

# An Inquiry into The Perceived Quality of The Preferred Brand of Malted Food Drinks in Tiruchirappalli

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**Abstract** - According to "Aristotle" "*Quality is not an act, it is a habit.*" In many ways Indian consumers are distinct from their counterparts in other nations including their Asian neighbors. This may be because the Indian consumers tend to associate themselves more with values of nurturing, caring and affection than with the values of ambition and achievements. Indian consumers' attitude towards income generation, spending and savings patterns is all influenced by such value systems. Further, Indian consumers cherish and perpetuate high degree of family and value orientations and their decisions are often influenced by the families and friends besides their rich traditions and history. It is also equally true that the Indian consumers are always receptive to and appreciative of new trends and developments in the consumer market and quickly adapt themselves to the same even while preserving their core values and beliefs.

Financial discipline, High value orientation and adaptability of Indian consumers enabled the country to retain its level of consumption in adverse circumstances. Such resilience and response of Indian consumers have surprised many nations and also attracted their attention towards India's economic vibrancy.

In tune with the overall trend of Indian economy and consumption pattern, the Fast Moving Consumer Goods (FMCG) sector, one of the largest employers and a prominent user of agriculture output also remains vibrant and future oriented. Processed and Packaged malted food industry an important of FMCG sector has become the field of the study due to its intriguing but interesting trend.

**Keywords** – FMCG, Malted Food, Package.

## I. INTRODUCTION

According to "Aristotle" "*Quality is not an act, it is a habit.*" Economic reforms introduced about two decades back have swept through the entire nation leaving almost no sector untouched. Though the nature and intensity of its impact are different for different sectors like agriculture, manufacturing and service. It certainly changed the profile of the consumers in all these segments and also the way they spend. Prior to 1991, consumers in India were accounted for spending only in eight categories; however it has dramatically increased to 17 in 2007, thanks to the widespread high disposable income, varieties of products and services offered at the doorsteps due to tremendous growth and development in technology and the intrusion of westernized lifestyle as well as the outlook, Indian

consumers no longer care for low prices. Exchange offers and deep discounts. Most of them are today increasingly sophisticated, highly knowledgeable, greatly flexible and vividly quality conscious. Economic reforms brought about numerous changes in their conservative mind set and forced them to be pragmatic, objective and cautious. In fact the intelligence, foresightedness and thrift habits prevailing among Indian consumers have secured the nation from the onslaught of economic slowdown caused by the recessionary trends.

## II. BRAND – A LITERALY REVISED

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Name brands are sometimes

distinguished from generic or store brands.( American Marketing Association Dictionary) Seals, which acted as quasi-brands, have been found on early Chinese products of the Qin Dynasty (221-206 BCE); large numbers of seals survive from the Harappan civilization of the Indus Valley (3,300–1,300 BCE) where the local community depended heavily on trade; cylinder seals came into use in Ur in Mesopotamia in around 3,000 BCE and facilitated the labelling of goods and property; and the use of maker's marks on pottery was commonplace in both ancient Greece and Rome (Starcevic, Sladjana (2015).)

**Statement of the problem**

Food processing, the largest segment in FMCG is lagging behind in India in comparison to developed countries. Positively speaking it exhibits the growth potentials for the investors in this sector in India. Sensing the under explored food market in India, domestic and multinational companies of late have been targeting this sector to find a pertinent source of income for them in the long run. Rapid globalization supported by explosive industrial. And infrastructural growth, expansion in the income of households along with the real increase in spending power, growing urbanization, and availability of multiple varieties of products in several categories, changing role of women, busy lifestyles and evolving preferential options portray the food market in India as promising multifaceted, competitive and aggressive one.

The present study focuses on one of the core and critical components of processed and packaged foods namely malted food drinks. This segment has now come under the close scrutiny and attention of the state and central governments, owing to its pivotal role in enhancing the general health of otherwise malnourished Indian population. In fact the government is contemplating a series of measures to improve the performance and production of this segment so that the people from lower income segment of population can have continuous access to health drinks. Besides, the state authorities and policy makers are interested in knowing the behavior and attitude of Indian consumers vis-a-vis malted food health drinks.

**III. OBJECTIVES OF THE STUDY**

Objectives are vital and inherent part of any activity which is conducted in an organized manner. Research as a formal and organized activity, should be pursued with objectives which can give guidelines to traverse through pre-planned path to bring out outcomes that are really useful to the society at large. Keeping these things in mind, the present study has formulated general objective with the aim to accomplish the main purpose of the study.

To facilitate the fulfillment of general objective, it is segmented in to six specific

**IV. SPECIFIC OBJECTIVES**

- 1) to present demographic profile of consumers in Tiruchirappalli Corporation and study the variations in consumption and buying patterns.
- 2) to examine the factors influencing buying decision among consumers for malted food drinks in Tiruchirappalli Corporation.
- 3) to assess the consumers' involvement for malted food drinks and its impact on their preference and consumption pattern.
- 4) to know the level of brand preferences for the most preferred brand and examining them in terms of perceived quality and perceived risk.
- 5) to ascertain the relationship among buying behavior, brand preference, brand loyalty, purchase intention and satisfaction.
- 6) to provide suggestions for formulating effective policies, practices and strategies to policy makers and marketers of Malted food drinks.

**TABLE-01 REGULARITY OF CONSUMPTION FOR CHILDRENWISE CLASSIFICATION OF THE RESPONDENTS**

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Regular	35	32
Occasional	25	23
Irregular	30	27
Not at all	20	18
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE : FIELD DATA**

It could be observed from **TABLE-01**, that 32 Percent of respondents are Regularly consume their favorite brand malted food drinks, 23 Percent of respondents are Occasionally consume their favorite malted food drinks, 27 Percent of respondents are Irregularly consume their favorite brand malted food drinks, 18 Percent of respondents are Not at all, It means they are don't consume malted food drinks.

Hence It could be observed from **TABLE-01**, 31 Percent respondents are Regular for Regularity of consumption for children regarding preferred brand of malted food drinks.

**TABLE-02 BRAND CONSUMED BY THE ADULT MEMBERSWISE CLASSIFICATION OF THE RESPONDENTS**

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Glucon d	10	09
Amul kool	10	09
Ovaltine drink mix	11	10

Horlicks lite	15	14
Cadila acti life	10	09
Boost	14	13
Cadbury's bournvita	11	10
Protinex	10	09
Nestle nutrition resource	11	10
Ranbaxy revitalite protein	8	07
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE: FIELD DATA**

It could be inferred from the **TABLE-02**, that 09 Percent of adults favorite is Glucon d, 09 Percent of adults favorite is Amul kool, 10 Percent of adults favorite is Ovaltine drink mix, 14 Percent of adults favorite is Horlicks lite, 09 Percent of adults favourite is Cadila acti life, 13 Percent of adults favorite is Boost, 10 Percent of adult favorite is Cadbury's bournvita , 09 Percent of adults favorite is Protinex, 08Percent of adults favorite is Nestle nutrition resource,

07Percent of adults favorite is Ranbaxy revitalite protein,9 Percent of adults favorite other brand malted food drinks.

Hence It could be inferred from the **TABLE-02**, 14 percent respondents are Horlicks lite for Brand consumed by the adult members regarding preferred brand of malted food drinks.

**TABLE-03 PRICE IS WORTH PAYABLE WISE CLASSIFICATION OF THE RESPONDENTS**

QUALITY OF THE PREFERRED BRAND	NO OF RESONDENTS	PERCENTAGE
Strongly agree	26	24
Agree	19	17
Not sure	25	23
Disagree	22	20
Strongly disagree	18	16
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE : FIELD DATA**

It could be found from **TABLE-03**, that 24 Percent of the respondents are Strongly agree, 17 Percent of the respondents are Agree, 23 Percent of the respondents are Not sure, 20 Percent of the respondents are Disagree,16 Percent of the respondents are Strongly disagree.

Hence It could be found from **TABLE-03**, 24 Percent respondents are Strongly agree for Price is worth payable regarding preferred brand of malted food drinks

**TABLE-04 BRAND AVAILABLE IN VARIOUS QUANTITIESWISE CLASSIFICATION OF THE RESPONDENTS**

QUALITY OF THE PREFERRED BRAND	NO OF RESONDENTS	PERCENTAGE
Strongly agree	27	25
Agree	22	20
Not sure	21	19
Disagree	23	20
Strongly disagree	17	16
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE : FIELD DATA**

It could be observed from the **TABLE-04**, that 25 Percent of the respondents are Strongly agree, 20 Percent of the respondents are Agree,19 Percent of the respondents are Not sure,20 Percent of the respondents are Disagree,16 Percent of the respondents are Strongly disagree.

Hence It could be observed from the **TABLE-04**, 25 Percent respondents are strongly agreed for Brand available in various quantities regarding preferred brand of malted food drinks.

**TABLE-05 LABEL IN THE PACKING IS READABLE AND PROVIDES USEFUL INFORMATION WISE CLASSIFICATION OF THE RESPONDENTS**

QUALITY OF THE PREFERRED BRAND	NO OF RESONDENTS	PERCENTAGE
Strongly agree	22	20
Agree	26	24
Not sure	19	17
Disagree	21	19
Strongly disagree	22	20
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE : FIELD DATA**

It could be ascertained from **TABLE-05**, that 20 Percent of the respondents are Strongly agree, 23 Percent of the respondents are Agree,17 Percent of the respondents are Not sure,19 Percent of the respondents are Disagree,20 Percent of the respondents are Strongly disagree.

Hence It could be ascertained from **TABLE-05**, 23 Percent respondents are agree for Label in the packing is readable and provides useful information regarding preferred brand of malted food drinks.

**TABLE-06 BRAND REMAINS FRESH STILL THE LAST SCOOP (SPOON) IS USED WISE CLASSIFICATION OF THE RESPONDENTS**

Quality Of The Preferred Brand	NO OF RESONDENTS	PERCENTAGE
Strongly agree	22	20
Agree	25	23
Not sure	18	16
Disagree	21	19
Strongly disagree	24	22
<b>Total</b>	<b>110</b>	<b>100</b>

**SOURCE : FIELD DATA**

It could be observed from **TABLE-06**, that 20 Percent of the respondents are Strongly disagree, 23 Percent of the respondents are Agree, 16 Percent of the respondents are Not sure, 19 Percent of the respondents are Disagree, 22 Percent of the respondents are Strongly disagree.

Hence It could be observed from **TABLE-06**, 23 Percent respondents are Agree for Brand remains fresh still the last scoop (spoon) is used regarding preferred brand of malted food drinks.

## V. FINDINGS

1. 31 Percent respondents are Regular for Regularity of consumption for children regarding preferred brand of malted food drinks.
2. 14 percent respondents are Horlicks lite for Brand consumed by the adult members regarding preferred brand of malted food drinks.
3. 24 Percent respondents are Strongly agree for Price is worth payable regarding preferred brand of malted food drinks
4. 25 Percent respondents are strongly agreed for Brand available in various quantities regarding preferred brand of malted food drinks.
5. 23 Percent respondents are agree for Label in the packing is readable and provides useful information regarding preferred brand of malted food drinks.
6. 23 Percent respondents are Agree for Brand remains fresh still the last scoop (spoon) is used regarding preferred brand of malted food drinks.
7. 26 Percent respondents are Strongly agree for Brand is highly nutritious regarding preferred brand of malted food drinks.
8. 25 Percent respondents are Agree for Brand contain believable and certified quality and approval given by external regarding preferred brand of malted food drinks.
9. 24 Percent respondents are Agree for Advertisement of the brand is attractive and captures attention regarding preferred brand of malted food drinks.
10. 24 Percent respondents are Agree for Interest to buy and use the brand regarding preferred brand of malted food drinks
11. 24 Percent respondents are agree for Can extract more quantity of drink from this brand than any other brand regarding preferred brand of malted food drinks.
12. 26 Percent respondents are Agree for Brand is positively recommended by friends, colleagues, relatives etc regarding preferred brand of malted food drinks.
13. 25 Percent respondents strongly disagree for Brand is from a highly reputed company regarding preferred brand of malted food drinks.

## VI. SUGGESTIONS

Taking into consideration the above findings. the following suggestions are placed before companies producing and marketing malted food drinks as we“ as related products. various agencies and governments. These suggestions may have significant implications on their policies and strategies and may necessitate changes in them.

Since Indian consumers are actively becoming qualities O health and brand conscious as per the study, the marketers should take into consideration these factors seriously while. Designing or redesigning product mix and marketing mix

As far as the product features are concerned, it is imperative on the part of marketers of malted food drinks to carefully consider inherent and important product features that are overwhelmingly preferred by consumers such as taste, nutrient content, fragrance/aroma, flavor without compromising core values of their products.

It is highly important for marketers to design marketing mix strategies by taking into account demographic profile of “consumers as the presence of significance is not uniform with regard to buying and consumption behaviour as well as brand preference“

## VII. CONCLUSION

Several studies carried out in India on consumer behavior concluded that the characteristics of Indian consumers have undergone sea change since the inception of globalization and other related measures. The present study also reinforces the finding obtained through other studies carried out in this area. The study has found a few strengths for the Indian malted food drink markets that are (I) Malted food drink market is growing in its size and depth, (ii) there is growing consumer awareness about the need for health and quality oriented drinks like malted food drinks. (iii) The increasing presence of smaller families also helping the situation for the malted food drink producer and (IV) Perceptions about risk, quality etc., are also getting transformed in the minds of Indian consumer. Besides, the study has also identified a few weaknesses that may go against the malted food drink producers. These are (I) High cost of the malted food drink products (ii) inaccessibility to malted food drinks by large segment of the population comprising poor and needy, (iii) Failure of the producers to penetrate the market with imaginative and innovative marketing techniques. In this scenario, it is essential for the producers to balance the market conditions, customer expectations moral responsibilities, ethical values and profitability. The companies must realize that they do yeoman service for the nation by attending to the nutritional and health requirements of Indian children. It is pertinent to mention here that nearly 42% of Indian children are malnourished

as per the recent survey. Even Indian Prime Minister has described it as the national shame. In this context, it has become an added responsibility for the producers to introduce low priced variants of health in multiple quantities so that the majority of the children are brought under the affordability for malted food drinks.

The researcher has provided the different perspective of the problems facing malted food drink industry which should provide deep insights into the subject matter. It thus expected that this study helps the different sections of the society comprising academicians, research scholars, corporate policy makers and caring parents in making relevant and socially conscious decisions. It is anticipated that this study will form the basis for all future studies on this or relevant subjects.

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