

A Study of Consumers Behaviour for Health Drinks

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Neerja Devi

Research Scholar,
Deptt. of Management,
Himalayan University,
Arunachal Pradesh

Kranti Singh

Assistant Professor
Deptt. of Commerce
N S C B Govt. P.G
College Aliganj,
Lucknow

Abstract

The aim of marketing is to meet and satisfy target customers' need and wants. The field of consumer behaviour studies how individuals, group, and organization select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behaviour focuses on how individuals make decisions to spend available resources (time, money and effort) on consumption related products and services. Understanding consumer behaviour and "knowing customers" are never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Studying customers provides clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements. Marketers do not create needs. They only make consumers aware of their needs, whether felt needs or latent needs. Every individual has needs, some are innate, and others are acquired. Innate needs are biogenic and include the needs for food, water, air, and clothing, shelter. These are also referred to as primary needs. Acquired needs are needs that we learn in response to our culture or environment. These include self-esteem, prestige, power, affection, and social acceptance. These are referred to as psychogenic or secondary needs.

Keywords:

Introduction

Consumer is the pivotal point in marketing. Consumer behaviour is very complex and is influenced by various factors. All the consumers have different tastes and preferences, likes and dislikes and they adopt different behaviour patterns while purchasing goods. In this light it becomes important for the marketing Manager to understand his consumer and his behaviour before he formulates his marketing strategy. The behaviour of consumer as to why they buy a product? What motivates them to buy a product? What induce him to buy?

Why he switches from one product to another? How does he react to a new product? etc. is very important here. Marketer should collect answer to these questions before he goes to formulate his marketing strategy. Thus detail knowledge about the consumer, his behaviour, buying motives and habits provide us with reasons why consumers differ from one to another in buying and using product and services

The aim of marketing is to meet the needs of target markets profitably. Consumer behaviour studies how consumers search for, purchase, use, evaluate and dispose off products and services that they expect will satisfy their needs consumer behaviour focuses on how individuals make decisions to spend available resources (time, money and effort) on consumption related products and services. Understanding consumer behaviour and "knowing why consumers do what they do" is very complex. Customers may say one thing and mean another. They are not be aware of their own deepest motivations and may respond to influences in very impulsive ways. The field of consumer research has emerged as an important area of marketing research, to enable marketers to predict how consumers will react to message and to understand why they make the purchase decisions they do.

Prof. Phillip Kotler defines Consumer behaviour as "the study of how individual, group and organization select, buy, use and dispose of goods and services, ideas or experiences to satisfy their needs and want."

According to Walter and Paul, 'Consumer behaviour is the process whereby individuals decide whether what, when, where, how and from whom to purchase goods and services.' Marketers must fully understand both the theory and reality of consumer behaviour. A

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consumer's buying behaviour is influenced by culture, social, and personal factors. Cultural factors exert the broadest and deepest influence. Culture, subculture, and social class are particularly important influences on consumer buying behaviour. Culture is the fundamental determinant of a person's want and behaviour. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subculture includes nationalities, religion, racial groups, and geographic regions. When subcultures grow large and affluent enough, companies often design. Specialization marketing programs to serve them. Social factors in addition to cultural factors, a consumer's behaviour is influenced by such social factors as reference group, family, and statuses. Personal factors a buyer's decisions are also influenced by personal Characteristics. These include the buyer's age and stage in the life cycle; occupation and economic circumstances; personality and self-concept and lifestyle and values. Because many of these characteristics have a very direct impact on consumer behaviour, it is important for marketers to follow them closely.

Factors Influence Consumer Behaviour

A number of factors influence consumer behaviour.

Cultural Factors

Culture, subculture, and social class are particularly important in consumer behaviour.

Culture

Culture is the most fundamental determinant of a person's wants and behaviour

The growing child acquires a set of value, perceptions, preferences, and behaviour through his or her family and other key institutions.

Subculture

Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs.

Social class

Virtually all-human societies exhibit social stratification. Stratification sometimes takes the form of a caste system where the members of different castes are reared for certain roles and cannot change their caste membership. More frequently, stratification takes the form of social classes.

Social Factors

In addition to culture factors, a consumers behaviour is influenced by such social factors as reference group, family, and social roles and statuses.

Reference Group

A persons reference groups consist of all the groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behaviour. Groups having a direct influence on a person's are called membership groups.

Family

The family is the most important consumer-buying organization in society, and it has been researched extensively. Family members constitute the most influential primary reference group. Marketers are interested in the role and relative influence of the husband, wife, and children in the purchase of a large variety of products and services. These roles vary widely in different countries and social classes.

Personal Factors: Age, Education, Economic Position, Status, Self-Concept

An individual's age level of education, his occupation, overall economic position and lifestyle, all influence his role as a buyer. They decide what products he will buy and consume. A person's self-concept and his concern about status also influence his buying decisions. In fact, today people are very concerned about their image and status in society. It is a direct outcome of their material prosperity. Status is announced through various symbols like dress, ornaments, possessions and general lifestyle.

Psychological Factors: Beliefs, Attitudes, Motivation, Perception

Just like the economic and social conditions, a man's disposition too has a close bearing on his purchase decisions. Individuals coming under the same economic and social group can be vastly different when it comes to certain personal believes, faiths and attitudes. One may be timid and plain, while another may be outgoing and aggressive. One may be traditional in the overall view of life, while another may be modern. One may be least innovative, while another may welcome anything new.

Objective of the Study

Before developing their marketing plans, marketers need to study consumer markets and consumer behavior. In analyzing consumer markets, firms need to research who constitutes the market, what the market buys, why the market buys, who participates in the buying, how the market buys, when the market buys, and where the market buys.

1. To study the taste and preference of health drink consumers.
2. To analyze the satisfaction level of different product.

Research Methodology

To analyze the consumers behaviour for health drinks in Indira Nagar Lucknow of state Uttar Pradesh. The methodology adopted in the collection and analysis of data has been detailed below.

Sources of Data

To analyze the consumers behaviour on health drinks both primary and secondary data were used. Primary data uses were collected from the respondents through questionnaire. Secondary data were collected from various book, journals and websites.

Selection of Sample Respondents

The population of the study covers the health drink users in the study area. Adopting convenience sample technique, 90 respondents were chosen

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among the population of health drinks users in Indira Nagar Lucknow.

Data Collection Tool

A well-structured questionnaire was prepared for the purpose of collection of data. The questionnaire includes personal information of the consumers, preferences of consumers the particular health drinks, reasons for consumption, taste and satisfaction level etc.

Data Processing and Analysis

The analysis is a very important part of the research study. This process has some specific goals for completion of study. The data were analysed with the help of percentage method. In this study 90 respondent are selected from among the population of health drinks users in Indira Nagar Lucknow.

Table:-1 Brand Analysis

S.N	Brand	No. of Respondents	Percentage (%)
1	Horlicks	36	40
2	Complan	17	18.89
3	Bournvita	19	21.11
4	Boost	9	10
5	Any other	9	10
	Total	90	100

Table: 3 Satisfaction Level of Consumers

Level of Satisfaction	Brand									
	Horlicks	(%)	Complan	(%)	Bournvita	(%)	Boost	(%)	Any Other	(%)
10-40%	1	2.78	-	-	-	-	-	-	2	22.22
20-50%	8	22.22	3	17.65	4	21.05	2	22.22	2	22.22
40-80%	12	61.11	13	76.47	13	68.42	6	66.67	2	22.22
100%	5	13.89	1	5.88	2	10.53	1	11.11	3	33.34
Total	36	100	17	100	19	100	9	100	9	100

(Source: Primary Data)

Table: 3 explain the defferent level of satisfaction of consumers of Horlicks. 2.78% of the respondents level of satisfaction 10-40% and 22.22% of the respondents level of satisfaction 20-50%. 61.11% of the respondents level of satisfactation 40-80% and 13.89% of the respondents level of satisfaction 100%.

The above table:3 shows that defferent level of satisfaction of consumers of Complan. 17.65% of the respondents level of satisfaction 20-50% and 76.47% of the respondents level of satisfaction 40-80%. 5.88% of the respondents level of satisfaction 100%.

Bournvita consumers for different levels of satisfaction is given in table:3. 31.05% of the respondents level of satisfaction 20-50% and 68.42% of the respondents level of satisfaction 40-80%. 10.55% of the respondents level of satisfaction 100%.

Table: 3 explain the defferent level of satisfaction of consumers of boost. 22.22% of the respondents level of satisfaction 20-50% and 66.67% of the respondents level of satisfaction 40-80%. 11.11% of the respondents level of satisfactation 100%.

Table: 3 explain the defferent level of satisfaction of consumers of any other health drinks. 22.22% of the respondents level of satisfaction 10-40% , 22.22% of the respondents level of satisfaction 20-50%, 22.22% of the respondents level of

(Source: Primary Data)

Table 1 show that 40% of the respondents prefer Horlicks. 18.89% of the respondents prefer Complan and 21.11% of the respondents prefer Bournvita. 10% of the respondents prefer Boost and 10% of the respondents prefer any other Health Drinks.

Table: 2 Taste Analysis

S.N	Flavour	No. of Respondents	Percentage (%)
1	Chocolate	59	65.55
2	Pista Badam	18	20
3	Elaichi	5	5.56
4	Vanilla	2	2.22
5	Any other	6	6.67
	Total	90	100

(Source: Primary Data)

The above Table 2 shows that 65.55% of the respondents prefer chocolate flavour and 20% of the respondents prefer Piata Badam flavour and 5.56% of the respondents prefer Elaichi flavour. 2.22% of the respondents prefer Vanilla flavour and 6.67% of the prefer respondents any other flavour.

satisfaction 40-80% and 33.33% of the respondents level of satisfactation 100%..

Conclusion and Suggestion

1. The finding of the study of consumers behaviour in health drinks states that among all the four brand i.e. Horlicks, Complan, Bournvita, and Boost.the study shows that consumers preferred Horlicks as the Most, preferred by Complan, Bournvita and Boost.
2. After study on the Satisfaction of level analysis table 3, the sduty shows that consumers preferred Chocolate flavour as the most preferred Pista-Badam, Elaich Vnilla, any other.
3. The health drinks have become an important thinks in the life of the consumers, the health drinks have a good reach towards them. The only think that the consumers have to decide is choasing the best availbe brand for them.
4. The modern an comlitive word people must do heavy work both mentally and physically to survive sucessfully. So that they required more energy for that they want nutritious and health drinks. Health, infact is a key to education, success good citizenship and happy life with good health an individual cannot perform efficiently.
5. Studying customers provides clues for developing new products, product features,

prices, channels, messages, and other marketing-mix elements. Marketers do not create needs. They only make consumers aware of their needs, whether felt needs or latent needs.

6. All the consumers have different tastes and preferences, likes and dislikes and they adopt different behaviour patterns while purchasing goods. In this light it becomes important for the marketing Manager to understand his consumer and his behaviour before he formulates his marketing strategy.
7. Marketer should collect answer to these questions before he goes to formulate his marketing strategy. Thus detail knowledge about the consumer, his behaviour, buying motives and habits provide us with reasons why consumers differ from one to another in buying and using product and services.

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