

ANALYSE THE HEALTH DRINK BUYING BEHAVIOUR EXHIBITED BY THE CONSUMERS IN INDIA

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ABSTRACT

Companies need to look out for their customers' best interests over the long haul if they want to increase their profits in today's cutthroat market. This research looks at what makes consumers choose Coco Cola over other soft drink brands in the Chittoor district of Andhra Pradesh's Rayalaseema area. It's worth noting that the vast majority of responders fall between the 36-45 age range and the Rs. 2,000,001-30,000 salary bracket. Soft drink purchases in the Chittoor district of Andhra Pradesh's Rayalaseema Region are heavily impacted by respondents' preferences for flavor, quality, and social circle. In marketing, the goal is to provide products and services that specifically address the desires of a defined audience. How people and institutions decide on, acquire, enjoy, and eventually get rid of the products, services, ideas, and experiences they need and want is the focus of consumer behavior research. How people choose to spend their time, money, and energy on acquiring goods and services is the primary focus of the study of consumer behavior. Knowing your client base and understanding their buying habits is easier said than done. Perhaps they aren't in touch with what drives them. They might be swayed at the last second by external factors. Researching consumers may help inform the creation of novel offerings in all areas of the marketing mix, including but not limited to goods, product features, pricing, distribution methods, and promotional messaging. A marketer does not create a demand.

KEYWORDS *Buying behaviour, Brand, Soft drinks,*

INTRODUCTION

Perhaps never before have ideas like health and vigor been more sought after and desired. As competition in the market heats up, companies are working hard to reposition and rebrand themselves. It is the health 'tag that usually acts as their "open sesame," allowing them to get access to the whole consumer market. While businesses may try to take advantage of any uncertainty in the market, consumers are better off knowing exactly what they're putting into their bodies. As the number of people with access to the internet has grown, businesses that sell hot beverages made with malt have been able to diversify their marketing efforts beyond TV and print ads and into online nutrition information and event sponsorship. The website for the most popular brand of malt-based hot beverages in India, Horlicks, has a section called "Educational Corner" that caters to aspirational parents by providing video lectures on topics like biology, chemistry, maths, and physics. Consumers in today's highly advanced market have access to a wide range of options. Consequently, in the current economic system, customers are seen as essential. The market's competitive mechanism attempted to attract and sway customers by appealing to their various perspectives. Furthermore, customers' perspectives shift daily.

Nowadays, the customer has supreme importance in the business sector. Marketers may get a competitive edge in the market by better understanding consumer behavior and sentiment, which in turn informs the

development of more refined techniques and plans. "Yesterday's pleasures are today's necessities" is no longer true due to the ability of consumers to adjust their behavior. In today's fast-paced, competitive environment, it takes a lot of mental and physical exertion to make it. For this reason, people are interested in healthful and nourishing beverages that will provide them the extra boost of energy they need to complete their tasks. Man's health is his most prized property. His whole life and the course of events are affected by this. Health literacy is the foundation of medical practice. In good health, you can do anything. This highlights the significance of physical wellbeing. Learning, earning respect as a member of society, and living a long and fulfilling life are all facilitated by being in excellent health. The study of consumer behavior involves questions like "why do people purchase (pricing, promotion)?" "where do people buy (location)?" "how do people shop (shopping strategies)?" Internal and external influences on behavior are also studied in this discipline. These include things like one's own sense of identity, one's upbringing and culture, one's age and family dynamics, one's own and others' perspectives and values, and one's own personality and social standing. An effort is made here to learn how consumers' tastes and habits shape their purchases of soft drinks.

To put it simply, marketing is a human endeavor that aims to fulfill desires through a monetary exchange system. To properly understand customers' wants and preferences in an ever-evolving market, marketing research is vital. Market studies usually focus on gauging consumers' attitudes, perceptions, and levels of satisfaction. There has been an increase in product knowledge, market understanding, and health consciousness among Indian consumers in tandem with the country's rising standard of living, income, and social standing.

LITERATURE REVIEW

Tabassum Ali et.al (2021) Based on a structured primary survey of 218 residents of the Indian city of Lucknow, selected using a stratified random sample method, this article seeks to determine the variables influencing the purchasing decisions of Indian consumers with regards to health and wellness food items. Descriptive statistics, factor analysis, and regression analysis were used to examine the survey data. Averaging 14.3% each year over the last decade, the retail value of health and wellness goods in India has exhibited remarkable development. When asked about their preferences for health and wellness food product qualities, over 75% of respondents said that they placed a high or very high value on the product's high quality and health advantages. 32% of the average person's budget for health and wellbeing goes toward purchasing better-for-you (BFY) food items. As shown by the regression findings, customers' decisions to buy health and wellness foods are most influenced by their demographics, the characteristics of the products themselves, the characteristics of the market, and their own mental states. In light of rising consumer demand for better food options, this research offers useful data for businesses creating and marketing health and wellness goods.

Dr. Bhargav Revankar et.al (2020) The purpose of this essay is to use a factor analysis strategy to examine consumers' purchasing decisions with regards to chips, namely Bingo and Lays. The variables studied and established in this paper's interrelationship were discovered with the use of a literature review that established the connection between demographics and the factor analysis between demographics tool. Based on the findings of a factor analysis, we know that flavor, accessibility, variety, quality, packaging, price, and visibility are the top eight influencing variables. The factor analysis includes a list of the most salient components identified by inputs from the main data, some of which may be biased and may affect the model's dependability. However, the factor analysis does not produce a ranked list or a hierarchy of the study factors. In order to learn how people in North-Karnataka feel about chips, researchers used the months of September and December 2020 to investigate potential connections between demographics and shopping habits.

Antonella Samoggia et.al (2019) Consumption of coffee is on the rise, not just in traditional but also in emerging economies. Some research suggests that drinking coffee might be good for your health. It is not

known what consumers believe about coffee's health advantages. The study's objectives were to investigate whether or whether customers would pay more for coffee if it came with health claims attached, how they felt about the health advantages of coffee, and why they bought coffee if they did. Consumers were surveyed in person, and from that we were able to choose a sample of 250 usable questionnaires from which to elaborate. Results were refined using logistic regression and factor analysis. The results showed that a sizable subset of the population ascribes potential health benefits to coffee use. The typical coffee buyer who has a favorable opinion of the beverage's health advantages is a young, employed man who does not drink coffee for morning and who purchases coffee from specialty shops rather than cafes. Drinking coffee is popular because of its stimulating and restorative properties. Although customers' primary motivation for buying coffee is still cost, they are increasingly interested in supporting health-related coffee claims by doing so. It's possible to alter customers' conceptions of coffee's health advantages.

Ibrahim Ofosu-Boateng (2019) The purpose of this research was to determine the impact of soft drink packaging on customer purchasing decisions in Accra, Ghana. Study goals included a look at the different types of packaging employed by the soft drink industry in Accra, Ghana; a look at the correlation between packaging and consumer purchasing habits in the soft drink industry in Accra, Ghana; and an examination of the packaging features that have the most impact on those preferences. An online survey was used for the research. Using a structured interview guide, we were able to collect data from 220 soft drink users in Accra, Ghana, and analyze the results using SPSS version 20. Based on the results of the research conducted in Accra, Ghana, it was determined that plastic bottles were the most popular type of packaging used by the soft drink sector, followed by aluminum cans, paper, and glass bottles. The research also reveals an important link between packaging and consumers' purchasing decisions. In light of the research's results, it is suggested that the soft drink business in Accra, Ghana shift its focus from using glass bottles to plastic, aluminum, and paper packaging in order to influence customers' purchasing decisions. Accra's soft drink manufacturers are urged to place a premium on packaging since it influences customers' purchasing decisions and may serve as a "silent salesman" to draw focus to a certain brand.

Amit Mathur (2017) Since most modern businesses have no choice but to expand internationally, we live in a rapidly changing environment. Advertisers need to put more effort into their marketing approaches in order to keep up with the increasing pace of competition in the modern market. The advertising and manufacturing industries apply this idea in their marketing and promotional efforts. Finding out what effect celebrity endorsements have on customers and purchasers is the primary goal of this thesis. There's no denying the value of many famous people in the advertising world. The influence of a celebrity's image on the sales of a product or service is entirely nebulous. A celebrity's influence, whether for better or worse, may have a major impact on business. The purpose of this study was to investigate consumer purchasing patterns in relation to fast-moving consumer goods. Researchers found that advertising might tailor their efforts to better meet consumers' needs by focusing on message development and rollout. Marketers must consider their target audience's intelligence, level of education, etc., while conceptualizing ads. Additionally, the researcher is of the firm belief that celebrity endorsements of items play a more significant part in promoting those products than do advertising featuring no celebrities.

METHODOLOGY

Customers were surveyed using a questionnaire to get the main data. Both ranking questions and multiple-choice questions were in the survey. Articles, journals, magazines, newspapers, the internet, etc., were used to compile the secondary data. Just five Coco Cola products, including Coco-Cola, will be examined in this research. Previous research led to the identification of seven distinguishing features, including flavor, cost, promotion, brand name, social group, product quality, and accessibility.

The goal of this study is to examine the preferences of health-conscious shoppers in Indira Nagar, Lucknow, Uttar Pradesh. Below, we describe in full the methods used for data gathering and analysis.

Sources of Data

Primary and secondary data were utilized to examine customers' attitudes and actions toward health drinks. We used a questionnaire to gather primary data from the participants. Book, journal, and online citations were mined for secondary data.

Selection of Sample Respondents

Users of health drinks in the research region make up the population. Ninety participants were selected at random from the community of people who regularly use health drinks in Indira Nagar Lucknow.

Data Collection Tool

In order to gather information, a thorough questionnaire was designed. Information on the customers themselves, as well as their tastes, motivations, and experiences with various health beverages are all collected by questionnaire.

DATA ANALYSIS

TABLE 1: Demographic Profile

Age	No. of Respondents	Percentage
16-25	48	21.4
26-35	52	23.2
36-45	58	25.9
46-55	40	17.9
Above 55	26	11.6
Gender	No. of Respondents	Percentage
Male	126	56.2
Female	98	43.8
Income	No. of Respondents	Percentage
Rs.10001-20000	49	21.9
Rs.20001-30000	84	37.5
Rs.30001-40000	47	21.0
Above Rs. 40000	44	19.6

Table 1 shows that of the respondents, 25.9% were between the ages of 36 and 45, 23.2% were between the ages of 26 and 35, 21.4% were between the ages of 16 and 25, 17.9% were between the ages of 46 and 55, and 11.6% were older than 55. The majority of responders are male (56.2%), while just 43.8% are female. Most respondents (37.5%) had annual incomes between Rs. 20001 and Rs. 30000, then (21%) between Rs. 10001 and Rs. 20000, (21% between Rs. 30001 and Rs. 40000, and (19%) over Rs. 40000.

A significant portion of each research project is dedicated to analyzing the collected data. There are a few objectives that should be met by the end of this procedure. The data was examined using the percentage technique. The participants in this survey are drawn from the population of people who consume health drinks in Indira Nagar, Lucknow, and there are a total of 90 respondents.

Table 2 Brand Analysis

S.N	Brand	No. of Respondents	Percentage (%)
1	Horlicks	36	40
2	Complan	17	18.89
3	Bounvita	19	21.11
4	Boost	9	10
5	Any other	9	10
	Total	90	100

(Source: Primary Data)

Percentages of respondents who said they prefer Horlicks are shown in Table 2. Only 18.89% of people favor Complan, while 21.11 prefer Bournvita. Ten percent of people say they like Health Drinks in general, and 10 percent of those people say they like Boost the most.

Table: 3 Taste Analysis

S.N	Flavour	No. of Respondents	Percentage (%)
1	Chocolate	59	65.55
2	Pista Badam	18	20
3	Elaichi	5	5.56
4	Vanilla	2	2.22
5	Any other	6	6.67
	Total	90	100

From Table 3, we can see that although the majority of respondents (65.55 %) choose chocolate, 20% prefer Piata Badam, and 5.56 % favor Elaichi. Vanilla is the favorite flavor of 2.22 percent of respondents, while 6.67 percent choose all other flavors.

Factors Influence on the preference of soft drink products

TABLE 4: Coca Cola

Factors	Total score	Rank
Taste	4985	VII
Price	7105	III
Advertisement	6240	VI
Brand name	6435	V
Friends Circle	9854	I
Quality	7450	II
Availability	6540	IV

According to Table 4, the majority of consumers (9854) said they heard about Coca-Cola through a friend, followed by 7450 for quality, 7105 for price, 6540 for availability, 6435 for brand name, 6240 for advertising, and 4985 for flavor.

CONCLUSION

Millions of consumers and businesses alike may learn from this study's findings on the soft drink industry's advantages, disadvantages, and potential for growth. Both the carbonated and non-carbonated beverage industries in India have seen substantial changes during the previous decade. Both industries are expanding at a rate of roughly 45% per year and will be three or four times their current size by 2019. In light of this, the views of consumers have a substantial bearing on the prosperity of the soft drink market. The study's goals are to analyze the consumers' buying pattern in relation to Coca Cola goods in the Chittoor region and to establish the variables affecting purchasing soft drinks products in that area. Therefore, it can be deduced that in the Chittoor district of the Rayalaseema Region of Andhra Pradesh, the three most important considerations toward purchasing soft drinks are flavor, quality, and friends' circle. According to the results of the consumer research into health drinks, Boost is the most popular brand among the four tested (Horlicks, Complian, Bournvita, and Boost). Consumers favored Horlicks the most, followed by Complian, Bournvita, and Boost, according to the report. Health drinks have had a significant impact on consumers' daily lives and are widely accessible to them. Consumers should just choose the most suitable brand among those on the market.

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