

A Study on Customer Satisfaction toward Boost with Special Reference to THENI District

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ABSTRACT: *The present study is based on the awareness of Boost among the customers. A sample survey of 50 respondents was undertaken to find out the awareness of Boost in Theni city. The study mainly concentrated on general price level, quality about products, overall satisfaction about Boost in, general awareness, and consumer preferences of Boost.*

I. INTRODUCTION BOOST

Boost is a chocolate-flavoured health food drink manufactured by GlaxoSmithKline. It was launched in 1977 in India. Brand ambassador for Boost in 1986 was the cricketer Kapil dev. Sachin Tendulkar became the brand ambassador with his debut in 1989. Virender seh wag joined in 2002. Later in 2008, Mahendra Singh Dhoni became the brand ambassador. The proud's slogan "Boost is the secret of my energy" is ubiquitous in India.

Boost is a nutritional health drink, especially for children. Boost is one of the major players in the Rs.1400 crore India Health food Drink (HFD) market. The HFD market has two segments; white powder segment and brown segment. Boost is a malt-based milk additive with the flavour of chocolate. It is one of the chocolate-flavoured health food drinks made by GlaxoSmithKline, the other being Horlicks. Boost has a share of around 12% in the HFD market. Boost is positioned as an energy drink. The tagline" Boostis the secret of my recall among the TG. Boost is also the first HFD brand to be endorsed by a celebrity. It was launched in 1977 in India.

II. OBJECTIVES

- ❖ To find out the reasons for preferring boost.
- ❖ To identified the factor which are influencing the sales of boost

III. RESEARCH METHODOLOGY

MEANING OF RESEARCH:

The search for knowledge objective and systematic method finding
Proper and feasible solution to problem is popularly known as research.

Define research:

Research, according to redman and mory is a "systematic efforts to gain new knowledge".

In the word of slesinger and Stephenson, research is, "the manipulation of things concept or symbols for the purpose of generalizing to extend correct of verify knowledge whether that knowledge aide in construction of a theory or in the practice of an art".

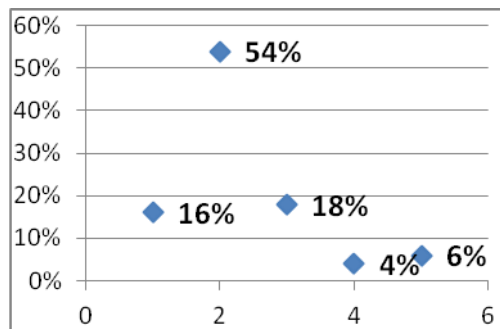
IV. REVIEW OF LITERATURE

Rakesh 2006 in their study analyzed that majority of the respondents have given favorable opinion towards the pen drive brands but some problems exist that deserve the attention of the pen drive manufacturers. They need to bridge gap between the product promised and product offered. The overall customer's attitude towards pen drive brands is that they are satisfied with the existing brands but still they want more brands to be provided.

DATA ANALYSIS AND INTERPRETATION

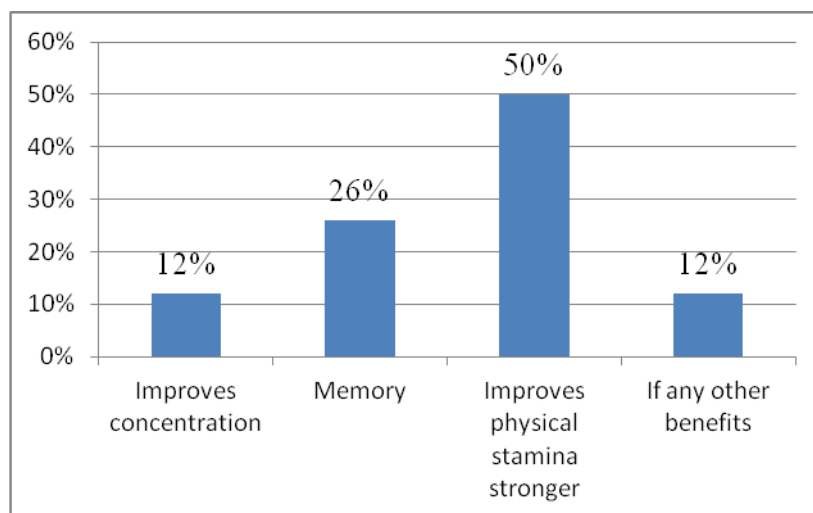
Health Improvement After usage of Boost

Sino	Particulars	No. Of respondent	Percentage
1	Extremely good	8	16%
2	Good	27	54%
3	Average	9	18%
4	Poor	2	4%
5	Extremely poor	3	6%
	Total	50	100%



Benefits of drinking Boost

Sino	Particulars	No. Of respondent	Percentage
1	Improves concentration	6	12%
2	Memory	13	26%
3	Improves physical stamina stronger	25	50%
4	If any other benefits	6	12%
	Total	50	100%



health improvement * media advertisement Cross tabulation

Count

		media advertisement				Total
		Television	News paper	Radio	Net world	
health improvement	extremely poor	0	3	0	0	3
	poor	1	0	0	1	2
	average	7	0	2	0	9
	good	20	4	0	4	28
	externally good	8	0	0	0	8
Total		36	7	2	5	50

Hypothesis:

Ho= there is no relationship between **health improvement**

H1=there is relationship between **health improvement**

Inference:

The above analysis resulted that the calculated value is greater than the table value

(36.544 > .004).Accept the H1 Hence, there is relationship between the colleagues and management

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.544 ^a	12	.004
Likelihood Ratio	30.178	12	.003
Linear-by-Linear Association	3.012	1	.083
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .08.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6

Critical value for chi-square distribution 3'' = 36.544, calculated value .004

So calculated value is greater than table value (36.544 > .004). Hence, Accept the H1

FINDINGS

- ❖ The majority of 50% of the respondents feel, it improves physical
- ❖ The majority of 56% of the respondents feel good improvement, after using
- ❖ Brandthe majority of 72% of the respondents are influenced by television advertisement.

SUGGESTION

For the long existence of health drink Boost Company should introduce the following strategies or tactics

- ❖ Increase the sales of the products at reduced price.
- ❖ Introduce the various flavors in boost.
- ❖ Increase the availability of products in rural area.
- ❖ Advertise the products in newspaper and other Medias.
- ❖ Introduce the various type of package in boost

V. CONCLUSIONS

The field study report, which is highly useful in my post graduate as well as my carrier also. I improved my communications skills through the field study report. I have developed certain knowledge about BOOST. I express my sincere gratitude to ERODE SENGUTHER ENGINEERING COLLEGE Department of Management Studies for giving me opportunity to having my knowledge.

BIBLIOGRAPHY

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- ❖ Research methodology – C.B.Gupta