



## A Study on Consumer Buying Behaviour Towards Horlicks Drinks on Coimbatore City

### KEYWORDS

Marketers, Consumer behavior, Brands, Product purchased.

### Dr.M. Nandhini

Assistant Professor, Department of M.Com(FCA), S .N.R. Sons College (Autonomous), Coimbatore

### B.Devipriya

Assistant Professor, Department of Commerce, Sri Ramalinga Sowdambigai College of science and commerce, Coimbatore

**ABSTRACT** Consumer is one who will decide whether or not to buy a product. Marketers have to understand the role of consumer in the market and workout marketing programmes accordingly. Consumer behavior is defined as psychological, social and physical behavior of all potential consumers as they become aware of evaluate, purchase, consume and tell others about products and services. Consumer behavior is a part of human behavior "Human behavior refers to the total process by which individuals interact with the environment". Consumer Behavior varies according to the type of product purchased.

### 1.1 INTRODUCTION:

Modern approach to marketing is a social approach which is consumer oriented. According to Philip Kotler, "The marketing concept is a consumer oriented backed by integrated marketing aimed at generating customer satisfaction as the key to satisfying organizational goals". The century data of 2009 report that is a drop in the percentage of child population. On the century 20-40 years age has emerged as the largest group. They learn and quickly adopt new fashion as information travels faster in this age group.

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 chochlix.

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 relevance. 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 Lite was also introduction targeted older

consumers and does not contain any cholesterol 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 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 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.

### 1.2 STATEMENT OF THE PROBLEM:

In the recent years manufacturing companies are producing health drinks which play an important role in satisfying the needs 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 etc... are available.

The consumer needs and preference are changing as per the current market scenario. The consumer looks for product differentiation and the conveniences offered. The consumer has certain exportations 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 in understanding the study on brand awareness and the actual brand preferred by the people in case of liquid health drinks.

### 1.3 OBJECTIVES OF THE STUDY:

- To find out consumer buying behaviour of horlicks product in Coimbatore City.
- To identify the reason for consuming the horlicks product.

- To know the opinion about the price of horlicks product.
- To identify the attractive media of advertisement of horlicks.
- To identify the consuming this product more.
- To provide the suggestions to get an improvement in the existing trend.

#### 1.4 RESEARCH METHODOLOGY :

Research methodology is a systematic way to solve the research problem. It is a science of studying how research is done scientifically. It includes the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

#### 1.5 SAMPLE SIZE :

Thus 120 respondents were chosen for this survey.

#### 1.6 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.

Primary data

Secondary data

#### PRIMARY DATA:

The data has been collected from both primary and source. The primary data means the data researcher follows a rigid procedure and seeks answers to a set of pre-designed questions.

#### SECONDARY DATA:

The secondary data means the data are those which have collected through the consumers and secondary data was collected from the text books, journals, magazines, newspaper and a few project reports.

#### 1.7 STATISTICAL TOOLS USED IN THE DISSERTATION:

Simple percentage analysis

Chi-square test

Correlation

#### 2.1 REVIEW OF LITERATURE :

**Ruchi Sharma, Warc :** 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.

**Warc News,** GlaxoSmithKline, the healthcare group, is heightening its focus on consumer-facing products in india, a strategy led by moves to turn Horlicks, the firm's popular malted drink, into "Mega-Brand".

**ASSOCIATED BRITISH FOODS (DRINKS AND BEVERAGES):** This company profile from Euromonitor provides key details and analysis of Associated British Foods, the owner of brands such as Twinings and Ovaltine. Included is a strategic evaluation with key facts about the UK company, competitive positioning against comparative brands, and assessment of its position in the soft drinks market. Brand opportunities and strategy are identified and recommendations for the future offered.

**M.kishore kumar** After 4 years of age, a child's energy needs per kilogram of bodyweight are decreasing but the actual amount of energy(calories) required increases, as the child gets older. From 5 years to adolescence, there is a period of slow but steady growth.

**KRETTNER, KADEKOVA ET AL** "Country of the origin food and consumer prefer the attributes like freshness, flavor and also the price. Consumer prefers drinks because of their flavor and freshness.

**Majumdar (2007)** Malted beverages are popularly known as the health drinks in India . Historically, malted beverages have had a strong association with milk. Such drinks used to be consumed in the southern and eastern regions of the country which were having a perennial shortage of milk supply. So malted beverages positioned themselves as substitutes for milk. Malted beverages are usually marketed in white and brown colour forms, where beverages constitute about 65 per cent of the market.

#### 3.1 DATA ANALYSIS AND INTERPRETATION:

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 120 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.

#### PERCENTAGE ANALYSIS:

TABLE 3.1.1

AGE OF THE RESPONDENTS		
AGE	RESPONDENTS	PERCENTAGE
Below 10 years	6	5
10 - 20 years	44	37
20 - 25 years	51	42
Above 25 years	19	16
TOTAL	120	100

SOURCE : PRIMARY DATA

#### INTERPRETATION:

It is inferred from the above table that, out of 120 respondents, 5% of them comes under the age group of below 10 years. 37% of the respondents falls under the age group of 10 – 20 years. 42% of the respondents comes under 20 – 25 years and 16% of the respondents are aged above 25 years.

#### INFERENCE :

Hence it is concluded that, majority of the age group respondents are 20-25 years.

#### CHART3.1.1

Table 3.2.1

FREQUENCY OF DRINKING HORLICKS BY THE RESPONDENTS		
DRINK HORLICKS	RESPONDENTS	PERCENTAGE
Morning	56	47
Afternoon	17	14
Evening	30	25
Leisure Time	17	14
TOTAL	120	100

SOURCE : PRIMARY DATA

**INTERPRETATION:** It is inferred from the above table that, out of 120 respondents, 47% of them consume horlicks in the Morning. 14% of the respondent consumes horlicks in Afternoon. 25% of the respondents consume horlicks Evening and 14% of the respondents consume horlicks in the Leisure time.

**INFERENCE:**

The above table reveals that among 120 respondents, majority of the respondents consumes

In the Morning.

**CHART 3.2.1**

**4.1.1 COMPARISON OF REASON FOR DRINKING HORLICKS WITH OPINION ABOUT THE AGE**

AGE	REASON FOR DRINKING HORLICKS				TOTAL
	FAVOURITE DRINK	FOR DIGESTION	FLAVOUR	OTHER REASONS	
Below 10 years	6 (3)	0 (1)	0 (1)	0 (1)	6
10-20 years	16 (18)	4 (8)	16 (10)	6 (8)	44
20-25 years	21 (21)	12 (9)	7 (11)	9 (9)	51
Above 25 years	5 (8)	5 (3)	2 (4)	7 (3)	19
TOTAL	50	21	27	22	120

**INTERPRETATION:**

The calculated value is 23.47. The tabulated value (chi-square at 9%) is 16.9. The calculated value is greater than the tabulated value, which is highly significant. Therefore the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between reason for drinking horlicks and age.

**CORRELATION:**

**4.2.1 CROSS TABLE BETWEEN THE OCCUPATION WITH OPINION ABOUT REASON FOR DRINKING HORLICKS**

X	Y	x	y	xy	x <sup>2</sup>	y <sup>2</sup>
85	29	55	-1	55	3025	1
12	50	-18	20	-360	324	400
14	32	-16	2	-32	256	4
19	9	-21	-21	441	441	441
120	120	0	0	104	4046	846

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$$= \frac{104}{\sqrt{4046 \times 846}}$$

$$= \frac{104}{\sqrt{342906}}$$

$$= \frac{104}{1851.61}$$

$$= 0.056$$

**INTERPRETATION:**

From the above table, it could be clearly observed that the 0.056% of the respondents between the occupation and opinion on about the reason for drinking horlicks.

**5.1 SUGGESTIONS:**

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

- Yet advertisement may be focused for getting large share in the market.
- Prices of the product may be brought to constant position to get large share.
- Quality of this product may be concentrated for getting more consumers yet.
- Discounts and offers may be provided yet more for increasing the sales.
- Create awareness about the horlicks products.
- Expose the energy level to consuming this product.
- 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.

**5.2 CONCLUSION:**

Thus, it is concluded that this study has concentrated on the "A Study on consumers buying behavior towards horlicks drinks in Coimbatore city". In this study 120 sample were taken and analysis the collected data with the help of simple percentage analysis and also used testing tools to be used like chi-square and correlation. This study was exclusively made for particular town which may not be generalization to all over the district or state. Hence, consumer buying behavior is an important role for this product.

**REFERENCE**

➤ Kothari C.R., "Research methodology" New Delhi, 2007 Edition. | ➤ Gupta S.P., "Statistical method", Sultan Chand and Sons, New Delhi, 2007 Edition. | ➤ Philip Kother, "Marketing Management", Prentice Hall of India Private Ltd., New Delhi, 2005 Edition. | ➤ R.S.N Pillai, V.Bagarathis, "modern marketing principles&practice" chand&co.,ltd., Ramnagar, Newdelhi. 2007 Edition. | ➤ Saravanavel"Research and methodology" 4779,Ansari road, newdwlhi 2008 edition. |