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CONSUMERS' PERCEPTION TOWARDS HEALTH DRINKS WITH SPECIAL REFERENCE TO RAYALASEEMA REGION

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Abstract

India, the world's largest malt based drinks market, accounts for 22% of the world's retail volume sales. These drinks are traditionally consumed as milk substitutes and marketed as a nutrition drinks, mainly consumed by the old, the young and the sick. Available health drinks in market can be considered as follows: Horliks, Boost, Viva, Maltova, Complain, Glucon-D, Bournvita,Amul, Pediasure white drinks account for almost two thirds, of the market Glaxosmithklime (GKS).The study has been taken on the topic "Consumers' perception towards health drinks with special reference to Rayalaseema region "to know the over view functions and strategy and also to find the best health drink.Conclusion drawn from the test of difference was that a significant difference existed on the factor of consumers' perceptiontowards health drinks across gender, age, occupation, educational qualification, marital status, monthly income, family type and family size is accepted.

Key words: Consumers' Perception, Health Drinks, Small Towns and Rayalaseema region.

Introduction

Consumer is the king in modern marketing world. Consumer behavior and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. Consumer behavior able changes make "Yesterday's luxuries are today's necessaries". In the modern and competitive world people must do heavy work both mentally and physically to survive successfully. So that they required more energy and stamina for that they want nutritious and health drinks. Health is man's precious possession. It influences all his activities and shapes his destiny. An understanding of health is the basis of all health care. Health is wealth. This indicates the importance of health. Health, in fact is a key to education, success, good citizenship and happy life. Without good health an individual cannot perform efficiently. When compared to the other food supplements, health drinks stand the top most of any other thing in this world.

Review of literature

Shopiya (2009)evaluated the satisfaction level of malted health drinkconsumers in Gobichettipalayam town. Sample population of health drinkconsumers surveyed in Gobichettipalayam town exhibited their preferences forHorlicks brand. Consumers' associates Horlicks with the features like:reasonable priced, well-balanced i.e., quality, right in quantity measure,hygienically packed, recommended by doctor, contents high vitamins andminerals. The study suggested the competitive brands of malted health drinkmanufactures to focus more on framing better strategy to attract more numberof consumers to their brand and retain as loyal consumers of their brand.

Kumar (2010) stated thatsocio-economic status of health drink consumers' like: their age, gender,marital status, education, occupation, income etc., does not influence thesatisfaction level of the consumers, as health drink buyers are more consciousin buying highly nutritional and protein rich dietary supplement products. Thestudy concluded that majority of the Coimbatorians prefer buying

Horlicks andBoost. The study suggested the manufacturers of other popular health drinks tocreate more awareness on the benefits of buying branded health drink brand inorder to popularize the brand among the potential buyers.

Suma Deviet al., (2010)in their article. The study admitted that the consumer preferenceand satisfaction are closely related to a specific brand. The study suggested thatthe health drink manufacturers to market their product more economicalpackage and adopt better promotional strategies to retain their market share.

Thangarajet al., (2014) the researchers found that consumer'spurchase decision is strongly influenced various factors like: personnelinfluence, family, situations, social class culture, individual differences ineducation, knowledge, interest, attitudes, personality, values, availability ofresources and involvement level. The researcher mentioned that most of therespondents were preferred Boost (46.70 per cent) for its quality (72per cent)and influenced by TV (70.60 per cent). The researcher concluded theconsumers had expressed high degree of satisfaction with selected brands of health drinks.

Harikaran (2014)measured Coimbatorians level of satisfaction towardsselected branded health drinks. The study claims that consumers of health drinksare mostly influenced by the convenience features of the beverages consumption. The study classified and listed the consumers 'satisfaction fordifferent brands i.e., the consumers are Horlicks brand are found to satisfiedwith the product quality, Complan consumers are influenced by the energyfeature of the product and consumers of other brands are found to influencedby the brand reputation and trust features.

Ali and Mohamed (2015) the study inferred that majorityof the salaried class households prefer buying health drinks in the study cityand they are found to be moderately satisfied with the price of branded healthdrinks marketed in their region. The sample consumers have claimed that theyprefer to buy branded health drinks influenced by its quality and sold inhygienically packets.

Muthu(2015) the study found that the people of Woriyur are well aware of brandHorlicks (health drink) and the consumers expressed high degree of satisfiedwith easy available of this brand in the market. The study suggested themanufacturer to attract the prospective buyers and to investigate their productawareness level, preferences, satisfaction between competitive health drink brands in the market.

Veerakumar and Venkadasubramaniam (2016) the study statedthat consumers selected health drinks based on the product price, package size,external appeal of the package, promotional activities, healthy featureshighlighted and the taste of the product. The study claims that price of theproduct significantly influences its selection by the consumers in Pollachi.

Sekarand Thangavel (2016) the article ensured that four brands of health drinksare very popular in Coimbatore district i.e., Horlicks, Complan, Boost andBournvita. The sample consumers surveyed in rural and urban areas exhibitedclaimed that they prefer buying health drinks for its taste, influenced byadvertisement promotions and easy availability of the products in the market.

Dave and Paliwal(2016) studied on consumers' perception andconsumption practices of malted health drinks in Udaipur city. The studyobserved that nearly 24.50 per cent of the sample surveyed rarely (irregular)purchase malt–based drinks, as they found malted health drinks are pricedhigher and its influences their family spending features. Rests of the 75.50 percent of the consumers surveyed in Udaipur had claimed that they prefer buyinghealth drinks influenced by the product taste, flavor and color (white, brown, green or sunrise yellow color) of the branded health drinks like: Chocolate, Badam or Pista or Kesar mix etc.

Shiny and Franco (2017) the article claimed that consumers in Kanyakumari District preferenceconsumption for its qualities like: supply of required amount of energy,boosting immunity power and support in weight gain. The article also listed themost preferred health brands among consumers in Kanyakumari District areHorlicks, Boost and Pediasure.

Ravi and Bhagat (2018) the sample consumersclaim that they like to consume health drinks as it's a good substitution forregular meals and it is also considered as highly energetic. Bengalurians arefound to be satisfied with product taste, price, packages and nutritional featuresof health drinks.

Nivethitha (2019)the study commented that out of the 100 consumers surveyed, 20per cent of the sample population claimed satisfaction with Horlicks (the parentbrand). whereas, the study inferred that 57 per cent of the samples consumers'claimed satisfaction with: Junior Horlicks (18 per cent), Mother Horlicks(17 per cent), Horlicks Women (15 per cent) and Horlicks Chocolate delight(7 per cent). Rests of the 13 per cent of the consumers were found to besatisfied with the extended brands like: Horlicks KesarBadam (6 per cent),Horlicks Lite (5 per cent), Horlicks Elaichiflavour (2 per cent), HorlicksGrowth (4 per cent) and Horlicks Protein (6 per cent). Cent percent of the samples claim satisfaction with the advertisement and promotional steps takenby the marketers for promoting the products.

Research Problem

In the recent years' manufactures producing Health drinks are playing an important role in full filling the need of the consumers. Many new companies which have established name in the field of business have also emerged as the manufactures of new brands of Health drinks as a result number of Health drinks such as Horlicks, Boost, Viva, Milo, Maltova, etc., are available. The consumer's need and preference are changing as per the current market scenario. Goods are produced for the purpose of consumption. The aim of marketing is to meet and satisfy consumer's needs and wants, perceptions, preferences and shopping and buying behavior. But knowing consumer is not simple. Consumer may state their needs and wants but act otherwise Consumer's preference various from brand to brand on the basis of quality, price advertisement etc., and consumers' preference also vary with their income, age, sex or other. Major Seven brands of health drinks are available in the study area. The study covers all these brands of health drinks. This research work has been carried out to know why these health drinks are needed and what nutritional values are included in them.

Research Objectives

1. To study the socio economic profile and awareness of rural consumers towards Health drinks.
2. To examine the differences in the perception of consumers across the socio demographic variables.

Research Hypotheses

H01: There is no significant difference in perception of consumers with respect to socio demographic variables.

- **H01.1:** There is no significant difference in perception of consumers with respect to gender.
- **H01.2:** There is no significant difference in perception of consumers with respect to age.
- **H01.3:** There is no significant difference in perception of consumers with respect to marital status.

- **H01.4:** There is no significant difference in perception of consumers with respect to occupation.
- **H01.5:** There is no significant difference in perception of consumers with respect to qualification.
- **H01.6:** There is no significant difference in perception of consumers with respect to monthly income.
- **H01.7:** There is no significant difference in perception of consumers with respect to family type.
- **H01.8:** There is no significant difference in perception of consumers with respect to family size.

Research Methodology

Sample Design:

Our target population involves the users, deciders and buyers of Health Drinks. The users include the old and the young population. The deciders and the buyers mostly include the house wives who buy the product from the market, out of those 326 respondents were selected through convenience sampling with care being taken to get responses from consumers of different age groups and different family sizes.

Tools for Analysis

- Z-test and
- One-way ANOVA

Data Analysis & Results

Table: 1. Consumer perception across Gender: Z-Test

Gender	N	Mean	Standard Deviation	Standard Error	Df	Z	Sig. (P value)
Male	207	4.11	0.762	0.053	324	2.984	0.003
Female	119	4.05	0.842	0.077			

To analyze the difference in a mean value of perception as a dimension of consumer behavior on the basis of gender, Z-Test was applied. It is noted that the mean value for males is 4.11 and for females 4.05 on the dimension of perception. This indicates that the males have high perception level on the dimension of consumer behavior towards health drinks than females. The reported Z value is 2.984 and significance=0.003 which is less than 0.05 (at 95 per cent level of confidence), which indicates there is a significant difference between the perception of males and females. (Table.1). Hence, null hypothesis $H0_{1.1}$: Stating that there is no significant difference in perception with respect to gender is rejected. This specifies that there is a significant difference in perception with respect to gender.

Table: 2. Descriptive Statistics of consumer perception across age

Age (Years)	N	Mean	Standard Deviation	Standard Error
<30	56	4.14	.825	.110

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31-40	106	4.21	.798	.078
41-50	82	4.09	.740	.082
51-60	59	3.93	.828	.108
>61	23	3.91	.733	.153
Total	326	4.09	.791	.044

Table: 3. Analysis of variance of consumer perceptionacross age

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	3.332	4	.833	1.335	0.027
Groups	200.263	321	.624		
Total	203.595	325			

To analyze the differences in a mean value of perception as a dimension of consumer behavior on the basis of age, One-way ANOVA was applied. It is also noted that the consumers belong to the age group of below 31-40 obtained maximum mean value of 4.21 on the dimension of perception. This indicates that the consumers belong to this age group have high satisfaction level on the dimension of consumer perceptiontowards health drinks however consumers belong to the age group of above 61 showed the lowest satisfaction (mean= 3.91) as compared to other age group consumers. The result of One-way ANOVA test shows that F value= 1.335 and significance= 0.027 which is less than 0.05 (at 95 per cent level of confidence), which indicates there is a significant difference between the perception of different age group of consumers (Table. 3). Hence, null hypothesis $H0_{1.2:}$ Stating that there is no significant difference in consumer perception with respect to age is rejected. This specifies that there is a significant difference in consumer perception with respect to age.

Marital status

Table: 4. Descriptive Statistics of consumer perception across marital status

Marital Status	N	Mean	Standard Deviation	Standard Error
Married	63	4.14	.643	.081
Unmarried	206	4.46	.768	.054
Separated	33	3.61	.609	.106
Divorced	19	3.26	.733	.168
Widowed	5	3.40	.894	.400
Total	326	4.09	.791	.044

Table: 5. Analysis of variance of consumer perception across marital status

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	32.264	4	8.066	15.112	.000
Groups	171.331	321	.534		
Total	203.595	325			

To analyze the differences in a mean value of consumer perception on the basis of occupation, One-way ANOVA was applied. It was noted that the unmarried have obtained the maximum mean value of 4.46 on the dimension of the consumer behavior towards health drinks. This indicates that the unmarried have high satisfaction level on the dimension of perceptiontowards health drinks however the divorced show less satisfaction (mean =3.26) as compared to separated and widowed. The result of One-way ANOVA test shows F value= 15.112 and significance= 0.000 which is less than 0.05 (at 95 per cent level of confidence) which indicates that there is a significant difference (Table. 5). Hence, null hypothesis $H0_{1.3}$: Stating that there is no significant difference in consumer perception with respect to occupation is rejected. This specifies that there is a significant difference in consumer perception with respect to occupation.

Occupation

Table: 6. Descriptive Statistics of consumer perception acrossoccupation

Occupation	N	Mean	Standard Deviation	Standard Error
Employees	37	3.86	.822	.135
Professionals	93	4.13	.769	.080
Business People	154	4.08	.775	.062
Formers	42	4.19	.862	.133
Total	326	4.09	.791	.044

Table: 7. Analysis of variance of consumer perception across occupation

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	2.440	3	.813	1.302	.004
Groups	201.155	322	.625		
Total	203.595	325			

To analyze the differences in a mean value of perception on the basis of occupation, One-way ANOVA was applied. It was noted that the salaried have obtained the maximum mean value of 4.19 on the dimension of the perception. This indicates that the farmers have high satisfaction level on the dimension of perception towards health drinks however the employees show less satisfaction (mean =3.86) as compared to professionals and business people. The result of One-way ANOVA test shows F

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value= 1.302 and significance= 0.004 which is less than 0.05 (at 95 per cent level of confidence) which indicates that there is a significant difference (Table. 7). Hence, null hypothesis $H0_{1.4}$: Stating that there is a significant difference in consumer perception with respect to occupation is rejected. This specifies that there is no significant difference in consumer perception with respect to occupation.

Educational Qualification

Table: 8. Descriptive Statistics of consumer perception acrosseducational qualification

Qualification	N	Mean	Standard Deviation	Standard Error
SSC	77	3.83	.801	.091
Intermediate	91	4.05	.689	.072
Graduate	19	3.53	.612	.140
Postgraduate	82	4.16	.808	.089
Others	57	4.56	.708	.094
Total	326	4.09	.791	.044

Table: 9. Analysis of variance of consumer perception across educational qualification

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	24.354	4	6.088	10.904	.000
Groups	179.241	321	.558		
Total	203.595	325			

To analyze the differences in a mean value of perception as a dimension of consumer behavior on the basis of qualification, One-way ANOVA was applied. It is noted that the others group of consumers has obtained the maximum mean value of 4.56 on the dimension of perception. This indicates that the other consumers possess have high satisfaction level on the dimension of perception towards health drinks however the others graduate showed less satisfaction (mean=3.53) as compared to intermediate and postgraduate. The result of One-way ANOVA test reveals that F value= 10.904 and significance=0.00 which is less than 0.05 (at 95 per cent level of confidence), which indicates that there is a significant difference (Table. 9). Hence, null hypothesis $H0_{1.46}$: Stating that there is no significant difference in consumer perception with respect to qualification is rejected. This specifies that there is a significant difference in consumer perception with respect to qualification.

Monthly Income

Table: 10. Descriptive Statistics of consumer perception across monthly income

Income	N	Mean	Standard Deviation	Standard Error

<25000	122	4.54	.605	.055
25000-50000	55	3.53	.716	.097
50001-75000	54	4.00	.583	.079
75001-100000	27	3.44	.751	.145
>100000	68	4.04	.818	.099
Total	326	4.09	.791	.044

Table: 11. Analysis of variance of consumer perception across monthly income

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	54.057	4	13.514	29.010	.000
Groups	149.538	321	.466		
Total	203.595	325			

To analyze the differences in a mean value of perception as a dimension of consumer perception on the basis of income, One-way ANOVA was applied. It was noted that the consumers belong to the income group of <250000 have obtained maximum mean value of 4.54 this indicates that the consumers of this income group have high satisfaction level on the dimension of perception towards health drinks whereas the consumers belong to the income group of 75001-100000 show less satisfaction (mean=3.28) as compared to other income groups. The result of One-way ANOVA shows that F value= 29.010 and significance=0.000 which is less than 0.05 (at 95 per cent level of confidence) which states there is a significant difference (Table. 11). Hence, null hypothesis $H0_{1.6}$: Stating that there is no significant difference in consumer perception with respect to income is rejected. This specifies that there is a significant difference in consumer perception with respect to income.

Family types

Table: 12. Descriptive Statistics of consumer perception across family type

Family Type	N	Mean	Standard Deviation	Standard Error
Single	154	4.26	.712	.057
Joint family	121	4.14	.778	.071
Nuclear family	51	3.43	.728	.102
Total	326	4.09	.791	.044

Table: 13. Analysis of variance of consumer perception across family type

	Sum of Squares	Df	Mean Square	F	Sig. (P value)

Between Groups	26.863	2	13.432	24.548	.000
Groups	176.732	323	.547		
Total	203.595	325			

To analyze the differences in a mean value of perception as a dimension of consumer behavior on the basis of family type, One-way ANOVA was applied. It was noted that the consumers belong to the single family group have obtained maximum mean value of 4.26 this indicates that the consumers of this single family group have high satisfaction level on the dimension of perception towards health drinks of the consumers belong to the family type group of nuclear family show less satisfaction (mean=3.43) as compared to joint family groups. The result of One-way ANOVA shows that F value= 24.548 and significance=0.000 which is less than 0.05 (at 95 per cent level of confidence) which states there is a significant difference (Table. 13). Hence, null hypothesis $H0_{1.7}$: Stating that there is no significant difference in consumer perception with respect to family type is rejected. This specifies that there is a significant difference in consumer perception with respect to family size.

Family size

Table: 14. Descriptive Statistics of consumer perception across family size

Family Size	N	Mean	Standard Deviation	Standard Error
Only 2	61	3.49	.649	.083
2-5	68	3.90	.831	.101
5-8	131	4.45	.571	.050
>8	66	4.11	.862	.106
Total	326	4.09	.791	.044

Table: 15. Analysis of variance of consumer perception acrossfamily size

	Sum of Squares	Df	Mean Square	F	Sig. (P value)
Between Groups	41.385	3	13.795	27.384	.000
Groups	162.210	322	.504		
Total	203.595	325			

To analyze the differences in a mean value of perception as a dimension of consumer behavior on the basis of family size, One-way ANOVA was applied. It was noted that the consumers belong to the 5-8 group have obtained maximum mean value of 4.45 this indicates that the consumers of this group have high satisfaction level on the dimension of perception towards health drinks of the consumers belong to the family size group of only 2 show less satisfaction (mean=3.49) as compared to other groups. The result of One-way ANOVA shows that F value= 27.384 and significance=0.000 which is less than 0.05 (at 95 per cent level of confidence) which states there is a significant difference (Table.

13). Hence, null hypothesis $H0_{1.8}$: Stating that there is no significant difference in consumer perception with respect to family size is rejected. This specifies that there is a significant difference in consumer perception with respect to family size.

Suggestions

- The manufacturers should give more attractive advertisement to attract the consumers.
- Price off, discount, extra quantity with same price, mobile recharge, and premium are more important tools in the sales promotion.
- The manufacturers give concentration to improve the features of their brand such as quality, taste, advertisement, variety of flavors, packages etc.
- The feedback of retailer should be collected regularly so that the companies can come to know that where they are standing

Conclusion

The present study concluded that, successes of many businesses depend on their ability to create and retaining the customers. Most of the sample respondents of Rayalaseema region is well aware about various brands of Health Drinks. Conclusion drawn from the test of difference was that a significant difference existed on the factor of consumers' perceptiontowards health drinks across gender, age, occupation, educational qualification, marital status, monthly income, family type and family size is accepted.

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