A Study on The Consumer Behaviour Towards Health Drink Category In Madurai District

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ABSTRACT
Growth in the country's FMCG sector is being fuelled by improving scenario in both demand as well as supply side. Major demand side drivers include growing affluence and appetite for consumption of the Indian consumer, growing youth population, rise in per capita expenditure, and increasing brand consciousness. The growth of the FMCG sector, which primarily includes Food & beverages, personal care and household care has been driven in both the rural and urban segments.

Keywords:
Consumers, factors, brand awareness, strategy, health drink, purchase, market, satisfaction
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INTRODUCTION

Growth in the country's FMCG sector is being fuelled by improving scenario in both demand as well as supply side. Major demand side drivers include growing affluence and appetite for consumption of the Indian consumer, growing youth population, rise in per capita expenditure, and increasing brand consciousness. The growth of the FMCG sector, which primarily includes Food & beverages, personal care and household care has been driven in both the rural and urban segments. Rural consumption growth has outpaced urban consumption with the increase in percentage in monthly per capita expenditure in rural markets surpassing its urban counterparts over the past five years. Cashing in on this boom, are the health drink companies that manufacture variety of health drinks claiming to "boost" energy make one vivacious and brilliant, give the goodness of "malt" the list of claims is exhaustive. The Health Drinks category consists of white drinks and brown drinks. South and East India have large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed about 90,000 ton and is estimated to be growing about 4%.A recent survey has revealed that more than food supplements, consumers preferred health drinks. This is because, the food supplements have side effects, and on the other side, there is no such kind in the increase of the health. However, the health drinks are of good taste and on the health constraints, the increase of the health drinks are realized very much after a constant regular use of the health drinks.

STATEMENT OF THE PROBLEM

Goods are produced for the purpose of consumption. The future of marketing organization depends on the foundation of the consumer preference. The aim of marketing is to meet and satisfy consumer's needs and wants, perceptions, preferences and shopping and buying behavior. But knowing consumer's mind is not simple. Consumer may state his/her needs and wants but act otherwise. Consumer's preference varies from brand to brand on the basis of quality, price , availability , sales promotion, advertisement etc., Consumer's preference also varies with their income, age, sex or other characteristics.This research work has been carried out to know why these health drinks are preferred by consumers . Probing rural consumer behaviour, in particular consumer satisfaction and attitude is a very vital exercise and people for a variety of purposes could use the results got.

SIGNIFICANCE OF THE STUDY

The relevance and importance of understanding consumer satisfaction is the most essential elements for the market because its helps to solve the basis problem of consumer. The needs of two consumers are not the same. Therefore, they buy only those products and services, which satisfy their needs and desires, in the market. A firm has to maintain innovative techniques and understand the latest consumers' needs and tastes. It will be extremely useful for the companies to promote marketing opportunity and challenges in the market.One of the important expectations of the customers in the health drinks market is awareness on health drinks and its ingredients and the recommendation of spokesperson through appropriate advertisement. Hence, the companies in the market are frequently changing their advertisement mix and strategies as per the requirement of their customers.

OBJECTIVES OF THE STUDY

The present study has formulated objectives with the aim to accomplish the main purpose of the study.

i. To present demographic profile of consumers in Madurai district and study the spending and consumption pattern of consumers towards health drinks.

ii. To identify the impact of various sources of information influencing consumers behaviour.

iii. To know the level of influence of various factors on the buying behaviour of consumers.

iv. To give valuable suggestions on the buying behaviour of consumers.

RESEARCH DESIGN:

The present study is a descriptive study.The consumers of health drinks in Madurai district are the target population for the study. Madurai District is selected for study because of its heterogeneous characterized nature.

Thus, the sample is the customers who visit the retail outlets.

For the present study the type of non-probability sampling method employed is convenience sampling. The sampled customers 400 were identified with the help of the retailers, wholesalers and owners of the departmental stores.

REVIEWS ON HEALTH DRINKS

Appala Raju & Sree Devi (2012) made an attempt to recognize the important health food drinks procured by the consumers. They were Horlicks, Boost, Complan and Protinex. Results revealed that television was found to be the major medium of advertisement. Also for the respondents print advertisements were found to be more effective for certified ads. Udayakumari & Vijayalakshmi (2013) through their study demonstrated that 31.81 per cent of the customers preferred Horlicks in comparison with other health drink products. The major reason for brand preference was advertisement. High preference for advertisement was highlighted for the companies to increase their market share.

Chirag Patel (2010) through his research "Market share of Health Drinks", opined that people are aware of different brands of health drink. Results revealed that most of the customers prefer to use glass a day, as it is convenient in both way in terms of quantity and nutritious. When purchasing a health drink brand name was found to be the most important influencing factor in which Bournvita is the most preferred brand name among the respondents. He further suggested that the "television" has played a crucial role in dissemination the awareness of various health drink brands. Many people also consider the quality and hygiene maintain by the company. Also he found that price plays an imperative role in any product but service also plays equal importance in success of any product.

Lokhande, M. A. (2014) based on his observations in Indian rural markets concluded that literacy is found to be a major hindrance in the way of marketing. So audio-visual advertisements were most effective in rural areas . Majority of the respondents stated that brand does not matter to them. Respondents just want is to fulfil their needs. Majority of rural women consumers use cheaper and Low quality goods while men consumers use comparatively high quality goods. One of the observation of the study is that rural consumers purchase required goods from retail shops in the villages whenever required purchasing is done from weekly bazzars and taluka places. Sometimes rural consumer purchase goods from district places. The study revealed that television and movies have deep impact on the minds of rural consumers particularly children and young consumers

Suneel Kumar (2016) found that the rural market is very large in comparison to the urban market as well as it is more challenging market. The consumer wants those products which are long lasting, good, easy to use and cheaper.

DATA ANALYSIS AND INTERPRETATION

The questionnaire gathered data pertaining to the demographic profile of the respondents which included, gender, age, marital status, educational qualification, and monthly income, type of family and size of family. The demographic characteristics of the sample respondents are analysed with percentage analysis, mean and standard deviation and are presented in the following section

Gender wise classification

Gender	Frequency	Percent
Male	193	48.3
Female	207	51.7
Total	400	100

From the above table, it can be concluded that 193 participants are male and the remaining 207 participants are female. Almost 50-50 of both genders were considered for the current research.

Age wise classification

Age	Frequency	Percent
Up to 30 years	129	32.3
31 years to 40 years	116	29
41 to 50 years	113	28.2
Above 50 years	42	10.5

Total	400	100

The above table infers that 129 respondents are less than 30 years old, 116 respondents are between 31-40 years old, 113 respondents are between 41-50 years old. Only 42 respondents are above 50 years old. Furthermore, the sample covers the significant number of respondents from all four age groups.

Monthly income wise classification

Monthly income	Frequency	Percent
Less than Rs.10000	50	12.5
Between Rs.10001-Rs.15000	188	47
Between Rs.15001-Rs.20000	64	16
Greater than Rs.20000	98	24.5
Total	400	100

The above table concludes that income wise frequency distribution. 188 respondents are getting between Rs.10001-Rs.15000 as their monthly income, and 98 respondents are getting more than Rs.20000. 64 respondents are getting between Rs.15001-Rs.20000 as their monthly income, and 50 respondents are getting less than Rs.10000as their monthly income.

Experience with the current health drink brand

Experience with the current health drink brand	Frequency	Percent
Up to 1 year	71	17.8
2 to 3 years	114	28.5
3 to 4 years	107	26.8
More than 4 years	108	27
Total	400	100

The above table concludes that 71 respondents are using their current health drink brand for less than 1 year. 114 respondents are using their current health drink brand for 2-3 years, and 107 respondents are using their current health drink brand for 3-4 years. 108 respondents are using their current health drink brand for more than 4 years.

Frequency of health drink purchase

Frequency of health drink purchase	Frequency	Percent
Once in a week	79	19.8
Twice in month	101	25.3
Once in moth	89	22.3
Whenever needed	131	32.8
Total	400	100

The above table concludes that 79 respondents are purchasing health drinks once a week, 101 respondents are buying health drinks twice in a month. 89 respondents are purchase health drinks once a month, and 131 respondents are purchasing health drinks whenever needed. It seems, most of the respondents use to buying health drinks without any time limit or time bounds.

Descriptive statistics for Brand Awareness

Brand awareness	N	Range	Mean	SD
Horlicks	400	3	4.34	0.70
Boost	400	3	4.30	0.55
Bournvita	400	3	4.29	0.74
Complan	400	2	4.25	0.59
Pediasure	400	3	4.22	0.76
Viva	400	3	4.20	0.72
Amul pro	400	3	4.12	0.67
Protinex	400	3	4.09	0.89
Maltova	400	3	4.05	0.70

The brand awareness of health drink is very high for "Horlicks, Boost, Bournvita and Complan" with the mean value of 4.34, 4.30, 4.29 and 4.25 and followed by "Pediasure, Viva and Amul pro". "Protinex and Maltova" is having less level of awareness compared with other health drink brands.

Descriptive statistics for Product Mix

Product Mix	N	Range	Mean	SD
My buying decisions depend on variety of size of products	400	1	4.69	0.46
I always prefer to buy the product which fulfils my expectations	400	2	4.58	0.53
I believe that, It is always difficult to differentiate between spurious products and branded products	400	2	4.58	0.52
Flavour and colour of the products are important factors in my buying decision	400	2	4.52	0.52
Seasonal change does not affect my buying decision of the products	400	2	4.47	0.57
I buy another products in case of non- availability of health drink products	400	2	4.46	0.54

Product buying decisions are depending on "variously sized product availability" is the top-ranked product mix reason with the mean value of 4.69. Customers prefer to buy the product which fulfils their "expectations" and Customer found difficult to "differentiate between spurious products and branded products" are the second-ranked product mix reason with the mean value of 4.58. Product buying decisions are depending on the flavour and colour of the products is the third-ranked product mix reason with the mean value of 4.52. "Seasonal change" does not affect their buying decision of the products and other products in case of "non- availability of health drink products" are the last ranked factors when comes to health drink products.

Table 5.28: Descriptive statistics for Promotion Mix

Promotion Mix	N	Range	Mean	SD
Free gifts always attracts me the most to buy the products	400	3	4.32	0.78
I believe that, Different sales promotion schemes increases the sales of the product	400	3	4.25	0.79
Advertisement always creates interest for the products which I purchase	400	3	4.25	0.75
Advertisement always enhances my product knowledge	400	3	4.21	0.70
Brand ambassador influences my buying decisions	400	3	4.16	0.74

Most of the respondents feel that "gifts always attracts them to buy the products (M=4.32)". The second most preferred promotional mix reason is "Different sales promotion schemes increase the sales of the product and Advertisement always creates interest for the products which they purchase (M=4.25)". "Advertisement always enhances product knowledge (M=4.21) and Brand ambassador influences buying decisions (M=4.16)" are the least preferred promotional mix expected by the respondents from health drink brands.

Descriptive statistics for Place Mix

Place Mix	N	Range	Mean	SD
I purchase the products because it is easily available	400	1	4.65	0.48
In case of non-availability of regular products at nearby shop, I always look for at another shop	400	2	4.53	0.53
I buy the products from the nearest shop	400	2	4.43	0.53
In case of non-availability of regular products at nearby shop, I always wait for product to come	400	2	4.42	0.50

Most of the respondents strongly agreed that they "purchase health drink because it is easily available" and "non-availability of regular products at the nearby shop", they always look for at another shop with the mean value of 4.65 and 4.53. Many respondents agreed that they "buy the products from the nearest shop" and when "product is non-available at the nearby shop", they always wait for the product to come with the mean value of 4.43 and 4.42.

Descriptive statistics for Price Mix

Price Mix	N	Range	Mean	SD
I give more preference to price than brand name and quality in my buying decisions	400	2	4.65	0.49

In my opinion, branded products are not always high priced products	400	2	4.58	0.50
In my opinion, low priced products are not always inferior quality products	400	2	4.48	0.54
In my opinion, In rural market price charged by the shopkeepers are always high	400	2	4.48	0.53

Most of the respondents are strongly agreed that they give more preference to price than brand name (M=4.65) and quality in their buying decisions and branded products are not always high priced products (M=4.58). In some cases, respondents also agreed that low priced products are not always inferior quality products and in the rural market price charged by the shopkeepers are always high (M=4.48).

Descriptive statistics for satisfaction factors about health drink brand

Satisfaction factors	N	Range	Mean	SD
Flavour	400	2	4.46	0.54
Taste	400	2	4.36	0.52
Package	400	4	4.36	0.59
Price	400	2	4.34	0.57
Discount offers	400	3	4.33	0.60
Quantity	400	4	4.33	0.68
Availability	400	4	4.33	0.68
Quality	400	3	4.32	0.65
Free Gifts	400	4	4.31	0.64
Colour	400	3	4.31	0.65
Healthiness	400	4	4.30	0.69
Advertisement	400	4	4.30	0.66
Family liking	400	4	4.29	0.77
Personal liking	400	4	4.24	0.74
Extra quantity	400	4	4.23	0.76

Customer satisfaction is defined as customers' needs and goals when a service is providing a pleasurable level of fulfilment and emotional response. Customer satisfaction is an important factor to understand to satisfy customers about what they need and want. Pleasurable means that fulfilment increases pleasure or reduces displease or anxiety. The customers' expectations determine fulfilment. Moreover, if the perceived service performance does not meet customer expectations, the likely result is dissatisfaction. The level of satisfaction or dissatisfaction is reflected from perceptions and attitudes from previous service experiences, and may also influence repurchase intentions (Srivastava &Kaul, 2016; Neupane, 2015).

The above table shows the ranking for customer satisfaction based on the health drink products. Flavour, taste, package, price, discount offers, quantity, availability and quality, are the top-ranked satisfaction factor. Healthiness, Advertisement, Family liking, Personal liking and Extra amount are the last ranked satisfied factor.

Descriptive statistics for factors influencing purchase considerations of health drinks

Factors influencing purchase considerations of health drinks	N	Range	Mean	SD
Shelf-presence	400	3	4.33	0.60
Colour	400	4	4.33	0.68
Brand Image	400	4	4.31	0.64
Packaging	400	4	4.30	0.69
Nourishment	400	4	4.30	0.66
Economy	400	4	4.29	0.77
Palatability	400	4	4.24	0.74
Promotions	400	4	4.23	0.76

"Shelf-presence" and "Colour" are the most influencing purchase considerations of health drinks with the mean value of 4.33. Brand Image is the second most influencing purchase considerations of health drinks with the mean value of 4.31. "Packaging" and "Nourishment" are the third the most influencing purchase considerations of health drinks with the mean value of 4.30. "Economy, Palatability and Promotions" are the last influencing purchase considerations of health drinks with the mean value of 4.29, 4.24 and 4.23.

Association between Tenure of using the same health drink brand and FMCG products monthly budget

Chi-Square Tests	Value	df	p value
Pearson Chi-Square	412.806	6	0.000**

**$p<0.01$

It is understood that since the p-value is less than 0.05, it is concluded that there is a significant association between Tenure of using the same health drink brand and FMCG products Smonthly budget.

SUMMARY OF FINDINGS, SUGGESSTIONS AND CONCLUSION

Findings

- Results show that majority (51.7 %) of the respondents are female
- Analysis revealed that 32.3 per cent of the respondents are in the age group of up to 30 years and 28.2 per cent of the respondents are in the age group of between 41 - 50 years.
- Percentage analysis results reveal that 47 per cent of the respondents have a monthly income of between rs 10001 – 15000.
- Test results shows that majority(64,3%) of the respondents reside in nuclear family
- On the basis of Brand awareness on different health drink brands , the analysis revealed that there is very high brand awareness for the health drink brand Horlicks followed by Boost, Bournvita and Complan
- Analyses of the opinion of the respondents with regard to items measuring the product mix indicate that respondents buying decisions are strongly influenced by variety of size of health drink products. Also customers prefer to buy the product which fulfils their "expectations" and

customer find it difficult to “differentiate between spurious products and branded products”

- Analysis of different items measuring the Promotional Mix shows that customers of health drink brands in rural areas are strongly attracted by gifts. Also diverse sales promotional schemes and Advertisement creates interest for the products which they purchase
- On measuring the items of Place Mix, respondents strongly agreed that they “purchase their health drink because of its easy availability”. Further if the there is non availability of their regular products , they will buy it at the nearby shop”,

Suggestions:

Rural consumer behaviour is influenced by a diversity of variables and therefore it is pertinent to recognize the nature of these variables, and draw inferences from these. Marketers utilize this awareness to come out with innovative products and services that gratify the consumers’ needs and wants. The huge untapped potential, rising earnings, purchasing power, improved accessibility and the growing competition in urban markets make rural markets an attractive target for marketers of products and services.

The present study examined the opinion of respondents towards the marketing strategies adopted by FMCG companies in Madurai district. This study also examined the significant determinants of Customer’s satisfaction and customer’s behavioural intentions. The outcome of this research work offers critical insights to both marketers and retailers to augment appropriate rural marketing strategies.

In the study the sample respondents exhibited a demographic profile of low income group and so the application of 4 A’s (availability, affordability, acceptability, awareness) has become a imperative job for the organisations. Marketers require recognizing the psychology of the rural consumers and then acting subsequently. Rural marketing engage more in-depth personal selling efforts in contrast to urban marketing. Firms should withhold from designing goods for the urban markets and subsequently marketing them in the rural markets. This can be achieved by utilizing the various rural media to reach them in their native language and in large numbers so that the brand can be closely associated with them.

Conclusion:

The research concludes that the democratic background of the rural consumer plays a vital role in determining the influence of marketing mix variables. Rural consumers are able to realise the need of the product, limited awareness of the product, and suitable information sources of the product. Further they were able to collect maximum awareness of the product through word of mouth and advertisements.

Rural consumers rationally prefer the product, making the purchasing decision, and expressing the satisfaction level. The consumers if are highly satisfied will have very less tendency towards switching to other brands

The results show that the customer satisfaction has a strong impact on customer switch over intention. Based on the results, managers in the rural markets could interpret these results as suggesting that they should take more concentration on marketing mix strategies. In order to improve customer satisfaction and increase their loyalty to HFD brands, marketers should assess how rural consumers perceive marketing mix activities.

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