



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CUSTOMER'S ATTITUDE AND PERCEPTION TOWARDS HEALTH DRINK PRODUCTS

KEY WORDS:

DR.A.LATHA

ASSISTANT PROFESSOR DEPARTMENT OF COMMERCE GOVT ARTS COLLEGE (AUTONOMOUS) COIMBATORE

Mrs. V. NIRMALA

GUEST LECTURER DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS LRG GOVT ARTS COLLEGE FOR WOMEN TIRUPUR

ABSTRACT

Healthy living is already become concern in today's society. According to many studies, people are also increasingly reflective in matters of health and willing to adopt health oriented changes in their eating habits. This change of habits creates a new opportunity in food and drinks industry especially for healthy drinks products. The intense competition between healthy drinks products made consumers is faced with large number of choices. It will be better for the producers to know consumers perceptions toward healthy drinks.

INTRODUCTION

The essence of being business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. For many organizations, sales estimate is the starting point in budgeting or profit planning. It is so because it must be determined, in most cases before production units could be arrived at while production units will in turn affect material purchases.

However, taking decision on sales is the most difficult tasks facing many business executives. This is because it is difficult to predict, potential customers' demand as they are uncontrollable factors external to an organization. Considering, therefore the important sales of business survival and the connection between customers and sales, it is expedient for organizations to engage in programmes that can influence consumers' decision to purchase its products. This is where the customer's attitude and perception are relevant.

Customer is the king in modern marketing world. Consumer behaviour and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. A consumer is attached with a brand or new innovative product for self actualization as the time passes and the product moves towards its generic behaviour the needs of consumer shift to basic requirement.

Health drinks provide nutrition for energy for both adolescents and adults. Among growing children health drinks are generally labelled and marketed as nutrition's drinks and are usually consumed. On the other hand, energy drink is a kind of beverage which claims to enhance both mental and physical energy. There are many brands and choices of energy drinks available today in the market.

CUSTOMER'S ATTITUDE AND PERCEPTION ABOUT HEALTH DRINKS

Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object--within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

Attitude is an outcome of the learning process. When an individual learn about something a feeling of liking or disliking is developed automatically. To be specific, attitude refers to a predisposition to respond to a stimulus in a predicted way. The stimulus can be either physical objects or social objects like brands, shops or people, an action, opinions or advertisements.

Perception is a psychological variable involved in the Purchase Decision Process that is known to influence Consumer Behaviour.

Perception is the process by which individuals perceive what they want to in media messages and disregard the rest.

HEALTH DRINK PRODUCTS

India, the world largest malt based drink markets. Children need to drink plenty of fluids, especially if it is hot or they are physically active. Pre-school children constitute the most nutritionally vulnerable segment of the population and their nutritional status is considered to be a sensitive indicator of community health and nutrition. These drinks are traditionally consumed as milk substitutes and marketed as a nutritious drink, mainly consumed by the children, old, young and the sick. The health food drinks category contains of white drinks and brown drinks.

RESEARCH OBJECTIVE

1. To find out on how customer's attitude and perception towards healthy drinks.
2. To find out the reason for preferring a particular brand of health drinks.
3. To analyse the attitude and perception of health drinks.

REVIEW OF LITERATURE

Basically, health from customer point of view has two main dimensions: eating healthily and avoiding unhealthy food (Thomas Sioutis, 2011). According to Sioutis, eating healthily is related to nutritional aspect such as healthy diet, functional foods, less fatty foods and other factors related to health and nutrition. While avoiding unhealthy food is avoid eating foods that contain harmful chemical, too much flavour or other elements that harmful to our body.

Bech-Larsen & Scholderer states that "Basically, nutrition and health claims are strong marketing incentives for the food industry" (Thomas Sioutis, 2011, p. 7) (2007). Since all healthy drinks claim their products are healthy, consumers are faced with large number of selection. They might choose a product that they think is the most beneficial for them. Basically, the moment of selecting packaged drinks at point of sale was mostly considered from the product package. Packaging has long been recognized as the silent sales person (Thomas Sioutis, 2011).

HYPOTHESIS OF THE STUDY

1. People are well aware about the health drinks and their features.
2. Quality of the health drinks determines its purchasing pattern by the consumer.

RESEARCH METHODOLOGY

An intensive study has been made on the consumer attitude and perception to health drinks. The methodology adopted in the collection and analysis of data has been detailed given below.

SOURCES OF DATA

To analyse the consumer's attitude and perception on health

drinks both primary and secondary data were used. Primary data were collected from the respondents through questionnaire schedules after a detailed discussion with them. Secondary data were collected from various books, journals and websites.

SAMPLE SIZE

The population of the study covers the health drinks used in the study area. Adopting convenience sampling technique, 200 respondents were chosen among the health drinks users in Tirupur town.

TOOLS USED

PERCENTAGE ANALYSIS

Percentage analysis is used in examining the variables such as customer attitude , perception , preference awareness, sources etc.,

CHI-SQUARE

Chi-Square was used in testing the hypothesis generated from the study. The chi-square values calculated was compared with the tabulated values of chi-square using 5% significance level and 2 degrees of freedom.

DATA ANALYSIS

TABLE 1

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 1 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 2

TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS TASTE OF HEALTH DRINKS

Level of satisfaction	NO.OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	92	46
Agree	80	40
undecided	18	9
Disagree	4	2
Strongly disagree	6	3
TOTAL	200	100

It is understood that from table2 reveals that 46% of the respondents strongly agree 40% the respondents agree, 9% of the respondents undecided, 2% of the respondents disagree and 3% of the respondents strongly disagree with the taste

The majority of the respondents strongly agree for their taste.

TABLE 3

TABLE SHOWING THE CUSTOMERS ATTITUDE TOWARDS THE HEALTH DRINKS

CUSTOMER ATTITUDE TOWARDS THE HEALTH DRINKS	NO.OF RESPONDENTS	PERCENTAGE (%)
Agree	180	90
Disagree	20	10
TOTAL	200	100

It is understood that from table3 reveals that 90% of the respondents are agree, and 10% of the respondents are disagree, their attitude.

The majority of the respondents are agreeing their attitude towards health drinks.

TABLE 4

TABLE SHOWING THE CUSTOMERS PERCEPTION TOWARDS THE HEALTH DRINKS

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE (%)
Agree	184	92
Disagree	16	8
TOTAL	200	100

Regarding the table 4 reveals that 92% of the respondents agree, 8% of the respondents disagree, for their perception about the products.

The majority of the respondents are agreeing for their customer's perception.

TABLE 5

TABLE SHOWING THE NO. OF RESPONDENTS GIVES IMPORTANCE TO QUALITY.

Quality	No. of respondents	Percentage
Yes	178	89
No	22	11
TOTAL	200	100

Table 5 reveals that 89% of the respondents are giving importance to quality and only 11% of the respondents are not giving importance to quality

The majority of the respondents give importance to the quality though the rate is high.

LIMITATIONS OF THE STUDY

The study has been considered only with the working class people. It covers a sample size of 200 respondents only. The study was limited only to Tirupur city.

FINDINGS

1. The majority of the respondents are from nuclear family.
2. The majority of the respondents strongly agree for their taste.
3. The majority of the respondents are agreeing their attitude towards health drinks.
4. The majority of the respondents are agree for their customers perception.
5. The majority of the respondents give importance to the quality though the rate is high.

CONCLUSION

Since nutritional level in India is less compared to other countries, the people should take necessary steps to maintain their daily nutritional level which can be done through balanced diet, nutritional food and health drinks. All people, whether young or old, like health drinks. They take health drinks for relaxation, refreshment and to get energy. Thus health drinks have become part and parcel of their lives. As regards manufacturers, they should realize that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market.

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