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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS HEALTH DRINKS

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ABSTRACT

The present study is based on the consumer buying behaviour towards health drinks. The research has been done on health drinks to bring about the general impression on the effect of brand image of health. Health drinks are safe when compared to soft drinks, which is effective for those below 20. The study has found that even though it is healthy and targets our taste buds, it is better to look into the ingredients and select health drink which is preferred drinks in customers and also to analyze the confidence level in customers. Consumption of health drinks has been increasing dramatically in the last two decades, particularly amongst adolescents and young adults. This research is mainly dealt with the mindset of the consumers buying health drinks. The study on consumer buying behaviour towards Health Drinks explains the Taste, Preference. Essential also of the consumers consuming health drinks in their day to day life. This research also focuses on the changing preference of the customers because, in today's time, there are much more options in choosing the health drinks according to the consumers taste.

Keywords: Consumer behavior, satisfaction, health drinks, brand awareness.

INTRODUCTION:

A variety of health drinks are available in the market today that claim to boost children's growth, make them stronger and are fortified with vitamins and minerals. And several health drinks claim to be the best in the market. Many parents include these health drinks in their children's daily diet in a bid to help them grow better. Health drinks are powdered, flavoured supplements, which can be added to milk or water and can be consumed by children or adults. They add calories, proteins, vitamins and

minerals to the diet. They come in a variety of flavours such as chocolate, vanilla and strawberry.

Health drinks can be made at home with simple ingredients. In fact, health drinks made at home will be low in calories and simple sugars as compared to market-brought health drinks and would be much healthier.

Health drinks are available in a variety of flavors and is a good source of vitamins and minerals. The rising demand for health drinks among consumers is driven by changing market trends. Health drinks are the beverages that provide nutrition and immunity. They are primarily made from vegetables and fruits. Health drinks are classified into two types: dairy and non-dairy. If consumed in an appropriate amount, health drinks offer several benefits associated with health. Healthy drinks are packed with nutrients. Aside from being beneficial for your immune system and digestive system, they are also good for your belly. Healthy drinks supply the body with antioxidants. They support the immune response of your body, helping you fight pathogens and diseases better. Health drinks are a great source of fiber. Healthy drinks are packed with nutrients. Aside from being beneficial for your immune system and digestive system, they are also good for your belly. Because healthy drinks can do wonders for your digestive health, food cravings, and nutrition, they may help you on your weight loss journey. Healthy beverages supply essential nutrients to our bodies. Healthy drinks are nutrient-rich and can aid to strengthen a person's immune system. The objective of this research work is to study the factors influencing consumer buying behavior towards health drinks, to know the consumer perception about the quality of products and services and to identify and analyze the factors influencing consumer to buy health drinks.

REVIEW OF LITERATURE

Nidhivishnoi Sharma (2013) In "A study on consumer perception towards health drink packaging" says that healthy living is already become concerned 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 drink products. The intense competition between healthy drinks product made consumer is faced with large number of choices. It will be better for the producers to know consumer

perception towards healthy drinks packaging design to overcome the competition.

Sandip and Prajapati (2017) has found that television advertisements has increased the consumption levels for Health drinks and have taken from 200 samples in Vadodara city, The concludes that children are addicted to it more.

Mahalakshmi and Anusuya (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.

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.

Thangaraj Et Al., (2014) the researchers found that consumer's purchase decision is strongly influenced various factors like: personnel influence, family, situations, social class culture, individual differences in education, knowledge, interest, attitudes, personality, values, availability of resources and involvement level. The researcher mentioned that most of the respondents 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 Coimbatoreans level of satisfaction towards selected branded health drinks. The study claims that consumers of health drinks are mostly influenced by the convenience features of the beverages consumption. The study classified and listed the consumers 'satisfaction for different brands i.e., the consumers are Horlicks brand are found to satisfied with the product quality, Complan consumers are influenced by the energy feature of the product and consumers of other brands are found to influenced by the brand reputation and trust features.

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

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

Sekar and Thangavel (2016) the article ensured that four brands of health drinks are very popular in Coimbatore district i.e., Horlicks, Complan, Boost and Bournvita. The sample consumers surveyed in rural and urban areas exhibited claimed that they prefer buying health drinks for its taste, influenced by advertisement promotions and easy availability of the products in the market.

RESEARCH METHODOLOGY:

The study will utilize a quantitative research design, using survey questionnaires to gather data on consumer buying behaviour towards health drinks. When designing a research a study on consumer buying behaviour towards health drinks, you would want to consider factors such as your objectives, methods, and data collection. You might consider using a mixed-methods approach, combining qualitative interviews or surveys with quantitative data analysis.

ANALYSIS

DESCRIPTIVE STATISTICS

In this study, to understand the employee's perception on performance appraisal the descriptive statistics on demographic factors are studied. Percentage analysis carried out for gender, age, educational qualification, occupation, monthly income, place of residence.

Gender: the majority of respondent 56.6% are male, Age: the majority of respondent 31.3% are from the age group of between 45-54, Educational qualification: the majority of respondent 48.5% are UG, occupation: the majority of respondent 48.5% are professional, monthly income: the majority of respondent 43.4% with above 46000, place of residence: the majority of respondent 63.6% are urban.

Table 1: Descriptive analysis of the respondent

FACTOR

FREQUENCY

PERCENTAGE

GENDER

Male

56

56.6

Female

43

43.4

AGE

Below 24 years

20

20.2

25 - 34 years

22

22.2

35 - 44 years

20

20.2

45 - 54 years

31

31.3

Above 56 years

6

6.1

EDUCATIONAL QUALIFICATION

Below 10th

4

4.0

10th - 12th

10

10.1

UG

48

48.5

PG

37

37.4

OCCUPATION

student

22

22.2

Business

13

13.1

professional

48

48.5

House Wife

16

16.2

MONTHLY INCOME

Less than 25000

30

30.3

25000 - 35000

11

11.1

35000 - 45000

15

15.2

Above 46000

43

43.4

PLACE OF RESIDENCE

Rural

31

31.3

Urban

63

63.6

Semi - Urban

5

5.1

PERIOD OF TIME CONSUMING HEALTH DRINKS

Below 1 year

31

31.3

2 - 3 years

22

22.2

4 - 5 years

17

17.2

More than 6 years

29

29.3

PLATFORM OF KNOWING ABOUT HEALTH DRINKS

Television

21

21.2

Friends

27

27.3

Relatives

24

24.2

Advertisements

27

27.3

PLACE INFLUENCED BY HEALTH DRINKS

Social media

51

51.5

Newspaper

16

16.2

Magazine

11

11.1

Internet

21

21.2

ANOVA

Analysis of variance is a collection of statistical models and their associated estimation procedures used to analyse the difference among group means in a sample.

H0 (null hypothesis): There is no significant difference between the place of residence and place in which they get influenced by advertisements.

H1 (alternative hypothesis): There is significant difference between the place of residence and place in which they get influenced by advertisements.

Table 2: anova test between place of residence and place in which they get influenced by advertisements.

ANOVA

Place of Residence

Sum of Squares

df

Mean Square

F

Sig.

Between Groups

6.153

3

2.051

2.411

.072

Within Groups

80.837

95

.851

Total

86.990

98

From the above table, we find that the significant value is 0.072, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no relationship between the place of residence and place in which they get influenced by advertisements.

CORRELATION

Correlation is an analysis of the association two or more variables. From the above table, we find that significant value is 0.081, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no relationship between monthly income and attitude towards health drinks.

H₀ (null hypothesis): there is no correlation between monthly income and attitude towards health drinks.

H₁ (alternative hypothesis): there is correlation between monthly income and attitude towards health drinks.

Table 3: correlation test between monthly income and attitude towards health drinks.

Correlations

Monthly Income

attitude towards health drinks

Monthly Income

Pearson Correlation

1

.176

Sig. (2-tailed)

.081

N

99

99

attitude towards health drinks

Pearson Correlation

.176

1

Sig. (2-tailed)

.081

N

99

99

CHI-SQUARE TEST

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge the goodness of fit between expected and observed results.

H0 (NULL HYPOTHESIS): there is no significant association between gender and quantity used per month.

H1 (ALTERNATIVE HYPOTHESIS): there is significant association between gender and quantity used per month.

Table 5: chi-square test between gender and quantity used per month.

Test Statistics

Gender

Quantity used per month

Chi-Square

1.707a

29.283b

df

1

3

Asymp. Sig.

.191

.000

From the above table, we find that the significant value is 0.000, which is less than table value 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. There is no significant association between between gender and quantity used per month.

ANOVA

Analysis of variance is a collection of statistical models and their associated estimation procedures used to analyse the difference among group means in a sample.

H0 (null hypothesis): There is no significant difference between age and quantity used per month.

H1 (alternative hypothesis): There is significant difference between age and quantity used per month.

Table 6: abova test between age and quantity used per month.

ANOVA

Age

Sum of Squares

df

Mean Square

F

Sig.

Between Groups

13.019

3

4.340

2.938

.037

Within Groups

140.334

95

1.477

Total

153.354

98

From the above table, we find that the significant value is 0.037, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no relationship between age and quantity used per month.

CORRELATION

Correlation is an analysis of the association two or more variables. From the table, we find that significant value is 0.034, which is greater than table value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Therefore, there is no relationship between age and quantity used per month.

H0 (Null Hypothesis): there is no correlation between age and quantity used per month.

H1 (Alternative Hypothesis): There is correlation between age and quantity used per month.

Table 7: correlation test between age and quantity used per month.

Correlations

Age

Quantity used per month

Age

Pearson Correlation

1

.213*

Sig. (2-tailed)

.034

N

99

99

Quantity used per month

Pearson Correlation

.213*

1

Sig. (2-tailed)

.034

N

99

99

*. Correlation is significant at the 0.05 level (2-tailed).

CONCLUSION

From the research study it can be concluded that study was focused on buying behaviour of consumers towards health drinks. This research tells us the knowledge about the consumer preference regarding health drink. It reveals that respondents are aware about various brands. Selection of the health drinks depends upon nutrients contents, flavours, brands, packaging etc are preferred by the most respondents. most of the customers are influenced by the brand name of health drinks. 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. Buyers should know about the health of things before they buy the items. The present study concluded that, successes of many businesses depend on their ability to create and retaining the customers

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