

Effect of Brand Image On Beverages: A Research on Health Drinks In Chennai

K. Ahalya, Sreeya.B



Abstract: *The research has been done on health drinks to bring about the general impression on the effect of brand image of health drinks in customers and also to analyze the confidence level in customers. Health drinks is typically healthy and it is designed to increase the height and mental ability in children. Health drinks are safe when compared to soft drinks, which is effective for those below 20. Descriptive research is used in the study. The study used 1450 respondents for the purpose of understanding their views on health drinks. Chi square, Anova and correlation were the statistical tools used for the study. The study has found that even though it is healthy and targets our taste buds, it is better to look into the ingredients and select health drink which is preferred.*

Keywords: *General impression, Brand image, confidence, Mental ability, Effective*

I. INTRODUCTION

Brand picture is the vogue or a general impression of an item which is held by genuine or potential buyers. Brand picture is the thing that the buyer really ponders the item. 'A Brand Image is a set of convictions, ideas and impression that a man hangs on an item. Health drink is really a drink contains of vitamin, low sugar caffeine, it is better to have less than 400 mg of per day. Health drinks are consumed more by children nowadays. They are designed to increase higher mental execution. Regardless of our preference on health drink, we should take a gander at the ingredients to know more about the product. The aim of the study is to know the effect of brand image on health drinks, to know the effect of brand image on health drinks, to analyze the association between belief in health drinks and gender, to know the preference of health drinks ,to analyze the confidence level on health drinks in customers, to know the reliability of health drinks in customers.

II REVIEW OF LITERATURE

Higgins, John, Babu, Kavita, Deuster, Patrica, Shearer, Jane (2018) has distinguished that energy drinks ought to be devoured in a limited way and has additionally said that not

to be consumed for the execution or hydration before practice. They concluded saying that the adverse effects should be addressed to the public. Shelina Visram, Stephen J. Crossley, Mandy Chatham, Amelia Lake (2017) aimed for children and young people below the age of 20, perception and attitudes towards health drinks in U.K. Children from schools were taken in England. Data analysed using constant comparative approach. Their findings seek to change the behaviour and many as well as in consumers. Dongmun Ha, Inmyung song, Gyeongil Jang ,Eui- kyung Lee, Ju-young Shin(2017) designed at the use of highly other additives. The study is conducted among 833 Korean adolescents , and has responded to the Questionnaire. The study is about the benefit and about the risk involved in it. Dr. Sandip G. Prajapati (2017) has found that television advertisements has increased the consumption levels for Health drinks and have taken from 200 samples in Vadodara city, The concludes that children are addicted to it more. Wiggers D Ried JL White CM, Hammond(2017) has analyzed the usage of energy drinks by the customers The study was conducted 12-24 years age group .chi square and anova Was used in the study. Identified that the consumption of health Drinks has gone high. Sara M. Seifert, Judith L, Schaechter, Eugene R Hershorin Steven E Lipshultz (2016) has taken a survey of the impacts results, degree of energy drinks utilization by adolescents. An investigation of 1265 young people were taken. The author concluded saying that regulations of health drink deal and utilization levels in clients ought to be founded on proper research. Subin Park, Yeeun Lee, Jung Hyun H. Lee (2016) aimed investigated energy drink intake and mental health problems among Korean adolescents. A sample of 68,043 aged 12-18 years, data was collected from 2015, Korean youth risk behaviour web-based survey were analysed. Their data suggest that, it has effects related to stress, isolation etc. Dr K.K Dave, Rachna Paliwal (2016) identified that Malted health food drink is among best substitute of a complete food according to their study. 400 respondents were interviewed from Udaipur city. The researcher used Kruskal Wallis test using SPSS were used to interpret the results. The study shows that mostly are preferred through advertisements. Farouk El Sabban (2016) founded that manufacturers and Advertising Strategies are targeting teenagers for the consumption of health drinks. consumption of health drinks has gone high in among the school children. concluded that a great societal effort should be carried on to know adverse effects. Ahmed Abdul Alsunni (2015) has identified that energy drinks boost to improve cognitive and physical performances in children.

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The author has taken 200 samples from Sweden, Saudi Arabia and has Founded that it shows positive beneficial efforts on the other hand, health problems has also been documented, the study should confirm whether the products are safe. Noman D. Salih (2015) has investigated the prevalence of energy drinks and has involved 120 students aged 18-23 years old. Survey questionnaire were distributed, data analysed using SPSS software results showed that energy drinks could help them with daily duties 10% of them were having higher level blood pressure. Joan joaquim, Breda, Stephen hung, Ricardo, Stina, Rebecca, Marge, Jo Jowell(2014) has identified that more research is needed to determine the adverse effects of health drinks, and has done research in Europe and in USA among the adolescents and children. concludes that it is necessary to minimize the risk. Naiz A Bawazer, Najmah (2013) objective was to estimate the percentage of students consuming energy drinks and between male and female consumption levels. A total of 257 students from Umm AL qura university completed self-administered questionnaire, was used to collect data through chi square test, they wanted to promote safe consumption. Fatima Mohammed Trooshi ,Shery Jacob, Jamila Tambawel, Yara khoury(2013)has determined the preference and awareness Consumption of energy drinks Among university students in Ajman UAE. 125 Students were taken for the study. A self-administered Questionnaire using Spss version 11.0 chi square test was applied, and has founded that majority of them preferred health drinks. Monica Bedi,Reeva Paul (2013)The study has determined the Indian consumer preferences for Health drinks. A systematic random sampling method was employed from 299 respondents. Anova and paired sample t test were used. The results of the test were used in advancement of knowledge of consumer preferences on Health drink.

III RESEARCH METHODOLOGY

For the purpose of study, Descriptive Research is used. Descriptive research helps to portray accurately the characteristics of a particular individual, situation or a group. Convenience sampling method is used in this study to collect the samples. Selection of elements based on the ease of access is Convenience sampling. Sampling size is 1450 samples. Independent Variables are Gender, Age, Monthly income, and Educational qualification. Dependent variables are belief, preference, price, quality and reliability. Statistical tools involved in the study are Chi-square, Anova, and Correlation.

IV ANALYSIS AND DISCUSSION RESULTS

Null hypothesis:

There is no significant relationship between belief in health drink and Gender.

Alternate hypothesis:

There is significant relationship between belief in health drink and Gender.

Table 1: Cross tabulation - Belief in Health Drinks and Gender

		Health drinks		Total
		Yes	No	
Gender	Male	465	256	721
		64.5%	35.5%	100.0%
		32.1%	17.7%	49.7%
Female	Female	452	277	729
		62.0%	38.0%	100.0%
		31.2%	19.1%	50.3%
Total		917	533	1450
		63.2%	36.8%	100.0%
		63.2%	36.8%	100.0%

Source: Primary data

Table 2: Chi Square test: Belief in Health Drinks and Gender

	Value	Df	p-value
Pearson Chi-Square	0.968	1	0.325

Source: Primary data

Chi square test was used to find whether belief about health drinks depends on gender, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between belief in health drinks and the gender. Both the male and female believe in health drinks, it means that they perceive drinking health drinks have significant impact on health.

Null hypothesis:

There is no significant relationship between price and income

Alternate hypothesis:

There is significant relationship between price and income

Table 3: Correlation – Income and Price

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Price	0.006	0.818*

* Correlation is significant at the 0.01 level. Source: Primary data

Correlation analysis is used to test the relationship between income of the respondent and price of health drinks. Since $p < 0.01$, null hypothesis is rejected at 1% level of significance. There is significant relationship between the price and the income. There is high correlation between price and income; it shows that if the income is high, then the customer is ready to spend more money in health drinks.

Null Hypothesis (H0):

There is no significant difference in the means scores factors of brand image among the educational qualification groups.



Alternate hypothesis (H1):

There is significant difference in the means scores factors of brand image among the educational qualification groups.

Table 4: ANOVA for Brand Image and Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.
Confidence	Between Groups	5.002	4	1.250	.973	.421
	Within Groups	1856.119	1445	1.285		
	Total	1861.121	1449			
Price	Between Groups	4.016	4	1.004	1.224	.298
	Within Groups	1184.818	1445	.820		
	Total	1188.834	1449			
Quality	Between Groups	4.715	4	1.179	1.307	.265
	Within Groups	1303.544	1445	.902		
	Total	1308.259	1449			
Reliability	Between Groups	5.381	4	1.345	1.249	.288
	Within Groups	1556.206	1445	1.077		
	Total	1561.586	1449			
Nutritious	Between Groups	1.807	4	.452	.326	.861
	Within Groups	2005.252	1445	1.388		
	Total	2007.059	1449			

Source: Primary data

Anova was done to study whether there exists the significant difference in the mean scores of factors for brand image among the educational qualification groups. Significant value for all the factors is greater than 0.05, which shows that there is no significant difference in the mean scores of factors for brand image among the educational qualification groups. It shows that the customer perception towards brand image is not differed with reference to qualification.

Null Hypothesis:

There is no significant relationship between preference of health drinks and age of the respondents.

Alternate hypothesis:

There is significant relationship between preference of health drinks and age of the respondents.

Table 5: Chi Square test: Preference of Health Drinks and Age

	Value	df	p-value
Pearson Chi-Square	23.991	12	0.020

Source: Primary data

The results shows that p value (0.020) is less than 0.05, it means that null hypothesis is rejected. Therefore, there is significant association between preference of health drinks and age of the respondent. Among the various brands most of the respondents prefer Boost

Null Hypothesis:

There is no significant relationship between quality and income

Alternate hypothesis:

There is significant relationship between quality and income

Table 6: Correlation – Income and Quality

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Price	0.021	0.419**

** Correlation is significant at the 0.05 level

Source: Primary data

Correlation analysis helps to know whether there is relation between quality of the product and income of the respondent. Since $p < 0.05$, null hypothesis is rejected at 5% level of significance. There is significant relationship between the quality and the income. But there is moderate correlation between quality and income.

V CONCLUSION

The study concludes saying that nutritional supplement drinks are available variety in number. They have low calorie, high protein content, and low sugar and many other valuable benefits, But While choosing a health drink we should go through the package labels for all the nutritional information and the study advises us to consult a nutrition advisor before choosing a health drink and also whether it is good for our lifestyle. So more research is required for ensuring good energy boosters. The future study can be done more widely by creating an awareness in general public about the ingredients of the health drinks for ensuring a good health drink for the children.

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