



## **A STUDY ON CONSUMER SATISFACTION TOWARDS SELECTED HEALTH DRINKS IN POLLACH TALUK**

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### **1. Introduction:**

In India, the world's largest malt-based drinks market, accounts for 22% of the world's retail volume of sales. These drinks are traditionally consumed as milk substitutes and marketed as a Nutritional drink, mainly consumed by the old, the young and the sick. The Health Drinks category consists of white and brown drinks. South and East India are large markets for these drinks, accounting for the largest portion of all India sales. The total market is placed about 90,000 tones and it is estimated to be growing in future. These malt beverages are still an urban phenomenon. Health Drinks provide nourishment for the family particularly growing children and serve as energy providers for adults also. The market for malted milk powders in India is huge as the product is widely used as a nutrition and energy supplement by the children's and adults. The size of the market is estimated more than Rs 10,170 million. Some of the Health Drinks taken for this study are as follows: Horlicks, Boost, Complan, and Pediasure.

### **2. Statement of the Problem:**

Goods are produced only for the purpose of consumption. The marketing organization depends on the foundation of the consumer's taste and preference. The aim of the marketing is to meet and satisfy consumer's needs and wants, perception, preferences and shopping and buying behavior of the consumer. But knowing consumer is not simple. Consumer may state their needs and wants but act otherwise. Consumer's preference varies from brand to brand on the basis of quality, price and advertisement etc., Consumer's preference also varies with their income, age, gender or other personal characteristics.

### **3. Objectives of the Study:**

There are two objectives framed for this study.

1. To find consumer satisfaction of health drinks in Pollachi taluk

### **4. Importance of the Study:**

The relevance and importance of understanding consumer satisfaction is a must for the market because it helps to solve the basic problems of consumer's expectation. The need of two consumers' needs and wants are not the same. Therefore, they buy only those products and services, which satisfy their needs and wants in the market, a firm has to maintain innovate and understand the latest consumers needs and taste. Also a study of consumer satisfaction is significant for regulating consumption of goods and maintains financial stability. It also helps in saving marketing problems in a more effective manner.

### **5. Scope of the Study:**

This study has aim to find out the consumer satisfaction over the health drinks in pollachi Taluk. Many factors are responsible to make decision among the consumer satisfaction over the health drinks. There are various influencing factors such as

financial background, educational background and marketing promotional behaviors of many people to select their Health Drinks. This study takes effort to analyze the consumer's satisfaction criteria among the selected health drinks. The product price, covering and fashion, promotional activities, and cleanliness or flavor, is analyzed to find out the consumer satisfaction over the health drinks in Pollachi taluk.

**6. Methodology:**

The methodology adopted for the present study regarding sources of data, Sample size and methods of sampling used in this present study.

**i) Data:** The study is mainly based on the primary data. The required data were collected directly from the general public.

**ii) Sample Size:** In this study, primary data is collected from the people who belong to Pollachi Town. There are 50 respondents were selected for this study. Convenient sampling method is used in the present study.

**7. Limitations of the Study:**

- The study is limited to pollachi taluk only.
- The number of respondents limited to 50 consumers only.
- The results of the study applicable only in pollachi taluk not for any other taluks.

**8. Profile of Online Consumers:**

There are 50 consumers were taken for this study by adopting convenient sampling method. The demographic factors of consumers include variables such as age, gender, marital status, educational qualification, occupation, type of family, number of members and monthly income. It is presented in table 1.1.

**TABLE NO 1.1**  
**Profile of Online Consumers**

| Particulars                      | Numbers | Percentage |
|----------------------------------|---------|------------|
| <b>Age</b>                       |         |            |
| Up to 20 years                   | 30      | 60.00      |
| 20-30 years                      | 10      | 20.00      |
| Above 30 years                   | 10      | 20.00      |
| <b>Gender</b>                    |         |            |
| Male                             | 20      | 40.00      |
| Female                           | 30      | 60.00      |
| <b>Marital Status</b>            |         |            |
| Married                          | 20      | 40.00      |
| Unmarried                        | 30      | 60.00      |
| <b>Educational Qualification</b> |         |            |
| Up to School level               | 10      | 20.00      |
| Under graduate                   | 30      | 60.00      |
| Diploma                          | 10      | 20.00      |
| <b>Occupation</b>                |         |            |
| Student                          | 15      | 30.00      |
| Employer                         | 20      | 40.00      |
| Business                         | 15      | 30.00      |
| <b>Type of Family</b>            |         |            |
| Joint family                     | 40      | 80.00      |
| Nuclear family                   | 10      | 20.00      |
| <b>Number of Members</b>         |         |            |

|                              |    |       |
|------------------------------|----|-------|
| Up to 3 members              | 10 | 20.00 |
| 3-6 members                  | 25 | 50.00 |
| 6 and above                  | 15 | 30.00 |
| <b>Monthly Income (Rs.)</b>  |    |       |
| Up to Rs.15000               | 10 | 20.00 |
| Rs.15001 - Rs. 20000         | 25 | 50.00 |
| Above Rs. 20000              | 15 | 30.00 |
| <b>Branded Health Drinks</b> |    |       |
| Horlicks                     | 15 | 30.00 |
| Boost                        | 20 | 40.00 |
| Complan                      | 10 | 20.00 |
| Pedi sure                    | 5  | 10.00 |

Source: Primary data

Table 1.1 clearly explain that majority of the respondents (60.00%) are belonging to the age group up to 20 years, majority of the consumers (60.00 %) are female, majority of the consumers (60.00%) are unmarried, most of the consumers (60.00%) are under graduates. Majority of the consumers (40.00%) are employer, majority of the consumers (80.00%) are in joint family, most of the consumers (50.00%) family having 3-6 members and majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000 and most of the consumers (40.00%) are interested to select boost as the health drinks.

#### **9. Findings, Suggestions and Conclusion:**

The various findings of the study are given in the following:

- Majority of the respondents (60.00%) are belonging to the age group up to 20 years
- Majority of the consumers (60.00 %) are female
- Majority of the consumers (60.00%) are unmarried
- Most of the consumers (60.00%) are under graduates
- Majority of the consumers (40.00%) are employer
- Majority of the consumers (80.00%) are in joint family
- Most of the consumers (50.00%) family having 3-6 members
- Majority of the consumers (50.00%) monthly income between rs.15001 – rs.20000
- Most of the consumers (40.00%) are interested to select boost as the health drinks.

#### **10. Suggestions of the Study:**

Based on findings of the study and the opinion expressed by consumers the following suggestions are made:

- The manufactures must give more importance to maintain the quality of the products.
- The producers may the take steps to reduce the cost of products and improve the taste and variety of flavours.
- The manufacturers should give more attractive advertisement to attract the consumers.
- The manufacturers give concentration to improve the features of their brand such as quality, taste, advertisement, variety of flavours, packages etc.

#### **11. Conclusion:**

In modern marketing consumers is King. So the producer has take decision only in accordance with the consumer's needs and desire. The producer's must give their

brand or product for their needs of consumers. Most of the sample respondents of Pollachi taluk are well aware about various brands of Health Drinks. 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.

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