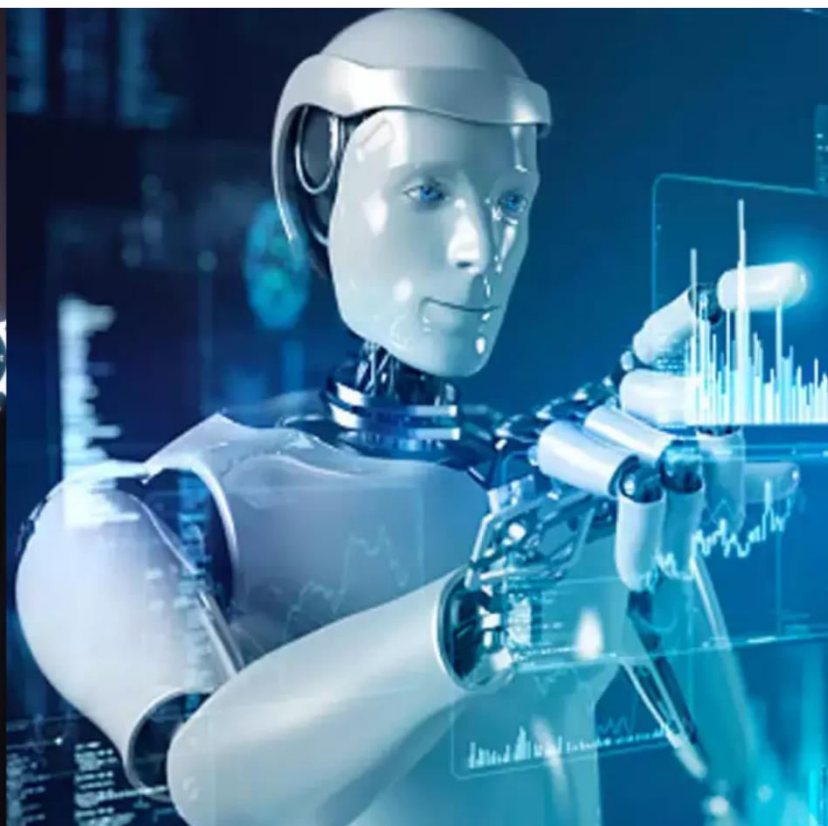




# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 7, July 2025**

# A Study on Brand Preference Towards Health Drink

**Mr. K Murugan, Aruna R, Sudhandhira Devi D**

Associate Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

**ABSTRACT:** This study explores consumer brand preference in the growing health drink market, focusing on the socio-demographic factors, brand attributes, and marketing strategies influencing purchasing decisions. With the rise in health consciousness post-pandemic, demand for nutritional beverages has surged. Data was collected from 73 respondents via structured questionnaires using various question types including Likert scales, ranking, and open-ended responses. The findings reveal that taste, nutritional value, brand trust, pricing strategies, and advertisement significantly affect consumer choice. Additionally, socio-demographic factors such as age, gender, and income levels were analyzed to determine their impact on brand preference. This research provides practical implications for marketers to improve product positioning and engage target audiences more effectively.

## I. INTRODUCTION

In today's health-conscious consumer landscape, the demand for wellness-oriented products has surged, particularly in the beverage segment. Health drinks, once a niche category, have emerged as a dynamic and competitive market influenced by increasing awareness of fitness, nutrition, and preventive healthcare. These beverages—ranging from protein shakes and energy boosters to probiotic and vitamin-fortified drinks—are favored for offering functional benefits alongside taste and convenience.

The global health drink market has expanded rapidly, with notable growth in emerging economies such as India. Indian consumers, especially in urban and semi-urban areas, are shifting from traditional beverages to specialized health drinks. Brands like Horlicks, Bournvita, Complan, Boost, and newer entrants such as Ensure, ProteinX, and MuscleBlaze have shaped the industry's evolution. E-commerce and digital platforms have further boosted accessibility and consumption.

Consumer preference in this sector is shaped by both tangible factors (taste, price, nutritional content, packaging) and intangible factors (brand image, perceived health benefits, endorsements). Social influences, personal health goals, and lifestyle choices also play key roles. For instance, while a working adult might choose a protein supplement for fitness, a parent may select a traditional brand for their child's growth.

Understanding these preferences is essential for marketers to position their brands effectively. As competition intensifies, differentiation through product innovation, branding, and customer engagement becomes crucial. Additionally, millennials and Gen Z consumers, known for their health consciousness and reliance on digital feedback, are driving demand for clean-label products and ethical practices.

## II. REVIEW OF LITERATURE

**M. Chithirai Selvan & M. Sobika (2018)** The study investigates consumer awareness and preference towards selected health drinks in Pollachi, Tamil Nadu. It identifies taste, quality, and price as the most influential factors in brand preference. Using statistical techniques such as the Friedman rank test, the study reveals that "Boost" is the most preferred health drink, followed by "Horlicks" and "Bournvita".

**M. Nithya & Thirumagal Vijaya (2019)** This study examines brand preference for health drinks in Coimbatore City. It finds that marketing strategies, consumer awareness, and nutritional benefits play a key role in shaping preferences.

Using Garrett's Ranking Method, the study suggests that taste and quality are the most important factors driving brand loyalty.

**Sibichan Thomas & S. Rajendran (2020)** This study investigates consumer preferences for health drinks in Thanjavur Town. It reveals that affordability, nutritional value, and brand reputation are the key determinants of consumer choices. The study also suggests that media advertisements and promotional offers strongly influence purchasing decisions.

**Shiny Blessis Gunaseeli A. & Madhiyarsi S. (2023)** This research analyzes consumer buying behavior towards health drinks. It emphasizes the changing preferences of consumers due to increasing health awareness. The study highlights that factors like taste, convenience, and brand image significantly impact purchasing decisions.

### NEED FOR THE STUDY

Studying consumer brand awareness of health drinks is essential for understanding market dynamics, evaluating brand visibility, and identifying consumer preferences. It helps companies benchmark against competitors, refine marketing strategies, and develop products that align with consumer demands. High awareness often leads to stronger brand trust and loyalty, while low awareness signals areas needing improvement. Additionally, it reveals opportunities for market expansion and serves as a measure of marketing effectiveness. Overall, this study supports informed decision-making and strategic growth in a competitive and evolving industry.

### OBJECTIVES OF THE STUDY:

#### PRIMARY OBJECTIVES

➤ To analyze consumer brand preference towards health drinks and identify the key factors influencing their purchase decisions.

#### SECONDARY OBJECTIVES

1. To study the demographic influence (age, gender, income) on brand preference for health drinks.
2. To examine the impact of brand image, trust, and reputation on consumer choices.
3. To evaluate the role of taste, flavour variety, and product quality in shaping consumer preferences.
4. To analyze the effectiveness of marketing channels such as advertisements, social media, and celebrity endorsements in consumer decision-making.

### SCOPE OF THE STUDY

The study on brand preference towards health drinks aims to examine the various factors influencing consumer choices and brand positioning in a competitive market. It explores how demographics such as age, gender, income, and lifestyle affect preferences, while identifying key consumer groups like children, adults, and fitness enthusiasts. The research evaluates popular brands like Horlicks, Boost, Bournvita, Complan, Protinex, and PediaSure, focusing on trust, reputation, and market presence. Key purchase drivers—including taste, nutritional value, price, packaging, advertising, and social influence—are assessed, along with consumer buying behavior patterns such as brand loyalty, switching tendencies, retail preferences, and the role of convenience. Additionally, the study highlights emerging trends like the demand for organic, sugar-free, protein-rich, and clean-label health drinks, as well as interest in sustainable packaging solutions.

## III. RESEARCH METHODOLOGY

Research methodology constitutes a systematic approach to problem-solving, serving as the scientific framework for conducting research. It encompasses the study of how research is conducted, outlining the procedures researchers employ to describe, explain, and predict phenomena. Essentially, it's the exploration of methods through which knowledge is acquired, aiming to provide a structured blueprint for research endeavors.

### RESEARCH DESIGN

The research design serves as a fundamental structure that offers direction for the entirety of the research endeavor. It outlines the methodologies for both data collection and analysis. Given that the research employs primary data, it aligns with a descriptive research approach.



**DESCRIPTIVE RESEARCH**

Descriptive research aims to outline the features of a population or phenomenon under examination. It doesn't delve into the specifics of how, when, or why these features emerged; instead, it focuses on addressing the "what" question—identifying the characteristics of the population or situation in question. These characteristics, often organized into categorical schemes, serve to depict the situation or population being studied.

**IV. DATA COLLECTION****PRIMARY SOURCES**

Primary sources of data require personal efforts for collection and are not readily accessible. They constitute one type of data source used in research. Primary data are typically gathered through structured questionnaires.

**SECONDARY SOURCES**

Secondary sources are significant resources utilized for data collection. These sources offer readily available data that doesn't require extensive effort to collect, as it has already been gathered and organized by experts in the field. Secondary data is typically sourced from various mediums such as the internet, journals, and research papers.

**QUESTIONNAIRE**

The primary data was collected using a structured questionnaire. The structured questionnaires that were framed and designed consists of

- Likert 5-point scale
- Multiple choice questions
- Ranking question.
- Open ended question

**SAMPLE DESIGN**

Sampling is the method of understanding a population through a sample extracted from it. This approach involves selecting a small subset of the entire population to serve as a representative of the whole, from which conclusions are derived. In essence, a statistical sample acts as a scaled-down representation or snapshot of the complete group or collection from which it is derived.

**SAMPLE SIZE**

Sample size pertains to the quantity of items chosen from the population to form a sample, and an ideal sample size meets criteria for efficiency, representativeness, reliability, and flexibility. Through the simple random sampling technique, respondents are chosen for the study's objectives. In this instance, data is gathered from 73 respondents via a questionnaire.

**TOOLS USED FOR ANALYSIS**

- Chi Square Test
- Mann-Whitney U Test

**Mann-Whitney U Test**

The Mann-Whitney U Test is a non-parametric statistical test used to compare differences between two independent groups on a continuous or ordinal dependent variable, especially when the data does not follow a normal distribution.

**DATA ANALYSIS AND INTERPRETATION****STATISTICAL ANALYSIS****CHI SQUARE TEST**

To find the relationship between the Income level and Preferred place to buy health drinks.

**HYPOTHESIS**

**NULL HYPOTHESIS:** There is no association between Income level and Preferred place to buy health drinks.

**ALTERNATIVE HYPOTHESIS:** There is an association between Income level and Preferred place to buy health drinks.

**TABLE SHOWING THE RELATIONSHIP BETWEEN INCOME LEVEL AND PREFERRED PLACE TO BUY HEALTH DRINKS.**

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	3.295 <sup>a</sup>	6	.745
Likelihood Ratio	3.547	6	.738
Linear-by-Linear Association	1.323	1	.250
N of Valid Cases	73		

#### INTERPRETATION

The p-value (0.745) is greater than the significance level (0.05), we accept  $H_0$  and reject  $H_1$ . There is no statistically significant association between income level and preferred place to buy health drinks. This suggests that income level does not significantly influence consumers' preferred place to buy health drinks, indicating that purchasing decisions may be driven more by convenience or personal preference than by income-related factors.

#### MANN-WHITNEY U TEST

To find the relationship between the gender and Nutritional Benefit.

#### HYPOTHESIS

**NULL HYPOTHESIS:** There is no significant difference between gender and Nutritional Benefit.

**ALTERNATIVE HYPOTHESIS:** There is an significant difference between gender and Nutritional Benefit.

**TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND NUTRITIONAL BENEFIT.**

	Gender
Mann-Whitney U	1.000
Wilcoxon W	7.000
Z	-.577
Asymp. Sig. (2-tailed)	.564
Exact Sig. [2*(1-tailed Sig.)]	1.000 <sup>a</sup>

#### INTERPRETATION

The Mann-Whitney U test result shows a p-value of 0.564, which is greater than the significance level of 0.05. Therefore, we fail to reject the null hypothesis.

#### FINDINGS

- **Brand Loyalty:** Horlicks remains the most preferred brand due to trust and nutritional claims.
- **Retail Preference:** Majority buy from supermarkets due to convenience and availability.
- **Key Purchase Drivers:** Taste, health benefits, and brand trust lead consumer preferences.
- **Marketing Influence:** Advertisement, packaging, and influencer marketing moderately shape decisions.

#### SUGGESTIONS

- **Enhance Product Experience:** Focus on improving taste and offering new flavors to retain engagement.
- **Transparent Branding:** Clearly communicate nutritional benefits and ingredient sourcing.
- **Promotional Activities:** Implement strategic discounts and bundle offers to attract price-sensitive consumers.

➤ **Targeted Campaigns:** Design age-specific marketing campaigns and include regional influencers to maximize reach.

## V. CONCLUSION

Based on the analysis, the health drink market is shaped by a complex interplay of demographic factors, brand perceptions, product attributes, marketing efforts, and consumer behavior. The primary consumer segment comprises young adult males aged 18–24, often from lower income groups, who typically purchase health drinks less than three times a week, mainly from supermarkets. Brand trust, reputation, and long-standing market presence heavily influence consumer choices, alongside effective marketing through advertisements, promotions, endorsements, and social media. Key product attributes such as taste, flavor variety, and clear labeling significantly impact purchase decisions, with growing interest in sugar-free and low-calorie options. Therefore, a well-rounded strategy focusing on brand strength, product appeal, smart pricing, and broad market reach is essential for sustained success in the health drink industry.

## REFERENCES

1. Shiny, R., & Franco. (2017). Consumer preference and satisfaction for health drinks in Kanyakumari District.
2. Shopiya. (2009). Satisfaction level of malted health drink consumers in Gobichettipalayam town.
3. Sibichan Thomas, & Rajendran, S. (2020). Consumer preferences for health drinks in Thanjavur Town.
4. Thangaraj, et al. (2014). Consumer purchase decision and preference for Boost in Thanjavur.
5. K.Murugan "A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN FMCG WITH REFERENCE TO WEBBOOMBAA" ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), January 2020,185-190
6. Venkatesh, P., Murugan, K., Ramu, M., Manikandan, M., Senthilnathan, C.R., Krishnamoorthi, M.: A comprehensive investigation to examine the preferences and satisfaction levels of outpatients in relation to the quality of services provided by hospitals in the vellore district. In: 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS), Chennai, India, pp. 1–4 (2023)
7. Maran, K., et al. "Data analysis on mobile payment technology with reference to users' behaviour of retail goods in India." 2021 4th International Conference on Computing and Communications Technologies (ICCCT). IEEE, 2021.
8. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men's Brand Apparel' Purakala UGC Care Journal ISSN 0971 -2143, Vol 31, Issue 21- May, 2020,pp 967-971
9. Suresh, R., & Pooja, S. (2024). Evaluating the impact of brand equity on stock market valuation: A cross-industry analysis of global brands. *International Journal of Multidisciplinary Trends*, 6(12), 137–143. <https://doi.org/10.22271/multi.2024.v6.i12b.549>
10. Selvakumar, V., Dhayalan, V., Sivagami, & Venkatesh, P. (2024, July). A study on effect of branding on customer buying behaviour with reference to Vellore. In *AIP Conference Proceedings* (Vol. 2965, No. 1, p. 060012). AIP Publishing LLC.
11. Usman Mohideen KS, Sindhu RU. A study on customer attitude towards multi brand retail. *Int J Literacy Educ* 2024;4(2):270-275. DOI: 10.22271/27891607.2024.v4.i2d.237
12. K.Murugan, A Study on NRI's Attitude towards Real Estate Industry in India" ISSN :1943-023X,15-Special Issue, PP 697-700, November 2017.
13. V. Muthukumar, Study on consumer buying behavior towards e-commerce, ISSN: 0972-0766, Vol. XCIX, No.03, 2023, P-85
14. Dinesh Kumar S, Hemanth Kumar V, Mediation of attitude toward advertisements in the relationship between advertisements and purchase intention, *Indian Journal of Public Health Research & Development*, February 2018, Vol.9, No. 2, pp: 411-417
15. Usman Mohideen B.Venkateswara Prasad, R.Suresh An Investigation of Departments of Customer's Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India" *International Journal of Management Studies*, Volume IV, Special Issue 3, November 2017, Pp77-83.
16. Kumar R G & Lokeshkumar S, How Effective is Influencer Marketing Compared to Traditional Forms of Advertising, *International Journal of Innovative Research of Science, Engineering and Technology*, 13(12), December 2024, E-ISSN: 2319-8753, P-ISSN: 2347-6710, Impact factor: 8.5,
17. Venkatesh, P., Manikandan, M., Murugan, K., Krishnamoorthi, M., Ramu, M., & Senthilnathan, C. R. (2024, October). The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview. In *2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS)* (pp. 1-5). IEEE.

18. Keerthana, B., & Karan Kumar, B. (2024). Role of content marketing in forming business strategies. *International Journal of Research in Management*, 6(2), 433–437
19. V. Anitha and Dr. A. R Krishnan, Situational factors ascendant impulse purchase behavior of Private label brands with special reference to modern trade retail outlets in Chennai, *International Journal of Management*, 11 (4), 2020, pp. 178-187.
20. Dr R S Anantharajan, Venkata Krishnan “Consumer Preference towards Perfumes” *International Journal of Multidisciplinary Research in Science, Engineering and Technology* - DOI: 10.15680/IJIRSET.2024.0712245 ISSN NO 2582-7219
21. Krishnamoorthy, Murugan & K V, Dinesh. (2023). A STUDY ON CONSUMER PERCEPTION ON EFFECTIVENESS OF SOAP ADVERTISEMENT WITH REFERENCE TO CHENNAI CITY. 9. 559-572.
22. Digital assets for digital natives: Exploring familiarity and preference for cryptocurrency among millennials and Gen Z R. S. Lekshmi<sup>1</sup>, K. Jawaharrani<sup>1</sup>, S. Vijayakanthan<sup>2</sup>, G. Nirmala<sup>1</sup>, K. Dheenadayalan<sup>3</sup>, S. Vasantha<sup>4</sup>, *Journal of Autonomous Intelligence* (2024) Volume 7 Issue 3 doi: 10.32629/jai.v7i3.1054.
23. Sarulatha, N., Vanitha, V., & Usha, S. (2025). Investigating trust and buying decisions in social commerce sales campaigns. *Academy of Marketing Studies Journal*, 29(5), 1-9 1528-2678-29-5-223
24. Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic product." *Journal of Pharmaceutical Sciences and Research* 8.1 (2016): 1.
25. K.Murugan, VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA”, ISSN: 2319-9016, online ISSN: 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
26. Dinesh Kumar S, Soundarapandian K, Meera S, Sentience of Career Opportunities and Career Development using Social Media – a Study with reference to Tamil Nadu, *Journal of Big Data Technology and Business Analytics*, Volume-1, Issue-1 (January-April, 2022), pp: 7-14.
27. Maran, K., Priyadarshini, P., Senthilnathan, C. R., Manikandan, M., Kumar, R. G., & Ramu, M. (2024, October). Impact of Artificial Intelligence on Global Healthcare Sector Performance. In *2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS)* (pp. 1-5). IEEE.
28. Anitha, V., & Krishnan, A. R. (2022). Customer Intention Towards E-Grocery Shopping Apps Using TAM And UGT. *Special Education*, 1(43).
29. Dinesh Kannaa KV and Nivedha SD. Communication about environmental policy and its effects on public perception. *Int. J. Res. Manage.* 2024;6(2):459-464. DOI: 10.33545/26648792.2024.v6.i2e.246
30. K. Dheenadhayalan (Sri Sairam Engineering College, Chennai, India), Joel Jebadurai Devapitchai (St. Joseph's College of Engineering, India), R. Surianarayanan (SA Engineering College, India), and S. Usha (Sri Sairam Engineering College, India) Source Title: Machine Learning and Modeling Techniques in Financial Data Science. 10.4018/979-8-3693-8186-1.ch008.
31. Suresh, Vetriselvi, K. Maran, and Shanmuga Priya AR. "A study on impact of an affiliate marketing in e-business for consumer's perspective." *SP AR-International Journal of Engineering and Technology* 10.2 (2018): 471-475.
32. Dinesh Kumar S, Hemanth Kumar V, Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City, *Scholedge International Journal Of Management & Development* , 2(10), pp: 1 – 8, DOI: 10.19085/journal.sijmd021001
33. Maran, K., J. Badrinarayanan, and P. Kumar. "A study on branded apparels customers purchase behavior with reference to India." *International Journal of Applied Business and Economic Research* 15.21 (2017): 215-221.
34. Devapitchai Joel Jebadurai (St. Joseph's College of Engineering, OMR, Chennai), K. Dheenadhayalan (Sri Sai Ram Engineering College, India), S. Usha (Sri Sairam Engineering College, India), K. Madhumitha (St. Joseph's College of Engineering, OMR, India), M. Manikandan (SRM Institute of Science and Technology, India), and S. Karunakaran (St. Joseph's Institute of Technology, India) Title: Practical Applications of Self-Service Technologies Across Industries. Copyright: © 2025 | Pages: 34 DOI: 10.4018/979-8-3373-4667-0.ch001.
35. Revathy, S & K V, Dinesh. (2025). THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR. *International Research Journal of Modernization in Engineering Technology and Science*. 6. 2582-5208.
36. Kumar, S. D., Kumar, V. M., Kumar, R. G., & Ramu, M. (2024, April). Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence. In *2024 International Conference on Communication, Computing and Internet of Things (IC3IoT)* (pp. 1-6).
37. K.Murugan, “Patients Satisfaction Towards the Services of The Hospitals with Reference to Vellore District, Tamil Nadu” ISSN: 0090-5674, Volume 13, Special Issue 8, November 2022.

38. Jeyalakshmi, R., & Sagarika, V. (2024). A study on reverse logistics in customer satisfaction through sustainable supply, International journal of multidisciplinary research in science, engineering and technology, 7, 18987-18994, DOI: 10.15680/IJMRSET.2024.0712232
39. Kootattu, Jayarajan, et al. "Customers Perception On Branded Apparels–An Empirical Study with Reference to Indian Men's Garments–Indian Market." NVEONATURAL VOLATILES & ESSENTIAL OILS Journal| NVEO (2021): 8174-8180.
40. Usman Mohideen K S, Suresh R, Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, International Journal of Engineering & Management Research, Vol-6, Issue-6 November - December 2016. pp: 81 – 86,
41. Jeyalakshmi, R., & Kuralarasan, N. (n.d.). Assessing the impact of e-commerce growth on logistics efficiency in India. International journal of innovative research of science, engineering and technology, 13(12), 20615-20620





INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details