

A Study on Family Buying Behaviour with Reference to Health Drinks in Ghaziabad Market

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Abstract

The Purpose of this study is to investigate the family role and their buying role with reference to health drinks and also to find out whether TV advertisements are more effective than other modes of advertisement or not. It is to analyze that family take decision in buying health drinks or children take. T.V. advertisement as compared to other means are more effective than other modes of advertisements. Research Methodology: In this research the researcher applied the descriptive research & the sources of data was primary & secondary. The primary data was collected in the form of questionnaire and thus happen to be an original in character. Where as the secondary data was collected from internet and also through other various business magazines too. The researcher investigated in the form of his findings and conclusions that decisions in family are not taken by the family members, as some decision are also taken by the children of that family. So companies have targeted to focus both the categories in their ads to show their health drink ads on children TV channels or cartoon channels also other family channels too. Researcher also find that the low cost or price of health drinks cannot affect the buying behaviour of parents or family. As According to the result of the test TV advertisement are more effective than other modes of ads so companies have to pay more attention on TV advertisement trends.

Keywords : Health Drinks, Family buying behaviour, T.V. Advertisements.

Classification JEL : R11, R31, R41.

1. INTRODUCTION

The drinks containing natural minerals, vitamins like A and C, Most of which are plant based and having rich diet components comes in Health Drinks category with people turning more health conscious, the non- carbonated beverages segment has become one of the fastest growing and more exciting businesses in the current senerio. The liquids which are healthy for consumption such as fruit juices, dairy products such as milk with honey, buttermilk etc.

Juices account for 30%, nectar 10% and stored fruit drinks constitute 60% of the market. With erratic schedules and fast pace-life, many times you forget that your body needs to rehydrate the replenished energy and nutrients. The big question here is, are you aware that your body needs energy to face the tight work schedules? If you are then what steps are you taking to meet the needs? What are the top nutrition drinks? Find out here.

Nutritional drinks are tasty and really good for health. Research has proved that these

nutritional drinks enhance the physical and mental growth. Not only for children, but these nutrition drinks are also good for adults. Some of these are in powder form which can be mixed with water or milk in order to make a nutritional drink and some of them are already in liquid form. The total fruit juices & health drinks market has grown strongly over the past 5 years, in term of both value & volume.

Company around the world is sharply focused on the customer need & demand. His perception, buying behaviour, social acceptance among others, forms the basic input of marketing research. Among those companies which respect their principles and follows, is the health drinks. Internationally acclaimed and domestically dominant. It has leadership positions in the telecom segment; it inspire sense of proud of position among parents.

Advertisement has an important effect on a country's economy, society, culture and political system.

Manufacturers know the advertising can help in selling a health drink quickly, enabling them to recoup the costs of developing health drinks. By stimulating the development competition leads to lower prices, thereby benefiting consumer and economy as a whole. These economists also argue that by interesting consumers in purchasing goods, advertising enables manufactures and others to sell their products in larger quantities.

2. LITERATURE REVIEW

The Indian food and beverage industry has witnessed drastic changes in recent years. These are in response to changing.... in response to changing market dynamics and consumer trends. While all segments of the beverage market are evolving, the growth seems to be directed more towards healthy, light and low-calorie drinks. The desire for health and concern for ill-health has driven consumers towards these drinks. Healthier product alternatives, including drinks specifically designed to provide energy, nutrition and health to the human body,

are among becoming top priority (Sloan 2003b). The consumers for the health drinks are people from the different walks of life but the majority of them come from the younger and older generations. In support of these contemporary..... contemporary developments, is the rich traditional knowledge of Ayurveda, which has since times immemorial been considered as a way of treating ailments and maintaining good health. Even today brands strong in Fast Moving Health Goods (FMHG) in India are, Emami, Dabur, Hamdard, Zandu, Biotique and AUM Himalaya, companies which have a predominantly Ayurvedic base (IMB Market Indicator Report, 2010). More than 70% of India's 1.1 billion populations still uses herbal products (Vaidya & Devasagayam, 2007). Moreover, a prominent number of countries are expressing interest in Ayurvedic plants and the Ayurvedic doctrine of beneficial effects of everyday dietary constituents and drinks (Mukherjee, Venkatesh, & Gantait, 2010). The motivation Motivation behind this, undoubtedly stems from the aspiration of a substantial percentage of the population to play a more dynamic role in their own health, using resources in their own control (Mitscher, 2007). According to Ayurveda, the drinks which have medicinal properties along with the property of quenching... quenching thirst are called health drinks or "Anupana". In Ayurveda health drinks are generally recommended to prevent diseases, counter the effects of extreme seasonal variations, and combat stress. Due to the trend of health-consciousness of consumers, the Indian noncarbonated beverage segment has become one of the fastest growing businesses word "currently" to be written only once after the comma currently valued at Rs 20,000 crore (FnB news, 2013), it is likely to grow at a healthy CAGR of 35 per cent, and touch 54,000 crore by 2015 (Associated Chambers of Commerce and Industry of India,2013). Since, India's per capita consumption of beverages is very low compared to other countries, there is huge untapped potential. The proliferation of assorted brands of

health drinks in the country has led to the cut-throat competition for increased market share. The marketing strategy of health drinks centers on the basics of marketing, the four Ps—product, price, promotion, and place—as companies attempt to shape their offerings to reach parents and children, their downstream consumers, more effectively. Moreover, the consumer is extremely price sensitive. Since, promotions play a big role in decision making; most of the promos are targeted at young consumers and children. The purpose of this study is to determine the Indian customer's preference for health drinks and the criteria used by consumers to choose health drinks.

Katke (2007) discussed the link between television advertising and its influence on child health and family spending. Nearly every aspects of children's live has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, obesity and eating disorders in children as well as family stress and negative values. Advertisers of children's television used to appeal to the parents, but now they appeal directly to children who do not have emotional or cognitive tools to evaluate what is being sold to them.

The health drink has been the mantra to excel in sports for years, so ,much so that four generations of cricketers have endorsed the brand on the same platform. Mindshare the Emnies 2009 case study judging round presented its case for boost in the best media. Innovation- TV and best integrated campaign categories. They came up with the findings that the problem for Boost last year was the 'energy' was becoming a generic category benefit, with direct competitors as well as indirect categories such as biscuits which have less pay time and even that is hijacked by T.V. about 90% of a child's leisure time is spent on T.V., while the remaining 10% is what he spends outdoors.

3. OBJECTIVE OF THE STUDY

a) To compare the effectiveness of various advertisement modes of health drink to take

decision among family members.

b) To analyze the decision making procedure among family members for FMCG goods.

c) To analyze the buying pattern of health drinks among family members.

4. RESEARCH METHODOLOGY

According to American Marketing Association (AMA) defines marketing research as a function which links the consumers, customers and public to the market through the information, which is used to intensify and defines marketing opportunities and problem, generate, refine and evaluated marketing actions, monitor marketing performance and improved understanding of marketing as a process.

In this research the research design for descriptive and the source of data was primary and secondary. The primary data was collected in the form of questionnaire and thus happen to be original in character. Whereas, the secondary data was collected from internet websites and through various business magazines. The research instrument used for the primary data was questionnaire and the sample size was 100 which were used in Ghaziabad area. The various sample elements was students, business class, house hold and service class.

Sampling unit is the total number of samples differed in different locality.

Table-1

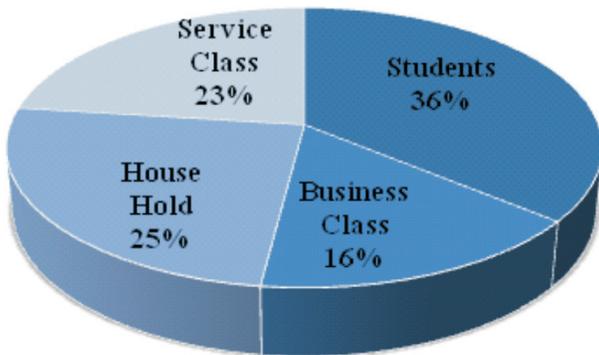
S.No.	Classes	No.of Participants
1	Students	36
2	Business Class	16
3	House Hold	25
4	Service Class	23
	Total	100

Data is collected through the survey method while survey is conducted in one city i.e. Ghaziabad.

5. HYPOTHESIS TESTING

The Chi-square test is applied when

No. of Participants



there are 2 categorical variables from a single population. It is used to determine whether there is a significant association between the 2 variables.

Here Chi-square test has been used as a non- parametric test as of goodness of fit, chi square test enables us to see how well does the assumed theoretical distribution fit to the observed data. As a test enables us to explain whether or not two attributes are associated.

$$\text{Chi-square} = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where,

O_{ij}= observed frequency of the cell in ith row and jth column

E_{ij}= expected frequency of the cell in ith row and jth column

If the calculated value of X² is less than the table value at a certain level of significant the fit is considered to be a good but if the calculated value is greater than its table value the fit is not considered to be a good one.

1st Hypothesis

Ho: TV ads are more effective than other modes of advertisements

Ha: TV ads are not effective than other modes of advertisements

$$\text{Chi-square value} = 2.83$$

$$\text{Degree of freedom} = (4-1)(2-1) = 3$$

Level of significance= 5%

Inference- The table value is 7.815 at 5% level and the calculated value is less than tabled value so the null hypothesis is accepted and the

Table-2
Table for 1st Hypothesis

Classes	Observed Frequency O _{ij}	Expected Frequency E _{ij}	O _{ij} -E _{ij}	(O _{ij} -E _{ij}) ² /E _{ij}
Students	18	14	4	1.14
Business Class	8	10	-2	0.4
House Hold	14	18	-4	0.89
Service Class	10	8	2	0.4
TOTEL = E(O_{ij}-E_{ij})²/E_{ij}				2.83

result is that Tv ads are more effective than other modes of advertisement.

2nd Hypothesis

Ho: In family child parents take decision for health drinks.

Ha: In family parents cannot take decision for health drinks.

Table-3
Table for 2nd Hypothesis

Classes	Observed Frequency O _{ij}	Expected Frequency E _{ij}	O _{ij} -E _{ij}	(O _{ij} -E _{ij}) ² /E _{ij}
Students	20	122	8	5.33
Business Class	10	8	2	0.5
House Hold	12	20	-8	3.2
Service Class	8	10	-2	0.4
TOTEL = E(O_{ij}-E_{ij})²/E_{ij}				9.43

$$\text{Chi-square} = 9.43$$

$$\begin{aligned} \text{Degree of freedom} &= (r-1)(c-1) \\ &= (4-1)(2-1) = 3 \end{aligned}$$

Level of significance= 5%

Inference- At 5% significance the table value is 7.815 and the calualted value is greater than the table value, so we reject the null hypothesis and the result is that in family the decision for health drinks are not taken by parents.

3rd Hypothesis

Ho: Low prices affects the buying

patterns of family.

Ha: Low prices cannot affect the buying patterns of family.

Table-4
Table for 4th Hypothesis

Classes	Observed Frequency Oij	Expected Frequency Eij	Oij-Eij	(Oij-Eij) ² /Eij
Students	24	10	14	19.6
Business Class	10	6	4	2.66
House Hold	10	24	-14	8.16
Service Class	6	10	-4	1.16
TOTAL = E(Oij-Eij)²/Eij				32.02

Chi-square value= 32.02

Degree of freedom= (4-1)(2-1)= 3

Level of significance= 5%

Inference- The table value of 5% is 7.815 and the calculated value is 32.02 so the null hypothesis is rejected and the result is that low price can not affect on buying pattern of family.

6. FINDINGS

1st Hypothesis

Ho: TV ads are more effective than other modes of advertisements

Ha: TV ads are not effective than other modes of advertisements

Result- Table value (7.815)> observed chi-square value (2.83)

Degree of freedom= (4.1)(2.1)= 3

Level of significance= 5%

Statement- According to the result of the test TV advertisement are more effective than other modes of ads so companies have to pay attention on TV ads.

2nd Hypothesis

Ho: In family child parents take decision for health drinks.

Ha: In family parents cannot take decision for health drinks.

Result- Table value (7.815)< observed

chi-square value (9.43)

Degree of freedom= (4.1)(2.1)= 3

Level of significance= 5%

Statement- According to the result of the test, the decisions in family are not taken by the family members or head. Some decisions are also taken by the children of that family. So companies have to show their health drinks ads on children TV channels or cartoon channels.

3rd Hypothesis

Ho: Low prices affect the buying patterns of family.

Ha: Low prices cannot affect the buying patterns of family.

Result- Table value (7.815)< observed chi-square value (32.02)

Degree of freedom= (4.1)(2.1)= 3

Level of significance= 5%

Statement- According to the result of the test low price of health drinks cannot effect the buying behaviour of family.

7. LIMITATIONS

The researcher has to face certain difficulties while carrying out the research work. This study has the following limitations:-

1. The response given by the respondents were not always accurate because the respondents gave the response according to their understanding.

2. Sometimes the respondents are not willing to fill the questionnaire.

3. Marketing researchers studies the behaviour that is rational. Very often, they do not express their feelings correctly what they think. In such cases their habitual practise, preferences cannot be assessed correctly.

8. CONCLUSION

According to the result of the test TV ads are more effective than other modes of ads so companies have to pay attention on TV ads. The decisions in family are taken by the family members, some decision are also taken by the children of those family members so companies

have to show their health drinks ads on children TV channels or cartoon channel. Whereas, the test shows that low price of health drinks cannot effect on the buying behaviour of family.

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