



A STUDY ON BUYERS' BEHAVIOR TOWARDS BOURNVITA WITH SPECIAL REFERENCE TO NALGONDA DISTRICT OF TELANGANA STATE

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Introduction

In olden days the children were given only mother milk till 2.5 years old after that usual foods, which were prepared with the help of food grains were fed to the children. As the food grains were cultivated with organic method, they were energetic and were very useful for the health. Most of the parents used similar food grains which are cultivated in the particular regions like millet, maize, paddy rice, wheat and Raggi. But at present after stopping the mother milk normally the parents prefer to give some of the malted food products along with food products prepared in the house. They feel that the malted products help to grow their children very fast and make them energetic as like other children. Further as these types of foods are prepared by using sugar content, most of the children like to have malted products as their food always. Hence the middle class and even the poor people have the practice of buying anyone of the malted food products after stopping the mother milk. Some of the parents use these products to the children before 2 years of the age and at the time of feeding mother milk when they feel that the mother milk is not sufficient. Due to the development in the business and also the technology development there are varieties of malted food products in the market. They offer the products in a competitive price with high quality to overcome the competition in the market and capture considerable market for their products.

In general in all merchant stores, retail shops and medical stores we can get all types of malted food products for our children. This is the real situation prevailing in the production of malted food products. Among these Horlicks, Complan, Boost, Bournvita and Farex are the oldest products. But the Bournvita is latest arrival in the products line of malted products which is also bought the customers in certain area regularly. Bournvita has good quality and is offered at affordable price. The parents and the customers who bought the Bournvita have good opinion about the Bournvita. But the movement of Bournvita in the market is comparatively low when it is compared with other similar products in the market. The shop vendors are saying that there is adequate advertisement for this product. Hence at present there is a low movement of Bournvita in the market. Some of the parents in our neighboring area say that they do not know about the products. Even the educated parents are also not familiar with Bournvita. The manufacturer of Bournvita takes continuous effort to improve the sales of Bournvita by way taking promotional measures to market the product. But they could not be able to achieve their target. Marketing team of Bournvita also face the difficulty in moving the produce in the market. How these problems can be solved? What are the causes for the issues in Bournvita? How the customers feel about the Bournvita? Here the necessity for having a thorough study on the consumers' buying behavior is raised. So by keeping the above views in mind the researcher selected the topic **"A Study on Buyers' Behavior towards Bournvita with Special Reference to Nalgonda District in Andhra Pradesh"**

1.2. Statement of the Problem

In modern business there are numbers of ways to the manufacturers to give advertisement about the products. One of the easiest ways of advertisement is through television. Television is the one of the most preferred media for making the advertisement effective and to reach all niche corner of the society. Because one can convey all message about his products to the public very easily. Even though there are more chance to advertise the products, the knowledge about the Bournvita is reached the customers those who buy the malted products. Further even if any parents came to know about the Bournvita, they hesitate to buy Bournvita. Some of the malted products Horlicks, Complan are moving very fast in the market. Bournvita is behind in the race. Further there is heavy demand for the products like Horlicks, Complan etc. the price has been hike like anything during the last three years. Here the buyers of malted products are paying more for purchase of product like Horlicks though there is a competitive product in the place Horlicks and Complan. The customers for Bournvita are less in number where the customers for other similar products are innumerable. The usage of Bournvita must be increased by way of creating knowledge about the Bournvita to all the parents to stop the continuous hike of price of the products like Horlicks, Complan and Boost. The manufacturers of Bournvita must take effort to have research in the market to know the buying behavior of customers with the Bournvita and their expectations in case of Bournvita.

1.4. Objectives of the Study

1. To find out the existing customers for Bournvita in Nalgonda.
2. To know the expectations of the customers regarding Bournvita.
3. To measure the buying behavior and their attitudes towards the Bournvita



4. To know the satisfaction level of the customers with regard to Bournvita
5. To identify the problems faced by the customers in buying the Bournvita
6. To find out the remedial measures to solve the problems of the customers using Bournvita

1.5. Research Methodology

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully.

1.5.1 Data Collection

Both primary and secondary data have been collected for the research work.

1.5.2 Primary Data

Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society.

1.5.3 Secondary Data

Secondary data was collected from the books and journal published relating to the milk products used for children and also the malted products.

1.5.4 Sampling Method

In this research work respondents were selected from the total population at random by using convenient sampling method

1.5.5 Sample Size

As the population for the research work in the study area is numerous. Out of total population employees, 300 customers were selected by using convenient sampling method. The sample constitutes both the female and male customers those buy Bournvita.

1.5.6 Period of Study

The research work was carried out for the period of 6 months starting from January 2015 to June 2015.

1.5.7 Statistical Tools

To make the research work effective and find the result of the research statistical tools like chi-square test was applied to interpret the data and to know the association between two variables in deciding the particular matter and issues related to the Bournvita, ANOVA, Rank correlation, Hendry Garrett ranking have also been used to analyze and interpret the collected data from the customers (sample respondents)

1.6. Limitations of the Study

1. The data was collected only from the sample respondents who buy Bournvita, Hence it may not be considered for policy decision makings with regard to other food products
2. The collected data and interpretation is based on the information obtained by the researcher at the time of interview schedule during the study period. Hence findings of the research may not be considered for other period as there may be possibility of changing.
3. As the respondents did not give co-operation at the time interview schedule, there may be possibility for bias in the information and the data collected.

Review of Literature

C. Muthuvelayutham (2012) in his study titled "The Study of Consumer Brand Loyalty on FMCG- Cosmetic Products with Special Reference to Madurai" analyzes the relationship between demographic variables on the brand loyalty of the consumers and tries to identify the consumer's switching factors in respected selected product category. This study is essentially a correlation study. A randomly selected sample of 600 from Tamil Nadu State, South India, particularly Madurai, Tuticorin, Kanyakumari districts were selected to analyze. To indicate the amount of correlation between the variables, Chi-square test was used in this study. Results show that among the variables age, education level and gender have the most significant impact on consumer's brand loyalty. **B.V.N.G. Chandrasekhar (2012)** in his study "Consumer Buying Behaviour and Brand Loyalty in Rural Markets: FMCG", aims to study brand loyalty of various brands in rural markets and identify the presence and the importance of local brands. The primary data was collected through a questionnaire. This study was conducted on a sample of 60 respondents in the village's satanapalli, tadipatri and mallapur. **SURESH BHAGWAT (2011)** in his e article "FMCG Markets to contribute in Indian rural Economy perspective in global era" This study focuses their efforts on empowering the rural consumer with the latest trends and technology and teaches them ways to improve their standard of living. **GIHAN WIJESUNDERA (2010)** in this article "Factors influencing the demand of beauty soap among female consumers in the greater Colombo region" Purpose of this study is to explore how the marketing mix &



demographical factors influence the brand preference & purchasing behavior of beauty soap among the female consumers in the greater Colombo region. The results indicated that there were statistical relationships between price, product, education, occupation and brand preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference. Thus the research concludes that the price, product, education & occupation are only having a statistical relationship with the brand preference of female consumers in the greater Colombo region. NUNTASAREE SUKAT (2009) in this article "A model of male consumer behaviour in buying skin care products in Thailand" The study purpose of the research was evaluated in some depth the phenomena of male consumer behaviour in buying skin care products in Thailand.

Table No.1, Association between the education of the respondents and their agree level for the convenient use of Bournvita

Serial no	Education Of The Respondents	Convenient For Use					Total
		Strongly Agree	Agree	Neutral	Disagree	Highly Disagree	
1	Illiterate	0(1.4)	8(6.6)	5(5.4)	2(2.8)	3(1.8)	18
2	Up to School Level	15(13.4)	65(61.6)	46(50.4)	28(25.8)	14(16.8)	168
3	Degree Level	8(6.2)	27(28.6)	25(23.4)	9(12.0)	9(7.8)	78
4	Professional And Others	1(2.9)	10(13.2)	14(10.8)	7(5.5)	4(3.60)	36
	Total	24	110	90	46	30	300

The figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita

Alternative hypothesis

There is a significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita

Factor	Calculated value ²	Table value	DF	Remarks
education	9.195	21.026	12	Insignificant

As the calculated value of ²(9.195) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita. The opinion of the respondents is based on the individual decision.

Table no.2, Association between the reason for buying the Bournvita and their agree level for the convenient use of Bournvita

Serial No	Reason for buying the malted products	Convenient for use					Total
		strongly agree	agree	neutral	disagree	highly disagree	
1	Shortage of mother milk	8(8.6)	39(39.6)	32(32.4)	14(16.6)	15(10.8)	108
2	Healthy to children	8(8.2)	40(37.4)	25(30.6)	20(15.6)	9(10.2)	102
3	Paves way to height	7(5.8)	23(26.4)	25(21.6)	11(11.0)	6(7.2)	72
4	Doctor's specification	1(1.4)	8(6.6)	8(5.4)	1(2.8)	0(1.8)	18
	Total	24	110	90	46	30	300

The figures in the parenthesis shows the expected frequencies

Null Hypothesis: There is no significant relationship between the reason for buying the Bournvita and their acceptance level for the convenient use of Bournvita

Alternative hypothesis

There is a significant relationship between the reason for buying Bournvita and their acceptance level for the convenient use of Bournvita



Factor	Calculated value ²	Table value	DF	Remarks
reason for buying the malted products	10.702	21.026	12	Insignificant

As the calculated value of ²(10.702) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita. The opinion of the respondents is based on the individual decision.

Table no.3, Association between the age of the respondents and their agree level for the convenient use of Bournvita

Serial no	Age of the Respondents	Convenient for use					Total
		strongly agree	agree	neutral	disagree	highly disagree	
1	18-25 years	14(10.6)	46(48.4)	41(39.6)	19(20.2)	12(13.2)	132
2	26-35 years	8(10.6)	48(48.4)	42(39.6)	23(20.2)	11(13.2)	132
3	36-45 years	1(1.9)	9(8.8)	5(7.2)	4(3.7)	5(2.4)	24
4	above 45 years	1(1.0)	7(4.4)	2(3.6)	0(1.8)	2(1.2)	12
	Total	24	110	90	46	30	300

The figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita

Alternative hypothesis

There is a significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita.

Factor	Calculated value ²	Table value	DF	Remarks
Age	11.571	21.026	12	Insignificant

As the calculated value of ² (11.571) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita. The acceptance level of the respondents is based on some other factor.

Table no.4, Association between the stage onwards buying the Bournvita and their agree level for no negative effect from Bournvita

Serial no	stage onwards buying the Bournvita	No negative effect					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
1	last 2 years onwards	7(5.3)	32(37.5)	36(34.6)	17(16.6)	14(12.0)	106
2	last 1 years onwards	4(5.6)	45(39.6)	35(36.6)	17(17.5)	11(12.7)	112
3	last three years	3(2.4)	16(17.0)	17(15.7)	6(7.5)	6(5.4)	48
4	some month ago	1(1.7)	13(12.0)	10(11.1)	7(5.3)	3(3.9)	34
	Total	15	106	98	47	34	300

The figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no significant relationship between the stage onwards buying the Bournvita and their acceptance level about no negative effect from Bournvita



Alternative hypothesis

There is a significant relationship between the stage onwards buying the Bournvita and their acceptance level about no negative effect from Bournvita

Factor	Calculated value ²	Table value	DF	Remarks
stage onwards buying the Bournvita	5.119	21.026	12	Insignificant

As the calculated value of ²(5.119) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita. The acceptance level of the respondents is based on some other factor.

Table No.5, Association between the Age of the Child of the Respondents and Their Agree Level for No Negative Effect from Bournvita

Serial no	age of the child of the respondents	No negative effect					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
1	below 2 years	5(2.7)	16(19.1)	24(17.6)	7(8.5)	2(6.1)	54
2	2-3 years	7(7.8)	58(55.1)	44(51.0)	28(24.4)	19(17.7)	156
3	3-4 years	3(3.6)	27(25.4)	21(23.5)	9(11.3)	12(8.2)	72
4	4-5 years	0(.9)	5(6.4)	9(5.9)	3(2.8)	1(2.0)	18
	Total	15	106	98	47	34	300

The figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no significant relationship between age of the child of the respondents and their acceptance level about no negative effect from Bournvita

Alternative hypothesis

There is a significant relationship between the age of the child of the respondents and their acceptance level about no negative effect from Bournvita

Factor	Calculated value ²	Table value	DF	Remarks
age of the child of the respondents	15.697	21.026	12	Insignificant

As the calculated value of ²(15.697) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the age of the child of the respondents and their acceptance level about no negative effect from Bournvita. The acceptance level of the respondents is based on some other factor.

Table No.6, Association between the age of the child of the respondents and their agree level for Bournvita help to grow the child

Serial no	Age of the child of the respondents	Help to grow the child					Total
		highly satisfied	satisfied	partly satisfied	dissatisfied	highly dissatisfied	
1	below 2 years	4(2.5)	24 (20.3)	14(18.2)	7(8.10)	5(4.9)	54
2	2-3 years	6(7.3)	59(58.8)	56(52.5)	24(23.4)	11(14.0)	156
3	3-4 years	3(3.4)	25 (27.1)	25(24.2)	11(10.8)	8(6.5)	72
4	4-5 years	1(.8)	5(6.8)	6(6.1)	3(2.7)	3(1.6)	18
	Total	14	113	101	45	27	300



The figures in the parenthesis shows the expected frequencies

Null Hypothesis

There is no significant relationship between age of the child of the respondents and their acceptance level about help of Bournvita to grow the child

Alternative hypothesis

There is a significant relationship between age of the child of the respondents and their acceptance level about help of Bournvita to grow the child

Factor	Calculated value ²	Table value	DF	Remarks
Age of the child	6.068	21.026	12	Insignificant

As the calculated value of ²(6.068) is less than the table value (21.026) for 12 degrees of freedom at 5% level of significance, the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between age of the child of the respondents and their acceptance level about help of Bournvita to grow the child. The acceptance level of the respondents is based on some other factor.

Findings

1. While considering the gender in this study most (66.7) percent of the respondents are female members
2. Major proportion of the respondents belonged to the age group (44) percent of the respondents belong to the age group of 18-25 years and 26-35 years respectively
3. Majority (22) percent of the respondents are house wives and employed in private sector respectively, (24) percent of the respondents are government employees,
4. Regarding the education most (56) percent of the respondents studied up to school level,
5. Considerable portion (40) percent of the respondents earn Rs.6001-8000 as their monthly income, 24 percent of the respondents get a monthly income of Rs.8001-10000
6. While considering the age of the child of the respondents from the study it is found that major proportion (52 percent) of the respondents have 2-3 years old child.
7. Majority (34 percent) of the respondents conveyed that malted products are healthy to children. Hence they buy malted food products for the children.
8. Considerable portion of the 50 percent of the respondents informed that they know about Bournvita through the advertisement and through television.
9. Major proportion (37 percent) of the respondents told that the Bournvita's price is affordable hence they buy Bournvita,
10. Considerable portion (37 percent) of the respondents told that they started buying of Bournvita last 2 years onwards.
11. Majority 71 percent of the respondents told that, only Bournvita are given to their child.
12. While considering the frequency of using the Bournvita to the child most (35.7) percent of the respondents informed that they give Bournvita thrice in a day to their child
13. Majority (82.3) percent of the respondents informed, that the Bournvita help to grow the child.
14. Major proportion (54) percent of the respondents told that they buy Bournvita twice in a month.
15. Considerable portion (40 percent)of the respondents told that they add only sugar with Bournvita,
16. Mast (50 percent) of the respondents informed that Bournvita is available in all medical stores.
17. Majority (82 percent) of the respondents stated that they do not face problem while using the Bournvita.
18. Among the respondents who informed that they face problem while using the Bournvita (33.3 percent) respondents informed that child gets stomach pain
19. Majority (68 percent) of the respondents told that complement is provided while purchasing Bournvita
20. Regarding the complement provided by the seller (57.8) percent respondents informed that a bowl is given along with Bournvita as complement
21. Considerable portion 61.3 percent of the respondents told that the Bournvita is not familiar among the mothers.

Findings from Chi-Square Test

1. There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita. The opinion of the respondents is based on the individual decision.



2. There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Bournvita. The opinion of the respondents is based on the individual decision
3. There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita. The acceptance level of the respondents is based on some other factor
4. There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Bournvita. The acceptance level of the respondents is based on some other factor.
5. There is no significant relationship between the age of the child of the respondents and their acceptance level about no negative effect from Bournvita. The acceptance level of the respondents is based on some other factor.
6. There is no significant relationship between age of the child of the respondents and their acceptance level about help of Bournvita to grow the child. The acceptance level of the respondents is based on some other factor.
7. There is no significant relationship between the satisfaction level of the respondents about the use of Bournvita and their acceptance level about help of Bournvita to grow the child .The satisfaction of the respondents may be based on the individual expectations.

Suggestions

1. The suggestions are normally made to take remedial measures to solve the problems and issues faced by the respondents. In this research work based on the findings the research wanted to give few suggestions which may be useful to the needy group to take initiatives to implement some of the policies taken by the sellers and the manufacturers of Bournvita to satisfy the customers and increase the potential customers of Bournvita.
2. Some of the respondents informed that the Bournvita is not familiar to the mothers. Hence the Bournvita Company should take initiatives to create awareness about the Bournvita and its use for maintaining the good health for the children.
3. Few respondents informed that the Bournvita is not available when the customers want to buy the Bournvita. So the manufacturer of Bournvita should take initiatives to see that Bournvita is available in all medical shops and general stores.
4. Some of the respondents informed that the advertisement for the Bournvita is not sufficient. Hence the manufacturer should spend more on making advertisement and also if necessary they should correct media for giving advertisement where the information about the Bournvita should reach all the parents.
5. Some of the respondents informed that the children do not like the Bournvita because of the taste problem; hence the manufacturer should try to include more flavor and ingredients to increase the taste of Bournvita
6. Some of the respondents conveyed that the Bournvita sometimes creates trouble to the children. Hence the management of Bournvita company should analyse the reason by making a survey among the users of Bournvita and to take initiatives to solve the issues
7. Some of the respondents felt that the Bournvita the quantity of Bournvita is not sufficient to the selling price of the Bournvita. Hence the management of Bournvita if possible should try to add some quantity after considering the feasibility of the company.
8. Few respondents informed that are not satisfied with the complements offered to the Bournvita, Hence the company should try offer some more complements to the Bournvita to over the competitions in the markets.
9. Few respondents are not satisfied with the ingredients of the Bournvita so the manufacturers should take effort to add some ingredients to improve the taste of the Bournvita and increase the sales.

Conclusion

In modern scenario all the businesses are consumer oriented and also competitive. Hence the business people try to satisfy the needs and desire of the consumers in all possible ways. To survive in the market it is necessary to know the consumer behavior and satisfy their requirement for retaining the existing consumers and get potential customers. Hence the management of Bournvita should try to rectify the issues faced by the respondents in the study area. It will help to increase the sales of Bournvita considerably

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