

Consumer Brand Preference Towards Health Drink Products in Tirupur City.



Commerce

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ABSTRACT

This research is mainly dealt with the mindset of the consumers buying health drinks. Health food drink products have entered the global markets with force in the past years and rapidly gained market share. It clearly explains the Taste, Preference, Essentials of the consumers consuming health drinks in their day to day life. The basic purpose of this research paper is to identify the various factors influencing for preferring their brands. It also determines the sources of awareness and level of satisfaction of the consumers. Questionnaires were designed and distributed to the consumers for the collection of primary data. From the primary data, the percentage analysis, weighted analysis and chi-square test were derived. This paper gives the clear information of which brand is the most preferred by the consumers their day to day health drinks.

INTRODUCTION

“The Marketing process consists of analyzing marketing opportunities, researching, selecting target markets, designing marketing strategies, planning marketing programmes, organizing, implementing and controlling the marketing effort.”

--Jesper Kundae

The term marketing is one that is directly concerned with demand, its recognition, anticipation, creation, simulation, and finally satisfaction. The function of marketing is therefore ‘eyes’ and ‘ears’ of the business. It is responsible for keeping the business in close contact with its environment and informed of events that can influence its operations. Marketing starts with the fact of human needs and wants. People need food, air, water, clothing and shelter to survive. Beyond, this people have a strong desire for recreation, education and other services. They have strong preferences for particular versions and brands of basic goods and services. Marketing also assumes paramount significance in a developing country like India, as the characteristics of a developing economy is the ability to organize economic efforts and energies to bring together resources, wants, capacities so as to convert a self limiting static system into a creative and self generating organic growth.

The components of economic growth are savings, investments, production and consumption. All the components are equally for economic growth, marketing as a business function and an economic activity influences economic developments of a country. The producers, consumers and the middlemen look upon the marketing process from their own individual view point. The producers are interested in selling their products at such remunerative price as would enable them to continue to produce and stay in their business. A consumer looks at marketing from the point of view of goods and the prices at which they are offered. The ultimate goal of successful marketing must be the cheapening of goods to ultimate consumers without adversely affecting the interest of the producers.

A product is something more than a mere physical commodity. It has a personality and products carry certain meaning with them and project certain distinctive image. The physical product is only a part of the product image. It cannot stand alone before the potential buyer. There are four elements that surround the product concept.

They are

- Branding
- Packaging and labelling
- Product warranty and
- Service.

These four elements are the vital marketing tools in any marketing programme to secure the demand market share in a competitive market. Among these concepts branding is the most important one.

BRAND PREFERENCE

A brand is a combination of the basic product or service. A brand provides a specific product / service, an identity and differentiation. It does not just exist as a mark on the pack outside the product but as something within it.

The point of brand is always has been to provide information. The form of this information varies from market to market and from time to time. Some products make a visible statement about their user's style, modernity or wealth.

A brand preference is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing, but will accept substitutes if that brand is not available. Brand preference is the stage of brand loyalty at which a buyer will select a particular brand will choose a competitor's brand if the preferred brand is unavailable.

BRAND NAME

Brand name is a part of brand consisting of a word or group of words comprising a name, which is intended to identify the goods or services of a seller to differentiate them from those of competitors.

Broadly, a Brand Name is

- The basic core indicator of the brand.
- The basis for awareness.
- The basis for communication effects.
- The basis for sales measurement, and
- More permanent than most other aspect of a marketing plan.
- Features of a Good Brand Name
- Brand should suggest something about the product- purpose, quality, benefit , use , action etc.,
- It should be simple, short and easy to pronounce and remember.
- It should be clear and attractive.

- The add-on-word is descriptive and usually defines the effect of the new product.
- Used effectively as a part of creative execution in advertising.

Tirupur City

Tirupur, an important trade center of India which is famous for its knitted garment wears. It is called as the "The Manchester of South India" is situated in Tamil Nadu, India which is 47 kilometers, east of Coimbatore and the municipal area of town is spread over a 27.20 sq.kms. With the population in around 7.00 lakhs. It is a centre for cotton market and cotton ginning factories. The industry provides employment to over 500,000 workers. Tirupur is also known as "the knitwear capital" of India. It has spurred up the textile industry in India for the past three decades. Tirupur is a major source of Foreign Exchange for the country because of its exports. It is a simple city with modest infrastructure which does not make one believe that this town earns an annual \$800 million plus in foreign exchange.

HEALTH DRINK PRODUCTS

Health drinks are liquids specifically prepared for human consumption. In addition to basic needs, health drinks form part of the culture of human society. The concepts of health and energy have perhaps never been as popular or pursued/coveted as they are now.

With market rivalries becoming an intense affair, brand strategists and marketers are eager to refresh their brand's positioning and image. More often than not, it is the 'health' tag that becomes their 'open sesame' to the consumer universe. Certainly there is ambiguity to the whole thing and while companies may be tempted to use it to their advantage, as consumers we will be better off if we are aware of what we are consuming.

Malted beverages are popularly known as health drinks in India. While marketers have positioned such beverages as nutritious drinks, these are widely consumed as taste enhancers to encourage drinking of milk among growing children. Interestingly, several malt-based hot drinks – such as Boost, Complan and Bournvita – have repositioned themselves as health drinks. This is completely aligned with market realities, as greater health consciousness, aspirations for higher standards of living and comfortable disposable incomes become the main rivers of consumption patterns. Across international markets it has been seen that the growth of the middle class has driven the uptrend in food industry in general and health beverages in particular.

OBJECTIVES OF THE STUDY.

1. To ascertain the brand influencing the brand preference.
2. To ascertain the influence of income on consumer preference of health drinks.
3. To ascertain the influence of age on consumer preference of health drinks.

HEALTH DRINK ADVANTAGES

Health drinks are one of the most diuretic beverages. Its carbohydrates are largely broken down and are thus easy to digest for humans. It is perfectly suited as a dietary supplement in a low-protein diet. It also contains more than 30 essential minerals and elements. All the important vitamins including vitamins A, D and E are found nowadays in most of the health drinks. One important vitamin found in Malt is folic acid, which is particularly essential for pregnant women as its deficiency can cause spinal defects in the unborn child.

REVIEW OF LITERATURE

Review of literature is essential for every research to carry out the investigation successfully. All efforts were made to gather relevant studies. These studies have been taken out from reputed

Indian & foreign journals, thesis and research work. But there are no sufficient numbers of studies on health drinks. Anyhow, to gain knowledge relating to methodology, hypothesis, problems etc., some other relevant studies have been reviewed and these details are summarised below.

Dr.N.Udayakumari and G.T.Vijayalakshmi(2013) in their article "A study on consumer brand preference towards health drinks products in Thiruvavur district" examined the various factors influencing for preferring their brands and to determine their sources of awareness and level of satisfaction of the consumers. Both exploratory and descriptive designs are used. Primary data is collected with the help of questionnaire method and data is analysed with the help of various statistical techniques. Finally, they concluded that 31.81% of the consumers preferred horlicks more than other brands of health drink products. The major reason for brand preference is advertisement 32.72%. High preference for advertisement is highlighted for the company to increase their market share.

T.Kalakumari and M.Sekar(2013) in their article "A study on emotional brand loyalty towards consumer health drinks" analysed the buyers brand preferences, reason for buying the same brand and purpose of consuming health drinks. A sample size is 110 customers was selected, a structured questionnaire was designed to collect the primary data. Finally they concluded, the horlicks brand has a very good brand loyalty among consumers. Since it stands the top most level like from the taste, colour, price, packaging, self display, offers, health constraints etc. The next brand is positioned by complan, boost and finally bournvita. These four brands are the major players in their health drinks.

HYPOTHESIS OF THE STUDY

1. Advertisement influences the behavioural practice on purchasing health drinks.
2. People are well aware about the health drinks and their features.
3. Environmental factors affect the buyer in purchasing health drinks.
4. Quality of the health drinks determines its purchasing pattern by the consumer.

RESEARCH DESIGN

The research design for the study is descriptive. Consumers of various age groups have been interviewed for the research survey using a structural questionnaire.

SAMPLE DESIGN AND SAMPLE SIZE.

Sampling technique used for the study was convenience sampling and the sample size was 200. The research instrument used was a questionnaire and it comprised of both open and closed-ended questions. Personal interview was conducted among the target respondents using the questionnaire.

TOOLS USED.

Percentage analysis and chi-square test were used to analyze the data.

PERCENTAGE ANALYSIS

Place percentage analysis is an Analysis done with the statistical data collected. This analysis is done to find out the percentage value (True value).

The formula for the percentage value is Percentage Analysis= (No. of respondents/200)*100

CHI-SQUARE

The chi-square test is an important test among the several tests of significance developed by statisticians. Chi-square symbol-

cally written as X² (pronounced as ki-square), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is applicable in large number of problems. The test is, in fact, a technique through the use of which it is possible for all researchers to.

1. Test the goodness of fit;
2. Test the significance of association between two attributes, and
3. Test the homogeneity or the significance of population variance.

DATA ANALYSIS

**TABLE 1
TABLE SHOWING THE BRAND PREFERENCE OF HEALTH DRINKS BASED ON AGE**

AGE	NO.OF RESPONDENTS	PERCENTAGE (%)
Below 20	38	19
21-30	75	37.5
31-40	48	24
41 years and above	39	19.5
TOTAL	200	100

It is understood that from table1 that37.5% of the respondents are in the age group of 21-30 years, 24% are in the age group of 31-40 years, 19.5% are in the age group of 41 years and above, and only 19% of the respondents fall in the age group of below 20 years.

The majority of the respondents buying health drinks are in the age of 21-30 years.

**TABLE 2
TABLE SHOWING THE BRAND PREFERENCE OF HEALTH DRINKS BASED ON CONSUMER'S INCOME**

ANNUAL INCOME	NO.OF RESPONDENTS	PERCENTAGE (%)
Below 50,000	80	40
50,000- 1,00,000	68	34
ABOVE 1,00,000	52	26
TOTAL	200	100

It is understood from table 2 that 40% of the respondents are having an annual income of Rs. 50,000 and below. 34% of the respondents are having an annual income between Rs. 50,000-1, 00,000 and 26% of the respondents are having an annual income of Rs. 1,00,000 and above.

The majority of the respondents are having an annual income of below Rs. 50,000.

**TABLE 3
TABLE SHOWING THE RESPONDENTS BASED ON NATURE OF THE FAMILY**

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
Nuclear	126	63
Joint	74	37
TOTAL	200	100

It is seen from the table 3 2.7 that 63% of the total respondents belong to nuclear family and 27% of them are from joint family.

The majority of the respondents are from nuclear family.

**TABLE 4
TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS QUALITY**

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE (%)
Strongly Agree	78	39
Agree	114	57
Undecided	4	2
Disagree	-	-
Strongly Disagree	4	2
TOTAL	200	100

Regarding quality of health drinks the table 4 reveals that39% of the respondents Strongly agree, 57% of the respondents agree, 2% of the respondents are undecided and 1% of the respondents strongly disagree.

Majority of the respondents agree for their quality.

**TABLE 5
TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS BRAND IMAGE OF HEALTH DRINKS**

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE (%)	MEAN
Strongly Agree	114	57	4.44
Agree	66	33	
Undecided	16	8	
Disagree	2	1	
Strongly Disagree	2	1	
TOTAL	200	100	

Regarding brand image the table 5 reveals that 57% of the respondents strongly agree, 33% of the respondents agree, 8% of the respondents undecided, 1% of the respondents disagree and 1% of the respondents strongly disagree.

The mean square of the respondents is 4.44.

Majority of the respondents strongly agree with Brand Image.

LIMITATIONS OF THE STUDY.

The study has been considered only with working class people and economy class people. It covers a sample size of 200 and this study would be much more likely to produce findings generalizable to larger classifications of people. The study was limited only to Tirupur city alone.

FINDINGS

1. The majority of the respondents buying health drinks belong to the age group of 21-30 years.
2. The majority of the respondents are having an annual income of below Rs. 50,000.
3. The majority of the respondents are from nuclear family.
4. Majority of the respondents agree for their quality.
5. Majority of the respondents strongly agree with the brand image.

CONCLUSIONS.

A success of a market is based mainly on the consumers taste and preference. It is the satisfaction of the consumers which decide the existence of the product in the market. For a consumer to be satisfied, he must be provided with the product that meets his expectations and requirements. In the busy and fast revolving world, the consumer wants each and every product to be in his hands wherever and whenever he needs. So the marketer has to decide and design the various aspects of the product and supply in such a way that it meets the demand of the consumers. It is concluded that the market players have to see that their products possess the required attributes so as to make consumers highly loyal.

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