Original Research Paper

Management

BRAND PREFERENCE IN HEALTH DRINK CATEGORY

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ABSTRACT Every business that deals with consumers is guided by consumer demand for the products. Consumer behaviour is the act of individuals in obtaining and using goods and services, which is exhibited through decision process. Consumer purchases are likely to be influenced by physiological, psychological and sociological factors. Purchasing of health drinks involves a lot of thinking since it is related with the health of people. The type of health drinks purchased by the family depends upon certain influencing factors such as place of residence, income, education, family background etc.

KEYWORDS : Brand Image, Brand Preference, Health drink, Promotion and Quality

INTRODUCTION

The consumers in the health drink market may be influenced by several variables to prefer the branded product in the market. It may been related to the personal, promotion, quality and other factors. 357 respondents in ramanathapuam district are contacted to get information in order to carry out the present research work.

Variables influencing the brand preference in Health Drink Category Even though the variables are too many, the present study confine the variables to quality, brand image, retailers' influence, reasonable price, ready availability, consistency in performance, packaging, credit facilities, advertisement, promotional measures, words-of-mouth, product-varieties, features and doctors' advice. The consumers are asked to rate the above 14 variables at five point scale according to the level of importance attached with each variable to select the health drink. The assigned scores on these scales are from 5 to 1 respectively. The mean score of each variable among the rural and urban consumers have been computed separately to exhibit the level of importance attached with the variables to select the branded health drink.

TABLE 1
Variables influencing Brand Preference in Health Drink Market

Factors	Mean Score among consumers in		't' statistics
	Rural	Urban	
Quality	3.2345	3.8089	-1.7374
Brand image	3.1441	3.9697	-1.9939*
Retailers influence	3.8669	3.8114	0.2065
Reasonable price	3.8914	3.2162	1.3589
Ready availability	3.6162	2.7176	1.9334*
Consistency in performance	2.8081	3.8189	-2.1446*
Packaging	3.9143	3.1664	2.0963*
Credit facilities	3.8969	3.0246	2.2661*
Advertisement	3.8441	3.7333	0.3149
Promotional measures	3.8646	3.9104	-0.2162
Words-of mouth	3.9908	3.1433	2.1144*
Product varieties	3.0446	3.9098	-2.6069*
Features	3.1141	3.8664	-2.0964*
Doctor's advice	2.8082	3.8969	-2.5881*

*Significant at five per cent level

The important variables among the rural consumers to select the health drink in the market is words-of-mouth, packaging and reasonable price since its mean scores are 3.9908, 3.9143 and 3.8914 respectively. Among the urban consumers, are brand image promotional measures and product varieties since its mean scores are 3.9697, 3.9104 and 3.9098 respectively. Regarding the level of importance given on the variables, the significant difference among the rural and urban consumers have been identified in the case of brand image, ready availability, consistency in performance, packaging, credit facilities, words-of-mouth, product varieties, features and doctor's advice service their respective 't' statistics are significant at five per cent level.

Factors influencing to prefer the Branded Health Drink

The score of the variables leading to prefer the branded health drink among the consumers have been included for factor analysis to narrate the variables into factors. Before conducting factor analysis, the test of validity of data factor analysis has been executed with the help of KMO measures and Bartlett's test of sphericity. The narrated factors leading to choose branded health drink, its eigen value and the per cent of variation explained by the factor is summarized in Table 2.

TABLE 2
Factors influencing brand preference

Factors	No. of Variables	Eigen Value	%of variation explained	Cum.% of variation explained
Image Promotion Quality Retailers	5	4.1341	31.08	31.08
	4	3.3886	22.99	54.07
	3	2.1443	16.37	70.44
	2	1.0861	10.56	81.00
KMO measure of sampling adequacy: 0.6932			Bartlett's test of sphericity chi-square value: 69.32*	

* Significant at five per cent level.

Both the KMO measure and Bartlett's test of sphericity satisfy the conditions of validity of data for factor analysis. The narrated four factors explain the variables leading to select the health drink to the extent of 81.00 per cent. The important factor is 'Brand Image' since its eigen value and the per cent of variation explained are 4.1341 and 31.08 per cent respectively. The second and third important factors are promotion and quality since its eigen values are 3.3886 and 2.1443 respectively. The per cent of variation explained by the above two factors are 22.99 and 16.37 per cent respectively. The last factor identified by the factor analysis is 'Retailers' since its eigen value and the per cent of variation explained by this factor is 1.0861 and 10.56 per cent respectively.

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