Significance	Tabulated value
16.897	16	5%	26.3

Hypothesis Testing

H_{01}= Customers have high degree of brand loyalty among different health drinks.

H_{11}= Customers are not loyal towards their brand.

The result shows that the null hypothesis holds to be valid. Hence, customers are loyal towards their brand.

Table 5

CORRELATION			
Calculated value	Degree of freedom	Level of Significance	Tabulated value
+0.19	98	5%	0.205

The analysis supports null- hypothesis that there is a significant correlation between various factors.

H_{02} = There is a significant correlation between various influencing factors like nourishment, brand image, color, economy and packaging etc., and buying behavior of customer.

H_{12} = there is no significant correlation between various influencing factors like nourishment, brand image color economy, packaging etc., and buying behavior of customer for health drink.

H_{13} = While purchasing the Health Drink customers do not consider the manufacturing and expiry date of health drink.

The statistical analysis provides enough evidence to accept the null hypothesis. Hence, it is evident that health drink customers consider the manufacturing and expiry date of Health Drink.

Conclusions

i. The chi – square statistical study reveals that respondents are highly loyal towards their present brand i.e., Bournvita.

ii. The findings of the study states that among all the five health drink brands i.e. Boost, Bournvita, Complan, Horlicks and Milo; Bournvita holds the largest share of42%,Horlicks with 40%,and Complan, Boost, and Milo are the third, fourth and fifth place respectively with the 8%,6%,4% market share.

iii. The customers are highly satisfied with the present brand.

iv. The correlation between different factors that influence consumer to purchase a particular brand of health drink is +0.19.This shows that there is positive correlation between different influencing factors and buying behaviour of customers.

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