

Perception towards consumption of health drinks-An empirical study in Coimbatore city

S.V. RAMESH

Received : October, 2010; Accepted : November, 2010

ABSTRACT

Mostly health drinks are consumed either by adding it to milk or in water. The availability of health drinks in bottle or refill pack further helps the busy people to save their time. There is no need for them to wait. Whenever it is required for them, they can move to the dealer where they can buy according to their requirements. Therefore, the study was conducted on the perception towards consumption of health drinks to classify the preference and problems in consuming health drinks.

Ramesh, S..V. (2011). Perception towards consumption of health drinks-An empirical study in Coimbatore city. *Internat. J. Com. & Bus. Manage*, 4(1): 1-5.

Key words : Preception, Health drinks, Emprical study

There are different people at different ages with different status of health in this world. But each and every one seeks for appropriate ways for maintaining their own status of health. In the line attack, people are doing some physical exercises like walking, jogging, yoga and playing games like cricket, tennis, etc. to maintain their health and lead healthy life. In spite of it, they prefer to consume some health drinks also to uphold their health. Hence, this study is intended to know about the preference over the health drinks and problems faced by the consumers in consuming health drinks to retain their status of health.

Scope of the study:

The study is reflected on the factors considered by the consumers who are consuming health drinks in Coimbatore City. The awareness, preference, satisfaction and problems of consumers with regard to gender, age, educational qualification, occupation, and monthly income have been compared to explore the relationship between them. The area of study was caged in Coimbatore City only.

Objectives of the study:

The following were objectives of the study: to know the socio-economic characteristics of the respondents, to identify the awareness and brand preference of

consumers of health drinks, to find out the factors influencing the brand preference, to study the problems faced by the consumers who consume health drinks and to offer suggestions based on the results of the study.

METHODOLOGY

The present study is based on the field survey conducted with the help of a well-structured questionnaire and interviews with the respondents. The study was confined to Coimbatore City and the primary data were collected from 150 respondents.

Limitations of the study:

- The following are the limitations of the study.
- The study was restricted to Coimbatore city only,
 - Due to time constraint, sample size was restricted to 150 only
 - There might be errors in the opinion of the respondents due to their busy schedule.
 - The study included both the active and irregular customers

Hypothesis of the study:

- The hypotheses framed for the study were as follows:
- There is no significant relationship between the Gender and the satisfaction of the health drinks.
 - There is no significant relationship between the age and the satisfaction of the health drinks
 - There is no significant relationship between educational qualification and the satisfaction of the health drinks

Correspondence to:

S.V. RAMESH, Department of Commerce, Dr. N.G.P. Arts and Science College, COIMBATORE (T.N.) INDIA
Email : svramesh07@gmail.com