



## **Study on Consumer Reviews on behaviour and Brand Equity of Maltbased Drinks**

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### **ABSTRACT :**

This research analyzes consumer behaviour and brand equity of malt-based drinks among youth and young adults. The study focuses on key factors such as taste, nutritional value, brand loyalty, pricing, advertising influence, and health perceptions. While malt-based drinks are popular for their energy-boosting and health-promoting properties, consumer preferences are shaped by brand trust, marketing strategies, and affordability. Based on responses from 120 participants, the study highlights how brand equity influences buying behaviour and how consumers perceive different malt-based drink brands. It also explores the role of packaging, endorsements, and perceived health benefits in shaping brand image. The findings provide insights into consumer expectations and offer recommendations for enhancing brand value while meeting the evolving needs of a health-conscious market segment.

**KEYWORDS:** Malt-Based Drinks, Consumer Behaviour, Brand Equity, Taste, Nutrition, Health Perception, Brand Loyalty, Advertising, Price Sensitivity, Youth Preferences, Beverage Industry

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### **1.1 INTRODUCTION :**

The consumption of health drinks has grown significantly due to rising health awareness and changing consumer preferences. Globally, the market is projected to rise from \$69.68 billion in 2014 to \$93.68 billion by 2019. In India, the health drink market is valued at ₹7,000 crores, growing at 15% annually. Consumers are shifting from traditional beverages like tea and coffee to healthier alternatives. This demand has led to a variety of products targeting different age groups and lifestyles. Brand value and consumer trust now play a crucial role in purchasing decisions.

### **1.2 STATEMENT OF THE PROBLEM:**

Modern consumers often prefer branded products, reflecting their personality, lifestyle, and socio-economic status. This brand connection is crucial for marketers to build loyalty and stay competitive. Middle-income consumers in India are even willing to pay more if the brand meets expectations. Brand awareness, perception, and quality influence buying behaviour and loyalty. This study aims to analyze consumer buying behaviour and brand equity perception of malt health drinks in Coimbatore..

### **1.3 OBJECTIVE OF THE STUDY :**

To assess the health drink buyers demographic and socio-economic segmentation in the study area.

- To analyse the health drink buying behaviour exhibited by the consumers in Coimbatore city.
- To measure the consumers' perception towards brand equity.
- To compare the level of brand equity built among the sample.

### **1.4 RESEARCH METHODOLOGY :**

This study uses both quantitative and qualitative data, conducted in two phases. The first phase involved library research to review past literature on brand equity and consumer behaviour, helping identify research gaps and shape the methodology. It also aided in framing the questionnaire and selecting statistical tools. In the second phase, qualitative analysis was carried out using data collected through a structured questionnaire and field survey with interview techniques.

### 1.5 Area of the study :

The area of the study is confined to Coimbatore study .

#### Data Source:

Primary data were collected through a structured questionnaire, which included sections on demographics, buying behaviour, and consumer perception of brand equity in health drinks. Secondary data were sourced from journals, magazines, internet, and previous research works. The collected data were analyzed and tabulated using SPSS software (version 19).

#### STATSTICAL TOOL USED

To validate the data and test hypotheses, the study used Chi-Square Test, Multiple Regression, Spearman Rank Order Test, Paired Z Test, Factor Analysis, Reliability Analysis, and Structural Equation Modeling. Descriptive analyses such as frequency distribution and weighted mean (based on a five-point Likert scale) were used to interpret variables like brand awareness, consumer preferences, and buying decisions.

## 2. REVIEW OF LITERATURE

**KEVIN GONJALES (2018)** : Let me tell you something about malted drinks. As a rich source of B vitamins, malt extract may increase the B-vitamin content of the beverages it's used in -- including thiamine, riboflavin, niacin, folate and vitamin B-6. The amount may vary depending on the malt beverage you're drinking, however. B vitamins are necessary for metabolizing the carbs, protein and fat in food into energy. They also help regulate appetite, promote good vision and keep your skin healthy

**MATAN SHELOMI (2019)**: No food makes you stronger .Exercise makes you stronger, but only if you get enough protein to build the muscle. Malt beverages are not a good source of protein. Protein beverages or foods also won't make you stronger without exercise. Eat a healthy, diverse diet, mostly plants, with sufficient protein and little or no added sugar or salt. That is the best diet for pretty much everyone, whether they want to grow stronger or not. Malt beverage can be part of a good diet or not, and unsweetened is better, but it will not make you stronger. The ideal drink is water

**TIM ANDERSON (2024)** :The addition of a Reference Module in Food science emphasizes that malting is a natural process and that barley is the most often used cereal grain due to the way it is bred. People have been raising barley for thousands of years, since the dawn of agriculture, and there are several innovative procedures for perfecting it for malting

**RAJKAUSHAL KAUSHAL (2024)**: Malted milk is rich in vitamin B6, B12, riboflavin (B2), niacin (B3), pantothenic acid, folate, and thiamin,” Jo explains. “All of these help in metabolizing macronutrients to provide your body with energy throughout the day.” It helps keep skin fresh and healthy

## 3. PROFILE – AN OVERVIEW

### 3.1 INTRODUCTION :

The Indian health drink market is an evolving segment within the broader food and beverages industry, driven by rapid urbanization, increasing health awareness, rising disposable incomes, and shifting consumer preferences. With India emerging as one of the top five global consumers in the food and beverage sector, the country's vibrant and diverse market reflects a dynamic interplay between tradition, health consciousness, and modern lifestyle needs.

Comprising both alcoholic and non-alcoholic categories, the Indian beverage market is dominated by non-alcoholic drinks such as tea, coffee, juices, and malt-based health drinks. Particularly, malt-based health drinks have carved a significant niche due to their nutritional benefits, widespread familiarity, and suitability for children, women, and the elderly. India stands out as the largest consumer of malt-based health drinks globally, with a market size of over US \$1.1 billion—surpassing the combined size of similar markets in several Asian and African nations.

Health drink brands in India operate in a competitive environment, marked by intense brand wars and the growing inclination of consumers towards low-sugar, natural, and ayurvedic formulations. Traditionally led by Horlicks and its sister brand Boost (from GlaxoSmithKline), the market has witnessed a shift with emerging brands like Bournvita, Complan, and newer ayurvedic entrants such as Patanjali's Power Vita gaining popularity. Companies are now diversifying their product portfolios to appeal to different consumer segments through extended variants like Junior, Women, and Lite editions.

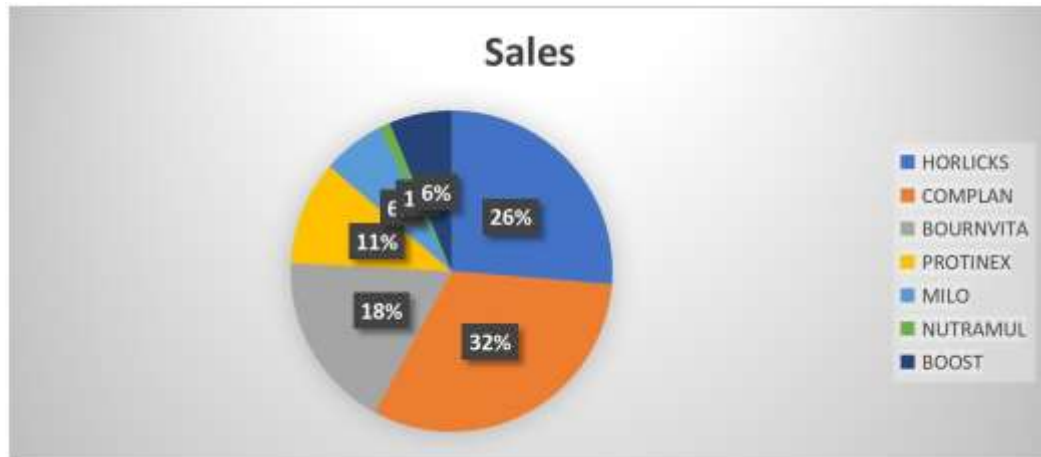
Strategically, brands have responded to evolving consumer behavior through aggressive marketing, the introduction of economical sachets, price adjustments post-GST, and product innovation. The Southern and Eastern regions of India continue to dominate consumption due to historical dietary patterns and access limitations to fresh dairy.

Moreover, corporate strategies such as brand acquisitions—like Hindustan Unilever's acquisition of Horlicks—underscore the growing significance and investment potential in this segment. As health consciousness continues to rise among India's middle-income families, the demand for fortified health drinks is expected to further intensify, shaping the future trajectory of the Indian beverage industry.

#### 4. ANALYSIS & DATA INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

##### MPST PREFERRED HEALTH DRINK BRAND



PARTICULARS	FREQUENCY	PERCENTAGE
MALT FLAVOURED	48	51.6
CHOCLATE FLAVOURED	22	23.6
BADAM FLAVOURED	17	18.3
PISTA FLAVOURED	6	6.5

##### INTERPRETATION

Malt-flavored health drinks are the most preferred, with 51.6% of people choosing them, highlighting their dominance in the market. Chocolate flavor follows with 23.6%, appealing mostly to younger consumers. Badam (almond) flavor holds moderate popularity at 18.3%. Pista (pistachio) is the least preferred, chosen by only 6.5% of consumers.

#### 5. FINDINGS, SUGGESTIONS AND CONCLUSION

##### 5.1 FINDINGS :

The study reveals that the majority of respondents are male (78.4%) and under the age of 25 (74.7%), with most having completed undergraduate education (66.7%). A significant portion (39.6%) earn below ₹10,000, and 50% live separately. Malt-flavored drinks are the most preferred (51.6%), and 45% of the users are children. Most respondents (63.2%) gave a negative response, while 55.9% were introduced to the product through a free trial at trade fairs. Daily usage is common, with 41.5% using the product once a day and 33.5% using it daily.

##### 5.2 SUGGESTIONS :

The price quantity ,quality of the Maltbased product should be maintained perfectly . Product design as color, material, pattern should be improved .Female customer need more stock availability for productsand .More advertisement should be advertised people for creating awareness about the product.

##### 5.3 CONCLUSION :

The consumer satisfaction towards maltbased products is influenced by several key factors, including brand equity, product quality, pricing, and overall customer experience. Maltbased product strong brand image, established through consistent marketing and innovation, plays a significant role in shaping consumer perceptions and satisfaction levels. Consumers appreciate the taste quality quantity packing range. Overall, Product ability to connect with its consumers, provide high-quality products, and maintain a strong brand image ensures that it remains a preferred choice for many. As consumer expectations evolve, Maltbased products must stay agile and responsive to ensure continued satisfaction and loyalty in the long term.