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Consumer behavior to health food drink in Dhaka city

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Abstract

Consumer behavior is all about consumers' attitudes, preferences, intentions, psychology, decision making in selecting or consuming or aftereffect of a product or services to consume or to purchase. Consumer behavior to Health Food Drink has shown a wide dimensions in the researches. This study has tried to find out how consumers' perception about nutrition need can affect buying decision of Health Food Drink, to what extent consumers are conscious about variety of Health Food Drink, which factors are liable behind the selection of particular brand to consume, how much people are motivated by the promotional gifts. The study also identifies the reason behind leaving of taking Health Food Drink. The study shows relation of some historical analysis with consumer behavior of Health Food Drink. It is based on Dhaka city and covers a variety of income ranged people. In today's market, consumers are conscious about the nutrition need and Health Food Drink and they have wide preference options to choose and marketers have so much to do with these. For brand preference; taste, nutrition, popularity, are some of the reasons.

Keywords: Consumer behavior, health food drink (HFD), brand, nutrition

1. Introduction

Bangladesh is facing changing phenomena over its different phases of different categories of market especially in the field of FMCG category in recent years. As Bangladesh has a huge market for Health Food Drink (e.g. Horlicks, Complan, Millo, Ovaltine, Bournvita), there may have diverse dimensional behavior regarding the products in the consumers' perceptions. Companies need to act to the ever changing market scenarios with their competitive positions to sustain and to improve their market shares.

2. Background

Good health is prerequisite for the development of a country. But poor nutritional status is a key health problem in Bangladesh. Bangladesh has population of 142.319 million people (Population and Housing Census, 2011; BBS) out of which, 11.2% (Bangladesh Demographic and Health Survey, 2011) are age of below five. 41% of the children under age five are stunted, 16% are wasted and 36% are underweight (Bangladesh Demographic and Health Survey, 2011). With this scenario, Health Food Drink seems to have a huge market in Bangladesh. Health Food Drinks are milk and cocoa based which are taken as the substitutes of milk or constituent to milk. Commonly, children, young, old and sick people take Health Food Drinks in Bangladesh. Liquid Ready to Drinks beverages (market of \$427.65 million) are growing at 6% rate in Bangladesh. The Health Food Drinks segment is growing at 18.30% and GSK Consumer Healthcare business dominates the segment with 89% share (Annual Report, 2013; GSK BD Ltd.) [3]. Major competitors of the market are: Horlicks (GSK), Boost (GSK), Maltova (GSK), Viva (GSK), Complan (H. J. Heinz Company), Ovaltine (Nestlé), Bournvita (Cadbury) and Milo (Nestlé).

3. Literature Review

Consumer behavior is all about consumers' attitudes, preferences, intentions, psychology, decision making in selecting a product or services to consume or to purchase. A lot of factors are responsible for affecting consumers' behavior. Health Food Drink market in Bangladesh is a consumer driven oligopoly market. Understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (Kotler & Keller, 2012) [4]. A study conducted by Variawa (2010) [14] shows that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product

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has been consumed. Backhaus *et al.* (2007) suggested that to make a decision, a consumer recognizes the need, searches for information and considers the alternatives. Consumers' buying behavior is not only influenced by the systematic factors, but also by the situational, personal and environmental factors. Consumer behaviors are very dynamic in different scenarios and related with diverse aspects and thoughts. Consumers' behaviors are highly influenced by the brands and the Ps. A successful brand creation and loyalty make a brand different from its rivals. But a good market share of an industry does not only depend on the extensive marketing, but also depends on consumer base and different aspects related to them. "Successful marketing depends on customers being aware of the products or services on offer, finding them available in favorably judging that practitioners of the offering in terms of both price and performance" (Meldrum & McDonald, 2007) [5]. In case of food product, consumer behavior shows a lot of challenges and opportunities. On a study, Azzurra & Paola (2009) [1] signified "from the consumer point of view, the success of healthy foods relies on a number of inter-relating factors, including the level of concern about general health and specific medical conditions, the belief that it is possible to influence one's own health and awareness and knowledge of foods/ingredients that are supposed to be beneficial". In the food category, Health Food Drink (HFD) has been a point of study over the years. A lot of study have been carried out in this field especially on the consumer behavior and these study concentrates most on Indian Sub-Continents. According to Srivastava & Ghufan (2013) [12], Milk based malted health drink manufacturers disclose nutritional information on their food labels to facilitate the consumers in making informed choices as per their corporate/marketing strategy. Consumers' satisfaction of Health Food Drink depends on the price, quality, size and most importantly brand name of the product (Muthu, 2015) [8]. A study in India by Motwani & Agarwal (2012) shows that Bournvita and Horlicks are the key market players there and consumers consider nourishment as the key factor to influence buying decision. In Tiruvarur town in India, a study by Prakash (2010) implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at competitive prices but at the same time should see that the quality or standard is not deteriorated. Study by Sekar & Thangavel (2016) [11] shows no significant relationship between monthly income and purchase of respondents of Health Food Drink. Another study by Tamilselvi & Kirubaharan (2011) [13] in Trichy City in India shows that 'family doctor' and 'family' are the most influential factors in buying decisions of Health Food Drink.

4. Objective of the Study

The general objective of the study is to analyze the consumers' behaviors of Health Food Drink.

Specific Objectives: Specific objectives are as follows:

1. To study respondents' considerations about Health Food Drink to add value in nutrition need.
2. To analyze the concern of people about age wise availability of Health Food Drink
3. To determine the reason(s) to take particular brand(s).
4. To study the price and promotional effects.

5. Research Methodology

This study is a primary data based qualitative research which has been made to understand consumers' behavior of

Health Food Drink in Dhaka city. Some secondary data from books, journals and websites have been used to discuss the findings.

A survey was conducted on 90 people using convenience sampling technique and the target population involves consumers, deciders and buyers of Health Food Drink. A family is taken as a single unit of respondent, which means if anyone of the respondent's family takes Health Food Drink, he/she has been considered as the interviewee. Previously, a pilot study was conducted on 10 respondents to clarify the feasibility of the study. After the pilot study, some changes were made in questions. The questions were the mixture of close ended and open ended questions. In the first part, respondents were asked basic questions regarding their profile and in the second part, the study questions were asked.

The face to face interviews were carried out in different days and in different household locations, supermarkets, traditional shops. All interviews were completed between January and March, 2014.

6. Limitations of the Study

The study is limited to Dhaka city only. The findings cannot be generalized. The study focuses only to understand the consumer behavior. As this is a qualitative research, the intention was to focus on some limited aspects. The sample size of only 90 was taken from a large population for the purpose of study.

7. Data Presentations, Analyses, Findings and Discussions

7.1 Respondents according to their demographic profile

Profession of the Respondents:		
Teacher/doctor/manager/engineer	58	64%
Business	6	6.69%
Worker/clerical	0	0%
Housewife/others	26	28.99%
Family members:		
1-4	23	51.11%
5-8	36	40%
Above 8	8	8.89%
Average monthly family income:		
5000-10000	4	4.44%
10001-15000	4	4.44%
15001-20000	4	4.44%
20001-25000	6	6.67%
25001-30000	2	2.23%
30001-35000	8	4.44%
35001-40000	4	8.89%
40001-45000	2	2.23%
45001-50000	10	11.11%
50001-55000	2	2.23%
55001-60000	8	8.89%
over 60000	24	26.67%
N/A	12	13.33%

Demographic profile of the respondents describes that the respondents are from different professions. But most of the respondents are housewives. As the study is a domestic study, housewives are the decision maker in most of the cases. A big portion of the interviews have been conducted on door to door. Most of the families consist of family members from 1-8 people. The respondents' monthly family income varies from 10000 to over 60000 taka. It describes that the study covers a good income range of respondents. It extends the dependability of the study.

Anyone from the respondent's family takes Health Food Drink	
Yes	No
100%	0%
Respondents take Health Food Drink	
Yes	No
66.67%	33.33%

The information reveals that anyone of the families takes Health Food Drinks but only 66.67% of the respondents themselves take the Health Food Drinks. In the further discussion of the issue, the following information was found.

Interviewees who took Health Food Drink in the past			
Regularly	Sometimes	Not at all	
24%	64%	12%	
Reasons for not taking it now			
Taste	Nutrition	No Reason	N/A
8%	8%	16%	68%

People who do not take any Health Food Drink, some of them took it on the regular basis and most of them took sometimes. If we see, we understand there is not any particular reason for not taking Health Food Drink now. If we see the nutritional information of Bangladesh, children are the most suffering portion of the population. Families try to take care of the children in nourishment issues and provide additional meals like Health Food Drinks. As they grow up, they become reluctant to this issue.

Respondents consider Health Food Drinks according to age difference		
Yes	No	N/A
84%	16%	0%
Respondents think that health drink is only for children		
Yes	No	N/A
12%	76%	12%

Though age is a vital factor for deciding whether to take Health Food Drink or not, 84% people are concerned that Health Food Drinks are available according to age differences in the market. 76% respondents are conscious that Health Food Drink is not only for Children. Historically, Health Food Drinks are considered as food for children and sick people in Bangladesh, as they need extra nutrition for their health.

People think that regular meal is sufficient for the family				
Yes	No	N/A		
66.67%	33.33%	0%		
Respondents' consideration about eating further meal in addition with regular meal				
Must	Very Needed	Needed	Not Needed	N/A
8.89%	13.34%	44.44%	28.88%	4.45%

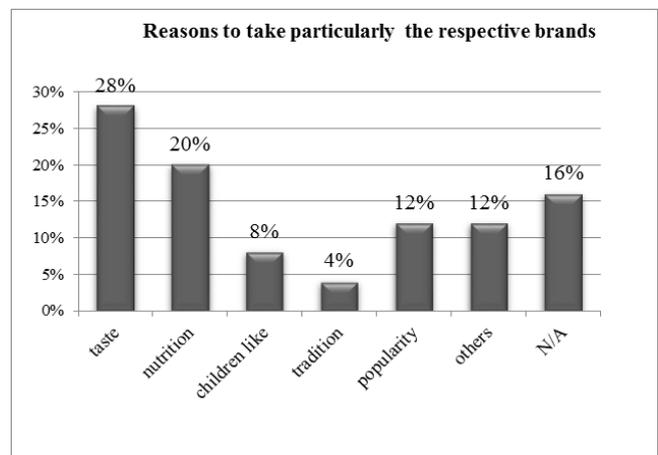
The figures signifies that 66.67% of the people perceive that regular meal is sufficient for the nutrition need of their family but a good sum of portion, who think the same, consider eating further meal in addition to regular meal. About 66% of respondents themselves take Health Food Drinks. Most of the adult people do not take Health Food Drink but their children take. People who think regular meal is sufficient they consider not taking further meal. But a big portion of them consider Health Food Drink as a part of regular meal of their family.

Respondents' consideration about health drink can add value in nutrition need		
Yes	No	N/A
57.77%	40%	2.23%

58% respondents consider that Health Food Drink can add value in their nutrition need.

Respondents' preference to particular brands					
Horlicks	Complan	Boost	Ovaltine	Bournvita	Others
88.88%	2.23%	2.23%	4.44%	0%	2.22%

Here, we can see that most of the people prefer Horlicks (88.88%) and other brands contain very poor market share. GSK has its family brands of Horlicks, Boost and Viva. Bournvita has the least market share. Study showed by Sekar & Thangavel (2016) [11] in Coimbatore district in India states that 32% of the respondents take Horlicks, 24% take Bournvita, 17% take Complan, 13% take Boost, 3% Ovaltine, 2% take Viva and 2% take Milo. Study by Muthu (2015) [8] in Woriyur states that 32.3% of the respondents take Horlicks, 25.4% respondents take Complan, 25.4% respondents take Boost, 9.2% respondents take Pediasure, and 7.7% respondents take other Health Food Drinks. Research by Motwani & Agarwal (2012) in India shows that 42% market of Health Food Drink is owned by Bournvita, 40% by Horlicks, and least is Milo and 7.5% of the respondents are loyal to brands. Study by Prakash (2010) in Tiruvarur town in India shows that of respondents, 34% prefer Horlicks, 20% prefer Complan, 12% prefer Bournvita, 16% Prefer Boost, 7% prefer Maltova, 7% prefer Milo, 4% prefer Viva. In most of the studies it is found that Horlicks has the most market share but this study finds there is no other significant competitor in the market near to Horlicks.



Respondents prefer particular brand of Health Food Drink because of various reasons but taste (28%) is the most vital reason. GSK offers products of different taste of different brands. Each brands has its own tastes. Other reasons are nutrition (20%) and popularity (12%). Tradition (4%) and children like (8%) are not vital decision making reasons. As a result, brand preference is not of permanent type. Study showed by Sekar & Thangavel (2016) [11] in Coimbatore district in India states that 68% respondents take particular brand for taste and other reasons to take particular brands are advertisements, availability and packaging. Study by Muthu (2015) [8] in Woriyur states that Advertisement is the influential factor in buying. Research by Motwani &

Agarwal (2012) in India shows that Packaging of product is the most considering factor in purchase. Study by Tamilselvi & Kirubaharan (2011) ^[13] shows that sources of information influencing purchase decisions are advertisement, children, doctors, family, past experience, retailers, word of mouth and product attributes influencing the purchase decisions are nourishment, color, palatability, economy, shelf-presence, packaging, brand image, promotion.

Respondents' consideration about the price of health drinks			
High	Low	Perfect	No comments
60%	0%	12%	28%

60% of the people perceive Health Food Drink as a costly product and 28% did no comments. It shows that a big portion do not even know the product category very well. Study showed by Sekar & Thangavel (2016) ^[11] in Coimbatore district in India states that 56% respondents' opinions to price of Health Food Drink is high and 22% opinions are moderate. Study by Muthu (2015) ^[8] in Woriyur states that 30% respondents said that price of the Health Food Drinks was too high. Study by Prakash (2010) in Tiruvarur town in India shows that Most of the people are satisfied with price, quality, flavor, taste, advertisement and energy.

Consideration about promotional gifts			
Very Excited	Good to get	Not needed	No comments
12%	56%	28%	4%

68% people love to get promotional gifts in purchasing Health Food Drinks. But 28% thinks that the promotional gifts are not needed.

Historically, Health Food Drinks are considered as food for children and sick people. Family and family doctors are the reason behind taking Health Food Drinks for a family. Families are concerned about nourishment issues.

Bangladesh is growing at a constant growth rate of about 6% for past ten years (Report on Labor Force Survey, 2010; BBS) and per capita income is now 1602 US Dollars (Bangladesh Economic Survey, 2017; BBS). The inflation rate is now 7% (Bangladesh Economic Survey, 2017; BBS). As Bangladesh is developing at a good pace, the market for Health Food Drink is becoming broaden and the competition is also deepening. Health Food Drink in Bangladesh has an oligopoly market. As a result, marketing strategies are considered as the most vibrant way to increase the market share of each brands. The market is also being intervened by substitute products. Word of mouth is an influential factor to increase brand popularity as popularity (12%) is a vital factor for brand preference.

8. Conclusions

Health food Drink products are available in almost everywhere in Bangladesh. Traditionally there is a relation between Health Food Drink and, sick people and children. This study has tried to understand the consumers and customer's behavior to Health Food Drink. The study covers a great range of people in regards of family members and family income. A big number of respondents themselves (but someone from their family take Health Food Drink) do not take Health Food Drink with about no reasons but they used to take Health Food Drink. People are concerned about age wise Health Food Drink. Some of the people think

Health Food Drink as part of their regular meal rather than additional meal. So many reasons are liable for brand preference. Promotional gifts also play important role in people's mind. Consumers' behavior changes over time. So many factors are affecting consumers' behavior. The issues are also getting priority as the consumers' consciousness rises.

9. Recommendations

Particular brand's organizations should concentrate on taste, as taste is the most vital reason for preferring brand.

People of Dhaka city should be aware of nutritional value of their daily regular meal and act accordingly.

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