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"PERCEPTION OF CONSUMER TOWARDS HEALTH FOOD DRINK IN INDORE CITY"

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ABSTRACT

One in ten babies born in India weigh significantly low. Toddlers with low weight either perish or survive, and as Darwin's Survival of fittest thesis those who survive adapt to survive malnutrition and scarcity of food. This adaptation continues through the adult life and such individuals gain weight even while eating normal amounts of food. This study thus involving the buyer preference towards health drinks, which is fundamental to both children and adult becomes even far so more important.
***Key Words** : Perception, Health Food Drink, Consumer*

INTRODUCTION

The global health drinks market reached a retail value of US$274 billion in 2011, equating to 44% of retail value sales of non-alcoholic beverages. Naturally healthy drinks made up the largest share (64%) of all retail sales, whilst organic beverages were the smallest with just US$3 billion of retails sales, equivalent to just 1%. The demand in the recent past for health drinks has seen a change in pattern it has made a fundamental shift from low calorie variants to more specialized low calorie drinks with added advantages such as natural ingredients and or added functionalities. Super fruit juice has become more appealing to the mass market as manufacturers offer healthy, convenient beverages with modern packaging at affordable prices. To improve affordability, the juice content is being lowered and by 2014 global sales of super fruit juice drinks (up to 24% juice content) are set to overtake 100% superfruit juice. Similar to the prevailing trade in drink industries the market is completely dominated by the multinational behemoths, health drink sector is also dominated by such giants who can pour money into research and development of newer and more efficient products.

INDIAN HEALTH DRINK INDUSTRY

Indian health drinks market is still in its infancy due to the lack of awareness among the population. In value terms, the health food drink market is around Rs 1, 400 crore and in volume terms around 65,000 tones per annum. GlaxoSmithKline who is the leader in Indian Health drink market has four brands Namely, Horlicks Maltova Boost and Viva. Complan and GluconD are from the stable of Heinz India and Cadbury has in its portfolio the hugely popular Bournvita. According to studies conducted by ORG Marg GSK with 4 stellar brands and an enviable 70% of the market share is the undisputed leader of the segment since 1930s, which is the time the company made its debut in the category. Complan follows with 13% of the market pie. Horlicks from the stable of GSK caters to wide variety of segments and serves varied consumer needs across the length and breadth of the country. In India, Horlicks has been specially designed and developed to cater to India's nutritional needs, for example Horlicks in India is specially fortified with special iron and vitamin supplements to aid iron absorption. Similarly Boost is another health food drink which is positions as an energy boosting drink. Developed By an Indian Research and Development team in 1974, it was launched in the next year i.e. 1975-76 in Kerala, Boost has turned into a major money spinner and is one of the fastest growing brands in GSK's consumer product portfolio

After watching the success of Boost and gauging the potential of energy segment GSK launched the brand as Vitaminised Energy fuel with a unique chocomalt taste. Thus Boost was launched pan India in the early 80s and has a target audience in children form age 8-14 boys. This chunk of the population is extremely excited about sports and has a persistent demand for high energy. GSK sources reveal that Viva believes in the philosophy that a good stray to the day ensures a great rest of the day too. They have launched New Viva Vitahelth which is a combination of Nine fundamental vitamins(Vitamin A, C, D, B1, B2, B6, B12, Niacin and Folic Acid), Iron, Phosphorus and Calcium. Viva also has the natural goodness of Milk along with Malted Barley and Wheat. Maltova, which is a chocolate health food drink, was a brand with Jagjit Industry before GSK took it over in the February of 2000. According to the sources at GSK Kids regard Maltova as a Fun Health drink, which is very tasty and makes drinking health drink enjoyable and exciting. It made a fresh start with a relaunched around June 2002 with a new and improved formula and an eye catching packaging. This newly launched product has active rechargers, which is a motley combination of key ingredients such as vitamins minerals and carbohydrates.

Heinz India is a sister concern to the American food Behemoth H.J. Heinz, It has a large presence in India with brands like Complan and Glucon D.Complan contribute 40% of Heinz India's sales. Glucon D anothe brand has now repositioned itself form being a health drink to fun new drink. In 2001, complan aggressively launched a number of new variants like coffee flavored complan. Complan has positioned as an ideal concoctation for convalescents and elderly as it provides for complete nutrition even when you are off your food it also provides vitamins and minerals needed to nursing and pregnant mothers which ensures there healthy being.

Cadbury re entered in the health food market in early 1990s post liberalization with a product named Bournvita as a premier health food drink which was a product with essential vitamins and minerals and it came with a bangs on the heels of a memorable campaign titled "tan ki shakti man ki shakti bournvita." Next major move was the relaunch in 1999 with the new RDA Balanced formula. The brand was again launched with a new vigor in 2001.Bournvita has a very unique taste as it brings together the goodness of malt and chocolate together. it makes children alert both physically and mentally resulting in healthy body and active mind. The 2001 launch had a complete revamp in packaging of the brand even the designs were given substantial twist. It also started a brand new loyalty program named Bournvita Nutrition centre, which was used to counsel mothers about their child's need for nutrition on a daily basis. Cadbury has been advertising Bournvita since early 1970s. It has changed its positioning quite a few times during the following

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years. First, in the early years it stressed on 'Good Upbringing' and Bournvita being the essential tool to ensure the goal. In the period between 1980-82 it was "goodness that grows with you' then it took a more aggressive turn in 1987 with the tagline "brought up right, Bournvita Bright'. At the turn of the century in the last decade of the last century when the competition was on the rise amongst children it was positioned as 'extra energy to stay ahead'. In the period of 1992-95 period 'shakti har din ke champion ki'(energy for the everyday champion) was it line In the years that followed 'confidence kuch kar dikhane ka' became the call for reason. then came a new philosophy which suggest its uniques product formulation that augments concentration and stamina of the child. The current Cadbury Bournvita positioning suggests that it contains specific ingredients that augment stamina and concentration in children.

LITERATURE REVIEW

Sang-Mook Lee et. Al. (2011) found out common traits amongst different health foods. It also managed to find the perceptual differences based on Demographic characteristics. It also managed to understand difference health food choices. All this will help design and develop a healthy university food setting.

S. D. H. Mills, L. M. Tanner and J. Adams (2012) shows that while a number of measures are taken to curb 'unhealthy food' advertising in children food preference. Adult advertising does not feature any such regulations or restrictions and this should be rectified, as adults can also be influenced by such advertisements.

Mr. Purushottamdas Pasari, Mr. Kailash Chandra Agar, Dr. J.S. Panwar , Prof. P. N. Mishra, Prof. Nageshwar Rao et.al. study shows that people of Indore prefer soft drink over fruit juices. Also while soft drinks and juices are generally consumed while parties and celebrations. It was found that most respondents felt that advertisements have an impact on buying decisions. Buying decisions are generally based on Taste being of prime importance followed by price and ability to quench thirst.

Approximately two-thirds of adults in the United States, over the age of 20, face the challenge of being overweight or obese (Hedley et al., 2004), and the obesity rate has increased steadily in the U.S. over the last 30 years (Ogden et al., 2006).

By 2007 the NHANES reported that over one-third of American adults (34%) were obese, and the majority (65.7%) were now overweight or obese (Ogden, Carroll, McDowell, & Flegal, 2007).

There was a continuous increase in the prevalence of obesity as reported in the 2003–2004 NHANES II study (30.6%) to the 2005–2006 study even though there was no significant increase (Ogden et al., 2007).

Previous research has shown the most important factors predicting food choices or selection among adults are: taste, cost, nutrition, convenience, pleasure, and weight control (Glanz, Basil, Maibach, Goldberg, & Snyder, 1998).

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Leaving the family home to attend college is a critical period for young adults, in which they are given the opportunity to make their own food decisions and this can have a negative impact on students' eating behaviors (Marquis, 2005).

Additionally, inadequate consumption of nutrients essential to health presents a risk to the nation's level of wellness (Hendricks & Herbold, 1998).

Over the past 30 years, the trend of food consumption has changed in the United States and the foodservice industry has undergone a great deal of improvement in recent years (Sneed & Strohbehn, 2008).

The foodservice industry has been modernized by developing technology for automated procurement systems; improved hardware and software interfaces; superior connectivity in multi-unit restaurant facilities; and interactive employee-training tools (Liddle, 2005).

A study of 1,127 menu items lower in fat, 878 regular fat items, and 44% of an unknown classification, from eight restaurant companies found customers were significantly more satisfied with lower-fat menu items than with regular menu items regardless of food type, dining experience, frequency of eating out, or informants' characteristics (Fitzpatrick, Chapman, & Barr, 1997).

Selling to brand loyal customers is far less costly than converting new customers (Reichheld 1996, Rosenberg and Czepiel 1983). In addition, brand loyalty provides firms with tremendous competitive weapons. Brand loyal consumers are less price sensitive (Krishnamurthi and Raj 1991).

A strong consumer franchise gives manufacturers leverage with retailers (Aaker 1991).

OBJECTIVES OF THE STUDY

1. To study the awareness among consumer for the Content in Health Drink products in Indore city.
2. To study the perception of consumers towards Product Content of Health Drink in Indore city.

RESEARCH METHODOLOGY

Primarily, the research was conducted with the objective to study the customer awareness for product content with special reference to health drink in Indore. It can be concluded from the findings of the research that people are aware about the content of health drinks to a large extent. Although different combinations of demographic factors namely, Gender, Family Income, Education, Occupation and Family structure exhibited various patterns on customer awareness. While Gender, Family Income, Occupation and Family structure do not impact the customer awareness, education do have a say. Thus, it concludes that Customer Awareness to health drink are affected by only one demographic factors while other combinations of demographic factors do not affect the Awareness.

The other objective of this research was to study the affect of consumer awareness on consumption of heath drink It is found that like in the case above only education has an affect on consumption while other demographic factors do not affect the consumption

CONCLUSION

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In closing, this growing body of work also has important applied implications. The study suggested that Customer awareness is by and large independent to demographic factors barring education hence targeting demographic groups might not be a great idea. This study would help advertisers to debunk the myth that certain demographic groups should be targeted more. It would help companies to redesign their approach to the selling of Health drinks, if the study can be replicated in various locations and same results persist, companies will be advised to make a shift in their current stand on marketing and promotion. Health drink is growing at a great pace, to capture the market marketers need to focus not on a particular group but the whole gamut of consumers. Marketers would have to take into account as India changes to a younger demographic which is highly aspirational every demographic grouping would want to get healthy hence health drinks need not be elitist or class specific. India is getting more literate by the day, as education figures grow and people get more aware health drink demand will increase companies should be ready with their strategy for this upsurge in demand. Company should give more emphasis on customer education about the content in health drinks

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