

## **A STUDY ON HEALTH DRINKS PREFERENCE OF COLLEGE STUDENTS IN DHARMAPURI DISTRICT**

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**Abstract**—This paper deals with the customers' behavior towards the health drinks category. So, it is superior to comprehend the market scenario and the major players of this market i.e. what they are present to their customers which can influence their behavior. India, the world's largest malt-based drinks market, accounts for 22% of the world's retail volume sales. The study on consumer buying behavior towards the health drinks. A well-structured objective questionnaire was prepared by the researcher sample size was taken as 150 because of time limitation and the descriptive sampling. Techniques were applied for serving the customer and the research was by using personal interview with college students. After data collection process the analysis part was under gone with help of simple percentage analysis and the statistical tool that is chi-square, correlation and percentage analysis is adopted for this the research findings are coded and at last the study with suitable conclusion.

**Keywords**—Brand Preference, Consumer Behaviour, Consumption, Health Drinks, Health Refreshment.

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### **INTRODUCTION**

In India, for instance, around 50% of its children under the age of five are undernourished or malnourished. But in urban areas, the over-nutrition problem is shooting up, thanks to the change in lifestyle and food habits. As a result, health systems are under huge stress. This Pan Indian research model provided large research depths by covering about 10,000 households across cities like Chandigarh, Delhi, Jaipur, Lucknow, Ludhiana, Calcutta, Patna, Bangalore, Chennai, Cochin, Hyderabad, Madurai, Ahmedabad, Indore, Mumbai, Nagpur, Pune and Surat. Health Outlook shows that health enjoys about 9.4% share of the wallet of Indian consumer and is on the rise for the last three years. This spend includes health supplements, health drinks, doctors and consultant's fees, medicines, medical insurance, regular check-ups etc.

The study was conducted aimed to investigate the relationship of objective quality measurements including sensory attributes and consumer perception of organically and conventionally produced health drink products. About two thirds of the consumers that participated in the survey believed that health drink is good for the environment and 55% thought that it is healthier. However, there was some confusion relating to the use of pesticides and chemicals in that. Few consumers distinguished health drinks by appearance or taste. Buyers of health drinks were more likely to indicate that the appearance and taste are better, but environmental protection was still the dominant perceived benefit. Buyers who believe that health drinks are better also think it is expensive ( $p < 0.05$ ). In this study, 80% of the consumers perceived health drinks to be too expensive (49% were non-buyers and 31% buyers).

**IMPORTANCE OF THE STUDY:** Importance of this study is find out varies type of health drinks consumed by college students. An attempt has been made by the researcher to know the consumer preference, regarding brand, price, quality, quantity, advertisement etc., Type of Health Drinks carryout in my research is Horlick, Complian, Boost, Bournvita, Active Life, Ensure, Pediasure, and Protinex.

**STATEMENT OF THE PROBLEM:** The present study attempts to know consumer preferences of health drink users. The investigation throws light on the health drinks preference of college students. There are three college where selected namely Self-Finance college, Government college and Government Aided College.

**OBJECTIVES:**

- To identify the preference of health drinks among college students in Dharmapuri district.
- To analysis the factors influencing of Health drinks Preference.
- To study the reasons of buying Health drinks.
- To determine the frequency of consumption of Health Drinks.

**TYPE OF RESEARCH:** The study follows research method. Descriptive studies aim at portraying accurately the characteristics of a particular group or situation. Descriptive research is concerned with describing the characteristics of a particular individual or a group. Here the researcher attempts to describe the existing facts through the existing data.

**DATA COLLECTION METHOD:** The collection of data is considered to be one of the most important aspects in the research methodology. Both primary and secondary data were used in this study in order to meet the requirements of the purpose.

**PRIMARY DATA:** Under this study primary data was collected by using Structured Questionnaire. The structured questionnaire consisted of both open-ended and closed-ended questions. The primary data had been collected through the questionnaire. The questionnaire consisted of a number of questions printed in a definite order or a form. The primary data collected health drinks preference of colleges students in Salem District.

**SECONDARY DATA:** The secondary data were sourced from the mobile phone users, Websites, Magazines, Books, Pamphlets, Periodical Surveys, Websites, and from library books.

**Data Analysis and Interpretation:**

**Classification of the Respondents Based on Gender**

**Table - 1**

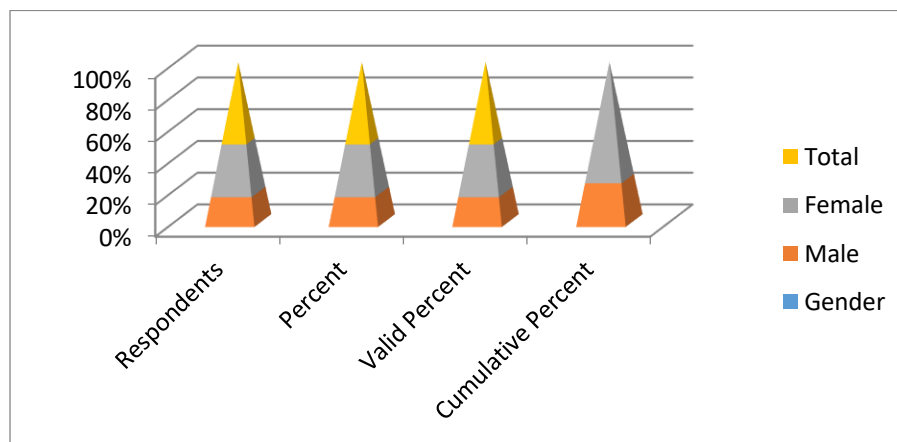
<i>Gender</i>	<i>Respondents</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Male	54	36.0	36.0	36.0
Female	96	64.0	64.0	100.0
Total	150	100.0	100.0	

**Sources: Primary Data**

The above table shows that 64.0% of the respondents are Female and 36.0% of the respondents are Male. It shows that Majority of the respondents are Female (64.0%).

**Respondents Based on Gender**

**Chart - 1**



**Classification of the Respondents Based on Age**

**Table - 2**

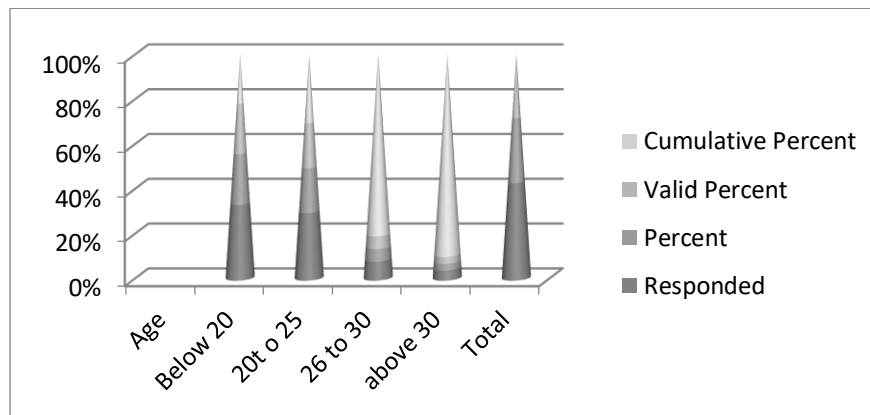
<i>Age</i>	<i>Responded</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Below 20	48	32.0	32.0	32.0
20t o 25	87	58.0	58.0	90.0
26 to 30	10	6.7	6.7	96.7
Above 30	5	3.3	3.3	100.0
Total	150	100.0	100.0	

**Sources: Primary Data**

The above table shows that 58.0% of the respondents are comes under the age group of 20-25, 32.0% of the respondents are comes under the age group of Below 20, 6.7 % of the respondents are comes under the age group of 26-30, 3.3% of the respondents are comes under the age group of above 30. It shows that Majority of respondents are comes under the age group of 20-25 (58.0%).

**Respondents Based on Age**

**Chart- 2**



**Respondents Based on Income of family**

**Table-3**

<i>Income of family</i>	<i>Respondent</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Below 15,000	51	34.0	34.0	34.0
15,001-20,000	51	34.0	34.0	68.0
20,001-25,000	29	19.3	19.3	87.3
Above 25,000	19	12.7	12.7	100.0
Total	150	100.0	100.0	

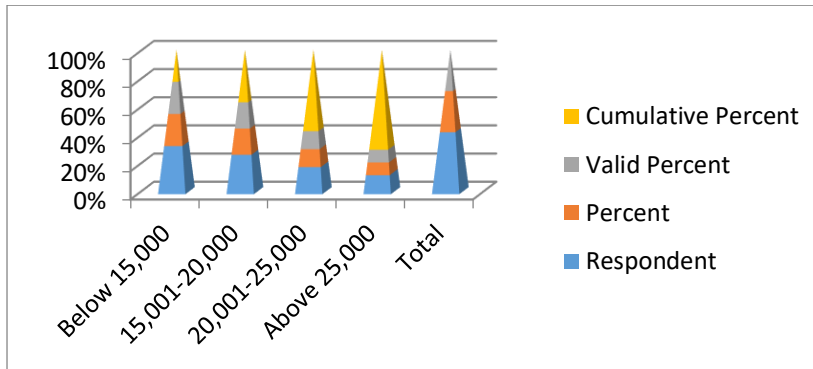
**Sources: Primary Data**

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The above table shows that 34.0% of the respondent's parents income Below 15,000, 34.0% of the respondent parents income 15,001-20,000, 19.3% of the respondent's parents income 20,001-25,000, 12.7% of the respondent's parents income Above 25,000. It shows that Majority of respondent's parents income Below 15,000 and 15,000-20,000 (34.0%).

**Respondents Based on Income of family**

**Chart-3**



**Respondents Based on Frequently consumed**

**Table - 4**

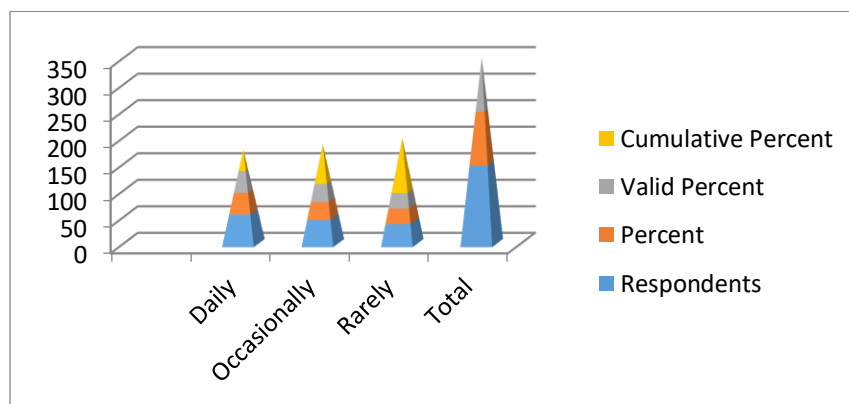
<i>Frequently consumed</i>	<i>Respondents</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Daily	59	39.3	39.3	39.3
Occasionally	49	32.7	32.7	72.0
Rarely	42	28.0	28.0	100.0
Total	150	100.0	100.0	

**Sources: Primary Data**

The above table shows that 39.3% of the respondents are frequently consumption of health drinks Daily, 32.7% of the respondent are frequently consumption of health drinks Occasionally and 28.0% of the respondents are frequently consumption of health drinks Rarely. It shows that Majority of respondents are frequently consumption of health drinks Daily (39.3%).

**Respondents Based on Frequently consumed**

**Chart - 4**



**Respondents Based on Type of health drinks drinking**

**Table-5**

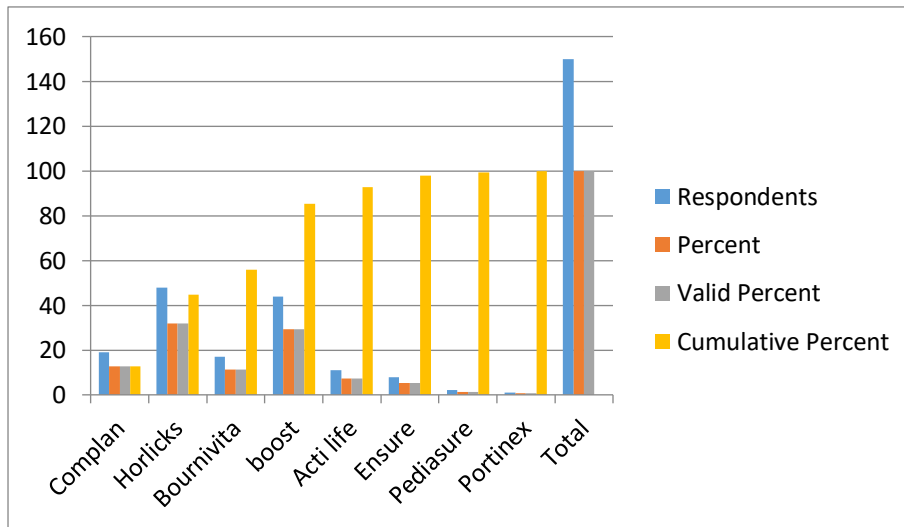
<i>Type of health drinks drinking</i>	<i>Respondents</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Complan	19	12.7	12.7	12.7
Horlicks	48	32.0	32.0	44.7
Bournivita	17	11.3	11.3	56.0
boost	44	29.3	29.3	85.3
Acti life	11	7.3	7.3	92.7
Ensure	8	5.3	5.3	98.0
Pediasure	2	1.3	1.3	99.3
Portinex	1	.7	.7	100.0
Total	150	100.0	100.0	

**Sources: Primary Data**

The above table shows that 32.0% of the respondents are using Horlicks, 29.3% of the respondents are using Boost, 12.7% of the respondents are using Complan, 11.3% of the respondents are using Bournivita, 7.3% of the respondents are using Acti life, 7.0% of the respondents are using Portinex, 5.3 % of the respondents are using Ensure and 1.3 percent of the respondent are using Pediasure. It shows that Majority of respondent are using Horlicks (32.0%).

**Respondents Based on Type of health drinks drinking**

**Chart-5**



**FINDINGS**

- 64.0 percent of the respondents are Female and remaining 34.0 percent of the respondents are Male.
- 58.0 percent of respondents are 20-25-year age and 3.3 percent of the respondents are above 30 years.
- 34.0 percent of the respondents are Below 15000 and 12.7 percent of the respondents are Above 25,000.
- 39.0 percent of the respondents are Daily and 28.0 percent of the respondents are Rarely.

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- 32.0 percent of the respondents are Horlicks and 1.3 percent of the respondents are Pediasure.

### **SUGGESIONS**

The study analysis health drinks preferences of College students. The majority of the students are using health drinks for the purpose of health refreshment and alternative milk. So, the consumer satisfied in the way of quality, price, nutritional properties, energy ect., The flavours are very important to producer is more flavour has introduced to attract our consumer and also Packing style is important in this way manufacture improve these two aspects.

### **CONCLUSION**

All Students are like health drinks. They take Purpose of consuming health drinks is health refreshment, alternative to Milk and Doctor's advice. Thus, health drink has become part and parcel of their lives. To attractive consumer of health drinks manufacture like taste, colour, quality, price, packing style, fragrance, nutritional properties, and flavours. The producer should understand what the consumers who are highly sensitive and reactive exactly expect of him. Horlicks is most of the college student was drinking. Secondly is Boost and third is Complian. Where like the students and daily used health drinks?

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