CHAPTER V

FINDINGS SUUGESSTIONS AND CONCLUSION

Findings

1) Out of 600 respondents 34% (204) of the respondents were belongs to the age group below 20 years. 29.2% of the respondents were belongs to the age group between 20 – 30 years. 7.5% (45) of the respondents were above 50 years. Majority of the respondents were in the age group of below 20 years.

2) 68.2% (409) were male respondents and remaining 31.8% were Female.

3) 63.7% were married and remaining 36.3% were unmarried. 69.8% respondents were in nuclear family and 30.2% were in joint family.

4) 35.78% were up to school level and just 7.7% were completed their in professional level. Majority of the respondents were college level of education.

5) 34.7% were professional/business people. 22.2% were engaged in private sector and 6.3% were employed in Government Sector.

6) 35% family had 3 to 4 members and 34.8% family had less than 3 members in their family. Regarding earning members in the family, 46.6% respondent’s family members had up to two members in their family as earning members.
7) 32.8% respondents had an income level between Rs.10001 to 15000 and 30.5% of respondents had an income level above Rs.15000.

8) Presently 37.8% respondents are using Horlicks, previously 18.5% were used Horlicks. 20% are using Boost at present whereas 10.5% were using Boost. Previously 176 respondents were using Complan. At present 227 people are using Horlicks.

9) In the future 17% (102) of the respondents would prefer Horlicks in future. Boost is occupied the second position of preference.

10) 29.8% of the respondents using the health drinks above one year. 27% respondents are using health drinks between one to six months.

11) 120 respondents that is 20% were changing their health drinks once in six months. 28.6% respondents were change their health drinks every time when they purchase.

12) 51.8% respondents were purchase bottle container, 209 respondents (34.8%) were purchase riffle pack. 25.8% respondents were purchase half kg pack and 25% respondents were purchase one kg pack.

13) Out of 600 respondents 302 respondents were knowing the product through television and 95 respondents were knowing the health drink through newspaper. Just (12) 2% of the respondents know the health drinks product through doctor.

14) The shop keeper role regarding influence customer to buy a particular health drinks was very high. About 34.8% of the respondent influenced by the shop keeper.
15) Mother has played a moderate role regarding influencing the purchasing decision on particular health drink product.

16) On the ten point scale, males gave a mean rating of approximately 7.41, whereas females gave a mean rating of approximately 7.63. Over the overall satisfaction on Health Drinks.

17) The result of T test statistics shows the F value 7.936, the p value of .005 indicates that the null hypothesis of equal variances for the two groups cannot be rejected at the customary significance level of .05. There is not enough evidence to conclude that the mean satisfaction score of Male and female are the same for the two areas.

18) On the Ten point scale, respondent who live joint family gave a mean rating of approximately 6.45, whereas nuclear family members gave a mean rating of approximately 7.92 on their overall satisfaction on Health Drinks.

19) The result of test statistics shows the F value 10.414. the p value of .001 indicates that the null hypothesis of equal variances for the two groups can be rejected at the customary significance level of .05. There is no enough evidence to conclude that the mean satisfaction score of Male and female are the same for the two areas.
20) On the ten point scale, respondents who are married gave a mean rating of approximately 7.74, whereas respondents who are unmarried gave a mean rating of approximately 7.02. The result of test statistics shows the F value .018, the p value of .892 indicates that the null hypothesis of equal variances for the two groups cannot be rejected at the customary significance level of .05. The mean overall satisfaction of Health drinks score of Married people and unmarried are the same.

21) To check whether or not respondents consider brand loyalty or not differed significantly in terms of their mean ratings on this Ten point scale opinion. On the ten point scale, respondents who are consider brand loyalty rating of approximately 7.46, whereas respondents who are not consider brand loyalty mean rating of approximately 7.51.

22) The result of test statistics shows the F value .325, the p value of .569 indicates that the null hypothesis of equal variances for the two groups cannot be rejected at the customary significance level of .05. The mean satisfaction score of people consider brand loyalty and people not consider brand loyalty on Overall satisfaction of Health drinks are the same.

23) ANOVA to compare the mean values of Overall Satisfaction for the 6 different levels of Quantity that the respondent purchases (how much).

24) The P-value of the F-test is less than 0.05, there is a statistically significant difference between the mean Overall Satisfaction from one level of quantity of purchase to another at the 95.0% confidence level.
25) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means. 5 pairs indicating that these pairs show statistically significant differences at the 95.0% confidence level.

26) ANOVA constructed for conducting various tests and graphs to compare the mean values of Overall Satisfaction for the 5 different levels of Age.

27) The P-value of the F-test is greater than or equal to 0.05, there is not a statistically significant difference between the mean Overall Satisfaction from one level of Age to another at the 95.0% confidence level.

28) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means of age. There are no statistically significant differences between any pair of means at the 95.0% confidence level.

29) ANOVA procedure performs a one-way analysis of variance for Overall Satisfaction and to compare the mean values of Overall Satisfaction for the 4 different levels of Educational Qualification.

30) The P-value of the F-test is less than 0.05; there is a statistically significant difference between the mean Overall Satisfaction from one level of Educational Qualification to another at the 95.0% confidence level.
31) A multiple comparison procedure to determine which means of education qualification group are significantly different from which others. 2 pairs, of education group indicating that these pairs show statistically significant differences at the 95.0% confidence level.

32) The ANOVA table will test whether there are any significant differences amongst the mean values of Overall Satisfaction for the 5 different levels of Occupational.

33) The P-value of the F-test is less than 0.05; there is a statistically significant difference between the mean Overall Satisfaction from one level of Occupational to another at the 95.0% confidence level.

34) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means. The result indicating that these 5 pairs show statistically significant differences at the 95.0% confidence level.

35) ANOVA constructs various tests and graphs to compare the mean values of Overall Satisfaction for the 4 different levels of Monthly income.

36) The P-value of the F-test is less than 0.05; there is a statistically significant difference between the mean Overall Satisfaction from one level of Monthly income to another at the 95.0% confidence level.

37) The P-value of the F-test is less than 0.05; there is a statistically significant difference between the mean Overall Satisfaction from one level of Monthly income to another at the 95.0% confidence level.
38) A multiple comparison procedure shows the means are significantly different from which others. The output shows the estimated difference between each pair of means. 4 pairs, indicating that these pairs show statistically significant differences at the 95.0% confidence level.

39) ANOVA constructs various tests and graphs to compare the mean values of Overall Satisfaction for the 3 different levels of Type of Package used.

40) The P-value of the F-test is less than 0.05, there is a statistically significant difference between the mean Overall Satisfaction from one level of Type of Package used to another at the 95.0% confidence level.

41) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means. One pair indicating that this pair shows a statistically significant difference at the 95.0% confidence level.

42) It constructs various tests and graphs to compare the mean values of Overall Satisfaction for the 5 different levels of duration of using Health Drinks.

43) The P-value of the F-test is less than 0.05; there is a statistically significant difference between the mean Overall Satisfaction from one level of duration of using Health Drinks to another at the 95.0% confidence level.
44) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means. Four pairs, indicating that these pairs show statistically significant differences at the 95.0% confidence level.

45) ANOVA constructs various tests and graphs to compare the mean values of Overall Satisfaction for the 4 different levels of No. of times consumed per day.

46) The P-value of the F-test is less than 0.05, there is a statistically significant difference between the mean Overall Satisfaction from one level of No. of times consumed per day to another at the 95.0% confidence level.

47) A multiple comparison procedure to determine which means are significantly different from which others. The output shows the estimated difference between each pair of means. Four pairs, indicating that these pairs show statistically significant differences at the 95.0% confidence level.

48) There are eleven important contributories namely, Price, Taste, Easy availability, Advertisement, Product Quality, Popularity, packaging, hygiene, Size, Design, and Free gift.
49) The respondents of this study are asked to give their ranks for the important contributors of Health Drinks. The above table shows 23% people are given 10th rank for the price. 20% of the respondent gives second rank.

50) Out of eleven criteria the second criteria was taste. 15% of the respondent gives first rank for their selection criteria of Health drinks. In the next level 13% of the respondent gives seventh rank. At lowest 3% was given to eleventh rank.

51) Out of eleven criteria the second criteria was easy availability. 13% of the respondent gives eighth rank for their selection criteria of Health drinks. In the next level 12% of the respondent give fourth and fifth rank and 10% of the respondent give second rank, seventh rank and third rank respectively at lowest 2% was given to eleventh rank for the easy availability.

52) Out of eleven criteria the fourth criteria was advertisement. 15% of the respondent gives third and eighth rank for their selection criteria of Health drinks. In the next level 14% of the respondent gives fifth and sixth rank and 12% of the respondent gives fourth rank. At least 3% was given to first and tenth rank for the easy availability.

53) Out of eleven criteria the fifth criteria was Product quality. 16% of the respondent gives second rank for their selection criteria of Health drinks. In the next level 11% of the respondents give sixth rank and 10% of the respondent gives third and fifth rank.
54) Out of eleven criteria the fourth criteria was popularity. 22% of the respondent gives eleventh rank for their selection criteria of Health drinks. In the next level 16% of the respondent give first rank and remaining ranks are moderately equal.

55) Out of eleven criteria the sixth criteria was package. 14% of the respondent gives eighth rank for their selection criteria of Health drinks. In the next level 11% was shared by third, sixth and ninth rank. At lowest 5% response for second rank.

56) Out of eleven criteria the seventh criteria was Taste. 14% of the respondent gives fourth rank for the taste of their selection criteria of Health drinks. In the next level 13% was shared by third, eighth and ninth rank. At lowest 3% response for first rank.

57) Out of eleven criteria the eight criteria was size/container. 14% of the respondent gives seventh rank for the size that they purchase. In the next level 13% of the respondents give sixth rank and 12% of the respondent gives tenth rank.

58) Out of eleven criteria the eight criteria was design. 13% of the respondent gives fifth rank for the design that they preferred while purchasing the health drinks. In the next level 12% of the respondents equally share the sixth rank and eighth rank.
59) Out of eleven criteria the eight criteria was free gift attached with the product. 19% of the respondent gives tenth rank for the free gift that they preferred while purchasing the health drinks. In the next level 18% of the respondents gives first rank for free gift, 16% of the respondents gives eleventh rank.

60) The mean rank was given to eleven factors consider to be important for purchase health drinks. The highest mean rank 6.55 was scored for Price variable. 5.22 was scored for Taste variable.

61) A Friedman test was conducted to determine whether respondents had a differential rank ordered preference for eleven factors consider selecting the health drink. Results of that analysis indicated that there was a differential rank ordered preference for eleven factors considers selecting the health drink. Df (10) = 124.048, p >.001.

62) Pearson product moment correlations between each pair of Price variables. The pairs of variables have P-values below 0.05: Price is more affordable and Reasonable price (r= .4196), Price is more affordable and Reasonable price (r = .2568), Reasonable price and Feasible price (r = .3916).
63) Pearson product moment correlations between each pair of Package variables. The pairs of variables have P-values below 0.05: Modern Package and package reflect brand \( (r = .4993) \), Modern Package and attract to purchase \( (r = .2890) \), Modern Package and convenient package \( (r = .1627) \), package reflect brand and attract to purchase \( (r = .4173) \), package reflect brand and package related to purchase \( (r = .1616) \), package reflect brand and convenient package \( (r = .1534) \),

64) Pearson product moment correlations between each pair of Promotional variables. The following pairs of variables have P-values below 0.05. available in all time and free gift attached with product \( (r = .5010) \), available in all time and promotional methods for the product more suitable \( (r = .2107) \), available in all time and agree to frequent change of package \( (r = .0946) \), available in all time and package indicate the product information very clearly \( (r = .1296) \),

65) Pearson product moment correlations between each pair of hygiene or taste variables. The following pairs of variables have P-values below 0.05: energetic drink what I use and important for test \( (r = .4922) \), energetic drink what I use and using health drink contain required vitamins and minerals \( (r = .3039) \).
66) Pearson product moment correlations between each pair of hygiene or taste variables. The following pairs of variables have P-values below 0.05: energetic drink what I use and important for test ($r = .4922$), energetic drink what I use and using health drink contain required vitamins and minerals($r = .3039$), energetic drink what I use and too much important for nutrient ($r = .2048$).

67) Multiple linear regression model to describe the relationship between satisfaction on Price and 5 independent variables namely, Price is more affordable, Reasonable Price, Feasible price, Not costlier than other, Price for quality,

68) The highest P-value on the independent variables is 0.0387, belonging to the variable Not costlier than other. Since the P-value is less than 0.05, that term is statistically significant at the 95.0% confidence level.

69) A multiple linear regression model to describe the relationship between satisfaction on Packaging and 6 independent variables. Modern Package reflect brand, package related to purchase, attract to purchase, package related to purchase, convenient package, consider packing Date of Expiry.

70) The highest P-value on the independent variables is 0.7295, belonging to Modern Package reflect brand. Since the P-value is greater or equal to 0.05, that term is not statistically significant at the 95.0% or higher confidence level. Consequently, you should consider removing Modern Package reflect brand from the model.
71) A multiple linear regression model to describe the relationship between satisfaction on Promotion and 6 independent variables. Namely, available in all time, free gift attached with product, promotional methods to product, frequent change of package, indicate product information, package motivate to buy.

72) The highest P-value on the independent variables is 0.4347, belonging to package motivate to buy. Since the P-value is greater or equal to 0.05, that term is not statistically significant at the 95.0% or higher confidence level. Consequently, should consider removing package motivate to buy from the model.

73) A multiple linear regression model to describe the relationship between satisfaction on hygiene/taste and 5 independent variables. Consider energetic drink, importance for taste; contain vitamins and minerals, taste, colour, like by the users, important for nutrient.

74) The highest P-value on the independent variables is 0.7579, belonging to important for nutrient. Since the P-value is greater or equal to 0.05, that term is not statistically significant at the 95.0% or higher confidence level. Consequently, you should consider removing important for nutrient from the model.

75) A multiple linear regression model to describe the relationship between Satisfaction on Health Drinks and 7 independent variables namely, Age, Gender, Educational Qualification, Occupation, Marital, Nature of Family
The highest P-value on the independent variables is 0.3167, belonging to Age. Since the P-value is greater or equal to 0.05, that term is not statistically significant at the 95.0% or higher confidence level. Consequently, age should be considered removing from the model.

**SUGGESTIONS**

Consumer behavior and attitude helps to determine effective technique and strategies by the marketers for attaining great competition advantage in the market. Consumer behavior able changes make “Yesterday’s luxuries are today’s necessaries”. In the modern and competitive world people must do heavy work both mentally and physically to survive successfully. So that they required more energy and stamina for that they want nutritious and health drinks. 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. The suggestions are made based on the outcome of the result. The Food and Beverages sector is poised for further growth because of the emerging opportunities and strong fundamentals developing in the economy.

**Branding:** Brand loyalty provides firms with tremendous competitive weapons. Consumer preference varies from brand to brand on the basis of quality, price advertisement etc., Consumer preference also varies with their income, age, sex or other characteristics. Selling to brand loyal customers is far less costly than converting new customers. It would be suggested that in order to retain the
brand loyalty, the Health Drinks producers establish a Marketing Information System in their concern to ensure that their effort for establishing and retaining their brand name in the competitive market for retaining the existing customer and attract a new customer.

**Hygiene/Taste/Health:** The most important factor which customers consider while purchasing any Health Food Drinks nourishment of that Health Food Drink. They give preference to other factors also, but most important factor is nourishment. The most obvious factor that makes you 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. The output clearly indicates that the customer preference of taste and hygiene was differ according their age and purpose of drink. 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 someone whose metabolism allows her to eat whatever she wants without concerns of weight gain. Based on the output and findings it would be suggested that the health drink manufactures must differentiate their product according to their customer preferential taste and based upon their purpose of their usage.

**Marketing/Advertising:** In fact, many food choices are heavily influenced by advertising and media marketing specifically designed to make customers choose one food or brand of food over another. Children, for example, are influenced by factors such as toys that come with fast-food meals and cartoon
characters promoting breakfast cereal. The findings clearly indicate that media heavily influence the purchasing decision. It would be suggested that periodical intervals all the health drinks producers remaining their product in their customer mind by using various mass media. The companies should come up with new types of schemes which would attract more number of people toward their product. Also the companies should make use of more advertising media like T.V., display at various outlets. Hoardings etc. That is very useful to increase the awareness regarding the product.

**Price/Economic Status:** Customer income and monetary status will heavily influence which food they decide to eat. A person on a small fixed income is likely to look for the most inexpensive food possible. Budget shoppers often try to make multiple recipes with the same basic family of ingredients, and purchase less expensive prepared and canned foods. Someone for whom money is no object is more likely to indulge in more expensive dishes or impulse buys. Keeping this issues and the Health Drink manufacturers fix the price for their product in order to avoid the switch over by the customer.

**Retailer:** Retailer also plays major role influencing the customer select the product. The retailer plays a vital role in making success of marketing the health drinks. It should be suggested that the manufacturing companies give more important to their agent, retailer by the way of understating their problem in marketing and getting information about the competition reposition. The feedback of the retailer should be collected regularly so that the companies con
come to know that were they are standing. Design some attractive scheme for retailer which cans differentiate from competitors and interesting for retailer.

**CONCLUSION**

The changing life style and increasing income of the middle class people forced them to change over to Branded Food, Health Food and Convenient Food. The adaptabilities’ of changes in the industries are also gaining vast popularity. The market for branded foods is growing steadily from 10% to 15%. Consumer attitudes to health drinks are mainly influenced by quality attributes. The relationships between consumers' awareness of health drink, price and perceived quality of food were investigated by the tests involving series of consumer panels and sensory evaluation. There should be more awareness about health drinks through advertisements since respondents were not sure about concept of health drink. New competitor can occupy considerable market share in health drink market. Intensive advertisement can help the manufactures to increase their market share. Effective advertise mends in the rural market, can also increase the consumption of health drink in rural areas. The growing awareness about the health products in the minds of consumers is increasing the urbanizations standards of living and popularity of convenience foods. By keeping these needs of the consumers, the industry should follow certain innovative ideas for their growth.