

A STUDY ON CONSUMERS PREFERENCE AND SATISFACTION TOWARDS HORLICKS PRODUCTS (WITH SPECIAL REFERENCE TO VELLORE DISTRICT, TAMILNADU)

Dr.R.Dharmaraj, M.Com.,M.B.A.,M.Phil.,Ph.D.,
Head of Department, PG and Reserch department of Commerce, Sri Bharathi Womens Arts and Science
College, Kunnathur.

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. The Health Drinks taken for this study Horlicks products only.

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.

Objectives of the Study

- To analyse the buying behaviour of consumers towards Horlicks products in Vellore District
- To study the brand preference and consumers' satisfaction towards Horlicks products in Vellore District
- To determine the purchase behaviour of Horlicks products
- To analyse the problems faced by consumers the Horlicks product
- To evaluate alternative purchase plans of the consumers.

3. RESEARCH METHODOLOGY

The research method of study explains the systematic way of findings to the predetermined objectives. Moreover this provides the clean path to accomplish and achieve clear solution for the problem stated. The following are the stages through which the research has passed to obtain the conclusions. This study of buying behaviours in Malted food was mainly done to identify the present level of buying behaviour and give suggestion to development of improvement of the malted food in selected study area.

Limitations of the Study

Every study has certain limitations, some of these are inherent in the research design, while some others become part of the study during various stages of research process. The present study is subject to the following limitations:

1. The sample groups were restricted in Vellore District only.
2. The sample size is limited to only 160 respondents.
3. The findings of the study can be generalized due to demographical differences. Even though number of Horlicks products are taken up for the study.
4. At the time of completing the questionnaires the researcher has faced some problems like unwillingness of the respondents in filling the questionnaire.

4. REVIEW OF LITERATURE

This chapter deals with various aspects connected to consumer buying behaviour such as buyer behaviour, perception of consumer and groups that influence consumer preference, and also the earlier studies made by various authors. Although Horlicks has been sold in India for 100 years and is the leader in its category of nutritional beverages, its share was declining rapidly as consumers struggled to differentiate it from vital brands. GlaxoSmithKline, the healthcare group, is heightening its focus on consumer-facing products in India, a strategy led by moves to turn Horlicks, the firm's popular malted drink, into "Mega-Brand".

D'Souza and Rao, The consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time.

Anselmsson The sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer.

Hsee Differentiate between two types of brand preferences; the liking preferences reflecting the hedonic responses toward the brand and the revealed preferences or the choice reflecting the behavioural responses toward the brand.

Broadbent and Cooper in their study noted that, if the brand is to be successful, images and symbols must relate to and indeed exploit the needs, values and lifestyles of consumers in such a way that the meanings involved give added values, and differentiate the brand from other brands.

5. PROFILE OF THE HORLICKS COMPANY

Horlicks is a malted milk hot drink developed by founders James and William Horlick. It is now marketed and manufactured by GlaxoSmithKline (Consumer Healthcare) in the United Kingdom, South

Africa, New Zealand, Hong Kong, Bangladesh, Pakistan, India, and Jamaica, and under licence in the Philippines and Malaysia. Horlicks is the leading Health Food Drink in India and as the 'Most Trusted Drinks Brand' (Economics Times Survey, 2004) in India. Horlicks enjoys more than half of the Health Food Drink market. Although it has been a popular brand in the Indian market since the 1930s, Horlicks underwent a revamp in 2003 to further increase its relevance. The modern & contemporary Horlicks offers 'pleasurable nourishment' with a delicious range of flavors including Vanilla, Toffee, Elaichi and Chocolate. Horlicks is made from wheat, milk and malted barley. Horlicks is widely known as an easy to prepare malted food drink. It is fortified with iron and eight essential vitamins with twice as much as calcium in fresh milk. Horlicks is still the world's most widely consumed malted milk product. For over 50 years, generations after generations of children wake up to among of Horlicks prepared by mothers in their own special way, yet providing the same nourishing goodness unrivaled by any competitive products.

ANALYSIS OF THE DATA AND INTERPRETATION

Age Group	Number of Respondent	Percentage(%)
Below 15	45	28
16-25	61	38
26-35	16	10
36-45	32	20
46 Above	6	4
Total	160	100

Table.1. Age Of Respondents

INTERPRETATION

From the above tables output shows that respondents of the survey 28% of the respondents are belongs the age group of below 15, 38% of the respondent are belong the age between 16-25 years and 10% of the respondent are belong the age 26-35 years, 20% of the respondent are belong the age group of 36-45 and 4% of the respondents age groups of above 46.

INTERPRETATION

From the above tables output shows that respondents of the survey 40% of the respondents are male, and 60% of the respondent are belong the Female.

INTERPRETATION

From the above tables output shows that respondents of the survey 40% of the respondents are purchase of horlicks product by self, 24% of the respondents are purchase of horlicks product by friends, 20% of the respondent are purchase of horlicks product by children 16% of the respondent are purchase of horlicks product by family .

Monthly income of respondent	Number of respondent	Percentage (%)
Below Rs 5000-15000	64	40
15001-30000	48	30
30001-45000	32	20
45000 Above	16	10
Total	160	100

Table.2. Monthly Income Of Respondents

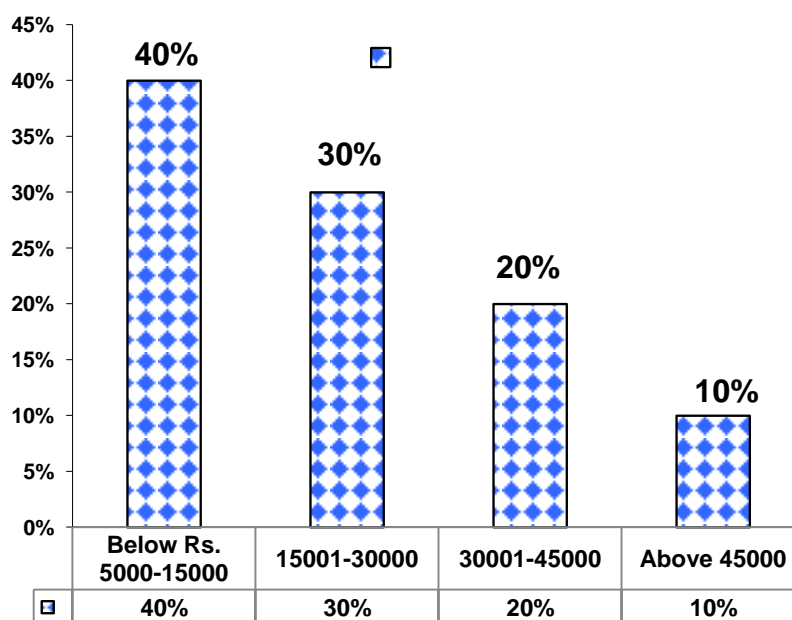


Figure.1. Monthly Income Of Respondents

INTERPRETATION

From the above tables it shows that, 30% of the respondents used horlicks products, 22% of the respondents used womens horlicks product, 8% of the respondents used lite horlicks product, 18% of the respondents used junior horlicks product, 12% of the respondents are purchased horlicks ninjan product and 12% of the respondents used horlicks biscuits.

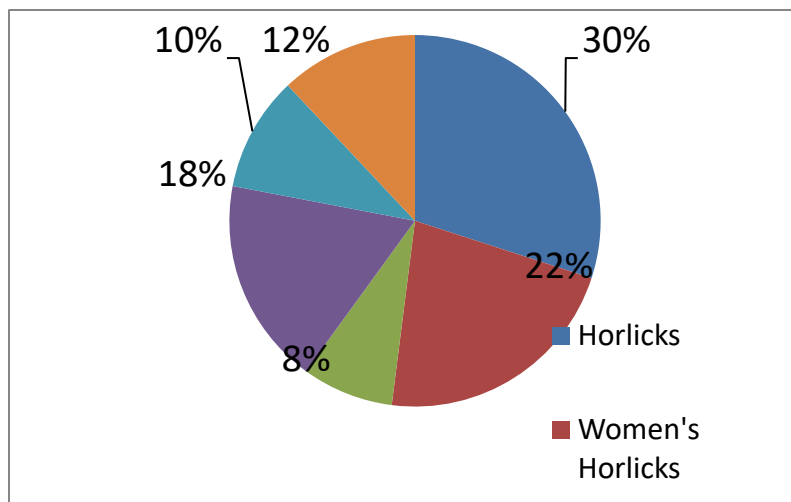


Figure.2. Kinds Of Horlicks Product

CONCLUSION

In this study, we find that consumers who perform a greater percentage of shopping have Positive preferences for the high prominence Horlicks product. The consumers are gives the more preference in the nutrition products in Vellore City. The most of the consumers are ready to spend more money for nutrition's for their children health.

REFERENCE

1. Gupta S.P., "Statistical method", Sultan Chand and Sons, New Delhi,—Kothari C.R., "Research methodology" New Delhi, 2007 Edition.
2. R.S.N Pillai ,Philip Kother, "Marketing Management", Prentice Hall of India Private Ltd., New Delhi,2005 Edition. —2007 Edition.
3. V.Bagarathis," modern marketing principles&practice" chand&co Saravanavel"Research and methodology" 4779,Ansari—.,ltd., Ramnagar, Newdelhi. 2007 Edition. | road, newdwlhi 2008 edition
4. Robins, P.J., Fairs, C.W. and Wind, Y. (1967), Industrial Buying in Creative Marketing, Allyn and Bacon Inc: Boston.
5. Webster Jr. F.E. and Wind, Y. (1972), Organisational buying Behaviour, Prentice-Hall, Inc: Englewood Cliffs, New Jersey.
6. Johnson, W.J. and Bonoma, T.B. (1981), "The buying Center: Structure and Interaction Pattens", Journal of Marketing Management, Vol. 45, pp. 143-156.
7. Philip Kotler and Gary Armstrong , Principles of Marketing, eighth edition. N.J: Prentice-Hall Inc.
8. Philip Kotler and Gary Armstrong , Principles of Marketing, eighth edition. N.J: Prentice-Hall Inc.