



A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS SALES PROMOTIONAL MEASURES FOR HEALTH DRINKS IN COIMBATORE CITY

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ABSTRACT

KEYWORDS:

Attitude, Awareness, Sales Promotional measures, Beverages

In this modern world, the people are quick and fast in all the activities. Their needs are increasing. As far as beverage is concerned, there are many manufacturers in the market and the demand for their product is also increased due to its necessity.

Beverages have become a part of our foods and people pay more attention to it. Present trend is due to the increase in population of people living in the city could not avail the natural and nutritious drinks and they have started using prescribe beverages. There was a time where the doctors prescribe health beverages. Now due to advertisement, and increased awareness among general public; they themselves decide to buy a brand of their choice and their taste.

This study is confined to Coimbatore City. This study is an attempt to analyse the awareness level, brand preference by the consumers while purchasing the health drink products.

INTRODUCTION

In this modern world, the people are quick and fast in all the activities. Their needs are increasing. As far as beverage is concerned, there are many manufacturers in the market and the demand for their product is also increased due to its necessity.

Beverages have become a part of our foods and people pay more attention to it. Present trend is due to the increase in population of people living in the city could not avail the natural and nutritious drinks and they have started using prescribe beverages. There was a time where the doctors prescribe health beverages. Now due to advertisement, and increased awareness among general public; they themselves decide to buy a brand of their choice and their taste.

Product and Segmentation

Beverages can be segmented as

1. White beverages
2. Brown beverages

White Beverages

It includes items like Horlicks, Viva, and Complan which are produced by Smith Kline Beecham.

Brown Beverages

It includes items like Boost, Bournvita, Milo, Maltova. Out of these, Boost and Maltova are manufactured by Smith Kline Beecham, Milo is manufactured by Nestle and Bournvita is manufactured by Cadbury.

STATEMENT OF THE PROBLEM

India is a developing country, Health beverages, food manufacturers producing various beverages in our country

and they are playing an important role in fulfilling the needs of consumer. Many new companies have also emerged as manufacturers of new brands of beverages. The market share of the beverages varies from location to location. Health drinks have become an essential product of consumption. Therefore, consumers have different interest in buying a product, it depends on their needs and utility of the product. It varies for each product. Consumers taste and preferences change due to the entry of new beverages.

The consumers are dynamic. Their taste, needs and preference are changing from time to time. The consumer now looks for product differentiation and the convenience offered. The consumer has certain expectation from branded beverages food in terms of its quality price, taste and packaging. The increasing money spent on advertisement make the consumer aware of the latest brands in the market.

OBJECTIVES OF THE STUDY

1. To study the consumer awareness about sales promotional measures provided for health drinks.
2. To analyse the consumer attitude towards sales promotional measures for health drinks.
3. To offer suggestions based on the findings of the study.

RESEARCH METHODOLOGY

The primary data were collected from the selected respondents through questionnaire. The secondary data were collected from magazines, journals, and published records of companies and other published information including websites.

Since the data pertaining to health drinks consuming population is not available, samples of 200 users were selected by employing convenient sampling method.

The data collected was tabulated and analyzed, by employing the following statistical tools:

1. Simple percentage method.
2. Rank analysis.
3. Chi - Square test.
4. Rank correlation.

SCOPE OF THE STUDY

The present study is an attempt to identify the sales promotional measures for beverages in Coimbatore City. The study is confined only with health beverages. The health

beverages includes all types, which is taken for study, i.e. beverages come in a variety of flavour are artificially sweetened. The beverages industry has been under going much transformation which changing consumer demands, government policy and innovation in the brands.

This study is confined to Coimbatore City. This study is an attempt to analyse the awareness level, brand preference and consumers attitude about sales promotional measures while purchasing the products.

LIMITATIONS OF THE STUDY

- ❖ Health beverages are considered for the study and other beverages are beyond the purview of the present study.
- ❖ Results of the study cannot be generalized, because of the limited sample size.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1

Gender	Number of Respondents	Percentage
Male	98	49
Female	102	51
Age Group	Number of Respondents	Percentage
Below 20	42	21
21 to 30	78	39
31 to 40	40	20
Above 40	40	20
Marital Status	Number of Respondents	Percentage
Married	90	45
Unmarried	110	55
Educational Qualification	Number of Respondents	Percentage
Illiterate	43	21.5
School level	48	24
Degree/Diploma	54	27
PG Degree	55	27.5
Occupational status	Number of Respondents	Percentage
Student	23	11.5
House wife	66	33
Employee	57	28.5
Business	26	13
Professional	28	14
Income level	Number of Respondents	Percentage
Upto Rs. 5000	48	24
Rs.5,001 to Rs. 10,000	68	34
Rs. 10,001 to Rs. 15,000	46	23
Above Rs. 15,000	38	19
Type of Family	Number of Respondents	Percentage
Joint	74	37
Nuclear	126	63
Family Size	Number of Respondents	Percentage
Two	34	17
Three	42	21
Four	66	33
Above Four	58	29

Source: Primary data

- Majority of the respondents are female, categories.
- Majority of the sample respondents belong to the age group of 21 to 30 years.
- It reveals that the majority of the respondents are unmarried.
- Majority of the respondents are educated upto post graduate level.
- Majority of the respondents are housewife.
- Majority of the respondents family income is between Rs.5, 001 to Rs. 10,000.
- It shows that, majority of the respondents belong to nuclear family.
- The majority of the respondents family have four members.

Table 2 Type of Health Drinks Purchased

Type of Beverages	Number of Respondents	Percentage
Horlicks	64	32
Boost	40	20
Bournvita	36	18
Complan	33	16.5
Others specify	27	13.5
Total	200	100

Source: Primary data

Thus, majority of the respondents uses Horlicks.

Table 3 Opinion about the Price of Health Drinks

Opinion about the price of Beverages	Number of Respondents	Percentage
Very high	32	16
High	56	28
Normal	57	28.5
Low	28	14
Very Low	27	13.5
Total	200	100

Source: Primary data

Most of the respondents says that price is normal. Hence this is one of the influencing and deciding factor towards the preference of beverage.

Table 4 Influencing Factors for Purchase of Health Drinks

Factors	Number of Respondents	Percentage
Price	24	12
Taste	66	33
Flavours	20	10
Gift / Offers	24	12
Advertisement	26	13
Doctors advice	40	20
Total	200	100

Source: Primary data

Hence, majority of the sample respondents were influenced by taste of beverages.

Table 5 Awareness of Various Sales Promotional Offers

Awareness	Number of Respondents	Percentage
Free containers	32	16
Discounts	36	18
Free gifts	37	18.5
Coupons	27	13.5
More quantity for same price	42	21
Exchange of wrappers	26	13
Total	200	100

Source: Primary data

Hence, most of the respondents are aware of various offers.

Table 6 Ranking for the Health Drinks Offers

Factors	Rank	Rank
Free containers	798	II
Discounts	784	I
Free gifts	702	IV
Coupons	542	V
More quantity for same price	880	I
Exchange of wrappers	484	VI

Source: Primary data

It is found that, majority of the respondents have ranked more quantity for same price as a first factor.

Table 7 Media of Awareness of Sales Promotional Offers

Source for awareness	Number of Respondents	Percentage
Television	88	44
Newspaper and magazines	42	21
Friends and relatives	36	18
Radio and others	34	17
Total	200	100

It is concluded that majority of the respondents came to know about offers through television.

CONTINUATION ON SWITCH OVER TO THE OTHER BRAND OF THE OFFER

Whether the respondents would like to continue with the same brand or switch over when the offer is withdrawn is an important issue to be studied. With this intention related data are gathered and presented in table 4.29

Table 8 Switch Over to the Other Brand for Offer

Preference	Number of Respondents	Percentage
Yes	60	30
No	140	70
Total	200	100

Source: Primary data

Thus, majority of the sample respondents there is no change in their brand. Irrespective of offer continued or withdrawn.

Table 9 Reasons for Swich Over to Other

Reason for changing the brand	Number of Respondents	Percentage
Free gifts	8	13.3
Influenced by friends	6	10.0
Children's compulsion	10	16.7
parents will	8	13.3
To try a new taste	11	18.4
Increase in price	8	13.3
Extra quantity of other brands	9	15.0
Total	60	100

Source: Primary data

It is concluded that most of the respondents change the brand to try a new taste.

Table 10 Reason for not changing the Brand

Reason for not changing the brand	Number of Respondents	Percentage
Allergy	34	24.3
Taste	46	32.9
Price	26	18.6
Doctor's Advice	34	24.2
Total	140	100

Source: Primary data

140 out of 200 respondents do not change the brand due to various reasons mentioned above. Majority numbering 46 are happy with the existing brand because of the taste.

Table 11 Opinion about the Sales Offers

Opinion about the sales offers	Number of Respondents	Percentage
Gifts to loyal customer	38	19
A techniques to clear the stock	38	19
An eye wash	36	18
To attract new customers	48	24
To differentiate from other brands	40	20
Total	200	100

Source: Primary data

Hence, it is concluded that, most of the respondents opinion is that sales promotional offers are meant to attract new customers.

Table 12 Opinions of Respondents Regarding – Brand Wise Attractive Offers

Attractive offers Brand wise	Number of Respondents	Percentage
Horlicks	58	29
Boost	52	26
Bournvita	34	17
Complan	36	18
Others specify	20	10
Total	200	100

Source: Primary data

Hence most of the respondents opinion is that Horlicks provides attractive offers.

RELATIONSHIP BETWEEN ADVERTISEMENT MEDIA AND GENDER

Hypothesis:-

H₀: There is no significant relationship between advertisement media and Gender.

Table 13 Relationship between Advertisement Media and Gender

Advertisement Media	Gender		Total
	Male	Female	
Television	32	47	79
Newspaper & Magazines	24	16	40
Friends & Relatives	20	20	40
Radio & Others	22	19	41
Total	98	102	200

Source: Primary data

Calculation value of χ^2	=	4.59
Degrees of freedom	=	3
Table value at 5% level	=	7.815
Result	=	Insignificant

The calculated value of χ^2 is less than the table value. Hence the null hypothesis is accepted. There is no significant relationship between Advertisement media and Gender.

Table 14 Spearman's Rank Correlation

Free containers	More quantity for same price	R _x	R _y	D=R _x -R _y	D ²
48	80	1	1	0	0
44	40	2	2	0	0
38	16	3	5	-2	4
24	20	5	4	1	1
16	32	6	3	3	9
30	12	4	6	-2	4
ED² =					18

Source: Primary data

$$\begin{aligned}
 R &= 1 - \frac{6 ED^2}{N^3 - N} \\
 &= 1 - \frac{6 \times 18}{6^3 - 6} \\
 &= 1 - \frac{108}{210} \\
 &= 1 - 0.514 \\
 &= 0.486
 \end{aligned}$$

This reveals that there is positive relationship between the free containers and more quantity for same price of the brand

Table 15 Spearman's Rank Correlation

Discounts	Free gifts	R _x	R _y	D=R _x -R _y	D ²
34	16	4	5	-1	1
46	34	1.5	4	-2.5	6.25
38	50	3	1	2	4
46	48	1.5	2	-0.5	0.25
24	40	5	3	2	4
12	12	6	6	0	0
ED² =					15.5

Source: Primary data

$$\begin{aligned}
 R &= \frac{6 \{ED^2 + 1/(m^3 - m)\}}{N^3 - N} \\
 &= 1 - \frac{6 \times (15.5 + 1/12(2^3 - 2))}{6^3 - 6} \\
 &= 1 - \frac{6 \times 16}{210} \\
 &= 1 - 0.457 \\
 &= 0.543
 \end{aligned}$$

This shows that there is positive relationship between the discounts and free gifts of the brand.

SUGGESTIONS AND CONCLUSION

SUGGESTIONS

1. The buyers prefer a quality product than factors like brand image and package. Hence, efforts must be aimed at quality products.
2. The company need to increase the nutrition contents of the beverages.
3. The company may arrange in consumer exhibitions and trade fairs through this way the awareness may be increased about the product.
4. The company can give more attractive free gifts and discount facilities to consumers to increase the sales.
5. The company can give many dolls and coupons in Junior Horlicks to attract the children.
6. The company must introduce more flavors to attract the new and existing customers.
7. Give different types of advertisement to reach all the people.
8. The price of the beverages must be normal. The beverages promoters can maintain reasonable price.

CONCLUSION

Today's modern world is buyer's market. There are many brands of beverages products available in the market which differ in price, quality etc., but the consumers prefer to buy only such products which satisfy their needs and wants. So every business has to identify the requirements of the buyers. With this background based on the result of the study, it can be concluded that for manufacturers it will be more useful to know the needs of the consumer.

Sales promotional measures are commonly used by all the manufacturers of various consumer durables. Generally the manufacturers of various fast moving consumer goods (FMCG) targeted to the consumers, wholesalers & the retailers. The Growing use of sales promotion strategy has resulted in improving sales and expanding market share. The main sales promotional offers are samples, coupons, and etc takes very important & effective role in the consumer market, this help manufacturers to develop their business. Hence, with the experience of this particular study the researcher concludes that the sales promotional measures are must in the competitive business and definitely it gives expected results for the development of the business.

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