



A STUDY ON THE CONSUMER SATISFACTION TOWARDS JUNIOR HORLICKS WITH SPECIAL REFERENCE TO ERODE TOWN

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1.1.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 Junior Horlicks is latest arrival in the products line of malted products which is also bought the customers in certain area regularly. Junior Horlicks has good quality and is offered at affordable price. The parents and the customers who bought the Junior Horlicks have good opinion about the Junior Horlicks. But the movement of Junior Horlicks 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 Junior Horlicks 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 Junior Horlicks. The manufacturer of Junior Horlicks takes continuous effort to improve the sales of Junior Horlicks by way taking promotional measures to market the product. But they could not be able to achieve their target. Marketing team of Junior Horlicks 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 Junior Horlicks? How the customers feel about the Junior Horlicks? 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 THE CONSUMER SATISFACTION TOWARDS JUNIOR HORLICKS WITH SPECIAL REFERENCE TO ERODE TOWN"

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 Junior Horlicks is reached the customers those who buy the malted products. Further even if any parents came to know about the Junior Horlicks, they hesitate to buy Junior Horlicks. Some of the malted products Bournvita Complan are moving very fast in the market. Junior Horlicks is behind in the race. Further there is heavy demand for the products like Bournvita, 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 like Bournvita and Complan. The customers for Junior Horlicks are less in number where the customers for other similar products are innumerable. The usage of Junior Horlicks must be increased by way of creating knowledge about the Junior Horlicks to all the parents to stop the continuous hike of price of the products like Bournvita Complan and Boost. The manufacturers of Junior Horlicks must take effort to have research in the market to know the satisfaction of customers with the Junior Horlicks and their expectations in case of Junior Horlicks.



1.3. SIGNIFICANCE OF THE STUDY

There are number of food products and malted products available in the markets for children for using them along with the milk or with hot water which are used by the mothers for the growth of the children. Bournvita, Complan, Boost etc. have gained good reputation in the society especially from mothers. They are considered as the good energetic products for well growing of the children. Most of the parents prefer these types of products. Further as there are more advertisement related to, Boost, Complan etc. It reached all the customers and public in all parts of the country even in world. Hence there is no problem for the manufacturers of such products. But if we consider the Junior Horlicks, the movement of Junior Horlicks is very less in the market when compared with other similar products. Though the Junior Horlicks products are very useful to children for growing their health and make the children energetic, the utility of the Junior Horlicks is not reached to the public. The marketing team of Junior Horlicks faces competition in the market to move their products in the market. The manufacturer of Junior Horlicks and the dealers could not able to identify the buying behavior and attitudes of the customers and buyers with regard to this product. Hence the study related to Junior Horlicks will help the marketers and the manufacturer will help to know the buying behavior of the consumers which will in turn help them to market the products easily and if necessary they can frame any policy with regard to the components of Junior Horlicks to overcome the competitions in the market. Hence the study on "The Customer satisfaction with regard to Junior Horlicks is inevitable in nature.

1.4. OBJECTIVES OF THE STUDY

1. To find out the existing customers for Junior Horlicks in Erode.
2. To know the expectations of the customers regarding Junior Horlicks.
3. To measure the buying behavior and their attitudes towards the Junior Horlicks
4. To know the satisfaction level of the customers with regard to Junior Horlicks
5. To identify the problems faced by the customers in buying the Junior Horlicks
6. To find out the remedial measures to solve the problems of the customers using Junior Horlicks

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 will be selected from the total population at random by using convenient sampling method

1.5.6 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 stratified random sampling method. The sample constitutes both the female and male customers those buy Junior Horlicks.

1.5.7 Period of Study

The research work was carried out for the period of 3 month starting from October 2014 to December 2014

1.5.8 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 Junior Horlicks, ANOVA, Rank correlation and WAS have also been used to analyze and interpret the collected data from the customers (sample respondents)

1.7. Hypothesis

1. There is no association between the age of the respondents and their satisfaction about the availability of Junior Horlicks



2. There is no association between the educational qualifications of the respondents and the knowledge about the Junior Horlicks.
3. There is no association between the age of the child of the respondents and the like of the child on Junior Horlicks
4. There is no association between sex of the respondents and their satisfaction about helping of Junior Horlicks to grow the child.
5. There is no association between occupation of the respondents and the reason for buying the Junior Horlicks.

2. CUSTOMER SATISFACTION

Customer satisfaction with a purchase depends on the product's performance relative to a buyer's expectations. A customer might experience various degrees of satisfaction. If the product's performance falls short of expectations the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations the customer is highly satisfied or delighted.

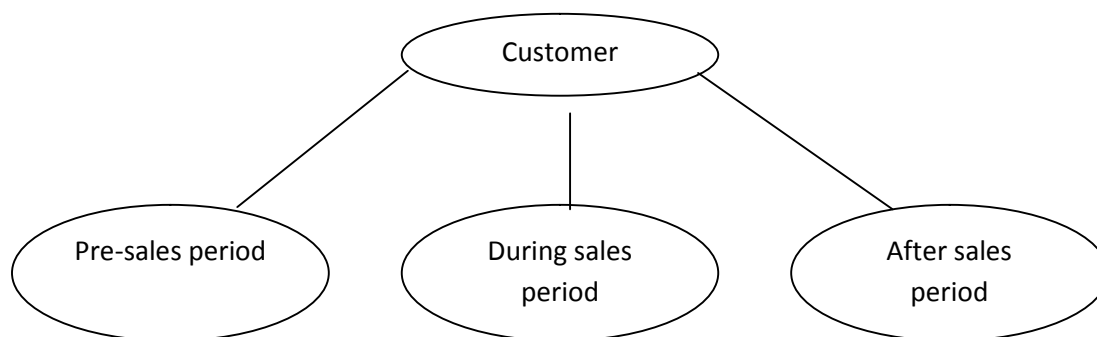
But these value perceptions and value expectations vary from one customer to another customer (or customer group) based on their respective demographic and psychographic profile as well as competitors offering of the tangibles and intangibles vis-à-vis the firm's package.

Thus, such constantly changing value expectations of customers and the predictive and un-predictive moves of the competitors are compelling the firms to search and identify specific fundamental characteristics which will help them to get new ideas on new ways to satisfy customers.

3. PURCHASE IN CUSTOMER SATISFACTION PROCESS

The customer satisfaction process can be divided into three phases namely:

- Pre-sale period: During this phase the customer expectations are built through the various information cues on the product, its quality, core benefits, its price, distribution outlet and so on.
- During sales period: The customer satisfaction will be felt if given an opportunity to inspect the product, courteous and attentive service, reasonable and reliable delivery, ambience, freedom of choice etc.
- After sales period: The customer satisfaction will be matching customer expectations if the required support / advice is provided by the firm, efficient and effective consumer follow up process, efficient repair and maintenance service and smooth and straight forward complaints process. Customer satisfaction goes beyond the core product or service offering.



The Three phases of customer satisfaction

CUSTOMER SATISFACTION PROGRAMME

- A clear definition of the goals and usefulness of the information: These will help in taking care of the various users of the information, their involvement and using this information to plan strategic and tactical applications.
- Seek the customers and employees involvement in the process: By identifying what parameters compose of the customer's perceptions and expectations for quality and satisfaction, it will be easy to involve them in the process.
- Assessment and measurement of critical needs: This will help in identifying the qualitative attributes and competitors performance on these attributes.



- Periodic measurement of company's and competitor's performance: This will reveal the rate at which customer satisfaction is improving or declining. The frequency of the measurement will be dependent on the market dynamics with sufficient time to elapse to facilitate change become measurable.
- Specific issues in framing the study: Demographic and psychographic information of the target customer group, overall ratings, performance ratings and general information useful for cross-tabulation analysis should be given due emphasis in framing the study.

4. ANALYSIS AND INTERPRETATION OF DATA

Table No-4.1, Table Showing the Gender of the Respondents

Serial No	Gender	No of Respondents	Percent
1	Male	100	33.3
2	Female	200	66.7
	Total	300	100.0

Source: primary data

Interpretation

The above table reveals that from 300 respondents 33.3 percent of the respondents are male while the remaining 66.7 percent of the respondents are female members.

Table No-4.2, Table Showing the Age of the Respondents

Serial No	Age Group	Frequency	Percent
1	18-25 years	132	44.0
2	26-35 years	132	44.0
3	36-45 years	24	8.0
4	above 45 years	12	4.0
	Total	300	100.0

Source: primary data

Interpretation

From the above table it is clearly understood that among 300 respondents 44 percent of the respondents belong to the age group of 18-25 years and 26-35 years respectively, percent of the respondents belong to the age group of 36-45 years while the remaining 4 percent of the respondents belong to the age group above 45 years.

Table No-4.3. Table Showing the Occupation of the Respondents

Serial No	Occupation of the Respondents	Frequency	Percent
1	House wife	66	22.0
2	Employee in private sector	66	22.0
3	Government employee	72	24.0
4	labour in textile industry	42	14.0
5	labour in other industry	36	12.0
6	business	18	6.0
	Total	300	100.0

Source: Primary Data

Interpretation

The above table clearly depicts that among 300 respondents 22 percent of the respondents are house wives and employed in private sector respectively, 24 percent of the respondents are government employees, 14 percent of the respondents are labour in textile industry, 12 percent of the respondents are working as a labour in other industry while the remaining 6 percent of the respondents are doing business.



Table No-4.4, Table Showing the Educational Qualification of the Respondents

Serial No	Education of the Respondents	Frequency	Percent
1	illiterate	18	6.0
2	upto school level	168	56.0
3	Degree level	78	26.0
4	Professional and others	36	12.0
	Total	300	100.0

Source: primary data

Interpretation

From the above table it is noted that among 300 respondents 56 percent of the respondents studied up to school level, 26 percent of the respondents studied up to degree, 12 percent of the respondents have studied professional and other courses, while the remaining 6 percent of the respondents are illiterates.

Table No-4.5, Table Showing the Monthly Income of the Respondents

Serial No	Monthly income	Frequency	Percent
1	Below Rs.6000	24	8.0
2	Rs.6001-8000	120	40.0
3	Rs.8001-10000	72	24.0
4	Rs.10001-15000	54	18.0
5	above Rs.15000	30	10.0
	Total	300	100.0

Source: primary data

Interpretation

The above table limelight that among 300 respondents 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, 18 percent of the respondents are earning Rs.10001-15000 per month, 10 percent of the respondents earn above Rs.15000 per month and the remaining 8% of the respondents earn only below Rs.6000

Table No-.4.6, Table Showing the Age of the Child of the Respondents

Serial no	Age of the Child	Frequency	Percent
1	below 2 years	54	18.0
2	2-3 years	156	52.0
3	3-4 years	72	24.0
4	4-5 years	18	6.0
	Total	300	100.0

Source: primary data

Interpretation

A survey was launched to know the age of the child of the respondents, the survey explicit that among 300 respondents 52 percent of the respondents have 2-3 years old child, 24 percent of the respondents have child having the age between 3-4 years, 18 percent of the respondents told that the age of their child is below 2 years, while the remaining 6 percent of the respondents informed that the age of their ward is 4-5 years.



Table No.4.7, Table Showing the Reason for Buying the Malted Food Products

Serial no	Reason for Buying the Malted Products	Frequency	Percent
1	shortage of mother milk	108	36.0
2	healthy to children	102	34.0
3	paves way to height	72	24.0
4	doctor's specification	18	6.0
	Total	300	100.0

Source: primary data

Interpretation

It is clearly noted from the above table that among 300 respondents 36 percent informed that due to shortage of mother milk they buy the malted food products, 34 percent of the respondents conveyed that malted products are healthy to children, hence they buy it, 24 percent of the respondents told that malted products pave way to height of the child, hence they purchase the malted products, while 6 percent of the respondents told that doctor gave advice to buy the malted products.

Table No .4.8 Table Showing the Sources of Knowing Junior Horlicks

Serial no	Sources of Knowing Junior Horlicks	Frequency	Percent
1	through advertisement	81	27.0
2	through television	70	23.3
3	through neighbours	57	19.0
4	through relatives	44	14.7
5	thorough the medical stores	35	11.7
6	through the doctors	13	4.3
	Total	300	100.0

Source: primary data

Interpretation

The above table shows that among 300 respondents 27 percent of the respondents informed that they know about Junior Horlicks through the advertisement, 23 percent of the respondents told that they know about Junior Horlicks through television, 19 percent of the respondents informed that they know about Junior Horlicks through the neighbours, 14.7 percent of the respondents conveyed that they know about Junior Horlicks through the relatives, 11.7 percent of the respondents informed that they know about Junior Horlicks through the medical stores while remaining 4.3 percent of the respondents informed that they know about Junior Horlicks through the doctors.

Table No-.4.9, Table Showing the Reason for buying Junior Horlicks

Serial no	reason for buying the Junior Horlicks	Frequency	Percent
1	affordable rate	111	37.0
2	more ingredients	78	26.0
3	good taste	50	16.7
4	Good flavour	44	14.7
5	others(specify)	17	5.6
	Total	300	100.0

Source: primary data

Interpretation

The above table reveals that among 300 respondents 37 percent of the respondents told that the Junior Horlicks's price is affordable hence they buy Junior Horlicks, 26 percent of the respondents that it has more ingredients hence they purchase Junior Horlicks, 16.7 percent of the respondents informed that they purchase Junior Horlicks due to good taste. 14.7 percent



of the respondents told that Junior Horlicks is prepared with good flour so that they purchase Junior Horlicks, while the remaining 5.6 percent of the respondents conveyed other reasons for buying Junior Horlicks.

Table No - 4.10, Table Showing the Opinion of the Respondents Regarding Sweet in the Junior Horlicks

Serial no	Sweet	Frequency	Percent
1	good	34	11.3
2	very good	103	34.3
3	normal	84	28.0
4	poor	45	15.0
5	very poor	34	11.3
	Total	300	100.0

Source: primary data

Interpretation

From the above table it is inferred that among 300 respondents 34.3 percent respondents told good opinion for the above statement i.e. sweet in the Junior Horlicks, 28 percent of the respondents gave normal opinion regarding sweet in the Junior Horlicks, 15 percent of the respondents gave poor opinion for sweet in the Junior Horlicks, 11.3 percent of the respondent opined very poor response for the statement i.e. sweet in the Junior Horlicks while the remaining 11.3 percent of the respondents gave very good opinion regarding sweet in the Junior Horlicks.

Table No-4.11, Association between the Education of the Respondents and their Agree Level for the Convenient Use of Junior Horlicks

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	upto 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 Junior Horlicks.

Alternative hypothesis

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

Table No-4.12

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 Junior Horlicks. The opinion of the respondents is based on the individual decision.



Table No-4.13, Association between the Reason for Buying the Junior Horlicks and their agree Level for the Convenient Use of Junior Horlicks

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 Junior Horlicks and their acceptance level for the convenient use of Junior Horlicks.

Alternative hypothesis

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

Table No-4.14

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 Junior Horlicks. The opinion of the respondents is based on the individual decision.

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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 Junior Horlicks through the advertisement and through television.
9. Major proportion (37 percent) of the respondents told that the Junior Horlicks's price is affordable hence they buy Junior Horlicks,
10. Considerable portion (37 percent) of the respondents told that they started buying of Junior Horlicks last 2 years onwards.



11. Majority 71 percent of the respondents told that, only Junior Horlicks are given to their child.
12. While considering the frequency of using the Junior Horlicks to the child most (35.7) percent of the respondents informed that they give Junior Horlicks thrice in a day to their child
13. Majority (82.3) percent of the respondents informed, that the Junior Horlicks help to grow the child.
14. Major proportion (54) percent of the respondents told that they buy Junior Horlicks twice in a month.
15. Considerable portion (40 percent)of the respondents told that they add only sugar with Junior Horlicks,
16. Mast (50 percent) of the respondents informed that Junior Horlicks is available in all medical stores.
17. Majority (82 percent) of the respondents stated that they do not face problem while using the Junior Horlicks.
18. Among the respondents who informed that they face problem while using the Junior Horlicks (33.3 percent) respondents informed that child gets stomach pain
19. Majority (68 percent) of the respondents told that complement is provided while purchasing Junior Horlicks
20. Regarding the complement provided by the seller (57.8) percent respondents informed that a bowl is given along with Junior Horlicks as complement
21. Considerable portion 61.3 percent of the respondents told that the Junior Horlicks is not familiar among the mothers.
22. Among 184 respondents who told that the Junior Horlicks is not familiar among the mothers 36.4 percent of the respondents told that Junior Horlicks is new to the market hence it is not familiar among the mothers.
23. Most (38 percent) of the respondents agree with the statement availability of Junior Horlicks in all shops
24. Majority (67.3 percent) of the respondents agree, and neutral with the statement Attractive advertisement for Junior Horlicks
25. Most (36.7 percent) of the respondents agree with the statement all mother prefer for Junior Horlicks
26. Considerable volume (36.7 percent) of the respondents agree with the statement right choice from similar products
27. Majority (36.7 percent) of the respondents agree with the statement Convenient for use
28. Most (36.7 percent) of the respondents are neutral with the statement that the Junior Horlicks is not perishable.
29. Majority (36.3 percent) of the respondents agree with the statement good packing of Junior Horlicks
30. Considerable portion (35 percent) of the respondents agree with the statement that the frequency of complements.

6. FINDINGS FROM CHI-SQUARE TEST

- There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Junior Horlicks. The opinion of the respondents is based on the individual decision.
- There is no significant relationship between the educational qualifications of the respondents and their acceptance level for the convenient use of Junior Horlicks. The opinion of the respondents is based on the individual decision.
- There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Junior Horlicks. The acceptance level of the respondents is based on some other factor.
- There is no significant relationship between the age of the respondents and their acceptance level for the convenient use of Junior Horlicks. The acceptance level of the respondents is based on some other factor.

6.1 SUGGESTIONS

- 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 Junior Horlicks to satisfy the customers and increase the potential customers of Junior Horlicks.
- Some of the respondents informed that the Junior Horlicks is not familiar to the mothers. Hence the Junior Horlicks Company should take initiatives to create awareness about the Peiasure and its use for maintaining the good health for the children.
- Few respondents informed that the Junior Horlicks is not available when the customers want to buy the Junior Horlicks. So the manufacturer of Junior Horlicks should take initiatives to see that Junior Horlicks is available in all medical shops and general stores.
- Some of the respondents informed that the advertisement for the Junior Horlicks 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 Junior Horlicks should reach all the parents.
- Some of the respondents informed that the children do not like the Junior Horlicks because of the taste problem; hence the manufacturer should try to include more flavor and ingredients to increase the taste of Junior Horlicks



- Some of the respondents conveyed that the Junior Horlicks sometimes creates trouble to the children. Hence the management of Pedisure company should analyse the reason by making a survey among the users of Junior Horlicks and to take initiatives to solve the issues
- Some of the respondents felt that the Junior Horlicks the quantity of Junior Horlicks is not sufficient to the selling price of the Junior Horlicks. Hence the management of Junior Horlicks if possible should try to add some quantity after considering the feasibility of the company.
- Few respondents informed that are not satisfied with the complements offered to the Junior Horlicks, Hence the company should try offer some more complements to the Junior Horlicks to over the competitions in the markets.
- Few respondents are not satisfied with the ingredients of the Junior Horlicks so the manufacturers should take effort to add some ingredients to improve the taste of the Junior Horlicks and increase the sales.

7. CONCLUSION

In this research work, the researcher identified some of the factors and the feature of the Junior Horlicks which already satisfy the consumers and customers, while they buy and use the Junior Horlicks, Though most of the customers are satisfied with the utility of the Junior Horlicks, the movement of the Junior Horlicks in the market is comparatively low when compared with the other products. At this juncture the manufacturers have to take remedial measures to improve the sales of the Junior Horlicks whereby the customer will get the Products of Junior Horlicks when and where it is required. This will be useful for the company for improving the sales, because in modern scenario all businesses are diverted to the desire and satisfaction of the ultimate users. Hence the Junior Horlicks company should evaluate the customer to understand the buying behaviour . It will help the marketing people of Junior Horlicks to segment the market based on the movement of the products and help them to improve the sales by taking promotional measures to increase the sales of the Junior Horlicks where by the Junior Horlicks can contribute more volume of products in the total market for malted food products like Horlicks, Complian, Farex etc. The researcher got thorough knowledge about the consumers' buying behavior and their attitude towards the Junior Horlicks. The researcher thanks all the respondents for the support extended for the completion of the products.

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