

Consumer Behaviour Towards Aavin Milk and Dairy Products

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ABSTRACT

Milk and Dairy products are an essential commodity in life of Indian consumer. Milk and Dairy products are used by all sections of the society that the consumers belong to high, middle, and low income group. all level people cannot afford it, children and lower level people will not get enough nutrients. The article focuses on factors influencing in selecting aavin products. Convenience sampling has been employed to collect data from 100 respondents who are using aavin products. The result reveals that price is the prominent factor in choosing the aavin products.

Keywords: Milk, Dairy products, Customers, Buying, Price

1. INTRODUCTION OF THE STUDY

Milk is a nutrient-rich food that provides a wide range of nutrients relative to the calories consumed. It is a delicious beverage and can serve as a base for other drinks like hot chocolate. The milk of domesticated animals is also a significant food source for humans. While cow's milk is the most commonly consumed in Western countries, other important sources include sheep, goats, water buffalo, and camels. Milk is essentially an emulsion of fat and protein in water, along with dissolved sugar, minerals (such as calcium and phosphorus), and vitamins, particularly the vitamin D complex. Many countries mandate pasteurization to safeguard against naturally occurring and artificially introduced microorganisms. Cooling further prevents spoilage, souring, and curdling. Fat can be separated from whole milk (which typically contains about 3.5% fat) using a separator to produce low-fat milk (1-2% fat) or skim milk (0.5% fat). Health is the level of functional or metabolic efficiency of a living organism. In humans, it is the general condition of a person's mind and body, usually meaning to be free from illness, injury or pain (as in "good health" or "healthy"). The World Health Organization (WHO) defined health in its broader sense in 1946 as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." "Some individuals complain that the fat in milk increases cholesterol levels in their bodies, leading to certain diseases. To address this concern, people can opt for skimmed milk. In the past, when cattle farms were more abundant and the population was smaller, families could meet their milk requirements through their own farms or local milk vendors. It advancements in technology, milk is now available in packets of fixed quantities. Generally, packet milk

refers to skimmed milk. In this competitive world, various brands of packet milk are available, preferred for their economic, hygienic, and high-quality merits. Packet milk can be conveniently consumed at any time and is sold in sterilized packets to ensure its quality. Consumer preference for readily available, good-quality products has led to an increased demand for packet milk. Moreover, the contents of packet milk are highly nutritious and cholesterol-free, making it suitable for people of all ages, including the elderly. As a nutritious food, it holds significant importance for human well-being.

2. STATEMENT OF THE PROBLEM

In the busy world of ours, each human being is running like a machine. It could be the influence of the variable price brand image, quality of the product and regularity of service. The success of the milk product depends not only on the price but also the customer satisfaction towards their product. It's necessary to know the customer satisfaction towards packaged milk of its availability, acceptance and affordability. Since the time a person gets up from his bed till he goes to sleep, milk plays a key role. The customer is always right. Customer belongs at the heart of every business becomes without them there is no business. Without their money, there is no exchange. Therefore for any company, the customer is the primary point that control very progress. Marketing is based on this logic. It is processed by which a company finds out what its customers wants and needs, and then delivery it in a way that makes as much profit as possible. The study is to identify the customer service towards AAVIN MILK PRODUCTS. This study focus on primary data and secondary data. This study aims towards knowing the customer opinion about the AAVIN milk products. This study will help us to understand the customer satisfaction level and their expectations and their performance.

3. REVIEW OF THE LITERATURE

1. Dr .G. Anuradha and Natarajan (2023) conducted “A Study on Consumer’s Awareness and Satisfaction towards Aavin milk products with Special Reference to Gudalur”. The study aimed to determine the degree at consumer awareness at Aavin milk and to analyzing the level of satisfaction with Aavin products. The findings of the study new fashion and trend influences frequently have an important on consumer behaviour. If the consumers are not satisfied, they should consider switching to other brands. According to researcher the majority of respondents are content with aavin milk products due to their high price, low quality, quantity, availability and awareness.
2. Sathya (2022) conducted research on “consumer satisfaction towards behaviour of buying dairy products in Tirupur”. The aim of the study is to investigate the consumer purchase intention towards the dairy products and to analyze the factors influence the consumer buying behaviour. The tools of the research are percentage analysis, descriptive analysis, and graphical analysis by conducting by survey around 100 respondents. It was concluded that the research was useful to understand the consumer buying behaviour towards dairy products in Tirupur.
3. Kavithanjali. K (2022) carried out “A study on Consumer behaviour towards Aavin milk in Coimbatore”. The study focused on to analyze the brand loyalty, brand image and credibility of Aavin products. The non profitability convenience sampling was adopted to draw a sample of 109 respondents with reference to Coimbatore city. It is been observed that people are mostly aware about the different varieties in Aavin diary. It is consumer preferred to buy Aavin products because of the flavour, taste, quality, image, brand, name, etc. availability data suggests that the share of

consumer expenditure on milk and milk products is increasing both in urban and rural areas of India and this increase in consumption would gain further momentum in years to come.

4. Ankit Verma (2021) "A study was made on the market analysis of Amul products". Amul is the largest food brand in India and the world's largest pouched milk brand with an annual turnover of US \$1050 million. A positive perception can be created to make them think that Amul milk is best suited for those purposes.
5. Kavya Palani (2021) in her article "A study on consumer behaviour towards milk and dairy products in Aavin". The reasons for consumption of Aavin milk and dairy products in Sholinganallur. The duration of the study is from January 2021 to March 2021, which is a three-month study. The sample size of 151 respondents was drawn using the convenience sampling method. The data is presented in percentage tables, pie diagrams and graphical representation. It is used to study the consumer behaviour in Sholinganallur Chennai. Percentage analysis, bar charts, pie charts etc. This gives a positive stand to further strengthen its position. She concluded that Aavin is the market leader in the milk industry because of purity and taste. Consumers are highly satisfied and Aavin milk has a good reputation among the consumers.

4. SCOPE OF THE STUDY

The scope of the study is to identify the customer performance and satisfaction of Aavin milk products. This study is based on primary data and secondary data. The study focuses on analyzing the factors influencing the customer to buy the particular brand of Aavin product and the problem faced by the customer in purchasing and using of Aavin milk products. This study aims towards knowing the customer opinion about various products in Aavin milk products. This study will help us to understand the customer's satisfaction level and their performance for the Aavin milk products.

5. OBJECTIVES OF THE STUDY

- To study the factors influencing the selection of Aavin products.
- To study the consumer opinion about the brand image of Aavin.
- To study the consumer's buying behaviour towards Aavin milk.

6. RESEARCH METHODOLOGY

Sampling techniques: Convenience sampling was employed in collecting data from a total of 100 individuals who are using Aavin milk.

Sources of data: Primary data is collected through a structured questionnaire designed specifically to collect data about buying behaviour of Aavin. Secondary data has been collected from various books, journals and previous research.

7. INFERENCE OF THE ANALYSIS

7.1 Profile of the respondents

The demographic profile of the respondents is examined by using Simple Percentage Analysis. The findings are shown in Table 1.

Table 1 showing age of the respondents

Age of the respondents	No. of Respondents	Percentage
Below 20 years	15	15

20 – 30	10	10
30-40	20	20
Above 40 years	55	55
Total	100	100

Source: computed

From the above table no 1, 15% of the respondents are coming under the age group of below 20 years and 10% of the respondents are under the age group of 20 - 30 years and 20% of the respondents are under the age group of 30 – 40 and above 40 are 55%.

Table 2 showing Gender of the respondents

Gender	No of Respondents	Percentage
Female	63	63
Male	37	37
Total	100	100

From the above table it is found that 63% of the respondents are female and 37% of the respondents are male.

7.2 Brand used in aavin milk

Table 3 showing the Brand in using Aavin milk

Particulars	No. of Respondents	Percentage
Pasteurized toned	20	20
Standardized	25	25
Double cream	15	15
Homogenised	40	40
Total	100	100

Source: computed

From the above table, 20% of the respondents are using Pasteurized toned brand, 25% of the respondents are using Standardized brand, 15% of the respondents are using Double cream brand, 40% of the respondents are using Homogenised brand.

7.3 Type of product choosed by the customer

Table 4 showing the type of products choosen by the consumer

Particulars	No. of Respondents	Percentage
Beverages	18	18
Hot milk	19	19
Ice cream	26	26
Milk products	22	22
Sweets	15	15
Total	100	100

Source: computed

The above table reveals that 18% of the respondents prefer beverages , 19 % of the respondents choose hot milk, 26% of the respondents prefer Ice cream, 22% of them prefer milk products and 15% of the

respondents prefer sweets.

7.4 Chi-square

Table 5 Comparing the association between gender and type of product

Type of product	Gender		Total
	Female	Male	
Beverages	9	9	18
Hot milk	10	9	19
Ice cream	16	10	26
Milk products	18	4	22
Sweets	10	5	15
Total	63	37	100

Source: Primary Data

Table 4.24 Chi-square

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.634 ^a	4	.228
Likelihood Ratio	5.947	4	.203
Linear-by-Linear Association	3.472	1	.062

Source: Computed

The above table depicts that p value (.228) is more than 0.05 .Since it is more than 0.05 the association between type of product and gender becomes Insignificant. Therefore null hypothesis is accepted and reject alternative hypothesis. Hence there is no association between type of product and gender.

7.5 Factors influencing in choosing the aavin product

Table 4 showing the factors influencing in choosing the aavin product

Factors	Mean	Rank
Price	3.45	I
Quantity	3.58	II
Quality	4.15	III
Brand name	4.56	IV
Taste	5.05	V
Availability	5.89	VI

Source: computed

The above table inferences that the most important factor influencing is Price (3.45) followed by Quantity (3.58) followed by Quality (4.15) Brand name (4.56) Taste (5.05) and availability (5.89).

8. SUGGESTIONS

The amount spent on the advertisement is very low; most of the people still don't know what all the products available in the Aavin stall are.

Automatic vending booths may be installed in main areas of town to facilitate the customers to purchase milk round the clock.

Aavin website may be updated and popularized.

The packing can be enlarged according to the quality of the packed products

More number of Retail outlets should be opened in rural areas to attract more customer.

All varieties should be available in all areas.

9. CONCLUSION

Some customers are not satisfied with Aavin milk products because of lack of dealers services, spoilage and low shelf life etc...Therefore, if slight modification in the marketing programmers such as dealers and outlets, promotion programmers, products lines etc., definitely company can be as a monopoly and strong market leader. Aavin has also to take care of competitors and more importantly its customers before making any move Economical distribution of the products will also be equally important. The company's strategies should focus on driving sales through a right product mix, efficient materials, procurement, reduced wastage, increased factory efficiencies and improved supply chain management. There's an immense scope for growth of chocolate industry in India geographically as well as in the product offering.

10. REFERENCES

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