

Consumer Satisfaction Study towards Boost with Special Reference to Chennai City

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Abstract

Health drink is one of the growing market today in India, It has been focused for every people especially for children. Most of the parents have considered this health drinks as a greater supplement food for their growing children and that makes every producer to concentrate to give qualifiable product according to the customer and consumer expectations. Due to the large number of Producers in the market, the consumer are getting confused and lot of factors influencing them to take purchase decision. This study is focused on Consumer satisfaction towards Boost (health Drinks) with special reference to Chennai City. It is based on the factors influencing on purchase behaviour of the consumer conducted a sample survey among the consumer to know their satisfaction level on Boost. Descriptive research design has been used in this study and the data were collected through questionnaire with 130 sample. Study found that more than 82% of the consumers are satisfied and highly satisfied of using Boost. Hence overall Consumer satisfaction towards boost is High.

Key-words: Healthdrink, Purchase Behaviour, Consumer Satisfaction, Purchase Decision.

1. Introduction

Health drinks is the most supplement food which is used by most of the mothers for their children and India is the one of the largest malted health dink users in worlds market (1400 crore). India is one of the most attractive retail landing place across the globe because of the huge population and varied eating habits. Growing purchasing power, changing lifestyle, increasing nuclear families in our country and impact of western culture are the key drivers of the Indian health drinks market. Universally, to grow up their children, mothers attach a lot of emotional importance to nourishment.it

gives immense pleasure to the producer to produce the needed product of the customer. Basically health drink market classified in Brown and white. Boost is the malt based health drink, it is producing under brown health drinks and it is one of the famous brand among the customer especially in chocolate flavour. Largest portion of Indian sales (90000 tonnes) is for boost in Indian retailing and it may increase in future.

Customer satisfaction is the outcome and emotional response of the consumer. It is the most prominent aspect in the marketing activity and it is one of the major constraints for the marketing metrics. CS strongly influences the customer behaviour and it also involves many aspects of the customers (internally and externally), hence the producers are pushing themselves to study the customer behaviour to market their products. Customer response is based upon perceived discrepancy between prior expectations and actual performance perceived by the customer after the consumption. (Tse and Wilton1988, p.204)

Consumer behaviour (customer behaviour) is paving way to all the producer to frame the strategy to sell their products in this competitive world. The study of consumer behaviour insist that yesterday's luxuries are today's necessary. In this competitive world people should work both mentally and physically for that they need energy and good stamina it requires the supplement food and that gives market for Health drinks.

2. Objectives

- To know about various factors influencing the purchase behavior of Boost.
- To find out the satisfaction level of consumer towards Boost.

3. Review of Literature

G. Mahalakshmi and Anushyadeci (2018) A study on customer satisfaction towards in health drinks in Theni district concluded that many of the factors are affecting while taking decision on purchasing of health drink especially Quality, Brand image, health benefits, taste and flavours and sales promotional tools have been considered are the prime factors while taking purchase decision by the most of the customers.

Pednekar, Achut P. (2015): For every company Customer satisfaction is very important to build the sales and brand value of the product. From the study the researcher concluded that the customers are purchasing, the most of the products are on the basis of quality, price, brand status (image), packaging, durability and self-esteem. These are the main factors, which are considered by the buyers to take a decision while purchasing the product.

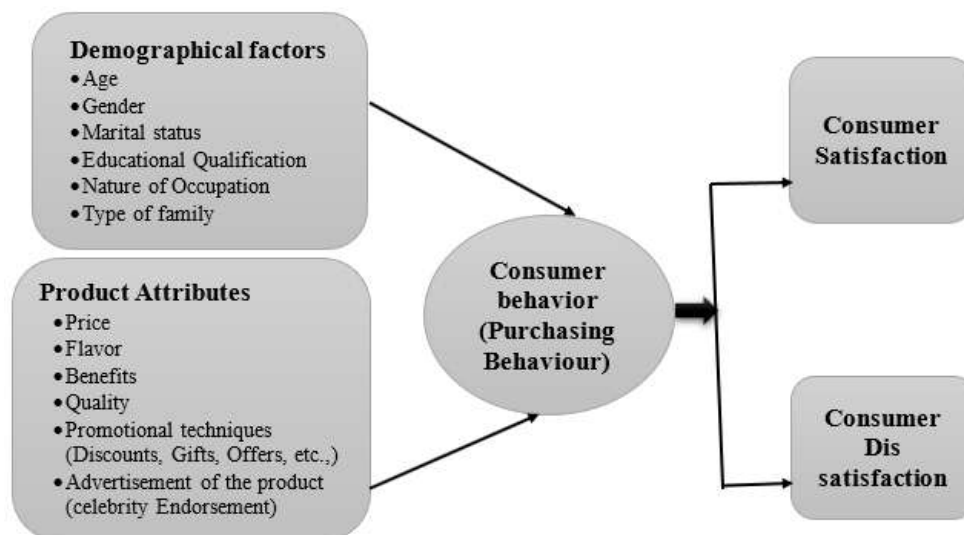
Arunkumar S K (2010) conducted a study on consumer brand preference and satisfaction, concluded that maximum respondents are preferred the brand Horlicks and followed by Boost and their socio-economic factors are influenced in the consumer satisfaction. Lamb et al (2004) stated that packaging is one of the constraints of today's consumer purchase decision and companies also giving more concentration on packaging of goods to attract more customer to buy the product, packaging includes the design, colour, and pictures etc. Daiane Lindner radons, caolina cunha torres, Paulo Sergio geretha, revista Electronica de Estrategia e Negocros (2013) Customer satisfaction is the prime motive of all producers due to multiplicity of the competitors entering in to the market, hence to prove themselves in the market and sustainability in the business customer satisfaction is very important.

4. Research Methodology

This study has been used descriptive research design and used both primary and secondary data. The primary data collected through questionnaire and more than 250 questionnaire with closed ended questions distributed among the consumer of Boost using convenience sampling technique and received completely filled questionnaire are 200 so the sample size for this study is 200 respondents. The respondents are the customers of the Boost. Customer includes consumer, buyer, influencer etc. The respondents are covered in all the age group of possible.

Hypothesis

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



5. Demographic Variables Pertaining to the Respondents of the Research Study

Demographic data of the respondents pertaining to 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

Reliability Analysis Pertaining to variables and its Dimensions in this Research Study

Reliability of a scale refers to the extent to which the scale is repeatable and provides the same results when it is used to measure under a variety of conditions such that it provides the same results (Nunnally, 1978). In other words, if the scale is administered after certain period of time it will generate consistent results.

Construct Reliability Analysis

Table 2- Construct Reliability Analysis (n=200)

Variables	No. of Items	Cronbach's Alpha	AVE	CR
Price	4	0.921	0.73	0.94
Flavor	5	0.914	0.56	0.86
Benefits	3	0.864	0.48	0.82
Quality	5	0.858	0.56	0.86
Promotional Techniques	7	0.832	0.59	0.87
Advertisement of the product	4	0.941	0.58	0.87

The above table represents the results of the reliability analysis along for each variable. Overall, the study reported strong reliability with coefficient alphas ranging from 0.832 to 0.941 which demonstrated that scale demonstrates good reliability.

Table 3- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.901	
Bartlett's Test of Sphericity	Approx. Chi-Square	32442.952
	Df	1325
	Sig.	.000

This above table states that the two tests that indicate the suitability of the data for structure detection. From the above test we can understand that (Kaiser-Meyer-Olkin) if the values are close to 1.0 the that data would be very useful for factor analysis and if the value is less the 0.50 the factor analysis would not to be useful.

Bartlett's test of sphericity tests the hypothesis is basically to find out the correlation matrix is an identity matrix, both the test is to find out the structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with your data.

Test for Normality Pertaining to the Research Study

Table 4- Tests of Normality

	Kolmogorov-Smirnova	Shapiro-Wilk
	Statistic	Statistic
Price	.240	.796
Flavor	.361	.698
Benefits	.384	.637
Quality	.300	.789
Promotional Techniques	.384	.651
Advertisement of the product	.400	.600

Presents the results from two well-known tests of normality, namely the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test. The Shapiro-Wilk Test is more appropriate for small sample sizes (< 50 samples), but can also handle sample sizes as large as 2000.

A Shapira –Wilk’s test ($P > 0.05$) (Shapiro – wilk, 1965; Razali and wag 2011) and Visual inspection of histogram, normal Q-Q plots and box plots showed that the variables of price, flavour, benefits, quality, promotional techniques and Advertisement of the product with kurtosis of all variables items are within the accepted level of (1.906 to - 1.906) (Cremer, 1989; Cramer & Howitt 2004; Donae & Seward, (2011)

T-test

T-test is conducted between the marital status and Price in purchase decision. The results of the t-test can be seen in table 4

Table 4- Results of t-test between Marital Status and Price in Purchase Decision

Variable	Gender	N	Mean	Std. Deviation	t -value	p-value
Price in Purchase Decision	Married	175	3.55	1.02	0.021	0.633
	Unmarried	25	3.56	0.98		

The above table shows the difference between marital status and Price in Purchase decision. Since from the table it depicts that P value is greater than the critical value so the null hypothesis is accepted.

Regression Analysis

Table 5- Results of Regression Output

		Adjusted R-Square	Unstandardized Beta	t	sig
1	(Constant)		.002	.003	.998
	Price		.074	.777	.439
	Flavor	0.259	.415**	4.117	.000
	Benefits		.042	.418	.677
	Quality		.003	.004	.997
	Promotional Techniques		.402**	3.557	.001
	Advertisement of the product		.043	.417	.667

From table 5 we can infer that out of all the independent variables, only Flavour and Promotional techniques is found to have significant and positive relationship with Consumer satisfaction. These two variables together make 25.9% of the variation on the dependent variable. The beta values for Flavour and Promotional Techniques are 0.415 and 0.402.

6. Conclusion

The study concluded that most(80%) of the consumers are satisfied in using of Boost and using of the statistical tools(t test) found that there is no significant difference between Gender and influencing of price in purchase decision making.

7. Directions for Future Research

Future research can be in to different factors influencing in consumer decision making while purchasing health drinks and also this study can extended for other Malted health drinks also. This study is clearly showing a path to all the researcher that consumer perceptions are varying by time to time and its influencing the consumer satisfaction more so the researchers and the marketing people can keep concentrate in this area to develop their product continuously according to the need of the customer or consumer and to face the competitor too.

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