



A STUDY ON BUYERS' BEHAVIOR TOWARDS COMPLAN WITH SPECIAL REFERENCE TO VIJAYAWADA

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Introduction:

In olden days the children were given only mother milk till 2.5 years old after that usual foods, which were prepared with the help of food grains were fed to the children. As the food grains were cultivated with organic method, they were energetic and were very useful for the health. Most of the parents used similar food grains which are cultivated in the particular regions like millet, maize, paddy rice, wheat and Raggi. But at present after stopping the mother milk normally the parents prefer to give some of the malted food products along with food products prepared in the house. They feel that the malted products help to grow their children very fast and make them energetic as like other children. Further as these types of foods are prepared by using sugar content, most of the children like to have malted products as their food always. Hence the middle class and even the poor people have the practice of buying anyone of the malted food products after stopping the mother milk. Some of the parents use these products to the children before 2 years of the age and at the time of feeding mother milk when they feel that the mother milk is not sufficient. Due to the development in the business and also the technology development there are varieties of malted food products in the market. They offer the products in a competitive price with high quality to overcome the competition in the market and capture considerable market for their products.

In general in all merchant stores, retail shops and medical stores we can get all types of malted food products for our children. This is the real situation prevailing in the production of malted food products. Among these Horlicks, Complan, Boost, Bournvita and Farex are the oldest products. But the Complan is latest arrival in the products line of malted products which is also bought the customers in certain area regularly. Complan has good quality and is offered at affordable price. The parents and the customers who bought the Complan have good opinion about the product.. But the movement of Complan in the market is comparatively low when it is compared with other similar products in the market. The shop vendors are saying that there is adequate advertisement for this product. Hence at present there is a low movement of Complan in the market. Some of the parents in our neighboring area say that they do not know about the products. The manufacturer of Complan takes continuous effort to improve the sales of Complan by way taking promotional measures to market the product. But they could not be able to achieve their target. Marketing team of Complan also face the difficulty in moving the produce in the market. How these problems can be solved? What are the causes for the issues in Complan? How the customers feel about the Complan? Here the necessity for having a thorough study on the consumers' buying behavior is raised. So by keeping the above views in mind the researcher selected the topic "A Study on Buyers' Behavior towards Complan with Special Reference to Vijayawada"

Statement of the Problem:

In modern business there are numbers of ways to the manufacturers to give advertisement about the products. One of the easiest ways of advertisement is through

television. Television is the one of the most preferred media for making the advertisement effective and to reach all niche corner of the society. Because one can convey all message about his products to the public very easily. Even though there are more chance to advertise the products, the knowledge about the Complian is reached the customers those who buy the malted products. Some of the malted products Horlicks, Complian are moving very fast in the market. Complian is behind in the race. Further there is heavy demand for the products like Horlicks, Complian etc. the price has been hike like anything during the last three years. Here the buyers of malted products are paying more for purchase of product like Horlicks though there is a competitive product in the place of Horlicks. The customers for Complian are less in number where the customers for other similar products are innumerable. The usage of Complian must be increased by way of creating knowledge about the Complian to all the parents to stop the continuous hike of price of the products like Horlicks and Boost. The manufacturers of complian take effort to have research in the market to know the buying behavior of customers with the Complian and their expectations in case of Complian.

Significance of the Study:

There are number of food products and malted products available in the markets for children for using them along with the milk or with hot water which are used by the mothers for the growth of the children. Junior Horlicks, Boost etc. have gained good reputation in the society especially from mothers. They are considered as the good energetic products for well growing of the children. Most of the parents prefer these types of products. Further as there are more advertisement related to Horlicks, Boost, etc. It reached all the customers and public in all parts of the country even in world. Hence there is no problem for the manufacturers of such products. But if we consider the Juiniior Horlics, the movement of Complian is very less in the market when compared with other similar products. Though the Complian products are very useful to children for growing their health and make the children energetic, the utility of the Complian is not reached to the public. The marketing team of Complian faces toughest competition in the market to move their products in the market. The manufacturer of Complian and the dealers could not able to identify the buying behavior and attitudes of the customers and buyers with regard to this product. Hence the study related to Complian will help the marketers and the manufacturer will help to know the buying behavior of the consumers which will in turn help them to market the products easily and if necessary they can frame any policy with regard to the components of Complian to overcome the competitions in the market. Hence the study on "The Buying behavior of customers with regard to Complian is inevitable in nature.

Objectives of the Study:

- ✓ To find out the existing customers for Complian in Vijayawada
- ✓ To know the expectations of the customers regarding Complian
- ✓ To measure the buying behavior and their attitudes towards the Complian
- ✓ To know the satisfaction level of the customers with regard to Complian
- ✓ To identify the problems faced by the customers in buying the Complian
- ✓ To find out the remedial measures to solve the problems of the customers using complain.

Research Methodology:

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully.

Data Collection:

Both primary and secondary data have been collected for the research work.

Primary Data:

Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society.

Secondary Data:

Secondary data was collected from the books and journal published relating to the milk products used for children and also the malted products.

Sampling Method:

In this research work respondents were selected from the total population at random by using convenient sampling method

Sample Size:

As the population for the research work in the study area is numerous. Out of total population employees, 300 customers were selected by using convenient sampling method. The sample constitutes both the female and male customers those buy Complian

Period of Study:

The research work was carried out for the period of 3 months starting from June 2015 to August 2015.

Statistical Tools:

To make the research work effective and find the result of the research statistical tools like chi-square test was applied to interpret the data and to know the association between two variables in deciding the particular matter and issues related to the Complian, ANOVA, Rank correlation, Hendry Garrett ranking have also been used to analyze and interpret the collected data from the customers (sample respondents)

Table 1: Table Showing the Gender of the Respondents

S.No	Gender	No of Respondents	Percent
1	Male	100	33.3
2	Female	200	66.7
	Total	300	100.0

Source: Primary Data

Interpretation:

The above table reveals that from 300 respondents 33.3 percent of the respondents are male while the remaining 66.7 percent of the respondents are female members

Table 2: Table Showing the Age of the Respondents

S.No	Age Group	Frequency	Percent
1	18-25 Years	132	44.0
2	26-35 Years	132	44.0
3	36-45 Years	24	8.0
4	Above 45 Years	12	4.0
	Total	300	100.0

Source: Primary Data

Interpretation:

From the above table it is clearly understood that among 300 respondents 44 percent of the respondents belong to the age group of 18-25 years and 26-35 years

respectively, percent of the respondents belong to the age group of 36-45 years while the remaining 4 percent of the respondents belong to the age group above 45 years.

Table 3: Table Showing the Occupation of the Respondents

S.No	Occupation of the Respondents	Frequency	Percent
1	House Wife	66	22.0
2	Employee in Private Sector	66	22.0
3	Government Employee	72	24.0
4	Labour in Textile Industry	42	14.0
5	Labour in Other Industry	36	12.0
6	Business	18	6.0
	Total	300	100.0

Source: Primary Data

Interpretation:

The above table clearly depicts that among 300 respondents 22 percent of the respondents are house wives and employed in private sector respectively, 24 percent of the respondents are government employees, 14 percent of the respondents are labour in textile industry, 12 percent of the respondents are working as a labour in other industry while the remaining 6 percent of the respondents are doing business.

Table 4: Table Showing the Educational Qualification of the Respondents

S.No	Education of the Respondents	Frequency	Percent
1	Illiterate	18	6.0
2	Upto School Level	168	56.0
3	Degree Level	78	26.0
4	Professional and Others	36	12.0
	Total	300	100.0

Source: Primary Data

Interpretation:

From the above table it is noted that among 300 respondents 56 percent of the respondents studied up to school level, 26 percent of the respondents studied up to degree, 12 percent of the respondents have studied professional and other courses, while the remaining 6 percent of the respondents are illiterates.

Table 5: Table Showing the Monthly Income of the Respondents

S.No	Monthly Income	Frequency	Percent
1	Below Rs.6000	24	8.0
2	Rs.6001-8000	120	40.0
3	Rs.8001-10000	72	24.0
4	Rs.10001-15000	54	18.0
5	above Rs.15000	30	10.0
	Total	300	100.0

Source: Primary Data

Interpretation:

The above table limelight that among 300 respondents 40 percent of the respondents earn Rs.6001-8000 as their monthly income, 24 percent of the respondents

get a monthly income of Rs.8001-10000, 18 percent of the respondents are earning Rs.10001-15000 per month, 10 percent of the respondents earn above Rs.15000 per month and the remaining 8% of the respondents earn only below Rs.6000

Table 6: Table Showing the Age of the Child of the Respondents

S.No	Age of the Child	Frequency	Percent
1	below 2 years	54	18.0
2	2-3 years	156	52.0
3	3-4 years	72	24.0
4	4-5 years	18	6.0
	Total	300	100.0

Source: Primary Data

Interpretation:

A survey was launched to know the age of the child of the respondents, the survey explicit that among 300 respondents 52 percent of the respondents have 2-3 years old child, 24 percent of the respondents have child having the age between 3-4 years, 18 percent of the respondents told that the age of their child is below 2 years, while the remaining 6 percent of the respondents informed that the age of their ward is 4-5 years.

Table 7: Table Showing the Reason for Buying the Malted Food Products

S.No	Reason for Buying the Malted Products	Frequency	Percent
1	Shortage of Mother Milk	108	36.0
2	Healthy to Children	102	34.0
3	Paves Way to Height	72	24.0
4	Doctor's Specification	18	6.0
	Total	300	100.0

Source: Primary Data

Interpretation:

It is clearly noted from the above table that among 300 respondents 36 percent informed that due to shortage of mother milk they buy the malted food products, 34 percent of the respondents conveyed that malted products are healthy to children, hence they buy it, 24 percent of the respondents told that malted products pave way to height of the child, hence they purchase the malted products, while 6 percent of the respondents told that doctor gave advice to buy the malted products.

Table 8: Table Showing the Acceptance Level Regarding the Attractive Advertisement for Complan

S.No	Attractive Advertisement	Frequency	Percent
1	Strongly Agree	16	5.3
2	Agree	106	35.3
3	Neutral	96	32.0
4	Disagree	51	17.0
5	Strongly Disagree	31	10.4
	Total	300	100.0

Source: Primary Data

Interpretation:

The above table reveals that among 300 respondents 35.3 percent of the respondents agree with the statement Attractive advertisement for Complian, 32 percent of the respondents are neutral with the statement Attractive advertisement for Complian, 17 percent of the respondents disagree with the statement Attractive advertisement for Complian, 10.4 percent of the respondents highly disagree with the statement attractive advertisement for Complian, while the remaining 5.3 percent of the respondents strongly agree with the statement Attractive advertisement for Complian.

Table 9: Table Showing the Opinion of the Respondents Regarding Complian Help to Get Bone Weight

S.No	Help to get Bone Weight of the Child	Frequency	Percent
1	Very Good	17	5.7
2	Good	107	35.7
3	Normal	95	31.7
4	Poor	47	15.7
5	Very Poor	34	11.2
	Total	300	100.0

Source: Primary Data

Interpretation:

A survey was undertaken to know the opinion of the respondents to whether the complian helps to grow the bone weight of the child. The survey revealed that among 300 respondents 35.7 percent respondents told good opinion for the above statement, 31.7 percent of the respondents gave normal opinion regarding the help of complian to grow the bone weight of the child, 15.7 percent of the respondents gave poor opinion for the same, 11.2 percent of the respondent opined very poor response for the statement while the remaining 5.7 percent of the respondents gave very good opinion regarding the use of complian for growing the bone weight of the child.

Table 10: Table Showing the Satisfaction Level of the Respondents Regarding the Ingredients in Complian

S.No	Ingredients	Frequency	Percent
1	Highly Satisfied	19	6.3
2	Satisfied	111	37.0
3	Partly Satisfied	93	31.0
4	Dissatisfied	48	16.0
5	Highly Dissatisfied	29	9.7
	Total	300	100.0

Source: Primary Data

Interpretation:

The above table limelight that among 300 respondents 37 percent of the respondents are satisfied about ingredient with complian and 31 percent of the respondents are partly satisfied about ingredient with complian, 16 percent of the respondents are dissatisfied about ingredient with complian, 9.7 percent of the respondents are highly dissatisfied about ingredient with complian while the remaining 6.3 percent of the respondents are highly satisfied about ingredient with complian

Table 11: Association between the Education of the Respondents and Their Agree Level for the Convenient Use of Copmlan

S.No	Education Of The Respondents	Convenient For Use					Total
		Strongly Agree	Agree	Neutral	Disagree	Highly Disagree	
1	Illiterate	0 (1.4)	8 (6.6)	5 (5.4)	2 (2.8)	3 (1.8)	18
2	Upto School Level	15 (13.4)	65 (61.6)	46 (50.4)	28 (25.8)	14 (16.8)	168
3	Degree Level	8 (6.2)	27 (28.6)	25 (23.4)	9 (12.0)	9 (7.8)	78
4	Professional And Others	1 (2.9)	10 (13.2)	14 (10.8)	7 (5.5)	4 (3.60)	36
	Total	24	110	90	46	30	300

The Figure in the Parenthesis Shows the Expected Frequencies:

Null Hypothesis:

There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of complan

Alternative hypothesis

There is a significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of complan

Table 12

Factor	Calculated value χ^2	Table Value	DF	Remarks
Education	9.195	21.026	12	Insignificant

As the calculated value of $\chi^2(9.195)$ is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of complan. The opinion of the respondents is based on the individual decision.

Table 13: Association between the Reason for Buying the Complan and Their Agree Level for the Convenient Use of Complan

S.No	Reason for Buying the Malted Products	Convenient for Use					Total
		Strongly Agree	Agree	Neutral	Disagree	Highly Disagree	
1	Shortage of Mother Milk	8 (8.6)	39 (39.6)	32 (32.4)	14 (16.6)	15 (10.8)	108
2	Healthy to Children	8 (8.2)	40 (37.4)	25 (30.6)	20 (15.6)	9 (10.2)	102
3	Paves Way to Height	7 (5.8)	23 (26.4)	25 (21.6)	11 (11.0)	6 (7.2)	72

4	Doctor's Specification	1 (1.4)	8 (6.6)	8 (5.4)	1 (2.8)	0 (1.8)	18
	Total	24	110	90	46	30	300

The Figures in the Parenthesis Shows the Expected Frequencies:

Null Hypothesis:

There is no significant relationship between the reason for buying the complan and their acceptance level for the convenient use of complan

Alternative Hypothesis:

There is a significant relationship between the reason for buying complan and their acceptance level for the convenient use of complan

Table 14

Factor	Calculated Value X ²	Table Value	DF	Remarks
Reason for Buying the Malted Products	10.702	21.026	12	Insignificant

As the calculated value of $\chi^2(10.702)$ is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of complan. The opinion of the respondents is based on the individual decision.

Findings:

- ✓ While considering the gender in this study most (66.7) percent of the respondents are female members
- ✓ Major proportion of the respondents belonged to the age group (44) percent of the respondents belong to the age group of 18-25 years and 26-35 years respectively
- ✓ Majority (22) percent of the respondents are house wives and employed in private sector respectively, (24) percent of the respondents are government employees,
- ✓ Regarding the education most (56) percent of the respondents studied up to school level,
- ✓ Considerable portion (40) percent of the respondents earn Rs.6001-8000 as their monthly income, 24 percent of the respondents get a monthly income of Rs.8001-10000
- ✓ While considering the age of the child of the respondents from the study it is found that major proportion (52 percent) of the respondents have 2-3 years old child.
- ✓ Majority (34 percent) of the respondents conveyed that malted products are healthy to children. Hence they buy malted food products for the children.
- ✓ Considerable portion of the 50 percent of the respondents informed that they know about Complan through the advertisement and through television.
- ✓ Major proportion (37 percent) of the respondents told that the complan's price is affordable hence they buy complan,
- ✓ Considerable portion (37 percent) of the respondents told that they started buying of complan last 2 years onwards.
- ✓ Majority 71 percent of the respondents told that, only complan are given to their child.

- ✓ While considering the frequency of using the complan to the child most (35.7) percent of the respondents informed that they give complan thrice in a day to their child
- ✓ Majority (82.3) percent of the respondents informed, that the complan help to grow the child.
- ✓ Major proportion (54) percent of the respondents told that they buy complan twice in a month.
- ✓ Considerable portion (40 percent) of the respondents told that they add only sugar with complan
- ✓ Mast (50 percent) of the respondents informed that Complan is available in all medical stores.
- ✓ Majority (82 percent) of the respondents stated that they do not face problem while using the complan.
- ✓ Among the respondents who informed that they face problem while using the complan (33.3 percent) respondents informed that child gets stomach pain

Findings from Chi-Square Test:

- ✓ There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Complan. The opinion of the respondents is based on the individual decision.
- ✓ There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of complan. The opinion of the respondents is based on the individual decision
- ✓ There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of complan. The acceptance level of the respondents is based on some other factor
- ✓ There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of complan. The acceptance level of the respondents is based on some other factor.
- ✓ There is no significant relationship between the age of the child of the respondents and their acceptance level about no negative effect from complan. The acceptance level of the respondents is based on some other factor.
- ✓ There is no significant relationship between age of the child of the respondents and their acceptance level about help of complan to grow the child. The acceptance level of the respondents is based on some other factor.
- ✓ There is no significant relationship between the satisfaction level of the respondents about the use of complan and their acceptance level about help of complan to grow the child .The satisfaction of the respondents may be based on the individual expectations.

Suggestions:

The suggestions are normally made to take remedial measures to solve the problems and issues faced by the respondents. In this research work based on the findings the research wanted to give few suggestions which may be useful to the needy group to take initiatives to implement some of the policies taken by the sellers and the manufacturers of complan to satisfy the customers and increase the potential customers of complan.

- ✓ Some of the respondents informed that the complan is not familiar to the mothers. Hence the complan Company should take initiatives to create awareness about the complan and its use for maintaining the good health for the children.

- ✓ Some of the respondents informed that the advertisement for the complan is not sufficient. Hence the manufacturer should spend more on making advertisement and also if necessary they should correct media for giving advertisement where the information about the complan should reach all the parents.
- ✓ Some of the respondents informed that the children do not like the Complan because of the taste problem; hence the manufacturer should try to include more flavor and ingredients to increase the taste of complan
- ✓ Some of the respondents conveyed that the complain sometimes creates trouble to the children. Hence the management of complan's company should analyse the reason by making a survey among the users of Complan and to take initiatives to solve the issues
- ✓ Some of the respondents felt that the quantity of complan is not sufficient to the selling price of the complan. Hence the management of complan if possible should try to add some quantity after considering the feasibility of the company.

Conclusion:

In this research work, the researcher identified some of the factors and the feature of the Complan which already satisfy the consumers and customers, while they buy and use the Complan, Though most of the customers are satisfied with the utility of the Complan, the movement of the Complan in the market is comparatively low when compared with the other products. At this juncture the manufacturers have to take remedial measures to improve the sales of the Complan whereby the customer will get the Products of Complan when and where it is required. This will be useful for the company for improving the sales, because in modern scenario all businesses are diverted to the desire and satisfaction of the ultimate users. Hence the Complan Company should evaluate the customer to understand the buying behaviour. It will help the marketing people of Complan to segment the market based on the movement of the products and help them to improve the sales by taking promotional measures to increase the sales of the Complan where by the Complan can contribute more volume of products in the total market for malted food products like Horlicks, Complan, Farex etc. The researcher got thorough knowledge about the consumers' buying behavior and their attitude towards the Complan. The researcher thanks all the respondents for the support extended for the completion of the projects.

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