



A STUDY ON CUSTOMER ATTITUDE TOWARDS HORLICKS PRODUCTS IN MADURAI CITY.

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ABSTRACT:

Healthy living is the prime concern of today's society. Many studies show that people are adopting health-related changes in their eating habits. These changes create a new opportunity in the food and drink industry. This is the reason the health drink industry emerged as the most popular and growing segment of the overall soft drinks industry in the world. As compared to the other food supplements health drinks stand at the top in position, because these drinks have no side effects. There is enormous competition in between various international brands of health food and drink companies. They are coming up with new products and strategies. Malted health food drinks are among the best substitutes for complete food. India, the world's largest malt-based drinks market accounts for 22% of the world's retail volume sales. These drinks are traditionally consumed as milk substitutes and also available mixed with water and marketed as nutritious drinks mainly consumed by the old, the young, and the sick persons.

KEYWORDS:

HEALTH DRINKS, CUSTOMERS, ADVERTISEMENTS, NUTRIENTS OF HEALTH.

1.1 INTRODUCTION

The Horlicks Company started in 1865. Horlicks is the leading Health Food Drink in India and is the 'Most Trusted Drinks Brand' (Economics Times Survey, 2004) in India. Horlicks enjoys more than half of the Health Food Drink market. Although it has been a popular brand in the Indian market since the 1930s, Horlicks underwent a revamp in 2003 to further increase its relevance. The modern & contemporary Horlicks offer 'pleasurable nourishment' with a delicious range of flavors including Vanilla, Toffee, Elaichi, and Chocolate. Horlicks introduced many flavors that reason to more customers like the Horlicks product. Horlicks are made from wheat, milk, and malted barley. Horlicks is widely known as an easy-to-prepare malted food drink. It is fortified with iron and eight essential vitamins with twice as much as calcium in fresh milk. Horlicks is still the world's most widely consumed malted milk product. Horlicks drinks provide a modicum of vitamins A, C, D, and B12, plus calcium, iron, thiamin, riboflavin, niacin, and dietary fiber. As fresh milk. With revitalized packaging synergistic with the new brand personality, it is a favorite with both mothers for its nourishment and kids for its great taste and variety.

1.2 STATEMENT OF THE PROBLEM:

- The health drink industry consistently has its products as being positively healthful saying there is 90% water and contain chemical sugars found in nature.
- Many new companies that have established a

name in the field of business have also emerged as manufacturers of new brands of health drinks.

1.3 REVIEW LITERATURE:

The origin of Marketing is quite interesting when men started producing the goods they used for themselves when the surplus quantity he produced that time they called other persons who wanted that specified goods. The above situation led to an exchange system generally called as "Barter System" Slowly industrial revolution took place and goods were produced in bulk. At the time human beings wanted it exchange goods in terms of money.

1.4 OBJECTIVES:

- To know if customers are using Horlicks products.
- To know about the consumer view regarding the packing, availability, and advertisements of Horlicks.
- To find out the level of satisfaction of the customer using Horlicks.

1.5 RESEARCH DESIGN:

While deciding on the method of data collection for the study the researcher should keep in mind the two sources of data,

1. Primary data.
2. Secondary data.

1.5.1 PRIMARY DATA:

Primary data were collected with the help of a well-structured questionnaire, from the respondents.

1.5.2 SECONDARY DATA:

In this study, secondary data were collected from journals, websites, and magazines.

1.6 DATA ANALYSIS:

1.6.1 TABLE SHOWING THE GENDER OF RESPONDENTS.

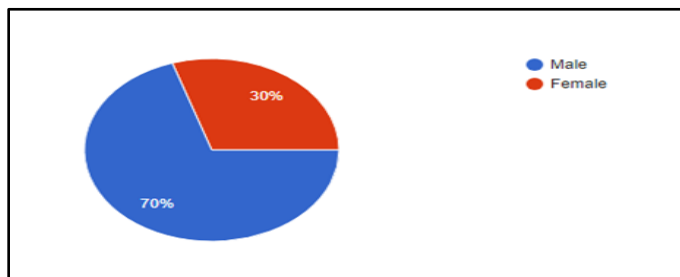
S. NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	42	70%
2	Female	18	30%
Total		60	100%

Source: Primary Data

INTERPRETATION

Table 1.6.1 Shows that (70%) of the respondent are male. (30%) of the respondents are female.

CHART 1.6.1 SHOWING THE RESPONDENTS GENDER



1.6.2 TABLE SHOWING THE HORLICKS USER

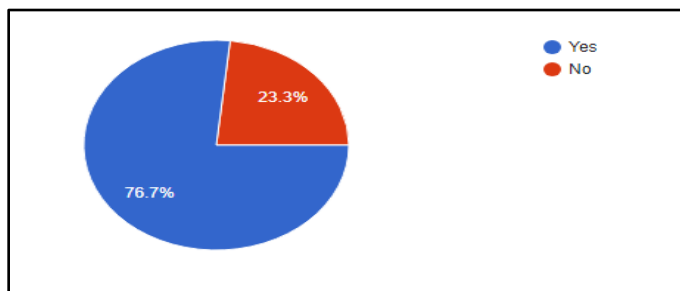
S. NO	OPTION	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	46	76.7%
2	No	14	23.3%
Total		60	100%

Source: Primary Data

INTERPRETATION

Table 1.6.2 shows that (76.7%) of the respondents are yes. (23.3%) of the respondents are no.

CHART 1.6.2 SHOWING THE RESPONDENT'S HORLICKS USER



1.6.3 TABLE SHOWING THE HORLICKS PRODUCTS RANGE

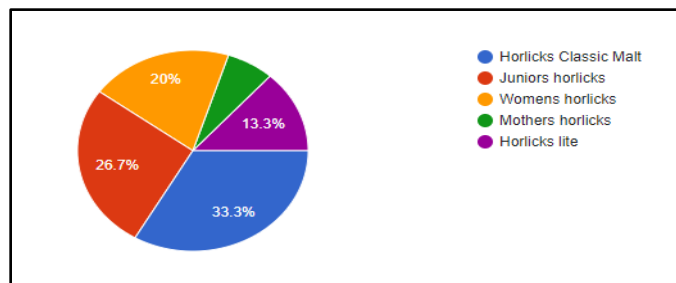
S. NO	HORLICKS PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
1	Horlicks Classic Malt	20	33.3%
2	Junior Horlicks	16	26.7%
3	Women Horlicks	12	20%
4	Mothers Horlicks	4	6.7%
5	Horlicks Lite	8	13.3%
Total		60	100%

Source: Primary Data

INTERPRETATION

Table 1.6.3 Shows that (33.3%) of the respondents are Horlicks classic malt. (26.7%) of the respondents are junior Horlicks. (20%) of the respondents are women Horlicks. (6.7%) of the respondents are women Horlicks. (13.3%) of the respondents are Horlicks lite.

CHART 1.6.3 SHOWS THE RESPONDENTS HORLICKS PRODUCTS RANGE



1.7 FINDINGS:

- 76.7% of Respondents are consuming healthy drinks.
- 56.7% of Respondents say that Horlicks's Taste is best.
- 33.3% of Respondents are friends recommended for Horlicks.
- 90% of Respondents are satisfied with Horlicks.
- Advertisements of Horlicks are influencing the purchase decisions of people.
- It is found that the majority of the respondents are satisfied by using Horlicks in this survey.
- It is also found that the taste and quality are enhanced. Many of the consumers want to introduce much more flavors regarding Horlicks.

CONCLUSIONS:

Nowadays there seems to be no vast difference between urban and rural consumers in knowledge, awareness, brand, and quality and consumption level of the products. This is because compared to urban area consumers people in the rural areas also have raised their standards in

acquiring a high educational level, and use of social media like the internet, WhatsApp, etc. Few differences lie in the earning capacity, lifestyle, standard of living, etc., among the rural and urban areas. Even now many people are not consuming healthy drinks in these rural areas. This is so because people are not aware that health drinks are useful for increasing their nutritional value like to develop their physical and mental health. Moreover, people are not able to afford to pay high prices for consuming branded health drinks. The success of a market is based mainly on the consumer's taste and preference. It is the satisfaction of the consumers which decides the existence of the product

in the market. For a consumer to be satisfied, he must be provided with a product that meets his expectations and requirements.

REFERENCES

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