**Abstract**

Consumers are highly complex individuals, subject to a variety of psychological needs. The present study makes an attempt to examine the level of awareness and consumer preference towards health drinks. This study would bring to light which brand of health drink is mostly preferred by the consumers and why they choose a particular health drink. Questionnaires were designed and distributed to the consumers for the collection of primary data. The total sample size is 150 in total. From the Primary Data, the Percentage Analysis and Chi-Square Test were derived.