CHAPTER I
DESIGN AND EXECUTION OF THE STUDY

1.1 INTRODUCTION

Indian Health Drinks Market is one of the fastest growing markets in the world. India has the second largest population in the world, with diversified food habits. Such a vast population and diverse eating habits make India one of the most attractive retail destinations across the globe. Increase of purchasing, change of lifestyle, growth of nuclear families and influence of western culture are the key drivers of the Indian Food and Drinks Market. Universally, in bringing up their children, mothers attach a lot of emotional importance to nourishment. There is an ever-growing need for nourishment and energy in today’s fast-paced world. Who can resist a steaming, hot drink which promises to energize, nourish and refresh? The need for nutritional supplementation is more relevant for kids. Coupled with the fact that kids love the delicious taste of these drinks, once they have tried them, lies the basic tale of milk additives and the growth and development of the Health Food Drink (HFD) category. No one can be sure of when and how the category evolved but, today, in India the HFD market is valued at approximately Rs.13,000 million and nearly 50,000 tones. Health Food Drinks provide nourishment for the family, particularly for growing children and serving as energy providers for adults. The market for malted milk powders in India is huge. The product is widely used as a nutrition and energy supplement by children and adults. Health Drinks have become increasingly popular now a day. Before it was
difficult to find health drink supplement but now it seems to countless options that people can choose it. Right now the question is if people can find a health drink that truly has health benefits. Because of the competition there are health drinks that add are just sugar and flavoring. But still there are some health drinks doing scientific researches and testimonials of their companies and consumers. Consumers are not afraid to testify or give a testimonial regarding the effectiveness of a product because of its given benefits to them. Some of their claimed benefits would include rejuvenation(specially for the skin), improved eye-sight, ant-again benefits like memory enhancement, anti-inflammatory, blood cleanser, detoxifier, immune system re-enforced, goof heard benefits and may even slow down certain cancers. Indian Health Drinks Market has projected that the Indian food, beverages and tobacco market will grow at a CAGR of around 7.5% during 2009-2013 to around US$ 330 Billion by 2013. All the segments registered uptrend in terms of consumption and sales between 2005 and 2009, but the alcoholic segment outperformed other segments. High growth in the alcoholic segment has attracted more players to venture into this lucrative segment which will make competition tougher for the existing players. Indian Food and Drinks Market is one of the fastest growing markets in the world. India has the second largest population in the world, with diversified food habits. Such a vast population and diverse eating habits make India one of the most attractive retail destinations across the globe. The Indian Food and Drinks Market have shown an upward trend in almost all segments despite the tough economic condition. In the drinks segment,
alcoholic drinks are expected to record high growth rate because the alcoholic market is still untapped in the country. India, the world’s largest malt-based drinks market, it has the record of 22% of the world’s retail volume sales. These drinks are traditionally consumed as milk substitutes and marketed as nutrition’s drink, mainly consumed by the old, the young and the sick. The Health Drinks category consists of white drinks and brown drinks. South and East India have large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed about 90,000 ton and is estimated to be growing about 4%. These malt beverages are still an urban phenomenon. The Market for Malted Milk Powders in India is huge because the product is widely used as a nutrition and energy supplement by children and adults. The size of the market is estimated as Rs 10,170 million. Existing Health Drinks in Indian Market are Horlicks, Boost, Viva, Maltova, Complan, Glucon-D, Bournvita, Amul Shakti, Milo and Pediasure.

1.2 CONSUMER MARKETING ORIENTATION

Now the market is characterized by a number of products, a variety of diverse customers and stiff competition. In such a scenario, marketing with consumer in mind has become a necessity. Marketing managers are shifting their focus from selling a product to creating something that is needed. Starting from product creation to selling and servicing, consumer’s needs are given the utmost priority. The focused groups discussions, surveys and feedbacks are maintained by the companies to understand consumers and their needs. These are examples to show how much importance is given to
consumers. Consumer Orientation items from the company’s adoption and implementation of marketing concept – A Philosophy of Every Business unit, which has implementation namely:

- The variety of any business unit rests on consumers who are willing to accept and pay for the product/service.
- The firms must be aware of what the market wants and well in advance of production and
- Consumer must be monitored continuously for assured success and competitors

Understanding the consumer is the crucial task of every marketing manager. Consumer is the focus of marketing efforts. These modern markets concept spells out the real significance of buying behavior. All elements of the marketing are highly integrated with one another. They appear through the eyes of the consumer and are co-ordinate. So as to produce the best benefits and optimum satisfaction for the consumers, companies are facing tough competitions. According to the consumer, he/she has wide choice of brands to select. To best their competitors, the companies have extended their services at the consumers’ doors stage and fulfill their needs. It is extended not only in Food Manufacturing but also in the Health Drinks manufacturing. According to the requirements of the consumers, they are classified as dissatisfied, satisfied or delighted. If this requirement is not adequately met, the consumer will be dissatisfied. If his requirement is just met he will be satisfied. If however, his requirements have been exceeded he will delighted.
Thus the dissatisfaction, satisfaction and delight of the consumer is dependent on his expectations and performance of the product or service. Marketers are now aiming more or highly satisfied or what they term delighted consumers. This is because a satisfied consumer will switch suppliers when a better comes his way, but a highly satisfied or delighted consumers forms on emotional affinity with the supplier, not just a rational reference and this creates consumers loyalty. The need to satisfy consumers for succeeding any commercial enterprise is very obvious. The core of all commercial enterprises is derived from the payment received for the products and services supplied to its external consumers. If the company doesn’t have the consumers there is no income and business. In other words, consumers are the sole reason for the existence of commercial establishments. Thus among the whole activity, one of most important activities of any company is to attract and retain consumers. It is therefore no surprise that Peter Drucker, the renamed Management Guru, has said, “to satisfy the consumer is the mission and purpose of every business organization. Initially consumers can be attracted by marketing personnel and made to by the product are service. If the consumers satisfied with the product of service offered, they continue to buy it and remain loyalty consumers. On the other hand they are not satisfied; they will not buy it again”. This needs them to a thought provoking advertisement and other marketing techniques. It is essential for them to attract new consumers and retain of old consumers and continuing sale of the products and services of the company to these
consumers establishes the need for the prime important of the consumers satisfaction.

1.3 CONSUMER SATISFACTION

Consumer is the King, who determines what a business is. Therefore, a Sound Marketing Programmed should start with a careful analysis of the habits, attitudes, motives and needs of consumers. Recent interpretation in the consumer domain is called as couch satisfaction, a fulfillment response. Fulfillment implies that a consumption goal is known, as in basic motives of hunger, thirst, and safety. However, observers of human behavior understand that these and other goals can be and frequently are modified and updated in various ways. Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it, as couch satisfaction.

1.4 Need for Consumer Satisfaction

Now-a-days competition has arisen in the Health Drinks Industry. Liberal Government policies resulted in the entry of new manufacturers and foreign collaboration in the industry. The market is now flooded with the wide range of Health Drinks with different brand names offering consumers the latest technology. The consumer will have to gear up to be continued as market leaders. In addition to innovative design and high quality at fair prices, the consumer will have to provide an added value in the form of excellent good consumer handling. Consumer Behavior and attitude helps to determine effective technique and strategies by the marketers for attaining great
competition advantage in the market. Consumer behaviors make “Yesterday’s luxuries are today’s necessaries”. In the modern and competitive world people must do heavy work both mentally and physically for survival and successful life. So they require more energy and stamina, for that they want nutritious and health drinks. Health is man’s precious possession. It influences the consumer’s activities and shapes his/her destiny. Understanding of health is the basis of all health care. Prevention is better than cure. Health is wealth. This indicates the importance of health. Health, in fact is a key to education, success, good citizenship and happy life. Without good health an individual cannot perform efficiently. A healthy individual is like a pillar of a society. The health of an individual by keeping himself free from disease helps in stopping the spread of disease in one’s own community and the society at large. In the marketing strategies, the price efficient delivery etc., are the common factors for the good demand for the products. If the quality is good the people will believe the product and satisfaction will automatically boost the market share of the product. Hence it is essential for the company to maintain the quality of the Health Drinks.

1.5 Essential elements to keep Consumer’s Satisfaction

There are six basic elements for keeping consumer’s satisfaction. They are,

1.5.1 Taste

The most obvious factor that makes us to choose one food over another is its taste. Food that tastes good is understandably appealing, although what is considered tasty may vary widely from individual to
individual. People often tend to feel hungry for – and thus seek out – foods which they subjectively find appealing.

1.5.2 Culture

The ethnic and cultural background can play a vital role in influencing people food choices. Many people will gravitate towards food they find comforting or familiar, which can differ widely from culture to culture.

1.5.3 Health

Concerns over health and fitness can also influence food choices. An overweight person trying to lose weight by dieting will usually choose different foods than some of them whose metabolism allows them to eat whatever they want without concerns of weight gains.

1.5.4 Emotion

Many people have an emotional connection with food, which is often tapped as a source of comfort in times of sadness and distress. As a result, emotions often influence food choices.

1.5.5 Economic Status

A person with meager income is likely to look for the most inexpensive food as far possible. Budget shoppers often try to make multiple recipes with the same basic family of ingredients, and purchase less expensive, prepared and canned foods.
1.5.6 Quality

It is the most important rather than others. In the marketing strategies the price efficient delivery etc., are the common factors for the goods demand for the products, but the quality is good the people will believe the product and satisfaction will automatically boost the market share of the product. Hence, it is important to maintain the quality.

1.6 SIGNIFICANCE OF THE STUDY

The relevance and importance of understanding consumer satisfaction is the most essential elements for the market because its helps to solve the basis problem of consumer. The needs of two consumers are not the same. Therefore, they buy only those products and services, which satisfy their needs and desires, in the market. A firm has to maintain innovative techniques and understand the latest consumers’ needs and tastes. It will be extremely useful for the companies to promote marketing opportunity and challenges in the market. It means that the study of consumer satisfaction for any products is a vital thing to market in shaping the fortunes of their organization. Thus the study of consumer satisfaction as the significant for regulating consumption of goods and thereby maintaining economic stability. The applied discipline of consumer satisfaction is useful in developing ways for the most efficient utilization of resources of marketing. It also helps in saving marketing problem in a more effective manner.
1.7 STATEMENT OF THE PROBLEM

Goods are produced for the purpose of consumption. The future of marketing organization depends on the foundation of the consumer preference. The aim of marketing is to meet and satisfy consumer’s needs and wants, perceptions, preferences and shopping and buying behavior. But knowing consumer’s mind is not simple. Consumer may state his/her needs and wants but act otherwise. Consumer’s preference varies from brand to brand on the basis of quality, price advertisement etc., Consumer’s preference also varies with their income, age, sex or other characteristics. Seven brands of health drinks are available in the study area. They are Horlicks, Boost, Viva, Maltova, Complan, Glucon D, and Bournvita. The study covers all these brands of health drinks. This research work has been carried out to know why these health drinks are needed and what nutritional values are included. This study would bring to light which brand of health drinks is mostly preferred by the consumers and why they choose a particular health drinks? What factor influence consumer to choose the particular health drinks product and retain it to a longer period? The study on consumer satisfaction towards the brand is aimed to know who the consumers are?, what they want?, how they use and react to the brand. This study also helps to know various marketing variable such as price, product features, advertising message and comparative image affect the buyer. The study will helps to gain knowledge about the market shares, factors influencing on a consumer to prefer the packaged drinking water and problems faced by them in using the health drinks. In this context
the researcher felt that suitable to study the market condition of health drinks from the view of consumer. It is hoped that such a study will helps to gain knowledge on issues such as the prime factor influencing leading to brand preference, purchase, opinion, ideas of consumer about the brand so on. Hence, the present study was undertaken and the specific objectives and hypothesis of the study are listed below. This study attempts to answers the above questions.

1.8 SCOPE OF THE STUDY

This study has a aim to find out the consumer satisfaction over the health drinks in Trichirappalli District. Many factors are responsible to decide the consumer satisfaction over the health drinks. There are various influencing factors such as economic background of the user, cultural back ground, peer ground influences and marketing promotional activities for any people to select their Health Drinks. This study attempt to analyze the consumer satisfaction criteria over the health drinks. The price of the product, packaging and style, promotional factors, and hygiene or taste, is analyzed to find out the consumer satisfaction over the health drinks in Trichirappalli District. A substantial proportion of all marketing research involves the direct study of people. The kind of people studied is extremely varied including such individuals as housewife’s, children, and executives of large corporation and manage of small business. Consumer satisfaction and preference are one of the foundation stores for research.
1.9 OBJECTIVES OF THE STUDY

1. To study the influence of various aspects on consumer satisfaction such as nourishment, economy, brand, name, color and packaging.

2. To find out the extent of Brand Loyalty of Consumers that exists among different brands of Health Drinks.

3. To study the awareness about nutrients involved in manufacturing and expiry date of Health Drinks among consumers.

4. To study the brand preferences of consumers from the seven brands of health drinks available in the market.

5. To determine the consumer satisfaction level for different brand Health Drinks.

6. To analyze the overall impact of Price, Package, Promotion and Hygiene on Consumer Satisfaction.

1.10 HYPOTHESIS

1. There is significant relationship between various aspects on consumer satisfaction such as nourishment, economy, brand, name, color and packaging.

2. There is no significant difference in the Brand Loyalty between different brands of Health Drinks.

3. The consumers are insignificant of the awareness about nutrients involved, manufacturing and expiry date of Health Drinks.

4. There is a significant impact of brand name on consumer preferences of health drinks, for them all brands are same.
5. There is a significant impact of price, package, promotion, hygiene/taste criteria on consumer’s overall satisfaction.

1.11 DESCRIPTION ABOUT THE AREA OF STUDY

Tiruchirappalli District is located along the Kaveri River in Tamil Nadu, India. The main town in Tiruchirappalli District is the city of Tiruchirapalli, also known as Trichy. During the British Raj, Tiruchirappalli was known as Trichinopoly, and was a district of the Madras Presidency; it was renamed upon India’s declaration of Independence in 1947. Tiruchirappalli District lies at the heart of Tamil Nadu. The district has an area of 4,404 square kilometers. It is bounded in the north by Salem district, in the northwest by Namakkal district, in the northeast by Perambalur district and Ariyalur district, in the east by Thanjavur District, in the southeast by Pudukkottai district, in the south by Madurai district and Sivagangai district, in the southwest by Dindigul district and, in the west by Karur district. Kaveri River flows through the length of the district and is the principal source of irrigation and water supply.
According to the 2011 census of Tiruchirappalli District, it has a population of 2,713,858, roughly equal to the nation of Kuwait or the US state of Nevada. This gives it a ranking of 146th in India (out of a total of 640). The district has a population density of 602 inhabitants per square kilometer (1,560 /sq mi). According to the 2011 provisional population results, the district has a population of 2,713,858. The density is 602 persons per kilometer. The district has a literacy of 83.6%, higher than the state's average. Tamil is the principal language spoken and Tamils are the predominant linguistic group in the district. Considerable amount of Sri Lankan Tamils are also found in certain areas of Tiruchirappalli. Hindus formed the majority of the population at 84.39% of the population followed by Christians at 9.02%, Muslims at 6.46% and others at 0.12%. Its population growth rate over the decade 2001-2011 was 12.22%. Tiruchirappalli has a sex ratio of 1013 females for every 1000 males, and a literacy rate of 83.56%.

Tiruchirappally District consists of 11 Taluks:

Manapparai, Marungapuri, Srirangam, Tiruchirapalli, Tiruchirappalli-East, Thiruverumbur, Lalgudi, Manachanallur, Thuraiyur, Musiri and Thottiyam.

1.11.1 CLASSIFICATION OF STUDY AREA (Urban, Semi-Urban and Rural)

1.11.1.1 Urban Area

An urban area (Latin Urbs = city) is built up with roads, houses, shops, offices, entertainment centers, public buildings, etc. Urban areas are typically designated by their population. In the United States, an area needs to have a population of at least 2500 people. Countries such as Sweden and Denmark
define urban areas as those with populations of over 200. Japan considers an urban area if it has more than 30000 inhabitants. Urban areas have a higher population density (more people in a smaller space). This leads to easier access to amenities, shopping, and work. Jobs in urban areas tend to be based in offices or the service industry. Renting is more common in urban areas.

Tiruchirappalli District consists of the following Urban Area:

1. Trichy city
2. Manapparai town
3. Thuraiyur town
4. Thuvakudi town
5. Lalgudi town panchayat
6. Manachanallur town panchayat
7. Musiri town panchayat
8. Thottiyam town panchayat
9. Kolli Hills (Kollimalai) tourist town
10. Uppiliapuram Town panchayat

1.11.1.2 Semi-Urban Area

Semi-Urban areas are encouraging and promoting income oriented activities among the poor and marginalized communities initially in Tiruchirappalli District of Tamil Nadu. After establishing a successful role model projects, the company will expand its area of operation to other needy areas. Presently, it will focus its attention in Tiruchirappalli region mainly concentrating in the rural areas covering Thottiyam, Thathaiengarpet,
Uppiliyapuram and Thuraiyur regions. Slums in Tiruchirappalli city limits, semi-urban areas including the tribal areas in Green Hills (Pachaimalai), nearby districts. Semi-Urban is on the outlying areas of a city.

1.11.1.3 Rural Area

A rural area (Latin Rus = countryside) is not will constructive built up still in its natural wild state or agricultural land. Rural areas are areas with a low population per square mile, generally with a lot of farm land and open space. The rural area people fulfill their needs by doing their own but the urban people adopt the modern technology to fulfill their needs. Urban areas have multi-specialty hospitals, universities, entertaining needs hubs etc. But rural areas have more undeveloped land, some of which may set aside as parks or reserves. Rural lands are typically large (possibly several acres) and are more likely to be owned outright rather than rented. Jobs tend to be based on agriculture. Rural is farmland, country, open prairie or woodlands with houses/residences or businesses.

1.12 METHODOLOGY

1.12.1 Selection of the Topic and Study Area

This study finds out the consumer brand preference, their loyalty towards their brand, their selection criteria and overall satisfaction over the Health Drinks. This study was carried out in Trichirappalli District. The urban, semi-urban and rural area were taking into account.
1.12.2 Sample Design and Sampling Methods

In this study, exploratory and descriptive research designs are used. This study was conducted among the consumers of urban, semi-urban and residing in Trichirappalli District. Stratified random sampling was used for selecting the sample respondents for primary data collection, urban, semi-urban and rural area of the Trichirappalli District was considered as strata and from each stratum 200 sample respondents were selected on the random basis.

1.12.3 Sample Size

The population of the study covers the Health Drinks Users in the study area. Adopting convenience sampling technique, 600 respondents were chosen among the population of health drinks users in Trichirappalli District. This study covers all the three areas namely urban, semi-urban and rural.

1.13 COLLECTION OF DATA

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

1.13.1 Primary Data

A well – structured questionnaire schedule was prepared for the purpose of collection of data. The questionnaire has three parts. The first part of the questionnaire includes personal demographic information of the consumer’s. The second Part of the questionnaire consists questions about the preferences of consumers towards the particular brand’s, consumption level, purchasing pattern, usage level, reasons for consumption, place of purchase made, media influence of the respondents, opinions about free gifts and satisfaction level
etc. And the third part of the questionnaire related towards the major satisfaction factors considered by the consumer while purchasing the Health Drinks.

1.13.2 Secondary Data

Secondary Data was collected from the journals, magazines, research reports and from the companies’ websites. The researcher also visited the dealer premises and had a discussion with the dealers, managers and consumer care executives, regarding consumer preferences and satisfaction over the selection of Health Drinks. Their ideas are taken into consideration for drafting final questionnaire.

1.14 PILOT STUDY

A draft questionnaire was prepared in a regional language as well as in official language, for the purpose of pretesting. The researcher randomly selected 20, 50 respondents from rural, urban and semi-urban area of Trichirappalli District. The questionnaire consist three parts. The first part of the questionnaire comprised of 9 questions relating to personal demographic information about the respondents. The second part of the questionnaire consists of 28 questions. The second part of the questionnaire acquire information about the health drinks at present-the respondents use, their brand loyalty towards their brand, the consumer buying habit and the influencing factors for choosing the particular brand of health drinks. The third part of the questionnaire consists of 22 questions to obtain consumer satisfaction criteria over the health drinks are asked. After the collection was
over, the researchers checked the reliability of these variable and the results and the results of the Cranach’s alpha showed that the 28 variables of consumer present choice including their loyalty, brand selection; quantity and their preferences are achieved reliability co-efficient of .762. This confirms that the indicators of consumer present choice and related variable attained high internal consistency of 76% (it is greater than to a recommended level of 0.7) the remaining 27 questions which are related towards the consumer satisfaction variable are achieved reliability co-efficient of .638. This confirms that the indicators of consumer satisfaction variables regarding their health drinks attained moderate internal consistency of 63%.

1.15 ANALYSIS OF DATA

After the data collection was over, the research analyzed the collected data with the help of statistical packages such as SPSS 20, (statistical package for social science). It is implicitly assumed that the variable used to study the consumer satisfaction on health drinks in Tiruchirappalli District were followed a multivariate normal distribution. The following statistical tools were used to analyze the data.

1.15.1 Frequency Tables

Simple frequency tables were applied which showed the position of the various personal demographic information and consumer satisfaction criteria about the selected of Health Drinks.
1.15.2 Descriptive Statistics

Descriptive Statistics tools such as Percentage, Mean, Media and Standard deviation have been used to describe the profile of consumers, preferred attributes and level of satisfaction.

1.15.3 T-statistic

A T-test was conducted on the results of the survey in order to compare the means of the ranks for the factors or sources of information to find out the most important influence on the purchasing decision. T-test was also conducted on the various product attributes for different brands.

1.15.4 Anova

Anova is carried to study the variance of the factors or product attributes that influence the most among the various demographic groups by conducting the one way Anova test on the scores of these four factors (Price, Packaging, Promotion, and Hygiene).

1.15.5 Correlation

Correlation is primarily concerned with finding out whether a relationship exists with determining its magnitude and direction. The Pearson product moment correlation coefficient(r) has employed. It involves obtaining a pair of observations or measures on two different variables from consumer satisfaction criteria on Health Drinks
1.15.6 Multiple Regressions

Correlation is concerned with the magnitude and direction of the relationship whereas regression focuses on using the relationship for prediction. In terms of prediction, if two variables among the consumer satisfaction criteria were correlation perfectly, then knowing the value of one score permits a perfect prediction of the score on the second variable among the various criteria of consumer satisfaction on Health Drinks.

1.16 LIMITATIONS OF THE STUDY

1. The study area is limited to Tiruchirappalli Distict only.

2. The findings of the study cannot be generalized due to demographical differences. Even though number of Health Drinks are available in the market, only seven leading Health Drinks products are taken up for the study.

3. The sample size has been restricted to 600 samples due to time constraints.

4. At the time of completing the questionnaires the researcher has faced some problems like unwillingness of the respondents in filling the questionnaire.
1.17 CHAPTERISATION

Chapter I

The first chapter deals with introduction about the Health Drinks and gives a detailed outline about the execution of the study including importance of the study, problem statement and methodology.

Chapter II

The second chapter gives detailed outlook of the Health Drinks product and its potential development in Indian Market.

Chapter III

The third chapter gives detailed theoretical information over the consumer satisfaction criteria on Health Drinks. Moreover the literature review regarding consumer satisfaction on Health Drinks is also analyzed.

Chapter IV

Data analysis has been done in order to interpret the respondents opinion regarding their satisfaction on Health Drinks with their personal and demographic information their loyalty, brand preference and other influencing factors are analyzed.

Chapter V

Based on the analysis, findings are made and suitable suggestions and recommendations are given in the final chapter.
CHAPTER II

PROFILE OF THE HEALTH DRINKS PRODUCER'S IN INDIAN MARKET

2.1 BEVERAGE OF HEALTH DRINKS MARKET

Indian health drinks market is one of the fastest growing markets in the world. India has the second largest population in the world, with diversified food habits. Such a vast population and diverse eating habits make India one of the most attractive retail destinations across the globe. Increasing purchasing power, changing lifestyle, growing nuclear families and influence of western culture are the key drivers of the Indian food and drinks market. Universally, in bringing up their children, mothers attach a lot of emotional importance to nourishment. There is an ever-growing need for nourishment and energy in today’s fast-paced world. Who can resist a steaming, hot drink which promises to energize, nourish and refresh? The need for nutritional supplementation is all the more relevant for kids. Coupled with the fact that kids love the delicious taste of these drinks, once they have tried them, lies the basic tale of milk additives and the growth and development of the Health Food Drink (HFD) category. No one can be sure of when and how the category evolved but, today, in India the HFD market is valued at approximately Rs. 13,000 million and nearly 50,000 tones. Another key trend in beverage industry is the increasing preference for healthy products. Consumers have become increasingly aware of health and fitness-related issues. Additionally, due to greater disposable incomes, particularly in urban areas, consumers are seeking healthier beverages even if they are relatively more expensive. Indian