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RETAILERS OPINION ON HEALTH DRINKS IN TENKASI DSTRICT

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ABSTRACT

Health drinks indeed are essential for every existent. The volume of input may veritably according to the age, occupation, income position, size of the family, but everyone accepts that in order to manage up with the energy demands of the day-to-day life, and to emigrate oneself from the weakened terrain, one should surely consume any health drink supplementary to the food input. Especially for the growing children, who have to face multiple challenges, in this competitive world, just a glass of milk would not be sufficient. There's a need for the fresh nutrients which helps them in growth, erecting up the impunity system, memory powers and furnishing them the demanded physical fitness. The health drink brand is good in quality and supported by good air-tight packaging, fulfilling the requirements of the guests as regards the taste, colour and flavour, it is sure to retain their guests.

Keywords: Marketing, retailers, marketers, satisfaction

INTRODUCTION

This design deals with the retailer's opinion on Health drinks in Tenkasi District. In India, the world's largest malt-grounded drinks request, accounts for 22 of the world's retail volume of deals. These drinks are traditionally consumed as milk backups and retailed as a Nutritional drink, substantially consumed by the old, the youthful and the sick. The Health Drinks order consists of white and brown drinks. South and East India are large requests for these drinks, counting for the largest portion of all India deals. The total request is placed about tones and it's estimated to be growing in future. These malt potables are still a civic miracle. Health Drinks give aliment for the family particularly growing children and serve as energy providers for grown-ups also. The request for malted milk maquillages in India is huge as the product is extensively used as a nutrition and energy supplement by the children's and grown-ups.

Some of the Health Drinks taken for this study are as follows Horlicks, Boost, Complian, bournvita and milo. Consumer is the king in ultramodern marketing world. Consumer geste and station helps to determine effective fashion and strategies by the

marketers for attaining great competition advantage in themarket. The study was conducted aimed to probe the relationship of objective quality measures including sensitive attributes and retailers perception of organically and conventionally produced health drink products. About two thirds of the retailers that shared in the check believed that health drink is good for the terrain and 55 allowed that it's healthier. Still, there was some confusion relating to the use of fungicides and chemicals in that. Many retailers distinguished health drinks by appearance or taste. Buyers of health drinks were more likely to indicate that the appearance and taste are more, but environmental protection was still the dominant perceived benefit. Health drink is really a drink contains of vitamin, low sugar caffeine, it's better to have lower than 400 mg of per day. Health drinks are consumed more by children currently. They're designed to increase advanced internal prosecution.

REVIEW OF LITERATURE

HemaMalini.C. (2010) in her study "client satisfaction towards named Healthy Drinks in Erode megacity" concluded in ultramodern marketing, consumers are the stylish, so the patron has to take

decision only in agreement with the consumer desire. The directors should give their brands or products for the wants and requirements of the consumers. Retailers give further significance to the quality, product mileage and hygiene.

Mrs.J.TamilselviMr.M.Kirubaharan (2010) Analysed so much retailers preference closer to health Drinks'. Which is the predominant want for grown-ups as much nicely so children; grounded on colorful components the perfect over their education is in imitation of recognize the customer children, grounded about colourful aspects. The best about the study is to understand the consumer geste into the "Healthy beverage (HD)" production order. To discover the elements these have an effect on a person into construction a choice in conformity with purchase a sure manufacturer about malt- grounded fitness drink. The cease about the learning additionally blanketed referring to the determinant buy factors, the client parts then the sources concerning records those reckon on. Since nutritive role in India is less compared according to ignoble countries, the human beings ought to smoke necessary access after preserve theirs diurnal nutritive function as perform stay committed via coherent diet, nutritional meals and fitness drinks. This may additionally limit severa physical troubles who it may surface into the future.

Prakash.C (2011) examined consumer desire according to health beverage between Tiruvarur city. Consumer geste additionally can adjustments makes "History " s luxuries are second " s necessities". The existing instruction attempts after understand the client geste regarding health druggies. Seven brands over health sherbet are reachable into the instruction area. Of fitness drink Horlicks Complian, Bournvita, Boost, Maltova, Viva then Milo. This learning would bring in accordance with mild as brand of health receive is appreciably preferred with the aid of the customers yet in which she pick a precise health drink. The education implies as there's an vital assistance on section over the producers in

accordance with furnish toothy beverage at aggressive expenses but at the same period must parley that the attribute then par is not staved

Mousavi and Jahromi (2014) studies on examining the relationship between packaging and consumer buying (a case study comparison of pasteurized 1.5 L milk of brands horlicks and complan) in Shiraz megacity showed that packaging rudiments like colour, environment image, packaging material, style of jotting, cover design, published information and invention have positive significant relationship with consumer buying taste. Styles employed included; structured questionnaire for collecting data and descriptive and deducible statistics for analysis.

Hess, Singh, Metcalf and Danes (2014), in a study on the impact of consumer product package quality on, brand comprehensions, consumer investment and geste in California, showed that packaging characteristics were inseparable element of the product and important to evaluation of the overall consumption gests. Hence, packaging has a critical part to play in erecting profitable consumer- brand connections. Qualitative, experimental and structural modelling analysis ways were used as styles.

2012 by the person of DHARMES MOTWANI", KHUSHBU AGARWAL." What they concluded in the composition is a brand at first place goes to bournvita with the largest request share 42. Horlicks is at the alternate place with the 40 request share, and complian, boost, and milo are the third fourth and place independently with the 8, 6, and 4 request share. The Likert scale result also shows the same picture. " Health drinks milk richer " this composition is a publicist in July 2013 in the consumer's voice by the person of abishek" he concluded the composition by way of comparison of performances standing of health drink. Therefore the Horlicks is preferred by utmost of the peoples

OBJECTIVES

- To study the Retailers preference on Health Drinks.

- To analyze various factors influencing the purchase of Health Drinks.
- To determine the relationship between Distributor and retailer.

RESEARCH METHODOLOGY

This section discusses the method and procedure to collect the data in order to achieve the aims and objectives of this study. The topic to be discussed in this chapter includes research design and instruments, data collection methods, sampling design and analysis tools.

RESEARCH DESIGN

Descriptive research is used in the study to analyse the” RETAILERS OPINION ON HEALTH DRINKS IN TENKASI DISTRICT” The data collected for this research is purely based on primary sources and secondary sources.

Nature of data

Primary data and Secondary data are used in this research.

SOURCES OF DATA

Primary Data

The information required for this research is collected from retailers through questionnaire.

Secondary Data

WEIGHTED AVERAGE

PRODUCT

The below table shows the retailers view about the product

Factors	Average	Rank
The health drink products come in multiple variants.	4.86	2
Good and attractive packaging.	5.12	1
Quality of the product is good.	4.46	3

Inference:

From the above table it is identified that retailers highly agree to the health drinks products that come in multiple variants.

Secondary data is collected from company reports, periodicals, journals, magazines and websites.

METHOD OF DATA COLLECTION

Primary data was collected by Direct Survey Method using the structured questionnaire from the retailers. Secondary data were collected from the company records, reports, newspapers, files, magazines, periodicals, and websites.

DATA COLLECTION INSTRUMENT

A well-structured questionnaire has been designed which is used to collect the data from retailers.

Population Size

The population size for the study is unknown.

Sample Size

The sample size of the study is 70

Sample Period

Sample period is from 13/9/2021 to 3/10/2021

Sample Method

The sampling method used is convenience sampling.

Tools used for Analysis

Data collected through questionnaire was analysed using tools present in SPSS software. The tools that are used for this study are

- Chi Square Test
- Weighted Average Test

SALES

the table shows the retailers views about the sales

Factors	Average	Rank
Horlicks is the most frequently purchased product by customers	4.29	1
Milo is the most frequently purchased product by customers	3.76	3
Complan is the frequently purchased product by customers	3.81	2
Boost is the frequently purchased product by customers	3.63	4
Bournvita is the frequently purchased product by customers	3.63	5

INFERENCE

From the above table it is inferred that retailers highly agree to that horlicks is the frequently purchased product by the customers.

PRICE

The below table shows the retailers view about the Price

Factors	Average	Rank
Customer are reply to pay as much as the company want for a particular products.	4.46	1
The price of the product is reasonable	3.73	4
Price discount Rate is low	4.12	2
Price of the product make it difficult to buy	3.80	3

Inference

The above table it is evident that retailers highly agree to the customers reply to pay as much as the company want for particular products.

PROMOTION

The below table shows the retailers view about the Promotion

Factore	Average	Rank
TheQPDS(Qualitypurchasedi splay scheme) gifts are givenregular	4.52	1
The company gives price discount	4.08	4
The advertisment of the companyis attractive	4.11	3
The company is creating	3.91	6

Inference

From the above table it is identified that Retailers highly agree to the Quality purchase display scheme under promotion.

OPINION ON OTHER SUPPLIER PATTERN FOR HEALTH DRINKS

The above given shows the opion on other supplier pattern for health drinks.

Farctor	Average	Rank
Regularvisitofsalesperson	4.52	1
Supplierdelivers stock on time	4.01	5
Thesupplierisfromnearby place	4.32	2
Good relationship sales person	3.95	5
Easeofplacingorder	4.05	4
Easeofbilling	4.18	3

Inference

From the above table it is observed that retailers highly agree that there is Regular visit of sales person to their Retail outlet.

FINDINGS

- Maximum of the retailers respondents consume Horlicks closely followed by Complian.
- Maximum of the retailers respondents buy Health drinks once in a month.
- Majority of the retailers' respondents preferred the same brand of the health drinks due to the Nutritive values.
- Majority of the retailers respondents would purchase the same brand.
- Maximum number of retailers respondents prefer the refill packs.
- Majority of the respondents agree that their brand is better than other brand.
- Majority of the retailers respondents feel that the price of the health drinks was reasonable.
- Majority of the respondents buy the health drinks from Pharmacy.
- Majority of the retailers respondents are Male and very few were Female.
- Majority of the retailers respondents are Post Graduates.
- Majority of the retailers respondents are having a monthly salary income more than 50,000.

SUGGESTION

- The price of health drinks could be reduced
- Frequent and attractive advertisements in the most popular media television, is sure to increase the sales.
- Attractive Packaging with pictures of popular cartoon characters or animals surely helps in improvement of sales
- Children taste, preference of flavor, colour, and packaging should be considered.

CONCLUSION

From the study, Horlicks is the much preferred Brand when compared to other Brands by the Retailers and it's the fast moving brand in the most of the retail outlet. Most of the Retailers prefer Horlicks because of its reasonable price and nutritious value and in recent days most of the customers prefer Health Drinks and thus the Health Drinks has become an important FMCG (Fast Moving Consumer Goods).

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