**Abstract**

Energy is the capacity we have to be active in the mind and body. All the cells in the body need energy to fuel their growth, development and metabolic functions, whether they are used in physical, mental or social activity. Health drink occupies a part of our day to day life and becomes necessary to human health. Health food drinks provide nourishments for the family, particularly growing children and serve as energy providers for adults. The health drink available in the market today can be categorized depending on the needs of the consumer which are made to just deliver essential mineral and vitamins in the body. It also aimed towards increasing energy levels or increasing the muscle reaction to certain activities. The present study seeks to examine the attitude of 200 respondents about their brand preference towards health drinks. The relevant data of the socio economic profile, brand preference, the factors influencing to use particular health drinks, the customer satisfaction level were collected with the help of a structured questionnaire. The statistical tools such as Percentage Analysis, Chi-square, ANOVA, Rank correlation and t-test have been applied to analyze the data.