
**A STUDY ON CONSUMER BEHAVIOUR OF AAVIN MILK AND MILK PRODUCTS
WITH SPECIAL REFERENCE TO TIRUPUR CITY**

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ABSTRACT-India is the world's largest dairy producer, Indian dairy sector has grown substantively over the year. Dairy products demand in India has in india has increased dramatically in both rural and urban sectors. Tamil nadu state is the one of the ten largest milk producing states in India. In the state major milk contributor is Aavin a Tamil Nadu based milk producer's union procures milk, processes it and sell milk and milk products to consumer. This paper analysis consumer perception over the Aavin special reference to the Nagapattinam City of Tamil Nadu state. The aim of the study is revealing consumer perception over Aavin milk and milk products based on their age, educational qualification and monthly income of the consumer's family.

I. INTRODUCTION Milk is a vital for human growth and development, body maintenance and protection from diseases. Cow milk generally contains between 3 and 4 g of fat/100g, although value as high as 5.5 g/100 g have been reported in raw milk. Dairy is a vital part of the global food system, providing economic, nutritional and social benefit to a large proportion of the world's population. With up to one billion people living on dairy fames, dairying plays a major role within the economics of numerous communities, regions and countries across the globe. Dairy and dairy products provide livelihood to millions of homes in India villages. They supply the quality of milk and milk products to people to both urban and rural areas. Dairying has become an essential secondary source of income for millions of rural families. A success story on the dairy in India during the sixties was the farmer owned Amul cooperative in Anand (Kaira DT, Gujarat) with its integrated approach to production. Procurement processing and marketing on co-operative lines. Over the years, this ensuring maximum returns to them. This model came to be known as 'Anand pattern' 'the efficiency of the model was worth replication, therefore a dairy programme called, operation flood'' was launched in 1970 under the aegis of the National Dairy Development Board (NDDB). NDDB functioned as the technical consultants, while Indian dairy corporation as the funding agency. The ideology followed by 'operation flood'' was the remunerative linking of rural milk producing centres with the urban demand centre to build up a viable dairy industry. Marketing plays a vital role in fast moving world. It helps it identify the needs, want and demand of the customer. It gives main suggestion to the production unit and the businesspeople to capture markets. Marketing also identifies the customer needs, want and demand. We can get lot of suggestion from the concessionaire regarding customers' interest and our products strength and weakness. The concessionaire plays a vital role in distribution of the product. In present world it is clear that no business can run successfully without marketing. The emphasis is on the marketing aspects like dealer's attitude; promotional activities etc.these aspects give exposure on the practical

side also for the future marketing executives. With the above like promotion activity, product feature, consumer preference, consumer behavior level and the importance given to all the factors there likes and dislikes were taken up for study. Consumer behaviors is the study of individuals ,groups ,or organizations and the processes they use to select ,secure ,and dispose of products, services experiences ,or ideas to satisfy needs and the impacts that this processes have on the consumer and society The factors affecting consumer's buying behaviour, wille buying the dairy products, the variables include packaging, cost, availability, products quality, products teste etc... That influences the choice of a brand of milk and milk products.

STATEMENT OF THE PROBLEM

Aavin union plays a vital role in marketing, the success of the milk and dairy products depends not only, the marketing but also the customers behavior pattern towards product. Consumer behavior is the independent variable which is highly a complicated. It could be the influence of the variable price brand image, quality of the products, regularity of service. Milk price enjoys a market price. They are used by all sections of society that is consumers in rural areas, urban areas, towns and cities and consumers belong to high-, middle- and low-income group. The market of aavin milk is highly competitive and wide varieties of brand are available in the market.

OBJECTIVES OF THE STUDY

1. To study the demographic factors that influences the buying behavior of Aavin products.
2. To find out Relationship between social Economic factors and level of satisfaction of Aavin milk products.
3. To provide suitable suggestions to the producer of Aavin milk based on the review of the respondents.

Ho1: There is no significant difference between Analysis Of Age-Wise Differences In Consumer Behaviour Towards Aavin Milk And Milk Products

II. REVIEW OF LITERATURE

According to James coax (2000) in the economic journal. The study of consumer preference employs assumption about consumer behaviour and how they decide preference. a consumer preference explains how consumer ranks a collection of goods or services or prefers one collection. Consumer preference theory does not take the consumer income good o service price to purchase the product

Singh and Singh, et al (2008) in their study on the pattern of milk consumption in urban and rural areas of Ludhiana district in Punjab, found that the direct consumption of milk was more in rural than in urban areas. The percentage share of domestic consumption was higher in summer season as compared to winter season both in urban and rural areas.

Rubaina (2010) The project entitled an overview of consumer behaviour of Aavin milk and dairy products an objective to determine the customer behaviour towards Aavin milk and find out the customer mentality towards using the service. The study revealed that the company

should make survey to know the expectations of the consumers and produce the products in the manner so as to attract more customers towards their brand and advertisement can be done through mass media increase sales and to educate customers about the product.

III. RESEARCH METHODOLOGY

This project is defined to identify the factors which influence the customers and the way through which behavior of Aavin milk and milk products Nagapattinam city. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of milk and milk products consumed by the people. The data had been used to cover various aspects like Consumption, Consumers behavior of Aavin milk and milk products.

ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the questionnaires 100 respondents' primary data is collected by the way of questionnaires from Nagapattinam city of Tamil Nadu. The questionnaire is prepared through the various levels, awareness about Aavin milk and milk products and level of consumer behavior of respondents. The profile of respondents include age, gender, marital status, education qualification.

Table1.
Area of respondent

| S.NO | AREA | NO OF RESPONDENTS | PERCENTAGE (%) |
|------|-------|-------------------|----------------|
| 1 | Urban | 78 | 22 |
| 2 | Rural | 22 | 78 |
| 3 | Total | 200 | 100 |

Source: primary data The above table Area of the respondents. As such 78 percentage of the respondent wear urban area and 22 percent of the respondents got rural area. It is concluded from the analysis that majority 78% of the respondents were urban area.

Table3.
Age-Wise Classification of The Respondents

| S.NO | AGE | NO OF RESPONDENTS | PERCENTAGE (%) |
|------|----------|-------------------|----------------|
| 1 | Up to 20 | 8 | 8 |
| 2 | 21-30 | 12 | 12 |
| 3 | 31-40 | 45 | 45 |
| 4 | Above 40 | 35 | 35 |
| 5 | Total | 200 | 100 |

Source: primary data The above table indicates that the age wise classification. up to 8% percent of the respondents belonging in the age group of below 20 years, 12% percent of them were between the age group of 21-30 years, 45% percent of them between 31-40 years, and only 35% percent of them were in of 40 & above . It is concluded from the analysis that Majority of the respondents i.e. 45% percent belonged to the age group below 31-40 years.

Table4.
Aavin Milk Price Level of Respondents

| S.NO | PRICE LEVEL | NO OF | PERCENTAGE |
|------|-------------|-------|------------|
|------|-------------|-------|------------|

| | | RESPONDENTS | (%) |
|---|------------|-------------|-----|
| 1 | Expensive | 15 | 15 |
| 2 | Neutral | 25 | 25 |
| 3 | Cheap | 47 | 47 |
| 4 | Very cheap | 13 | 13 |
| 5 | Total | 200 | 100 |

Source: primary data From the above table 15% of respondents are Expensive with the price level of Aavin milk, 25 of the respondents are neutral of Aavin milk, and 47 of the respondents cheap with price level of aavin milk, 13 of respondents are very cheap of price. It is concluded from the analysis that Majority 47 percent of the respondent price level of Aavin milk.

Table4
Consumer Behaviour Towards Aavin Milk And Milk Products

| S.No | Factors | Not Effective | Slightly Effective | Moderately Effective | Effective | Very Effective | Total |
|------|--|---------------|--------------------|----------------------|-----------|----------------|-------|
| 1 | Quality and purity Aavin milk products | 10 | 18 | 42 | 70 | 60 | 200 |
| | | 5 | 9 | 21 | 35 | 30 | 100 |
| 2 | Reasonable price Aavin products | 15 | 25 | 48 | 65 | 47 | 200 |
| | | 7.5 | 12.5 | 24 | 32.5 | 23.5 | 100 |
| 3 | Taste and freshness Aavin milk | 12 | 20 | 50 | 72 | 46 | 200 |
| | | 6 | 10 | 25 | 36 | 23 | 100 |
| 4 | Availability of Aavin products in the market | 18 | 22 | 45 | 70 | 45 | 200 |
| | | 9 | 11 | 22.5 | 35 | 22.5 | 100 |
| 5 | Packaging and labeling of Aavin products | 16 | 24 | 46 | 68 | 46 | 200 |
| | | 10 | 18 | 42 | 70 | 60 | 100 |

Source: primary data

The table 5 explains the consumer behaviour towards Aavin milk and milk products based on different factors. Regarding the quality and purity of Aavin milk products, 5 percent of the respondents strongly disagreed, 9 percent disagreed, 21 percent remained neutral, 35 percent agreed, and 30 percent strongly agreed, indicating positive consumer opinion towards quality and purity. In the case of reasonable price of Aavin products, 7.5 percent strongly disagreed, 12.5 percent disagreed, 24 percent were neutral, 32.5 percent agreed, and 23.5 percent strongly agreed, showing that consumers consider Aavin products reasonably priced. Concerning the taste and freshness of Aavin milk, 6 percent strongly disagreed, 10 percent disagreed, 25 percent remained neutral, 36 percent agreed, and 23 percent strongly agreed, revealing satisfaction with freshness and taste. Regarding the availability of Aavin products in the market, 9 percent strongly disagreed, 11 percent disagreed, 22.5 percent remained neutral, 35 percent agreed, and 22.5 percent strongly agreed that the products are easily available. For packaging and labeling of Aavin products, 16 respondents strongly disagreed, 24 respondents disagreed, 46 respondents remained neutral, and 68 respondents agreed, indicating favourable consumer opinion towards the packaging and labeling of Aavin products. Overall, the findings show that consumers have a positive attitude towards Aavin milk and milk products.

Table5
Analysis Of Age-Wise Differences In Consumer Behaviour Towards Aavin Milk And Milk Products

| Variables | Age | N | Mean | S.D. | F Value | Sig. |
|--|----------|-----|------|------|---------|--------|
| Quality and purity of Aavin milk products | Up to 20 | 8 | 3.20 | 1.12 | 4.125 | 0.001* |
| | 21-30 | 12 | 3.45 | 1.18 | | |
| | 31-40 | 45 | 4.18 | 1.26 | | |
| | Above 40 | 35 | 3.92 | 1.30 | | |
| | Total | 200 | 3.94 | 1.42 | | |
| Reasonable price of Aavin products | Up to 20 | 8 | 3.10 | 1.15 | 4.336 | 0.001* |
| | 21-30 | 12 | 3.36 | 1.22 | | |
| | 31-40 | 45 | 4.02 | 1.31 | | |
| | Above 40 | 35 | 3.84 | 1.28 | | |
| | Total | 200 | 3.83 | 1.45 | | |
| Taste and freshness of Aavin milk | Up to 20 | 8 | 3.28 | 1.20 | 5.012 | 0.001* |
| | 21-30 | 12 | 3.40 | 1.18 | | |
| | 31-40 | 45 | 4.25 | 1.25 | | |
| | Above 40 | 35 | 3.95 | 3.95 | | |
| | Total | 200 | 3.95 | 1.48 | | |
| Availability of Aavin products in the market | Up to 20 | 8 | 3.05 | 1.16 | 4.568 | 0.001* |
| | 21-30 | 12 | 3.30 | 1.21 | | |
| | 31-40 | 45 | 4.10 | 1.28 | | |
| | Above 40 | 35 | 3.88 | 1.29 | | |
| | Total | 200 | 3.84 | 1.44 | | |
| Packaging and labeling of Aavin products | Up to 20 | 8 | 3.15 | 1.19 | 4.890 | 0.001* |
| | 21-30 | 12 | 3.42 | 1.25 | | |
| | 31-40 | 45 | 4.20 | 1.30 | | |
| | Above 40 | 35 | 3.90 | 1.32 | | |
| | Total | 200 | 3.92 | 1.46 | | |

Source: primary data

The table 5 explains the relationship between age groups and consumer behaviour towards Aavin milk and milk products. Regarding the quality and purity of Aavin milk products, the mean scores of respondents belonging to the age groups up to 20, 21–30, 31–40, and above 40 are 3.20, 3.45, 4.18, and 3.92 respectively, with an F value of 4.125 and significance value of 0.002, indicating a significant difference among age groups. In the case of reasonable price of Aavin products, the mean scores are 3.10, 3.36, 4.02, and 3.84 respectively, with an F value of 4.336 and significance value of 0.001, which shows significant variation among respondents of different age groups. For taste and freshness of Aavin milk, the mean scores are 3.28, 3.40, 4.25, and 3.95 respectively, with an F value of 5.012 and significance value of 0.000, indicating a statistically significant difference among the age categories. Regarding the availability of Aavin products in the market, the mean scores are 3.05, 3.30, 4.10, and 3.88 respectively, with an F value of 4.568 and significance value of 0.001, revealing significant differences among age groups. Similarly, for packaging and labeling of Aavin products, the mean scores are 3.15, 3.42, 4.20, and 3.90 respectively, with an F value of 4.890 and significance value of 0.000, which also indicates significant variation among respondents. Since all the significance values are less than 0.05, the null hypothesis is rejected, and it is concluded that age significantly influences consumer behaviour towards Aavin milk and milk products.

SUGGESSTION

- ✓ Out of the 100 respondents, Majority of the people using thick quality of Aavin milk in their day-to-day life. Therefore, the producer more concentrates with producing thick quality of the Aavin milk to compare the other quality.
- ✓ The company may improve promotional activities it establishes their brand among Consumer, it induces sale and build image of Aavin
- ✓ The government should concentrate on starting number of Aavin stall for distribute.
- ✓ More number of retail outlets should be opened in rural areas to attract more customers.
- ✓ The Government should concentrate on install Aavin milk tea in public area. It will be create awareness about the product and gives healthy food to consumers.
- ✓ Distribution of Aavin milk was also extended to rural areas.

CONCLUSION

A study on consumer behavior of Aavin milk and milk products with special reference to Nagapattinam city. From the survey conducted it is observed that Aavin milk and milk products has a good market share. The factors considered by the customer before purchasing milk are freshness, taste thickness and easy availability. Some customers are not satisfied with the Aavin milk and milk products because of high price, lack of dealer service etc. therefore if slight modification in the marketing programmers. Most of rural people especially women make their livelihood by rearing milk animals and by supplying milk to the co-operatives. Keeping this in view and to improve the rural economy and to enhance the personal income of

the stake holders in rural area. Aavin milk has a good reputation among the customers so it can be extended to supply rural also. From various respondents the researcher has gathered lot of information about Aavin milk and milk products buying Behavior. Aavin milk is already enjoying Number one position in Milk Industry; this gives a positive stand to further strengthen its position. The researcher concludes that "Aavin is the market leader in milk Industry".

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