

---

**BRAND PREFERENCE MARKET POTENTIAL & MARKETING STRATEGY OF MALT FOOD PRODUCT  
WITH SPECIAL REFERENCE TO INDORE****Dr (Ms) Mamta Vyas****Professor****Sri Aurobindo Institute of Management and Science, Indore**

Today parents are very health consciousness for their children. Women Empowerment forces the change in eating behavior of women and they too conscious about their health. Now old people are also using the energy drink or health drink or malt food drink to boost their energy. Milk is the important liquid drink consumed by consumer for calcium and protein consumer to not drink milk alone, but with combination for healthy drink. Over nearly the past 30 years, U.S. children and adolescents have dramatically increased their consumption of sugar-sweetened beverages (SSBs), including soda, fruit drinks and punches, and sports drinks. In India first health drink introduced is Cadbury **Bournvita**. It is previously called **Bourn-vita**, is the name of a brand of malted and chocolate malt drink mixes sold in Europe and North America, as well as India, Nepal, Nigeria, Ghana, South Africa, Benin and Togo, and manufactured by Cadbury. Bournvita was discontinued in the UK market in 2008. The drink was named by Cadbury which was derived from Bournville, the model village which is the site of the Cadbury factory (Bourn + Vita). It was first sold in 1949. After that other brands introduced in India Complian, Boost, Horlicks, Nestle Milo. The research is done in Indore city between 300 active consumer. It include 200 children's of the age between 5 to 16 years old and 100 parents were also examined to know brand preference among the above malt food drinks brands. To understand in depth of brand preference doctors were also surveyed regarding their advice towards the above brands. It will help to understand the market potential and brand preference of malt food drink in Indian market. The researcher also tends to outline the various products that are being offered to each segment of the market. How they differentiate their market strategies to target the customers in a segment, do the follow same target strategies for all the segments.

keywords - Bournvita ,complian, Boosts Horlicks, Nestle Milo Health Drinks

**REVIEW OF LITERATURE**

Dölekoğlu (2008) and Mucuk (2001) According to the report, with the exception of cleaning products, consumers' loyalty to private brand products was found to have increased for products in all categories. Despite the growing demand for private brand products, consumers have different reasons for their preferences that are sensitive to product type and price, and the socio-economic status of consumers. Jack and Rose, (2000) It would be difficult and almost impossible to create quantitative variables to describe the overall appearances of the main characters combining varying views (e.g., price, taste, quality, hygiene etc.) as well as the dynamic design, colors, and sounds of the machine in that vending solution, which may have a significant impact on consumers' preferences.

Jain M., (2012) discussed about major players offering different types of tea, in different parts of the country, with special focus on quality perception under specific demographic region. Major players are offering different types of tea in different parts of the country with a focus on the quality perception of the particular demography.

Mathur M. K., (2012) explained that most of the companies have tea in all pack size - 2kg, 1kg, 500gm, 250gm, 100gm, 50gm and 25gm packaging. There are also sachets, which are priced as low as Re.1. Various regions have distinctive packaging preference for poly pack and box pack (mono

cartons). 250 gm size is the most preferred size. Branded tea penetration is quite high in cities like Delhi and Ahmadabad when compared to other major cities in India.

Monirul I. & Han J. H., (2012) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year. Sharma M., (2012) Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options.

Shendge, (2012) Preference (or "taste") is a concept, used in the social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide. More generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objectives/goals.

Vakhariya S. And Chopde V., (2011) Private labels in India are on the growth path. With the emerging private players, national brand manufacturers will have to compete with the competition within the sales promotion and distribution channel, which needed to change in marketing strategy, locally.

Virmani R. T., (2011) stated the reasons for preference of the brands ranged from quality to availability. But it was quality that was ranked as the No. 1 parameter for brand preference. Most of the consumers reported that they do get carried away by advertisements sometimes but in the end it is the quality of the product that is a decisive factor for purchase.

Hutchings (2003), intensifying the fruit colors could strengthen expectation for the juice flavor. Consumers with high environmental interests were more likely to pay a premium for a fruit juice with organic ingredients and a nutritional index on the label (Bonilla, 2010)

Gopi & Arasu, (2012) focused on factor analysis model and its application to identify consumer preferences for a popular soft drink product in Dharmapuri. The results depicted that the consumers' preferences were characterized by four-factors: branding, validation and prices, packaging and taste, respectively. Rotational factors successfully extracted the factor of branding as the dominant factor

## **OBJECTIVES OF STUDY**

**To study the brand preference of consumer from the five brand of malt food drinks i.e Bournvita Boost complan Horlicks and milo available in market . Also to find relationship between children age & malt food drinks**

**To find the extend of brand loyalty of parents that persuit them to buy same brand for their children.**

**To suggest the appropriate marketing strategies to different brand of malt food drink and also find the potential market for the same.**

## **HYPOTHESIS**

**Ho Parents do not purchase same brand as they consume in their childhood of malt Food drink for their children and do not show brand loyalty towards that brand .**

**H1 Parents do purchase same brand as they consume in their childhood of malt food drink for their children and show brand loyalty towards that brand.**

**RESEARCH METHODOLOGY**

The research methodology would be Exploratory in nature.

Data has been collected through both ways i.e. primary and secondary methods .Lot of desk research has also been done; Books, magazines and internet have been referred .

**Primary Data**

1 questionnaire

2 series of interview

**Secondary data**

1websites

2 various articles which appear in newspaper & Books, magazines.

**SAMPLE SIZE -**

The sample size for survey will be 300 active consumer .It include 200 childrens of the age between 5 to 16 years old and 100 parents were also examined to know brand preference among the above malt food drinks brands.

**TOOLS FOR ANALYSIS**

The tools include - A Standardized statistical tools are used to study of brand preference towards malt food drinks.

To study the brand preference of consumer from the five brand of malt food drinks i.e Bournvita Boost complan Horlicks and milo viva available in market. At a same time to find out Also to find relationship between children age & malt food drinks . Mann -whitney U- Test have been applied.

Limitation- out of 200 active population(children) 10 respondent have not respondent properly. So 190 respondent response have been analysed to test the objectives of research.

TABLE -1.1

children age	Horlicks	Boost	complan	Bournvita	milo	viva	Total
5-7	5	6	6	9	5	1	32
7-9	8	8	6	8	2	2	34
9-11	10	10	5	9	4	2	40
11-13	7	9	4	6	4	2	32
13-15	6	8	2	5	4	2	27
15-17	4	9	2	4	4	2	25
<b>Total</b>	<b>40</b>	<b>50</b>	<b>25</b>	<b>41</b>	<b>23</b>	<b>11</b>	<b>190</b>

U and P Values*By Meta Numerics*

U-value: 26

P-value (left probability): 0.5751

P-value (right probability): 0.4252

*By ALGLIB*

P-value (combined): 1.0494

The Z-Score is 0.0639. The p-value is 0.95216. The result is not significant at  $p \leq 0.05$ .

Result 2 - U-value

The U-value is 24.5. The critical value of U at  $p \leq 0.05$  is 8. Therefore, the result is not significant at  $p \leq 0.05$ .

**Interpretation - The above research result shows that brand preference of consumer from the five brand of malt food drinks i.e Bournvita Boost complan Horlicks and milo available in market that Also to find relationship between children age & malt food drinks the null hypothesis is accepted which means there is no significant relation between children age & malt food drinks .**

To find the extend of brand loyalty of parents that persuit them to buy same brand for their children. Bournvita Boost complan Horlicks and milo viva .To Analysis he Durbin–Watson statistic is a test statistic used to detect the presence of autocorrelation (a relationship between values separated from each other by a given time lag) in the residuals (prediction errors) from a regression analysis. It is named after James Durbin and Geoffrey Watson.

BRANDS	father	mother	non user of malt drink	children
BOURNVITA	12	11	15	40
BOOST	14	10	18	50
COMPLAN	10	10	10	30
HORLICKS	16	19	18	46
MILO	18	10	16	23
VIVA	12	10	1	11
TOTAL	82	70	48	200

R-Square 0.9836288804670743

F-Statistic  
60.08317748  
1466095

Mean -0.2363333

Variance  
101.3727008

Mean- 6.5166667

The first half

Mean:-  
6.9893333  
The second  
half

Variance:30.4744667

The first-half

Variance:101  
.3982827  
The second  
half

First order serial-correlation0.3925588

Second order  
serial-  
correlation  
-0.5412997

Durbin-Watson statistic 1.17583

Mean  
absolute  
errors  
6.31171Evidence against normality-Normality  
condition $i^{\text{th}}$  Residual:

(1)4.1 (2)11.02 (3)4.43 (4)-9.94 (5)-12.16

(6)1.132 (7)1.4

$$Y = -9.774 + (-0.09375)X_1 + (1.904)X_2 + (1.724)X_3$$

Interpretation - The above analysis shows that non-autocorrelation .It interpret that brand loyalty of parents are not seen and they purchase different brands for their children in malt food drink in Bournvita Boost complan Horlicks and milo viva. so the hypothesis is rejected.

**Ho -Parents do not purchase same brand as they consume in their childhood of malt Food drink for their children and do not show brand loyalty towards that brand**

**To suggest the appropriate marketing strategies to different brand of malt food drink and also find the potential market for the same.Bournvita Boost complan Horlicks and milo viva**

Sno	marketing strategies	Bournvita	Boost	complan	Horlicks	milo	viva
1	market penetration	<p>1 Intense promotional activities should be done in rural and provide them samples to make them habituals</p> <p>2 Insert free toys and sports with bournvita packet</p>	<p>Rural markets provide long term opportunity for the company with low penetration level. Management focuses on increasing its distribution reach in rural India and through low priced SKU's like sachets. Also, per capita income is rising in the rural area led by increase in MSP prices and NREGA scheme which would increase the demand in future</p>	<p>Concentrate on Bangladesh Pakistan Nepal middle East also concentrate on central part of India</p>	<p>50% by volume, Horlick's share of the branded health food drinks market. It should continue it same strategy</p>	<p>concentrate on present market through unique offering</p>	<p>Focus on Indian east areas of rural population.</p>
2	product development strategies	<p>1 Bournvita Li champs is specially formulated with scientifically proven ingredients like DHA &amp; why proven making it ideal for children the formative years 2-5 years</p> <p>2 Scheche pack of two rupees should be</p>	<p>more flavours for womens &amp; childrens</p>	<p>flavour differentiaton with competitors .sugar free malt drink should be formulated</p>	<p>No Change as it is combination of nutrients that act as resistance builders It has interesting flavors for children &amp; Elders</p>	<p>Different types for different age group ,sportsperson and athletics</p>	<p>niche marketing with focus on local preference flavour for youth</p>

		given 3 special packet for women for pregnant women and middle age group women should be formulated by adding additional calcium and protein 3 Adding chocolate and dry fruits flavor					
3	physical distribution	Retail & shopping mall channel	Company increased the focus on distribution network which is the key driver to support the volume growth. Distribution network consists of 1.5mn outlets with direct reach of 0.7mn outlets. Manageme nt targets to expand the network by around 1 lakh outlets every year. Also, company focuses to expand in the rural areas which would be the key thing to improve growth.	stress more on online selling	Super market and retail medical shops	Existing systems	unfamiliar channels
4	price	penetrating pricing can be used in rural areas	customer based pricing	price stability	penetrating pricing	Target return pricing	cost -plus pricing +gifts

5	Diversification	Enter into nutri-bar categories	Enter into variety in cold drinks of malt food drinks	Enter into the concept of functional food should be coined with Japanese scientific relating four essential pillars: nutrition, sensory satisfaction, and providing flavours.	product flanking	ready to drink Energy drinks	drink in form of capsule
6	potential market	untapped interior areas of India & neighbour countries	Also, penetration level is more skewed towards South and East India (45% level), while in North and West remains fairly low (10% level). This under penetration of north and west markets provides opportunity for the company to grow by spreading health consciousness with the help of advertisements and promotion spends. Typically north and west India consumers have higher preference for chocolate based	Complan changed its promotional strategy from targeting the existing users to attracting new users. The baseline was changed to "extra growing power" and ads were mainly targeting the non users of the product.	Entire New segment for teenagers and college going students	Blocking the existing competitors	sustain and try to stable on same market



			health drinks. Management has targeted such population through launch of chocolate variant of Horlicks.				
7	Advertizing	No change in Advertizing ,but labour women and rural children should also be endorsed	high visual appeal that depicts the winning energy. celebrity like Kapil Dev, Sachin Tendulkar, Virender Sehwag and Mahendra Singh Dhoni to endorse its products should be continued	sports persons other than celebrity should be endorsed	other sports celebrity beside cricketers should be endorsed	artist celebrity can be endorsed	middle class and mother with child emotion can be presented
	Positioning	innovative techniques, Event sponsorship	Already sustain in market through repositioning by power booster copper & biotin	focused on children of rural areas where they lack nourishment	concept of brand personality Enters the positioning scene	Actively supports sport events	Leveraging existing strengths of products

All the brands can compete through differentiation in product and market.

### Conclusion

The existing malt food drinks players have over time experiment with a bundle of strategies , and blocks the entrants for the newer firm of malt food drink .The above research result shows that brand preference of consumer from the five brand of malt food drinks i.e Bournvita Boost complan Horlicks and milo available in market that Also to find relationship between children age & malt food drinks the null hypothesis is accepted which means there is no significant relation between children age & malt food drinks .Parents do not purchase same brand as they consume in their childhood of malt Food drink for their children and do not show brand loyalty towards that brand. Malted food drink historically positioned themselves as substitutes for milk. But today it has reposition it by nutritions problems in children and women. It food supplement for sportsperson, athletes and women and for children.

**References**

- 1 KPMG (2005) ,” Consumer market in India the next big things ,”publication No 213-405 KPMG International**
- 2 Majumdar R .(2007).Product Management In India 3r d edn,242-244**
- 3 India study channel .com**
- 4 Marketing proof .com**
- 5 Business outlook India.com**