

A Study on Customer Satisfaction Towards Boost (Health Drink) With Special Reference to Madurai City

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Abstract—Health drinks are among the emerging markets today in India. It has been targeted for each individual, particularly for children. Parents have thought about these health drinks as a great addition to the diet of their children, and this has pushed manufacturers to target the provision of a quality product that suits customers and consumer needs. Because of the huge population of Producers in the marketplace, consumers are getting perplexed, and numerous factors affect them to arrive at a purchasing decision. This study is aimed at Consumer satisfaction towards Boost (health Drinks) with specific reference to Madurai City. It is based on factors affecting the purchasing behaviour of the consumer. A sample survey of consumers to understand their level of satisfaction with Boost. Descriptive research design has been employed in the present study, and data were gathered using a questionnaire with 130 sample. It was observed that over 82% of consumers are satisfied and highly satisfied with Boost. Thus, overall Consumer satisfaction with Boost is High.

Index Terms—Health drink, Purchase Behaviour, Consumer Satisfaction, Purchase Decision.

I. INTRODUCTION

Health drinks are the highest-selling supplement food, utilized by the majority of mothers for their children, and India is among the largest users of malted health drinks in the world market (1400 crore). India is among the most appealing retail landing destinations worldwide due to its massive population and diversification of eating patterns. Increased buying power, lifestyle change, more nuclear families in our nation, and Western cultural influence are the major drivers of the Indian health drinks market. Everywhere

in the world, mothers place a lot of emotional value on the nourishment of their children to bring up their kids well. Gives the producer a great pleasure to create the required product for the customer. The health drink market is essentially divided into Brown and white. Boost is a malt-based health drink; it is manufactured under the brown health drinks brand, and it is one of the popular brands among clients, particularly in the chocolate variety. The major share of Indian sales (90000 tonnes) is for an Indian retail boost, and it might grow in the future.

Customer satisfaction is the result and emotional reaction of the buyer. It is the most evident feature in the marketing process, and it is one of the principal limitations for the marketing indicators. CS has a significant effect on customer behavior, and it also includes most aspects of the customers (internally and externally), thus producers are challenging themselves to research customer behavior to sell their products. Customer reaction is grounded on perceived discrepancy between expected prior and perceived actual performance by the customer after consumption.

Consumer behaviour (customer behaviour) is opening the way for all manufacturers to define the strategy to market their products in this competitive world. Consumer behaviour research demands that yesterday's luxuries are today's needs. In this competitive world, individuals should work mentally and physically, so that they require energy and good strength, which calls for supplement food, and that provides a market for Health drinks.

II. OBJECTIVES OF THE STUDY

- ❖ To identify the customer satisfaction level on Boost.
- ❖ To determine the factors that influence the decision to buy Boost.
- ❖ To identify the customer demographic profile that is most satisfied with Boost.
- ❖ To research the brand identity of Boost.
- ❖ To ascertain the key advantages sought by consumers in the Boost.

III. REVIEW OF LITERATURE

G. Mahalakshmi and Anushyadeci (2018). The study on customer satisfaction towards health drinks in Theni district concluded that most of the factors influence while purchasing decision towards health drinks, particularly Quality, Brand image, health benefits, taste, and flavour, and sales promotional tools have been taken into account are the major factors while making purchasing decisions by most of the customers.

Pednekar, Achut P. (2015): For each business firm, Customer satisfaction is extremely important to establish the brand value and sales of the product. Based on the research, the researcher has determined that the customers are buying most of the products by considering quality, price, brand status (image), packaging, durability, and self-esteem. These factors are the prime considerations of buyers while purchasing the product.

Arunkumar S K (2010) in his study on consumer brand preference and satisfaction found that the maximum respondents preferred the Horlicks brand, followed by Boost, and their socio-economic factors are affected in consumer satisfaction. Lamb et al (2004) informed that the packaging is one of the limitations of the purchase decision of today's consumer, and firms are also devoting more focus on the product packaging to make the company more appealing for the consumers to purchase the product. The packaging involves the design, colour, and images etc. Daiane Lindner Radons, caolina cunha Torres, Paulo Sergio Geretha,

revista Electronica de Estrategia e Negocros (2013). Customer satisfaction is the major aim of all manufacturers because of the abundance of competitors in the market; therefore, to establish themselves in the market and continue their business, customer satisfaction is extremely crucial.

IV. RESEARCH METHODOLOGY

Research Design:

This type of research is descriptive in nature, and a survey method is used to collect data.

Research Tools:

To achieve the objective of the study, the investigators have used the survey method and the percentage analysis method.

Sampling Design:

The researcher has adopted a convenience sampling method to collect necessary data for the convenience of the researcher; only 130 respondents were considered by the researcher in Madurai.

Tools of Analysis:

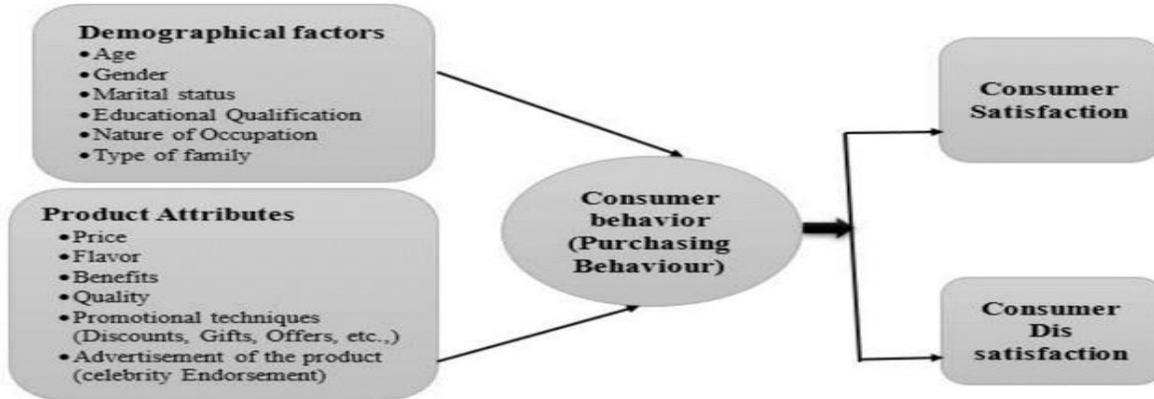
Tables are prepared to bring out the main characteristics of the collected data. The Percentage Analysis method is used in the analysis part. One-way, two-way tables, Bar diagrams & pie charts are prepared to bring out the main characteristics of the collected data.

Method of Data Collection:

For this study, both primary data and secondary data have been collected. The primary data have been collected through a Google Form questionnaire, and the secondary data have been collected from various books, journals, reports, and websites.

Hypothesis:

- ❖ There is no Significant difference between Marital Status and Price in the purchase decision
- ❖ There is no significant relationship between Consumer satisfaction and factors influencing the purchase decision.



V. RESEARCH STUDY

Demographic data of the respondents about the research study has been studied in terms of age, educational background, Qualification, Nature of occupation, etc.

Table 1- Demographic Variables of the Respondents Pertaining to the Research Study

S. No	Demographic Variables	Frequency (n)	Percent (%)
1.	Gender		
	Male	115	57.5
	Female	85	42.5
2.	Age group		
	Less than 25	50	25
	26 – 35	65	32.5
	36-45	45	22.5
	46 and above	40	20
3.	Academic qualification		
	Below standard Eight	5	2.5
	Primary School level	8	4
	Secondary School level	20	10
	College level	150	75
	Doctorate	17	8.5
4.	Marital Status		
	Married	175	87.5
	Single	25	12.5
5.	Nature of Occupation		
	Government office	30	15
	Private Office	90	45
	Entrepreneur	15	7.5
	College Student	45	22.5
	Housewife	20	10
5.	Type of Family		
	Joint Family	65	32.5
	Nuclear Family	135	67.5
6.	Factors influencing the consumers		
	Price	33	16.5
	Flavour	46	23
	Benefits	12	6
	Quality	26	13
	Promotional tools	31	15.5
	Celebrity endorsement in the Advertisement	25	12.5
	Doctors' Advice	14	7
	Others	13	6.5
7.	Level of Consumer Satisfaction		
	Highly Satisfied	64	32
	Satisfied	96	48
	Neither Satisfied nor Dis satisfied	26	13
	Dis Satisfied	08	4
	Highly Dissatisfied	06	3

VI. FINDINGS

- 50% of the respondents are aged between 26 and 35.
- 58% of the respondents are male.
- 50% of the respondents are the principal breadwinners in their families.
- 58% of the respondents now consume health drinks.
- 35% of the respondents consume health drinks from time to time.
- 58% of the respondents purchase health drinks regularly.
- 46% of the respondents purchase a moderate quantity of health drinks.
- 88% of the individuals questioned think health drinks are trendy and sell well.
- 44% of the individuals questioned prefer our health drinks.
- 35% of the individuals questioned have heard of the brand.
- 40% of the individuals questioned have been consuming health drinks for a while.
- 52% of the individuals questioned are interested in purchasing health drinks.
- 82% of the individuals questioned like tea or coffee.
- 74% of the respondents believe tea or coffee is appropriate for them.
- 12% of the respondents are changing brands.
- 74% of the respondents are swayed by advertisements and promotions.
- 26% of the respondents drink health drinks on occasion.
- 34% of the respondents are content with the product.
- 90% of the respondents use the brand.

VII. LIMITATIONS OF THE STUDY

- ❖ As per the constraints of the budget and time. The sample size was limited to 130 consumers distributed in Madurai. The findings of this survey may not be generalized to other places.
- ❖ This research is carried out with special reference to the findings of this survey may not be generalized to other brands.

- ❖ This survey technique employed in this research is not free from the respondent's bias. They might not be connected with their inner motives.
- ❖ The effect of gender, age, religion, social class, occupation, and other demographic variables on consumer behavior is not covered under intensive analysis.
- ❖ Some customers did not like to provide full details regarding their preferences and behaviour.
- ❖ This research only addresses consumers' sides, and the sides of seller's side has not been included.

VIII. SUGGESTION

- The company can provide some advertisements on television, the Internet, etc., so that a large number of people will be aware of the Parle company.
- The company should keep the quality and price level the same to keep its customers intact.
- The product should be easily available everywhere.
- Free sample products and discount offers can boost the sales of the company.
- The company should recruit a greater number of agents and sales executives, which will increase sales.
- There should be additional varieties of biscuits, cream biscuits with unique flavors.

IX. CONCLUSION

The research concluded that the majority (80%) of the customers are content with utilizing Boost, and utilizing the statistical technique(t-test) discovered that there is no significant correlation between Gender and the effect of price on purchase decision making. The field study report is really beneficial to me in my academic as well as my professional life. I have enhanced my communication skills in the field. Study report: I have gained some knowledge regarding 'BOOST'. My heartfelt thanks to Mannar Thirumalai Naicker College Department of Bachelor of Business Administration for providing me with this honest chance to improve my knowledge.

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