Volume : 3 | Issue : 1 | Jan 2014 • ISSN No 2277 - 8160

Research Paper Commerce

A Study on Consumer Satisfaction towards Health Drinks with Special Reference to Coimbatore City

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ABSTRACT

The present day market scenario reveals the existence of a complex Indian market. There is not indicated to identify the motivators and demotivating factors affecting the consumer behavior. Marketers are trying to understand what motivates the consumer. In order to avoid the situation where a consumer may reject the firms offerings, markers are looking beyond the conventional demographic to map the market. They have release that consumer purchase decision is strongly influenced by the interplay of various environmental factors like personnel influence, family, situations, social class culture, individual differences in education, knowledge, interest, attitudes, personality, values, availability of resources and involvement level.

KEYWORDS : consumer satisfaction, consumer behavior, consumer attitude.

CONSUMER BEHAVIOUR

Consumer behaviour refers to how a consumer behaves\acts\reacts in making a purchase of goods & services of his choice in different situations.

Consumer behaviour is the study of individuals groups or organization and the process they use to select secured and dispose of products, services, experiences or ideas to satisfy needs & impacts that these process have on the consumer & society.

The term consumer behaviour can be defined as "the behaviour that consumer display in searching for purchasing using evaluation and disposing of products services and ideas which they except will satisfy their needs"

CONSUMER BEHAVIOUR AND MARKETING STRATEGY

- The psychology of how consumers think, feel, reason. And select between different alternatives (e.g., brands, products)
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer.

Objectives of the study

- To know about the satisfaction level of the consumer towards health drinks.
- To know about the buying motive of the consumer.
- To know about the influenced advertisement towards health drinks
- To offer suggestion to improve the customer satisfaction

SCOPE OF THE STUDY

- The purpose of the present study is to examine the level of awareness and satisfaction towards selected products among the consumers.
- The factor-influencing consumer in buying the products.
- The research aims at knowing extend of customer satisfaction in Coimbatore District.
- The effectiveness of the after sales services and the problem faced by the consumers in using the product.

LIMITATIONS OF THE STUDY

- The sample has been taken only from 150 respondents.
- The study is being conducted by only for selected goods of the results cannot be generalized to whole products
- This study is not considered the specific professional people
- The opinion elicited from the researcher conditions cannot be taken as the opinion of entire population

RESEARCH METHODOLOY

Introduction

The research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how the research is done. This includes the study of various steps that generally adopted by a researcher in studying his research problem along with the logic behind him.

Nature of the Research Design

A research design is the arrangement of conditions of collection and analysis of the data in matter that aims to combine the relevance to the research purpose with the economic in procedure.

Sample Design and Sample Size

All items in any field of esquire constitute a universe or population. In this study is used to convenient sampling. The sample size of the studying is taken as 150.

Sources of Data Collection

The study was based on the primary data and secondary data. The primary data collected through questionnaire and secondary data are collected from annual report of the company books and periodical and other literature relevant for the study.

Methods of Data Collection

In this study the researcher has used question nary method to data obtained data. In this method the respondent has to fill up the questionnaire which can interpreted the question when necessary.

The tools used for analysis were:

- Percentage analysis
- Chi-Square Analysis

Percentage Analysis

The percentage analysis is mainly used to specify the number of respondents. In this sample falling in each category. Further, it is also used as a standard for comparison purpose.

Chi-Square Test

Chi-square test is a non-parametric test. It can be used to determine if categorical data show dependency or the classification are independent. It can also to make comparisons between theoretical populations

and actual data when categories are used. It can be calculated using a formula.

$$\text{Chi – square} = \frac{\Sigma (O - E)^2}{E}.$$

O – Observed frequency E – Expected frequency

ANALYSIS AND INTERPRETATION

The analysis and interpretations are given for the data collected based on the objectives of the study. The Collected are classified and suitable tables are formed in analysing the data, the following tools are used.

SIMPLE PERCENTAGE ANALYSIS

The percentage method is used for comparing certain features, the collected data represented in the form of tables and graphs in order to give effective visualization of comparison made.

$$\text{Simple percentage} = \frac{\text{Actual Population}}{\text{Sample Size}} \times 100$$

TABLE
CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE & STUDY FACTORS

S.No	Variables	Categories	No. of Respondents	Percentage
1	Age	Below 20 years 20 – 30 years 31 – 40 years Above 40 years	10 84 49 07	06.7 56.0 32.6 04.7
2	Gender	Male Female	77 73	51.3 48.7
3	Marital Status	Married Unmarried	72 78	48.0 52.0
4	Educational Qualification	Illiterate School Level Graduate Level PG & Professional	11 29 84 26	07.3 19.3 56.0 17.4
5	Occupation	Agriculture Business Govt. Employed Private Employed Student	13 32 27 48 30	08.7 21.3 18.0 32.0 20.0
6	Monthly Income	Below Rs.5000 Rs.5001-10000 Rs.10001-15000 Above Rs.15001	41 53 48 08	27.3 35.3 32.0 05.3
7	Brand Name	Horlicks Complan Boost Viva	34 36 70 10	22.7 24 46.7 6.6
8	Usage Period	Below 1yr 1 – 3yrs 3 – 5yrs 5 – 8yrs Above 8yrs	50 29 40 22 09	33.3 19.3 26.7 14.7 06
9	Influenced Advertisement	TV Newspapers Magazines Others	106 22 20 02	70.6 14.7 13.3 1.4
10	Attitude	Excellent Good Average Below Average Poor	71 53 22 04 00	47.3 35.3 14.7 02.7 00
11	Buying Motive	Quality Advertisement Complements Price Taste	108 36 0 0 06	72 24 0 0 4
12	Purchase Decision	Self Spouse Friends & Relatives Medias Children	49 20 29 28 24	32.7 13.3 19.3 18.7 16

INTERPRETATION

The above table shows that the majority of the respondents are aged 20-30yrs(56% of respondents), The Majority of the respondents are male(51.3% of respondents), The Majority of the respondents are Unmarried(52% of respondents), The Majority of the respondents are Graduate(56% of respondents), The Majority of the respondents are Private Employed(32% of respondents), The Majority of the respondents monthly income are Rs.5001-10000(35.5% of respondents), The Majority of the respondents are preferred Boost(46.7% of respondents), The Majority of the respondents are used Below 1yr(33.3% of respondents), The Majority of the respondents are Influenced by TV(70.6% of respondents), The Majority of the respondents attitude is excellent(47.3% of respondents), The Majority of the respondents buying motive is Quality (72% of respondents), The Majority of the respondents purchase decision is Self(32.7% of respondents)

CHI-SQUARE TEST

Chi-square test is a non-parametric test. It can be used to determine if categorical data show dependency or the classification are independent. It can also to make comparisons between theoretical populations and actual data.

- RELATIONSHIP BETWEEN OCCUPATION AND BUYING MOTIVE

Null Hypothesis (Ho)

There is no significant relationship between occupation and buying motive

Alternative Hypothesis (H_a)

There is a significant relationship between occupation and buying motive

Occupation	Buying Motive					TOTAL
	Quality	Advertisement	Complements	Price	Taste	
Student	12	3	0	0	3	18
Business	24	8	0	0	4	36
Agriculture	23	3	0	0	9	35
Employed	39	15	0	0	7	61
TOTAL	98	29	0	0	23	150

Total

Calculated value = 6.7125

Degree of freedom= (4 – 1) (5 – 1)

= 3 x 4

= 12

Table value of degree of freedom 12 with 5% level of significance is 21.026.

By comparing the table value and calculated value of X^2 we found that the table value is higher than the calculated value. So, we can accept the hypothesis.

So there is no significant relationship between occupation and buying motive.

FINDINGS

- 56% of respondents are belonging the age under 20-30yrs.
- 51% of the respondents are male.
- 52% of the respondents are Unmarried.
- 56% of the respondents are Graduate.
- 32% of the respondents are Private Employed.
- 35.5% of the respondents monthly income are Rs.5001-10000.
- 47.3% of the respondents attitude is excellent

- 46.7% of the respondents are preferred only Boost
- 33.3% of the respondents are used Below 1yr
- 70.6% of the respondents are Influenced by TV
- 72% of the respondents buying motive is Quality
- 32.7% of the respondents purchase decision is Self
- In chi square test found that there is no significant relationship between occupation and buying motive.

SUGGESTIONS

The study revealed that if the following factors are considered by the consumer goods it would improve the positive attitude of the consumer towards the buying of products.

- Constantly give opportunities to develop retail outlets at new locations.
- On the basis of the opinion of the respondents, it is suggested that the distributor has to take necessary steps to improve the supply of products of fulfill their requirements.
- The supplies should that takes steps to meet the demand for the product in time by regular supply of goods to the retailers event to the remote area increase the quantity of the product.
- Incentives and special offers should also be provided to the retailers for further motivations.
- Outdoor advertisement campaign should be vaguesly carried out by the company.

CONCLUSION

The researcher after an in depth study on the consumer behaviour towards products has come to the conclusion that among the FMCG manufactured companies. Through many manufactures are there, HLL is able to maintain its top rank by providing quality product at reasonable price with commendable distribution and service is highly appreciated, not by the retailers but also by the final consumers. Performance of service may act as motivational factors to other companies engaged in the production and supply of products.

It is evident from the study that to have a permanent place in the minds of the consumer. That is brand loyalty; company has to devote my attention to the cardinal factors like quality, pricing, a well knit distribution network, incentives to the middlemen and so on. The researcher to find out the awareness and satisfaction towards selected products among the Coimbatore District. The consumers have expressed their opinion on certain aspects of goods to the extent they are satisfied. The further growth and success of the companies depends on how, they adopt different strategies in marketing their products, in Coimbatore District.

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