iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 7 **Issue:** IV **Month of publication:** April 2019

DOI: https://doi.org/10.22214/ijraset.2019.4619

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 6.887
Volume 7 Issue IV, Apr 2019- Available at www.ijraset.com

Consumer Behaviour of Selected Health Drinks in Tirupur City

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Abstract: Buyer Consumer behavior may be described as the behaviour of people buying and using economic goods and services. It is the buying behaviour of final consumers who buy goods and services for personal consumption. Consumer behaviour is an integral and inseparable part of human behaviour. Consumer behaviour refers to the decision making process by which consumers interact with their environment and actions they take in the market place.
Keywords: Nourishment, Consumer Behavior, Nutrition

I. INTRODUCTION

The Health Drinks category consists of white drinks and brown drinks. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. Health Drinks provide nourishment for the family, particularly growing children and serve as energy providers for adults. The market for malted milk powders in India is huge as the product is widely used as a nutrition and energy supplement by children and adults.

A. Definition

"Buyer behaviour is an orderly process whereby the individual interacts with his environment for the purpose of making market-place decisions on products and services"

B. Importance Of Consumer Behaviour

1) *Provides Information About The Consumers:* It provides the information about the consumer his tastes, habits, buying motives and decisions etc.,
2) *Prepares To Face Competition:* Today's market world is highly competitive where only a marketer with sufficient information regarding consumer behaviour of his market would be successful.
3) *Promotes The Marketing Concept:* The marketing concept is the buzz word in today's marketing world. It focuses on the consumer satisfaction. It is through the study of consumer behaviour that a marketer can provide consumer satisfaction.
4) *Guides in Effective Segmentation:* The understanding of consumer behaviour is guides the marketer in creating the appropriate market segments, according to the requirements of the customers.
5) *Aids In Strategic Marketing:* Right information about the consumer behaviour serves as a guide in strategic marketing-i.e., right market mix in the right market at the right movement.

C. Factors Influencing The Consumer Buyer Behaviour

Consumer buyer behaviour is influenced by the four key sets of buyer characteristics: Cultural, social, personal and psychological.

Personal Factors	Social Factors	Cultural Factors	Psychological Factors
i)Age & Stage in Life Cycle ii) Income iii) occupation iv) Life style v) Personality and Self Concept	i) Family ii) Reference Groups iii) Roles and Status	i)Sub-Culture ii) Social Class	i)Perception ii) Learning iii) Safety Concept iv) Attitudes and Beliefs v) Motivation

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D. Customer Awareness About Health Drinks

The health drink industry is one of the booming sectors worldwide. The reason for thrive in the industry is the change in the attitude and living style of the people. The drastic change in the preference of the consumers is backed these players to step strongly and confidently into any market. The youngsters can consider consuming health drinks as prestigious issue or fashion. All these reasons are put together with huge population. India has become one of the key markets of many players like Horlicks, Complan, etc. The tough competition that exists between the players benefited the consumers with many variant and the variety of health drinks. The entry of many multinational companies in health drinks sector has generated many employment opportunities in home country. The quality, innovation, price and the promotional programs of the companies helped to the customers can choose their health drinks. The health drink industry leader Horlicks is managing to sustain in the market though it is faced tough competition with the other drinks.

II. OBJECTIVES OF THE STUDY

A. To find out the buyer behaviour in health drinks among people

B. To study people's choice among various health drinks

III. REVIEW OF LITERATURE

Bharadwaj (2008) "consumer behaviour in health drinks", it differs with age and the life style. For kids health drink is a supplement with added calcium's, minerals and vitamins.

Siddhartha Bharathi conducted "consumer behaviour in health drink". In the present world we have got a variety of brands of health drinks. He quoted the company pricing strategy, competitors in industry, distribution, disposable income of consumers and life style. He covered the major segment fall in different age group. Finally, he said the health drinks is one which is low calorific and high as a social drink.

Dharmesh Motwani and Khushbu agarwal(2012) in their article "customers behaviour in health food drink product category" they analysis with five brands of health food drinks i.e., boost, bourn vita, Complan, Horlicks, Milo and to extent of brand loyalty of consumers that exists among different health food drinks brand, and awareness, influence of various aspect on buying behaviour. Finally, they concluded the brand at first place is bourn vita with the largest market share is 42%.

Dr. B.C.M. Patnaik & Pradeep Kumar Sahoo[1] (2012) "An Empirical study on consumer behaviour towards Cadbury's & Nestle India Ltd.," study was indicate to undertake an in-depth enquiry into buying behaviour of male & female consumers with regard to Nestle and Cadbury's chocolate industry. The objective of the study was to analyse the consumption patterns with regard to Cadbury's and nestle and to examine the purchase behaviour and to know the consumer behaviour towards these industries in the area. Finally, they concluded the Indian chocolate market is transforming and new players are entering the market. The future of the industry seems too upbeat.

IV. RESEARCH METHODOLOGY

The methodology adopted for the present study regarding sources of data. Sample size, period of study, data analysis and research tools and techniques. SOURCES OF DATA

The study is mainly based on the primary data. The required data were collected directly from the general public. The secondary data were also used in the study. They were collected from books, magazines, journals, and period study under source of data.

A. Sample Size And Procedure

In this study, primary data is collected from the people who belong to Tirupur Town. In this selected of 100 respondents convenient sampling method is used.

V. COLLECTION OF DATA

Both primary and secondary data have been collected for the research work

A. Primary Data

A well – structured questionnaire schedule was prepared for the purpose of collection of data. The questionnaire related towards the major satisfaction factors considered by the consumer while purchasing the Health Drinks.

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B. Secondary Data

Secondary Data was collected from the journals, magazines, research reports and from the companies' websites.

Table Showing to Select Health Drinks

Health Drinks	Preference	Percent
Horlicks	55	55 %
Complan	12	12 %
Boost	14	14 %
Bournvita	10	10 %
Milo	9	9 %
Total	100	100 %

1) Inference: From the above table we infer that most of the respondents to buy Horlicks (55%).

Most Important Sources Of Information To Buy Health Drinks

Most important sources	Responses		Percent of Cases
	N	Percent	
Personal Sources	70	70%	70%
commercial Sources	12	12%	12%
Retail outlet Sources	8	8%	8%
Total	100	100.0%	100.0%

2) Inference: From the above table we infer that most of the respondents to buy health drinks from the personal sources (70%),

C. Limitations Of The Study

1) The study is limited in Tirupur City only.

2) Even though there are number of health drinks are available in the market, only five leading health drinks products are taken up for the study.

D. Findings

1) The majority of the respondents to buy Horlicks (55%).

2) The majority of the respondents to buy health drinks from the personal sources (70%).

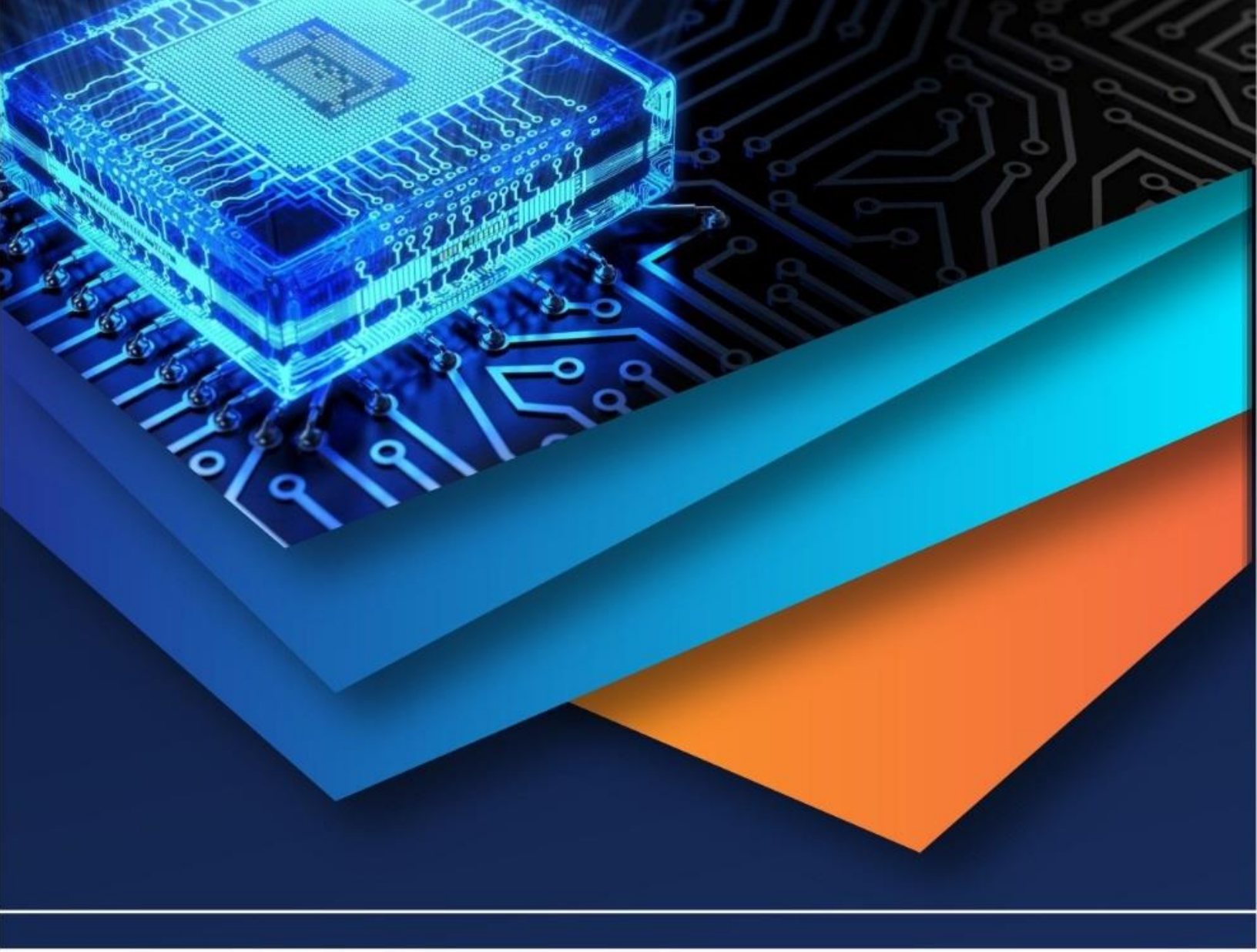
VI. CONCLUSION

Consumers give more importance to the quality factors than that of other factors. They believe that the brand name tells that something about product, quality, utility and the like. The consumers are feel that the price plays an important role in any product but service also plays equal importance in success of any product. The consumers must aware of the health products before the purchase of the products. Advertisement and taste have major influence on consumers' preference for Horlicks. Horlicks can employ integrated advertising of their products. Finally, the consumers are to prefer Horlicks.

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