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CUSTOMER BEHAVIOR ANALYSIS TOWARDS SELECT FAST MOVING CONSUMER GOODS WITH SPECIAL REFERENCE TO BRANDED HEALTH DRINKS PRODUCTS: (EMPIRICAL STUDY FROM MUMBAI CITY)

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ABSTRACT

Environment and Health consciousness is getting reflected through consumer's enhanced interest in Health Drinks. Our preferences are part of what makes us who we are and the brands we seek will reflect our preferences. The competition among the brands is fierce. In every product category, consumers have more choices, more information and higher expectations than ever before. Jockeying for position in a consumer's preference set requires an aggressive strategy and constant vigilance. The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand.

Keywords: *Environment and Health, The Buyer and The Brand, Socio-Economic Environment.*

Introduction

Consumers across the globe are becoming increasingly concerned about quality health consciousness through nutrition, vitamins, energy, strength, stamina, activeness etc., towards of their Health Care Products. The choice of an individual strategy or combination depends mainly on the nature of the branded product or service. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process.

Need of the Study

In the shifting scenario of socio-economic environment across the world, all the economic activity like venture, production, marketing and international trade have been exposed to open ruthless competition. A similar change have been experiencing in the preference, attitude, lifestyles, likings, perceptions and in overall personality of customers. With these changes, marketing of goods and services has become the most critical task before the managers and executives of corporate. Endurance of profitability of any business firm depends upon their volume of sales. Higher volume of sales in term depends upon different type of marketing strategies.

The marketing strategies like product, price, promotion, place, process, people and physical evidence play a significant role in assuring a success and sizable profits for the companies. On the other hand, customers face several problems such as delay in product supplies, unfair and discriminated prices, and lack of information about expired and obsolete products, deceptive advertisements, raising customer complaints, unsociable approach of sales force, reduced sales after service, etc., and these problems on the one hand, and increasing customer's dissatisfaction on the other. India being the world's 2nd leading country by population and with an economic growth speed of 8.5% and the utmost population between the age group of 25 to 40 years, backed by growth in earnings. With hectic lifestyle and

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substantial increase in the share of disposable income, there is a need to examine marketing mix strategy adopted by companies to identify, segregate and reach its target consumer for realizing their objectives.

As Mumbai being the financial capital of India and has a mix of the sample population ranging from Segment D Class to Segment Class A+ public. With a place bombarded with a variety of advertising, marketing and promotional strategy by dissimilar companies to reach its target. Against this background, an authentic need is felt to carry out an empirical study to analyze and understand consumer behavior with regard to Fast Moving Consumer Goods and therefore, a detailed study relating to select FMCG companies profile, marketing strategies and consumer behavior in respect to FMCG is carried out in Mumbai city of Maharashtra state.

Objectives of the Study

- To study the Marketing Strategies of select FMCG Companies.
- To assess the Consumer Preference, Top of Mind Brand and Level of Awareness in response to Branded Health Drinks.
- To study the Consumer Purchase Frequency, Substitute Brands, Purchase Point and Source of Information with respect to Branded Health Drinks.

Hypothesis

- There exists relationship between the Health Drinks top of mind with Health Drinks purchase cycle.
- There exists a relationship between Health Drinks top of mind and Health Drinks purchase point.
- There exists a relationship between the Health Drinks top of mind with the price importance.

Methodology

- **Selection of Parameters:** In order to assess and examine the consumer behavior in response to Fast Moving Consumer Goods of Select FMCG, appropriate variables like consumer preference, product awareness, top of mind brand, purchase frequency, purchase point, substitute brand, sources of information and other appropriate variables are chosen and the same are included in the questionnaire.
- **Selection of Customer Respondents:** Mumbai city is taken as a sample unit for the proposed study. It is proposed to choose a sample size of five hundred customer respondents for the study. While choosing the customers, a multi-stage sampling tool is employed. At the first stage, the Mumbai city is divided into four centers viz:-North Mumbai, South Mumbai, West Mumbai and East Mumbai. At the second stage, customers are divided into house-wives, working women, professionals, youth and children. And at the third stage, it is proposed to select randomly total 125 respondents from each center comprising of 25 respondents from each category.
- **Sources of Data:** The primary information with regard to customer opinions relating to distinguished parameters is to be elicited through primary survey of select respondents. Viz: - Housewives, working women's, professionals, children and youths. The necessary secondary data relating to FMCG companies with regard to their history, present status, estimated growth, product portfolio, etc., of the respective companies; are collected from annual reports, reference books and from the websites of different companies.
- **Data Collection Instruments:** In order to collect primary information from the select respondents, a structured questionnaire is used. Questionnaire contains Ranking, Close end, Likert scale, and Ordinal questions.
- **Customer Contact Method:** The users information from the respondents is gathered through an in depth personal interview method.
- **Data Analytical Tool:** In order to analyze and understand customer respondents' impressions and opinions, simple percentages, averages and chi-square test are used and results are presented with the help of tables, diagrams, charts and graphs.

Scope of the Study

The study has covered consumer behavior with regard to FMCG products of select companies confined to Mumbai city. The findings of the study are of immense help to FMCG companies in particular and FMCG companies in general to understand about their products position in the consumer market and accordingly bring necessary changes for better performance.

Limitations of the Study

Findings of the study represent opinions of the customers residing only in Mumbai city and they are from the well-organized markets. However, the FMCG consumers are spread and scattered in every nook and corner of the country and therefore, these findings do have the limitations of generalization. The researcher has frequently experienced with the customers about their unwillingness to spare time with the researcher.

Review of Literature

Ashokan C. and Hariharan. G (2008) attempted to study the perception and profile of retail consumers – to understand the behaviour of consumers, visiting the new generation related malls like Spencer and Big Bazaar in a small town in palakkad of kerala state.

Bagla, Ashish and Gupta, Vivek (2008) have said that Promotion of brands in rural places requires the extraordinary measures. Due to the social and economic backward state the personal selling efforts have a challenging role to play in this regard. The Indian reputed Industries have the advantages, over multinational companies in this regard. The sturdy Indian brands have strong brand equity, consumer demand-pull and capable and dedicated dealer network which have been created over a long period. The rural market has a hold strong country shops, which influences the sale of diverse products in rural market. The companies are frustrating to trigger growth in rural areas. Companies are finding the fact that rural people are better in position with disposable income. The low interest rate of loan facility has increased the affordability of buying the high priced products by the rural population. Marketer need to understand the price compassion of a consumer in a rural area.

Bhandari, Bhupesh, Kar, Sayantani and Iyer, Byravee (2010) have tried to observe that, what young men and women want through across sectors to sell their products to the youth. In the networked world, communication should be bold, it has acted as a catalyst, fun and cheeky, and it must talk to people rather than talk behind them. In youth appeal companies now a day's track, first and foremost, the youth application of any celebrity before finalizing brand ambassador.

Czinkota, Micheal R. and Kotabe, Masaaki (2005) gives clarity on marketing as a social science, based on theories and concepts, which require marketers, visit to people, observe them, talk to them and understand their behavior as "dialogue" between marketers and customers. Many companies-large and small, domestic and international also have gained the experience on the same. Further authors' enlightens on different GAP analyses in constructing a marketing strategy and innovating new product, product modification and its marketing response. An example of a new product introduction strategy of P and G is given. The pricing and distribution strategies including retailing are discussed and promotional strategies like sales, direct marketing, public relation, personal selling and advertising are also explained.

Derval Diana (**2010):** describes on people's favorite products and the reasons required for product positioning and targeting the proper segments. Direct marketing was also crucial to the growth of a new product that was an industry innovation and proof of brand concept for consumers. Advertising thinking led to the progress of a big service and branding idea that operated as a pivot for the conversion of internal and external attitudes, while PR thinking helped to form events and stories that built association and belief. An active programmer involving hundreds of staff resulted to changes that improved quality, relevance and consistence of brand experience.

Kamalaveni, D., Kalaiselvi, S and Rajalakshmi, S (2008) explained that most popular brands do not possess all attributes expected by the consumers. There is high correlation between attributes scores and loyalty. Brand loyalty is extensively associated with the age of the respondent rather than with their income. Loyalty scores indicate that the consumers of less popular brands are more loyal than others with respect to rest all products. Market players have to ensure that their products will have the required attributes to make consumers more loyal. According to Stephen King "Product is made in the factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product becomes outdated, soon; a successful brand is timeless".

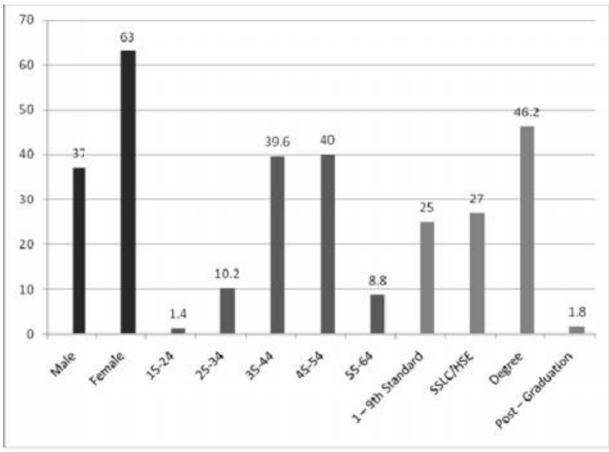
Data Analysis

Demographic Profile of Respondents

Table 1: Analysis of Demographic profile of respondents based on Gender, Age and Qualification

S. No.	Variable	No. of Respondents	%
I	**Gender**		
	Male	185	37
	Female	315	63
	Total	**500**	**100**
II	**Age**		
	15-24	7	1.40
	25-34	51	10.20
	35-44	198	39.60
	45-54	200	40.00
	55-64	44	8.80
	Total	**500**	**100**
III	**Qualification**		
	1 – 9th Standard	125	25.00
	SSLC/HSE	135	27.00
	Degree	231	46.20
	Post – Graduation	9	1.80
	Total	**500**	**100**

Chart 1: Analysis of Demographic profile of respondents based on Gender, Age, and Qualification



In the above table no.1 shows that 37% of male and 63% female respondents. It shows that more females are making purchases as compared to males. According to majority of the respondents are in the age group of 45-54 (40%) years and 35-44 (39.60%) both of this age group alone contains 79.60% of the total respondents. It shows that most of the decisions are influenced by 35-54 years of age. Sl. No.3 shows that most of the respondents are graduates (46.20%), and up to Matriculation (42%) these two accounts for 88.20% of cumulative percent.

Table 2: Analysis of Demographic Profile of Respondents Based on Income and Occupation

S. No.	Variable	No. of Respondents	%
I	**Income**		
	Below Rs.5,000/-	31	6.20
	5,001 – 20,000/-	188	37.60
	20,001 – 35,000/-	173	34.60
	35,001 – 50,000/-	66	13.20
	50.001 & Above	42	8.40
	Total	**500**	**100**
II	**Occupation**		
	Unskilled Worker	6	1.20
	Skilled Worker	70	14.00
	Petty Trader	83	16.60
	Shop Owner	89	17.80

	Businessman	63	12.60
	Self-Employed Professional	65	13.00
	Clerical/Salesman	10	2.00
	Supervisory Level	45	9.00
	Junior Executive/Officer	32	6.40
	Middle/Senior Executive/Manager	37	7.40
	Total	**500**	**100**

Chart 2: Analysis of Demographic Profile of Respondents Based on Income and Occupation

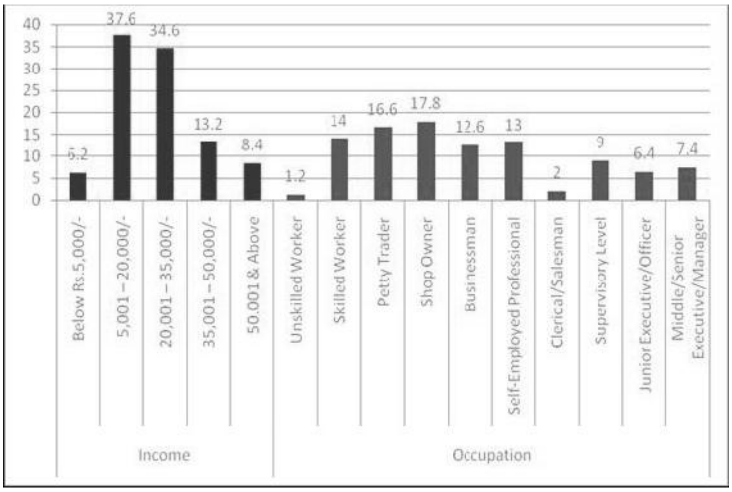


Table No.2 explains the study of 500 respondents across Mumbai city on their socio-economic condition. The members are housewife, bachelors who look after the primary grocery shopping for the house. The same has been topped by the respondents who are having disposable income of Rs.5,000/- to Rs.35,000/- (37.60% + 34.60%) that is 72.20%. Table 2 explains that, majority of the respondents (16.60% + 17.80%) that is 34.40% are petty trader and shop owners, and businessman and self-employed professionals i.e., 25.60% followed by skilled worker and self-employed professionals with 14% and 13% respectively.

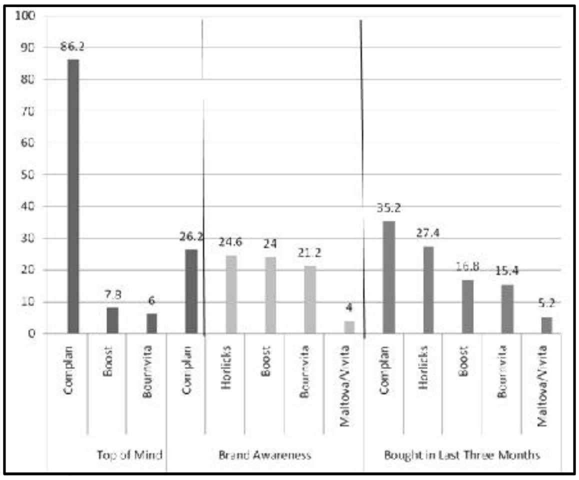
Consumer Behaviour in Response to Health Drinks

Table 3: Analysis of Brand Preference, Awareness and Brand Purchased in the Past Three Months with Regard to Select Health Drinks

S. No.	Variable	No. of Respondents	%
I	**Top of Mind**		
1.	Complan	431	86.20
2.	Boost	39	7.80
3.	Bournvita	30	6.00
	Total	**500**	**100**
II	**Brand Awareness**		
1.	Complan	131	26.20
2.	Horlicks	123	24.60
3.	Boost	120	24.00
4.	Bournvita	106	21.20
5.	Maltova/Vivita	20	4.00
	Total	**500**	**100**
III	**Bought in Last Three Months**		
1.	Complan	176	35.20
2.	Horlicks	137	27.40
3.	Boost	84	16.80
4.	Bournvita	77	15.40
5.	Maltova/Vivita	26	5.20
	Total	**500**	**100**

Source: Primary Survey

Chart 3: Analysis of Brand Preference, Awareness and Brand Purchased in the Past Three Months with Regard to Select Health Drinks



Source: Primary Survey

Health drinks segment is another key Fast Moving Consumer Goods item consumed by many different age group consumers. The brand preference, brand awareness and brand purchased in the past three months of the consumer respondents are shown in table – 3. From the table, it is very much clear that of the total three health drinks Complan is found to be preferred by more than 86% of the total consumer respondents followed by Boost (7.80%) and Bournvita (6%) respectively. This noticeably conveys that Complan is consumed by majority of the people and this brand also remains on the top of mind of the consumer. This highest preference of consumer respondents to this brand could be attributed to get taste in milk, rich in color, smell, feeling energized, as growing power of children and as a final point consumers pleasure. As far as brand awareness of these brands is concerned, analysis reveal appealing results that of all the above brands, though Complan tops as more than 26% of the sample respondents are impressive with this brand yet no significant variation in the brand awareness is seen. Aligned with this, the percentage of consumers who have preferred and used Complan brand is the highest one. This shows that there is correlation between brand awareness and brand use.

With regard to purchases of different brands in the last three months is concerned, the table shows that of all the five brands, Complan is found to have been purchased by majority of the consumer respondents followed by Horlicks, Boost, Bournvita and Maltova/Vivita. It is further noted that in case of all the brands, the consumer respondents have purchased all the brands and no significant difference is found except Maltova/Vivita in the percentage of consumers who have purchased different brands in the last three months. The overall analysis indicates that Complan health drink brand has made a sizable influence on the consumers mind followed by other brands.

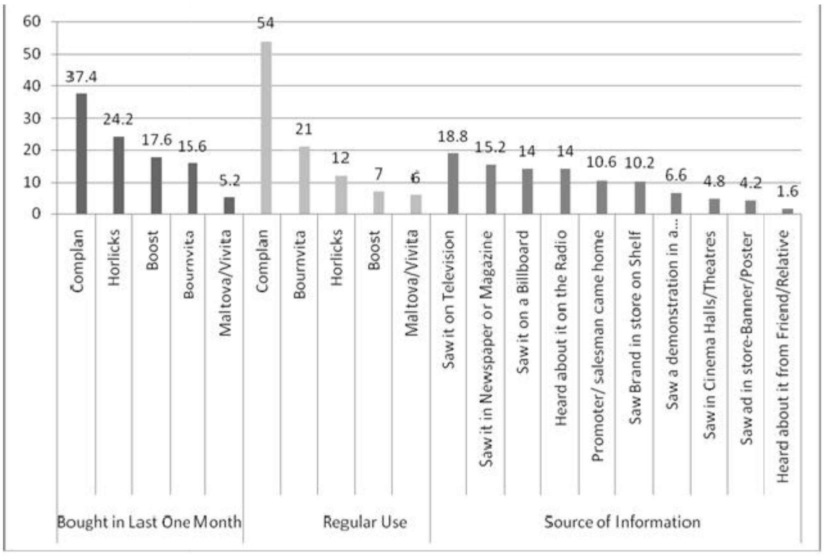
Table 4: Analysis of Brand Purchased in the Past One Month, Regular Use and Source of Information with Regard to Select Health Drinks

S. No.	Variable	No. of Respondents	%
I	**Bought in Last One Month**		
1.	Complan	187	37.40
2.	Horlicks	121	24.20
3.	Boost	88	17.60
4.	Bournvita	78	15.60
5.	Maltova/Vivita	26	5.20
	Total	**500**	**100**
II	**Regular Use**		
1.	Complan	270	54.00
2.	Bournvita	105	21.00
3.	Horlicks	60	12.00
4.	Boost	35	7.00
5.	Maltova/Vivita	30	6.00
	Total	**500**	**100**

III	**Source of Information**		
1.	Saw it on Television	94	18.80
2.	Saw it in Newspaper or Magazine	76	15.20
3.	Saw it on a Billboard	70	14.00
4.	Heard about it on the Radio	70	14.00
5.	Promoter/ salesman came home	53	10.60
6.	Saw Brand in store on Shelf	51	10.20
7.	Saw a demonstration in a shopping mall/market	33	6.60
8.	Saw in Cinema Halls/Theatres	24	4.80
9.	Saw ad in store-Banner/Poster	21	4.20
10.	Heard about it from Friend/Relative	8	1.60
	Total	**500**	**100**

Source: Primary Survey

Chart 4: Analysis of Brand Purchased in the Past One Month, Regular Use and Source of Information with Regard to Select Health Drinks



Source: Primary Survey

Analysis judging the buying behavior of consumers vis-à-vis Health drink preferences reveals that when it comes to the consumption of health drinks COMPLAN takes the pride at No.1 position with an acceptance level of 37.40% (as visible in Table 4 head 1).The success parameters of the brand include presence of sugar, calcium, phosphorous, vitamins, manganese, sodium, potassium, biotin and many more rich minerals, in addition to that being a complete planned food - rich in milk, protein and carbohydrate contents, has helped the brand a lot in convincing the staunchest customers. Giving a tuff fight to complan, second in the race for health drink comes HORLICKS with an acceptance level of 24.20%. In addition to the presence of vital minerals (zinc, vitamins, folic acid, calcium, protein, carbohydrates, fat, sugar, copper, and selenium) the ability of the brand to foster strongest of body, sharpness of mind and height oriented features has already made it a favorite brand among mothers for their kids. Being a secret of consumers' energy - with brand endorsements by celebrities, BOOST has already gained a major foot hole in the market with an acceptance of 17.60%. The excessive stamina building par (3 times vis-à-vis competitors - scientifically proved) coupled with rich nutrients, minerals and salts are some of pushing features related with the success story of boost. BOURNVITA comes 4th with an acceptance level of 15.60%. Being one of the oldest and well established in the minds of consumers the rich contents of the product in terms of energy, protein, vitamins, calcium, phosphorous, potassium, and the availability of the product in different delicious flavors' including the most vibrant chocolate flavor has made it a heartthrob for kids. Having acidity regulator, delicious cocoa powder, malt extract, sugar, milk, fiber and minerals, brand MALTOVA / VIVITA manages to hold 5th position (Table 4 head 1) with an acceptance level of 5.20%.

When it comes to the usage of aforementioned brands, there come in a deviation in their consumption pattern while tracing the consumer behavior within the head Regular Use vis-à-vis bought in Last One Month. Factors governing such dispersion could be with the pricing strategies of the promoters, availability of the product, ongoing schemes (buy one get one free, pay less get more, complimentary gifts targeted towards kids) banner and poster advertisement as well as the profit margin of retailers and their convincing skills. Further analysis of Table 4 head 3 reveals that in spite of going for an ideal mix of various sources of advertising/publicity/convincing the consumers, the vital weapon again remains same (as it has been in the previous discussions) - Television media with an inducing power of 18.80% whereas on the flip side as usual the word of mouth remains a passive player in the area with the consumer convincing power of 1.60%. Remaining sources of information including salesman demonstration, billboard, print media advertising, shelf display, FM Radio awareness, display through banner/poster and campaigns in mall and cinema halls come in between the two extremes of the range as mentioned above.

Testing of Hypothesis

Sl. No.	Hypothesis	Calculated Value	df	P Value
1.	There exists relationship between the Health Drinks top of mind with Health Drinks purchase cycle.	55.513	4	.000 Accepted
2.	There exists a relationship between Health Drinks top of mind and Health Drinks purchase point.	64.742	4	.000 Accepted
3.	There exists a relationship between the Health Drinks top of mind with the price importance.	27.777	6	.000 Accepted

The formulated hypotheses are tested with the help of collected data and the results are analyzed as under:

In case of first, second and third hypothesis, the calculated P-value is less than (<0.05) therefore, it is concluded that there is a significant relationship between Health Drinks top of mind with Health Drinks purchase cycle, purchase point and also with the price importance.

Testing of hypothesis reveals that in case of all the formulated hypothesis, the calculated P-values are (<0.05) and therefore, it is concluded that there is a significant relationship between Health Drinks Top of mind and its purchase cycle, purchase point and with the price importance.

Following are the **suggestions** made to the FMCG Companies, based on the findings for the improvement in their respective marketing strategies.

Health Drinks

- From the consumer behavior analysis, it is undoubtedly proved that out of the five health drinks, Complan is preferred by more than 86.20% of the total consumer respondents followed by Boost (7.80%) and Bourn vita (6%). This gives evidence that Complan is consumed by too many people and this brand stays ahead on the top of mind of the consumers. It also indicates the faith of consumers about the brand - keeping in mind some factors / traits attributable to the brand - taste in milk, rich in color, smell, feeling energized, specially growing power of children etc.,
- It is because of the presence of so many customer centric features in Complan - that makes the product catchy and has created a massive demand in the market. Credit also goes to Brand Positioning Exercise undertaken by the Management. Complan is found to have been purchased by majority of the consumer respondents followed by Horlicks, Boost, Bournvita and Maltova/Vivita.
- It is further noticed that in case of all the brands, the consumer respondents have purchased all the brands except Maltova/Vivita with the least preferred and there is no significant difference in the percentage of consumers who have purchased different brands in the last three months.
- The analysis also shows that Complan health drink has made a sizable presence in the consumers mind and Complan occupies the first position with a perception level of 37.40%. The credit for which goes to the traits including the ability to energize, taste, smell and as growing power of children. Complan being a product of Heinz (Glaxo) family enjoys the market loyalty bonus and specially caters to that segment of market.
- Horlicks, Boost, Bournvita and Maltova/Vivita - though have a presence in the market but as compared to the quality aspects in Complan and other features, the brands are far behind in the race – in terms of hitting the consumers' perceptions.

- The analysis of study reveals that, television media plays a critical role in spreading the brand awareness among the consumers whereas word of mouth remains least impressing source of information. All other sources of information including shelf display, poster display, bill board positioning, and mall advertising are placed between the two extremes. Therefore, it would be of major help especially to Complan and other brands where the market size is not that sizeable vis-a-vis Bournvita and Maltova/Vivita to give due importance to television media for advertising in order to determine the best possible results for the positioning strategy. Further study tells that, the Heinz India Private Limited health drink brands are fully aware with most of the consumers, whereas Cadbury India Limited - Bournvita health drink awareness is not encouraging among the consumers.
- Health Drinks are serving to the needs of the children and adults those who are worried about their health. Therefore, it is advised to do improvements in business sectors during distinct goods with a clear cut positioning. For e.g., Complan, Bournvita and Boost are supposed to come out with different variants' in their flavors as well as by changing its ingredients to focus towards the children and adults of the different age group.
- Indian Health Drink market is a growth market with tremendous opportunities, as it has one of the youngest populations in the world. In terms of raising income among the urban as well as rural youth, companies are supposed to reinforce the long term prospects. Health Drink segment will continue to do well despite higher penetration results in price war in the market. All companies are suggested to increase their product usage by promoting health aspects with superior products.

Conclusion

One of the youngest nations in the world is India, with a median age of 25 years, as compared to 36 in US and 43 in Japan. It coupled with quickly evolving consumer preferences and a large population, has transformed into a huge market scope for FMCG players. Nearly 25 percent of the population is consisting of youth segment of 10-24 years age group and they are showing momentous interest to all FMCG companies. New business channels for FMCG companies are coming up through the construction of hypermarkets and shopping malls, as the result of real estate development in the country. By 2025, India is poised to become the world's 5th largest consuming country from the 12th position 2010. This will ensure the constant development of the FMCG industry in the future. As the urbanization rate is predicted to extend from the current 30% to 45% for the next 45 years, by adding 379 million consumers across Indian cities as a base for FMCG companies. Household income of the top 20 booming cities in India is forecasted to develop 10% annually by 2018. In addition 100 top cities would be contributing between 50% - 60% of the overall spending on consumption, as per the recent industry sources. Rapid increase in consumerism and the access of more international players in Indian markets are showcasing revolutionary changes due to the liberalization. International brands are selling their products at fairly competitive prices with variety of choices through market exposure to the quickly evolving Indian consumers.

Health Drinks Segment

Our lifestyle is largely responsible for the deteriorating health whether young or old, like health drinks and the media is much aware of the same. It hits the nail on that head by raising health concerns which we fear the most. Today's children and their parents are busy in meeting two ends and their child everything that they need to grow is provided by these health drinks to become a healthy adults by drinking Bournvita, Horlicks, Complan, Boost and other malt based health drinks. Therefore all people take health drinks for relaxation, refreshment and to get energy. Our kids agree upon drinking milk so we add these flavors into milk, it means that we understood the necessity of milk for their development but we feel secure that these supplements will add to their health as we are persuaded by advertisements.

Health Drinks market is also one of the fastest growing segments in the world among the consumer market. The growth is proportionate to the growth of population as the usage is twice or thrice a day. Glaxo Smithkline Consumer Health Care Limited with more than 60%and 17% by Cadbury India Limited with various brands including Complan, Boost, Horlicks and Maltova/Vivita, are in the fore front among the consumer goods manufacturer and marketer, whereas Nestle India Limited has got the least presence with ignored brands and Hindustan Unilever Limited, Godrej Consumer Product Limited and Procter and Gamble India Limited has no presence and doesn't compete into this segment.

The study of consumer buying behavior in Health Drinks states that among all the five brands i.e., Complan, Horlicks, Boost, Bournvita and Maltova/Vivita; the brand at first place is Complan with the largest market share 54%, Bournvita is at second place with the 21% market share, and Horlicks, Boost and Maltova/Vivita are the third, fourth and fifth place respectively with 12%, 7% and 6% market share. The consumers are highly satisfied with the present brand of Health Drink. In India too Glaxo Smithkline Consumer Care Limited and Cadbury India Limited has created a new dimension in consumer goods market. The health drinks are offered by these major giants are available in flexible market offer to accommodate diverse segments in consumer market with wider range of varieties.

UK based GlaxoSmithkline Consumer Care Limited and Cadbury India Limited being indigenous operates in domestic and international market, both companies has localized in its presence in Indian market. These companies have developed top of mind awareness among Indian consumers through its many popular and land mark products. GlaxoSmithkline Consumer Care Limited is closely competing among their own brands in the health drinks segment. According to this study, GSK India Limited stands out as a most admired company and followed by Cadbury India Limited in terms of range of products. The wide range and width of the product mix is the strength of the company. GlaxoSmithkline Consumer Care Limited’s sales revenue is largely driven by health drinks segment among the other product lines. The driving brands among the health drinks are Complan, Horlicks, Boost, Bournvita and Maltova/Vivita with different various flavors.

In consumer market GlaxoSmithkline Consumer Care Limited is memorable with its renowned brands edging more on Health Drinks brands like Complan, Boost, Horlicks and Maltova with various flavors. The company is largely focusing on the upper end and lower end of the market through its known quality products in consumer market. As the cross tab between Health Drinks TOM and Health Drinks Purchase Cycle, Purchase Point and Price Importance has a Pearson chi-square values of 0.000 which is less than the standard value of 0.05 thus our hypotheses is accepted and there exist a relationship between Health Drinks TOM an Health Drinks Purchase Cycle, Purchase Point and Price Importance.

Sales promotions has ceased to be major differentiator in urban as well as rural markets, with leading companies like Cadbury India Limited and GlaxoSmithkline Consumer Care Limited and are offering related gifts and freebies. Therefore, to differentiate from their competitors, marketers have to find out some innovative ways of sales promotion. Currently price off and pay same and get more, buy and get some kids related free gift offers are very much useful in magnetizing the consumers towards the products for short term increase in sales and to influence first trial. Depending upon competitor’s schemes and season promotional schemes must be differentiated and changed from to time. Consumers attitudes regarding Health Drinks purchase is largely influenced by quality attributes of the product. Price, Brand, Taste, Flavor and Packaging are the major factors influencing in the eyes of consumer better than others.

In conclusion, it is noticeable that Cadbury India Limited and GlaxoSmithkline Consumer Care Limited are placed in a very advantageous position in Indian Health Drinks market. Indian market is diverse in terms of income, taste, preference, flavor, geographical dispersion, regional differences and tradition. There is still some untapped market segments in both upper and lower end of the market are found by this study. This is evidenced by the brand switching in health drinks market, for e.g., percentage of respondents using Complan, Horlicks and Boost in the last three months has shifted very marginally in terms of increase in percentage without changing their preferred brand, but Bournvita brand users have reduced very marginally may be because of limited taste and variants’’ availability. Hence companies need to identify and device suitable marketing offers by spending time and money. Being well known brands in Indian market, GlaxoSmithkline Consumer Care Limited is leading dominantly in health drinks segment whereas Cadbury India Limited and Nestle India Limited too can capitalize the market potential, provided a efficient marketing mix in terms of price, promotion, product and physical distribution is effectively blended to adapt to the market requirement.

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