A Study on Consumer Satisfaction towards Branded Health Drinks with Special Reference to Tiruvannamalai District

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Abstract: Indian health drinks market is one of the fastest growing markets in the world. India has the second largest population in the world, with diversified food habits. Such a vast population and diverse eating habits make India one of the most attractive retail destinations across the globe. Increasing purchasing power, changing lifestyle, growing nuclear families and influence of western culture are the key drivers of the Indian food and drinks market. Universally, in bringing up their children, mothers attach a lot of emotional importance to nourishment. There is an ever-growing need for nourishment and energy in today's fast-paced world.

Keywords: Health drinks in Indian Consumers.

1. INTRODUCTION

India is currently turning into the world's head brief based drink. These drinks are typically sold as a nutritious refreshment as a choice to drain. Beverages are basically devoured by the older, youthful and debilitated. This is considered as a component of the experience and execution of how rapidly the administrations are conveyed to the consumer loyalties. Showcasing the nature of the items and administrations is viewed as identified with different assignments, for example, fulfillment and post-conveyance administrations in light of the client's inquiry by and large actualized in India. Malt based beverages are isolated into two classes in India which are initial separated into white beverages and besides earthy colored beverages.

These beverages are presently having an enormous effect in India which is contacting all individuals. This vender has watched out for around 92,000 tons and it is assessed to ascend to around 4.6%. These beverages are metropolitan wonder wellbeing drinks give sustenance to the family increment the nourishment of kids essentially and give energy to a kid drinks are as of now being actualized in India. Since it is as of now being extended in provincial zones. By and large youngsters and grown-ups are malnourished and used size like energy. Required wellbeing drinks request can be considered as follows Horlicks, Boost, Complan, Bourn vita, Amul, Glucon-D, and Pedi sure.

Health drinks are made uniquely to fulfill the client in the items. Consumer loyalty in the items is thusly critical to comprehend the design and the key in this market for example the fulfillment they give to their clients is that the wellbeing drinks thoughts have never been famous or have not been sought after truth be told the entire thing is clear just for their advantage. We would be in an ideal situation on the off chance that we as a purchaser realized that we were burning-through it when we were enticed to utilize it so this program will be useful in a clean manner for us later on too.

a) Health Beverage Applications

b) Health refreshment measures on the lookout

c) Various wellbeing drinks are accessible in India.

Purchaser Satisfaction Criteria over the Health Drinks

Purchasers are the ruler of the world in present day promoting. Purchaser conduct and perspectives assist advertisers with deciding compelling procedures and methodologies to accomplish the best upper hand on the lookout. Incline toward sound beverages Health is a man's gatekeeper. It influences everything like his elements of configuration, shading, and information about wellbeing is the premise of all wellbeing drinks items. Wellbeing is the significance of abundance this is the reason everybody needs to accomplish a solid beverage.

Statement of the Problem

Lately fabricating organizations have been completely engaged with the creation of wellbeing refreshments which assume a crucial part in gathering the requirements of the shopper. Countless new organizations have been set up to become producers of new wellbeing refreshment brands. Thus, a few wellbeing beverages like Horlicks, Boost, Complan, Milo, Bournvita, and so on are accessible. Customers have a few fares from wellbeing parts with respect to its quality, flavor, taste, bundle and notoriety, in the developing currency market for promoting educates buyers about brands in this specific circumstance. Keen on contemplating shopper conduct in regards to wellbeing drinks with exceptional reference to the city of Tiruvannamalai District.

Need for the Study

In current days a few people are not figuring out how to have food in routinely. Those individuals might be financial specialist, deals official, Government workers are private representatives and wages. They rely upon lodgings eatery for the food. They accept such sorts of food or not energy for the home. So they are pulled in by the some force of to savor the families. Presently a day's food is arranged even at to home producer accept those would not do certain all essential development solid nourishment for the kids and family in close to home. So it gets vital for study purchaser fulfillment with wellbeing drinks in the advanced world.

Objective of the study

1. To study the demographic profile of the consumer through health drinks.

2. To identify the awareness of consumer health drinks.

3. To examine consumer satisfaction towards using health drinks.

4. To identify the factor influencing consumer to buy health drinks.

5. To analyse the problem faced by the consumer while using the health drinks.

Hypotheses formula

Based on the above objectives, recommended by the following comments:

1. There is no relationship between the gender and age group of people information about the product.

2. There is no relationship between occupational status and the monthly income of health drinks.

2. RESEARCH METHODOLOGY

Research

Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous **research** to the extent that it leads to new and creative outcomes.

Research Design

To analyze customer satisfaction, a descriptive research design was used. Essential information was gathered with the assistance of the close-ended questionnaire.

Data Collection

Data collection is a systematic process of gathering observation or measurement whether you are performing research for business, Government or academic purposes, data collection allows you to gain firsthand knowledge and original insights into your research problem. The source of data is under two-division, primary data, and secondary data.

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Primary Data

As the primary data is the information collected for the first time, there are several methods in which the data is compiled. Some of the method are very popular while the others are rarely used depending upon the need or circumstance. Various sources of primary data are discussed below.

Observation Method

The observation method becomes a scientific tool, and the way data collection is, firstly, an expensive method. Secondly, the information provides by this method is very limited, thirdly sometimes unforeseen factories may interfere with the observational task.

Interview Method

The interview method of collecting data involves presenting oral verbal stimuli and reply in terms of the oral - verbal respondent. This method can be using a personal interview, and it means it is a method that requires a person known as the interviewer to ask questions generally in face-to-face contact with the other person or persons.

Questionnaire Method

This technique for information assortment is very famous, especially for people in the case of big enquire. To be successful, the questionnaire should be comparatively short and simple, i.e., the questionnaire's size should be kept to the minimum.

Measurement Scales

Selling is a "procedure for the assignment of number or other symbols to a property of objects to important some of the characteristics of the number to the properties in question." Scaling may be reviewed in several ways, but selecting or constructing a measurement scale used areas for this research study.

Secondary Data

It has been already explained that secondary data refers to use of information already collected either published or unpublished. Such a source is used to save time and cost to compile the data relating to the past. Further there is no possibility of collecting any data of the fast for the first time. So this source is used for collecting the historical data.

Sampling

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling or systematic sampling.

Types of Sampling

Probability Sampling

Probability sampling is defined as a sampling technique in which the researcher chooses samples from a larger population using a method based on the theory of probability. For a participant to be considered as a probability sample, he/she must be selected using a random selection.

Non - probability Sampling

Non - probability is a sampling procedure that does not allow any basis for estimated the expectation that each item in the population has been included in the sample. Non - probability samples that are unrestricted are called convenience samples. They are a reliable design but usually the cheapest and easiest to conduct.

Sampling design

All the things viable in any field of request establish and universe or populace. An example configuration is a characterized plan decided before any information is gathered for acquiring an example from a given period. The sampling design we used here is non - probability sampling design in that correctly, the conventional method is used.

Sample size

The sample size is 100.

Sample unit

The study was conducted among the branded health drinks in Tiruvannamalai District.

STATISTICAL TOOL

Percentage Analysis

The analytical tool used in the project is percentage analysis. The proportion introduces a different gentle of relationship. It is used to describe the relationship comparison of absolute figures that is difficult to compute. Percentages are used to make a comparison between two or more data series.

Percentage = No. of Respondents/ Total no. of samples X100

Chi-square Test

The caution in using the chi-square test is also known as a non-parametric test or a distribution-free test issued when it is impossible to make any assumptions that populations or when the researcher cannot make any assumptions about people, the researcher is unable to estimate the population parameters. The main advantage of using a non-parametric test is that the researcher can analyze qualitative data. The name Chi-square is generally denoted by the symbol (χ). Properties:

1. χ^2 cannot be a negative value. It is o or a positive value.

2. χ^2 is not symmetrical. It is skewed to the right.

3. For degrees of freedom exceeding 30, the X distributions are approximated by the normal distribution.

Formula: The formula gives the Chi-square test

$\chi^2 = (O_{ij}-E_{ij})^2/E_{ij}$

Where O_{ij} - Observed Frequency of the cell in row and column

E_{ij} - Expected Frequency of the cell in row ant column

Limitations of the study

➢ The study is mostly based on the primary data collected from 100 respondents in Tiruvannamalai District.

➢ The study is limited to Tiruvannamalai District only.

➢ An interpretation of this study is based on the assumption that the respondents have given correct information.

➢ Although there are many health drinks available in the market, only four components are considered for the study.

3. REVIEW OF LITERATURE

R. Sugumari's (2019) study demonstrated that consumer loyalty assumes a crucial part in a business' prosperity. The Consumer is the market leader. Consistent improvement is the achievement of Horlicks' consumer loyalty, which prompts an increment in benefit. Also, the respondents need no progressions other than changes in quality and cost. The utilization of expansion in Horlicks encourages more health improvement, accommodation, evolving way of life, and expanding favor.

S. Nivethitha (2019) finished up on these days; there is by all accounts no immense contrast among metropolitan and rustic purchasers in information, mindfulness, brand, and quality and utilization level of the items. Is because contrasted with urban region buyers, individuals in the rural regions likewise have increased their expectations in getting instructive high level, utilization of online media like web, WhatsApp. So forth, scarcely any distinctions lie in the procuring limit, way of life, way of life, and so on, among the provincial and metropolitan regions.

G. Mahalakshmi M. Anusuya Devi (2018) found of the investigation of client purchasing conduct in health drinks express that among all the five brands the brand from the outset place is stream vita with the biggest piece of the overall industry 41% whine is at the second spot with a part of the overall industry 22% and Horlicks and Boost are at next positions. The outcomes show that there is no huge effect of factor, for example, sexual orientation and instruction on the acquisition of health drinks.

P.Nagappan and K.Arumugam (2018) inferred that this examination has focused on "A Study on customer's conduct towards Horlicks drinks in Cheyyar Town." In this investigation, 100 examples were taken. Investigation of the gathered information with a detailed rate examination and client testing instruments to be utilized chi-square. This examination was only made for specific towns that may not be summed up to everywhere in the area or state. Consequently, purchasers' purchasing conduct assumes an indispensable part in this item.

Dr. P Sekar, S Thangavel (2016) inferred that there is by all accounts no huge contrast among metropolitan and provincial buyers' information, mindfulness, brand, and quality and utilization level of the items. This is because appeared differently about urban region shoppers; individuals in the provincial regions likewise have increased their expectations in getting instructive high level, utilization of online media like web, WhatsApp, and so on Not many contrasts lie in the acquiring limit, way of life, way of life, and so on, among the country and metropolitan zones. Indeed, even now, numerous individuals are not burning-through solid beverages in these rural zones.

Prema, M. Kandaswamy Kandar's (2014) updated writing survey is fundamental for each specialist to carry on the examination effectively. An exhaustive writing survey will open the specialist to past exploration directed, their zones of study, and so on. Usha, in her exploration, zeroed in on finding the buyer's inclination for sodas. Rate examination is utilized for information translation. She found that mindfulness about Pepsi is the most favored brand. Coco-cola and cut possess the next two spots.

Monica Bedireeva Paul (2013) recommended that this examination gives progression in buyer inclinations of health drinks. The examination results demonstrate that respondents give more weight age to inherent prompts and individual references while buying health drinks. The variable old enough and pay seems, by all accounts, to be legitimate division bases for fragmenting the health drink industry. Thought about utilize inherently ascribes and private data sources more as often as possible than in each classification old enough, sexual orientation, training, and pay.

Sivakumar. P (2012) closed, " An examination on shopper conduct and brand inclination of Horlicks in Erode town "reasoned that Horlicks is the main brand in the health food savor market Indian and as the "most believed drink brand" in India appreciates the greater part of the health food drink market. With renewed bundling synergetic with the new brand character, it is a top choice with the two moms for its sustenances and the children for its extraordinary taste and assortment.

Arun Kumar S.k. (2010) present-day his investigation on "Brand inclinations' and purchaser fulfillment towards health drinks, an examination in Coimbatore city," reasoned that most respondents favored Horlicks' image, trailed by Boost. The financial elements like age. Sexual orientation, marital status, training, occupation, pay, and so forth don't impact consumer loyalty.

Sophia. R (2009) entitled that is an examination on shoppers' fulfillment towards different brands of malted milk food in Gobichettipalayam town" uncovers that greater part of the examples respondents like to purchase Horlicks at its sensible cost, quality, amount, pressing, medical care, specialist's recommendation, the substance of nutrient and mineral's. Nevertheless, different sort of malted milk food makers needs to focus on those viewpoints and work out better procedures to draw in more shoppers for their brands.

Dimensions of Consumer Satisfaction

According to **Irwan,** five factors decide customer satisfaction. The factors are:

(i) Product Quality

Customer will feel satisfied if the evaluation of the product has good quality. Some factors make product quality:

➢ Performance

➢ Reliability

➢ Conformance

➢ Durability

➢ Feature

(ii) Service Quality

Customer will feel satisfied if they get good service and meet their expectations. There are five fields of service quality:

➢ Honesty

➢ Acceptance

➢ Warranty

➢ Awareness

➢ Verifiable

(iii) Emotional Factors

The grade is not come from the product but from the confident or communal value that arranges the customer to feel satisfied with a product

(iv) Price

Products that have good quality at a lower price will give a higher value to the customer

(v) Cost and Ease of getting a Product or Service

Customers do not need to pay more to get products or services.

FACTORS INFLUENCING CONSUMER SATISFACTION

1) Personal Factors

A buyer's satisfaction is also influenced by personal factors which normally include age, occupation, income, life style, etc

(a) Age: people buy different products at their different life stage. Their taste, preference, etc., also change with change in life stage .for instance taste I dress materials, recreation, etc., are age related

(b) Occupation: A person buyer satisfaction is also influenced by his occupation for certain occupations the purpose the purchase of certain type of product for example, a sales representative will buy fancy dress , shoes, suit case, etc., to win the attention of the people.

(c) Income: Income level of the people is another factor which can exert influence in shaping the consumption pattern. Income is the main source of purchasing power .So buying pattern of differs with different levels of income.

(d) Life Style: The term life style refers to the person's pattern of living in the world. People belong to same social class; occupation may lead quite different life styles. It reflects something beyond the person's social class, personality, etc. Life style attempts to profile a person's way of being and acting in the world .

2) Psychological Factors: A person's buyer satisfaction is also influenced by the following psychological factors

(a) Motivation: A motive is an inner urge that moves a person to some action According to William J.Stanton "A motive can be defined a as drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something "people buy goods as result of certain mental as well as economical forces that create desires of buying such goods

(b) Perception: perception shapes the human behaviour in other words it gives the path to be taken by the satisfaction .According to Bern and Berelson and Gary A.Steiner perception is the process by which an individual selects organizes and interprets information inputs to create a meaningful picture of the world persons at the same motivated stage may act in a quite different Manner if they perceive the situation differently.

(c) Learning: people learn they act. Learning may be defined as all changes in an individual 'satisfaction arising from past experience. Most Human satisfaction is of learned only .S - R model is the basis for the theories of buying satisfaction .buying decisions are affected critically by the learning Experiences Of buyers.

Age Group of People

Age in Year	Frequency	Percent
Below 20 Years	56	56
20 – 30 Years	21	21
30 – 40 Years	16	16
Above 40 Years	07	07
Total	**100**	**100.0**

Interpretation

It is seen from Table that out of 100 health drinks age gathering of individuals, 56% have a place with the age gathering of under 20 years, trailed by 21% in the age gathering of 20 - 30 and 16% in the age gathering of 30 - 40. About 7% of health drinks utilizing were found in the age gathering of over 40 years.

Gender of the respondents

Gender	Frequency	Percent
Male	64	64
Female	36	36
Total	**100**	**100.0**

Interpretation

Table uncovers that the most extreme quantities of health drinks utilizing respondents, 64% are male, and 36% are female.

Based on Marital Status

Marital Status	Frequency	Percent
Married	18	18
Unmarried	82	82
Total	**100**	**100.0**

Interpretation

Table reveals that a maximum number of health drinks using respondents 18% are married, and 82% are unmarried.

Based on Educational Qualification

Educational Qualification	Frequency	Percent
School Level	68	68
Diploma	11	11
Graduate	12	12
Professionals	04	04
Others	05	05
Total	**100**	**100.0**

Interpretation

Table reveals that the majority of health drinks using (68%) are school level. That was followed by health drinks with diploma (11%), graduate (12%), professionals (4%), and others (5%). It is engaging to note that the majority belongs to the school level among the total respondents.

Based on Occupational Status

Occupational status	Frequency	Percent
Private Employee	33	33
Govt Employee	21	21
Business	27	27
Self-Employed	19	19
Home Makers	8	8
Agriculture	8	8
Total	**100**	**100.0**

Interpretation

It is clear from table that the homemaker and agriculture working women (8%) and (27%) are business. That is followed by a Govt employee (21%) and self-employed (19%). It is interesting to note that majority of the respondents covered under the study belong to private employees (33%).

Based on Types of Family

Family Size	Frequency	Percent
Joint	38	38
Nuclear	44	44
Total	**100**	**100.0**

Interpretation

Table reveals that the majority, 44%, of using healthy drinks belong to a Nuclear family, whereas 38% of respondents belong to using health drinks and joint families.

Based on the Family Member

Family Member	Frequency	Percent
Up to 3	28	28
3 to 4	48	48
Above 4	24	24
Total	**100**	**100.0**

Interpretation

Table reveals that the majority (48%) of family members' health drinks using it belongs to 3 to 4. Up to 3 family members using health using (28%) belong to the above 4 family members using health drinks above 24% on respondents.

Based on Monthly Income

Monthly Income	Frequency	Percentage
Below ₹5,000	14	14
₹5001 – 10,000	32	32
₹ 10,001 – 15,000	28	28
Above ₹ 15,001	26	26
Total	**100**	**100.0**

Interpretation

Table reveals that about the health drinks using income people, 14% covered under the study has a monthly income below ₹5,000. That is followed by respondents (32%) belonging to the monthly income group of ₹ 5001– ₹10,000. 28% respondents follow this belong to the monthly income group of ₹ 10,001 – 15,000 and Above ₹ 15,000 health drinks using monthly income people (26%).

CHI SQUARE TEST

Testing – I

Education Qualification and Age

To measure customer satisfaction in health drinks educational qualification and age groups, it is essential to relate these two factors. So, it is better to form a null hypothesis to find the data relevancy of the study.

Hypothesis

Allow us to take that there is no huge relationship between the instructive capability and age group of people. So it has to be tested as follows.

Education Qualification and Age

Educational Qualification/ Age Group	School Level	Diploma	Graduate	Professionals	Others	Total
Below 20 Years	48	2	3	1	2	**56**
20 – 30 Years	6	8	4	2	1	**21**
30 – 40 Years	10	1	3	1	1	**16**
Above 40 Years	4	0	2	0	1	**7**
Total	**68**	**11**	**12**	**4**	**5**	**100**

Observed Frequency (O)	Expected Frequency (E)	(O-E)	$(O – E)^2$	$(O – E)^2 /E$
48	38.08	9.92	98.40	0.982
2	6.16	- 4.16	17.31	0.173
3	6.72	- 3.72	13.83	0.138
1	2.24	- 1.24	1.53	0.015
2	2.80	- 0.80	0.64	0.384
6	14.28	- 8.24	67.89	0.677
8	2.31	5.69	32.38	0.323
4	2.52	1.48	2.19	0.022
2	0.84	1.16	1.35	0.013
1	1.05	- 0.05	0.002	0.000
10	10.88	- 0.88	0.77	0.008
1	1.76	- 0.76	0.58	0.006
3	1.92	1.08	1.17	0.012
1	0.64	0.36	0.13	0.001
1	1.05	- 0.05	0.002	0.000
4	4.76	- 0.76	0.58	0.006
0	0.77	- 0.77	0.59	0.005
2	0.84	1.16	1.35	0.013
0	0.28	- 0.28	0.08	0.001
1	0.35	0.65	0.42	0.004

$\sum(O-E)^2/ E = 2.783$

Degree of freedom = (Row - 1) (Column - 1) = (4-1) (5-1) = 3 * 4 = 12

Level of significance @ 5% 0.05 = 21.03.

4. RESULT

The speculation is acknowledged since the figuring estimation of x2(2.783) is more than the table estimation of 21.03. Consequently, there is a huge connection between instructive capability and age group of people.

Testing- II

The long period used of health drinks and basis of monthly income

To measure customer satisfaction in the long period used health drinks and monthly payment, it is essential to relate these two factors. So, it is better to form a null hypothesis to find the data relevancy of the study.

Hypothesis

There is no huge connection between the length of the significant stretch utilized health drinks and the basis of monthly income.

The long period used of health drinks and basis of monthly income

Monthly Income / Long Period of Using	Below ₹5,000	₹5001 – 10,000	₹ 10,001 – 15,000	Above ₹ 15,001	Total
Below 6 Month	4	2	1	3	10
6 - 1 year	2	8	7	6	23
1 – 2 years	4	3	6	3	16
2 - 5 years	3	5	4	1	13
Above 5 year	1	14	10	13	38
Total	14	32	28	26	100

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E)^2	(O-E)^2 /E
4	1.40	2.60	6.76	0.067
2	3.22	- 1.22	1.49	0.014
1	2.80	- 1.80	3.24	0.032
3	2.60	0.40	0.16	0.002
2	3.22	- 1.22	1.48	0.015
8	7.36	1.36	1.85	0.186
7	6.44	0.56	0.31	0.003
6	5.98	0.02	0.00	0.000
4	2.24	1.76	3.09	0.031
3	5.12	- 2.12	4.49	0.045
6	4.48	1.52	2.31	0.023
3	4.16	- 1.16	1.35	0.014
3	1.82	1.18	1.39	0.014
5	4.16	0.84	0.71	0.007
4	3.64	0.36	0.13	0.001
1	3.38	- 2.38	5.66	0.057
1	5.32	- 4.32	18.66	0.187
14	12.16	1.84	3.38	0.033
10	10.64	- 0.64	0.40	0.004
13	9.88	3.12	9.73	0.097
Total			**∑(O-E)^2/ E =**	**0.832**

Degree of freedom = (Row - 1)   (Column - 1)   =   (5-1)   (4-1)   =   3 x 4 = 12

 Level of significance @ 5% 0.05 = 21.03.

Result

The hypothesis is accepted since the calculation value of x^2(0.832) is more than the table value of 21.03. Hence there is a significant relationship between long period used health drinks and the basis of monthly income.

Findings of the Study

➢ 56% have a place with the age gathering of under 20 years.

➢ 64% are male, the greatest number of health drinks utilizing respondents.

➢ 18% are married maximum numbers of health drinks using respondents.

➢ 68% are school level the majority of health drinks using.

➢ 33% of the respondents covered under the study belong to private employees.

➢ 44% of using healthy drinks belongs to a Nuclear family.

➢ 48% of family members' health drinks using it belong to 3 to 4.

➢ 32% of respondents belonging to the monthly income group of ₹ 5001– ₹10,000.

Suggestions

➢ The producers may take steps to reduce the cost of products and improve the taste and variety of flavours.

➢ The makers should give more alluring commercials to pull in the customers.

➢ The makers offer fixation to improve their image highlights like quality, taste, promotion, an assortment of flavors, bundles, etc.

➢ The individuals' proficiency and the media's unfavorable reach have made mindfulness among the rustic individuals about their medical problems.

➢ Increase the deals of the items at a marked down cost.

5. CONCLUSION

In present-day promoting, purchasers are King. Curiously the maker needs to settle on the choice just after the purchaser's requirements and wants. The makers should give their image or item for their requirements of purchasers. The greater part of the example respondents of Tiruvannamalai District is very much aware of various Health Drinks brands. Customers give more worth to the quality components than that of different variables. They accept that the brand name educates something regarding the item, quality, utility, and so forth. Customers feel that the value assumes an imperative part in any turn of events; however, administration additionally plays equivalent significance in any item's prosperity. Buyers should know about the health of things before they buy the items.

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