

A STUDY ON CONSUMER BEHAVIOUR USING AAVIN PRODUCTS

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ABSTRACT

Milk plays an important role in day to day activities of human growth and developments. Milk is a vital source of calcium and other essential nutrients. India is one of the world's largest dairy producers. Dairy products demand has dramatically increased because a large number of people moving from backward countries to town. Tamil Nadu placed one of the top ten large scale milk producing state in India. Aavin is considered as the significant milk contributors in Tamil Nadu. This paper analysis a study on consumer behavior related to Aavin dairy and other aavin products. The objective of the study is to understand the concept of consumer behavior relating to Aavin dairy products and to analyze the customer satisfaction level towards Aavin dairy products and to find the significant factor influencing the consumer to purchase Aavin dairy products based on their age, occupation, and monthly income of consumer family.

KEYWORDS: Milk; Aavin; Dairy products; Consumer

INTRODUCTION

Milk is considered as a high levels of calcium, it also has other essential nutrients that are beneficial to human bones, such as vitamins and minerals. It is one of the most nutritious food sources. Drinking milk at an early age can help to improve eyesight and increase red blood cell count of human beings. It also

contains protein, calcium, magnesium, potassium, phosphorus, and carbohydrates for energy. These nutrients keep human body working well and refreshed. (Keventer Agro Limited, 2019)

OVERVIEW OF INDIAN DAIRY PRODUCT

India is one of the largest milk producer in the world. It contributes around 23 percent of global milk production. The country's milk production has grown at a constant rate of 6.2 percent from 2014 to 2020. India has a total milk production of 209.96 million tons. The dairy industry in the country has a value higher than 13,174 billion in INR.

The following states are the leading production area of dairy products in India are Uttar Pradesh, Maharashtra, Himachal Pradesh, Madhya Pradesh, Punjab, Rajasthan and Tamil Nadu. (*Dairy Industry in India - Growth, FDI, Companies, Exports*, n.d.)

In this world, different brands of packet milks are available. The packed milks are mainly preferred for its purity, quality, and availability. It is available to customers under any circumstance whenever it is required.

In India, many families in villages depends upon the dairy products for their livelihood. The quality dairy products are supplied to both rural and urban communities. Supply of milk has changed into an important extra source of earnings for millions of backward families in India.

OBJECTIVES

- To understand the concept of consumers buying behavior relating to Aavin dairy products.
- To find the significant factor influencing the consumers to purchase Aavin dairy products.
- To analyze the customers satisfaction level towards Aavin dairy products.

REVIEW OF LITERATURE

Balakrishnan (2019) conducted research on A Study on Customer Preference towards Aavin milk products. This study made an attempt to understand the concept of loyalty of the consumers relating to the Aavin milk products and to find the customer's expectations relating to the Aavin milk products and to

determine the production of Aavin products and to understand customer's behavior in relation to the milk and other dairy products of Aavin. The study discovered that the customers are highly satisfied with the overall quality of Aavin dairy products.

Karthick (2021) conducted 'A study on consumer behavior about Aavin dairy products.' This study analyzed the consumer behavior about Aavin dairy products in Chennai. In this research they used descriptive research method by collected 150 respondents through questionnaire in Chennai. To conclude that the consumer behavior was commonly fluctuating on the basis of latest trends and fashion. According to the data customer prefer Aavin products for its purity and taste. Most of the respondents said that the Aavin products price is excessive than the other dairy companies. If Aavin productions satisfy their customers by taking required steps , it build a constant place in the mind of customers.

Sathya (2022) conducted research on 'consumer satisfaction towards behavior 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 behavior. The tool of the research are percentage analysis, descriptive analysis, and graphical analysis by conducting by survey around 100 respondents. To conclude that the research was useful to understand the consumer buying behavior towards dairy products in Tirupur.

RESEARCH METHODOLOGY

Research methodology is defined as the systematic way to solve research problems, through gathering data using various techniques and providing an interpretation for the collection of data. In other words, it refers to the techniques used to find and analyze the information for a study and ensuring the results are valid and reliable.

DATA COLLECTION

The primary data and secondary data is used.

PRIMARY DATA

Primary data means process of collecting the data through survey, experiments, and interviews. The primary data was gathered from sixty respondents through questionnaire to collect data related to

demographical details and various factors influencing to purchase aavin dairy products.

SECONDARY DATA

Secondary data means the data has been collected from already published journal, article, websites, books, etc.

TOOLS USED FOR STUDY

The tools used for the study are simple percentage analysis and chi – square analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis means a special kind of rates. Percentage analysis is used for making comparison between two or more series of data.

FORMULA

$$= \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

DATA ANALYSIS AND INTERPRETATIONS

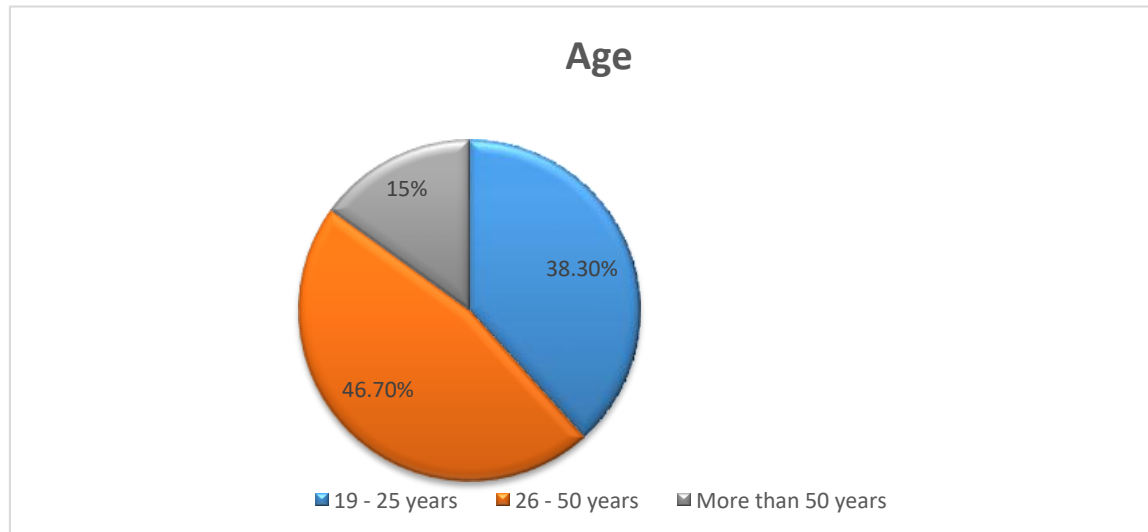
The data collected through various sources have been analyzed in the following pages.

PERCENTAGE ANALYSIS

The following pie chart shown the classification of respondents based on their age.

CHART - 1

SHOWING CLASSIFICATION OF RESPONDENTS BASED ON AGE

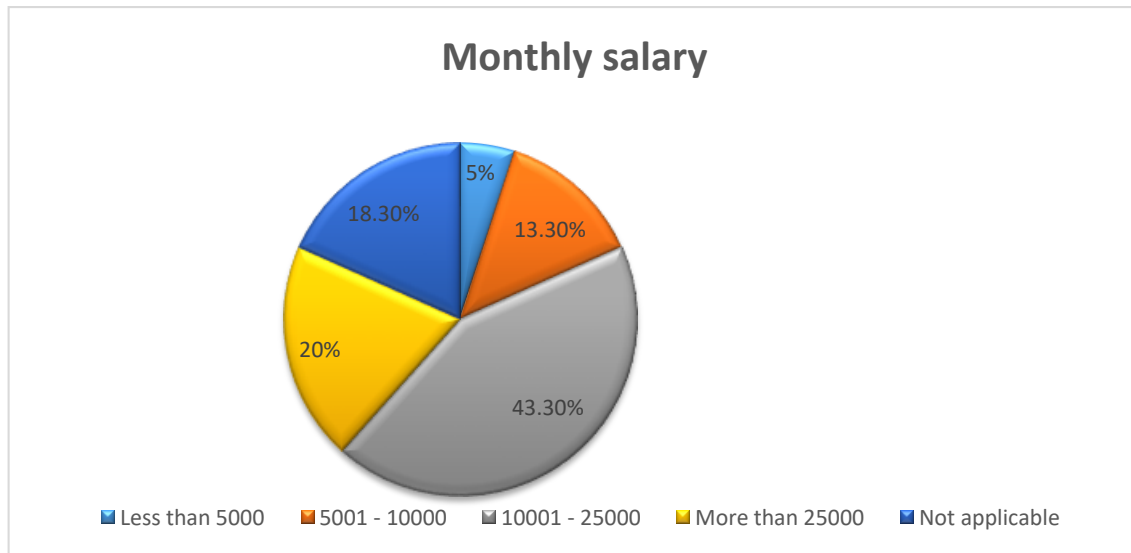


Using simple percentage analysis chart 1 shows that 46.7% of the respondents belong to the age group of 26 to 50 years.

The following pie chart shown the classification of respondents based on monthly salary.

CHART - 2

CLASSIFICATION OF RESPONDENTS BASED ON MONTHLY SALARY

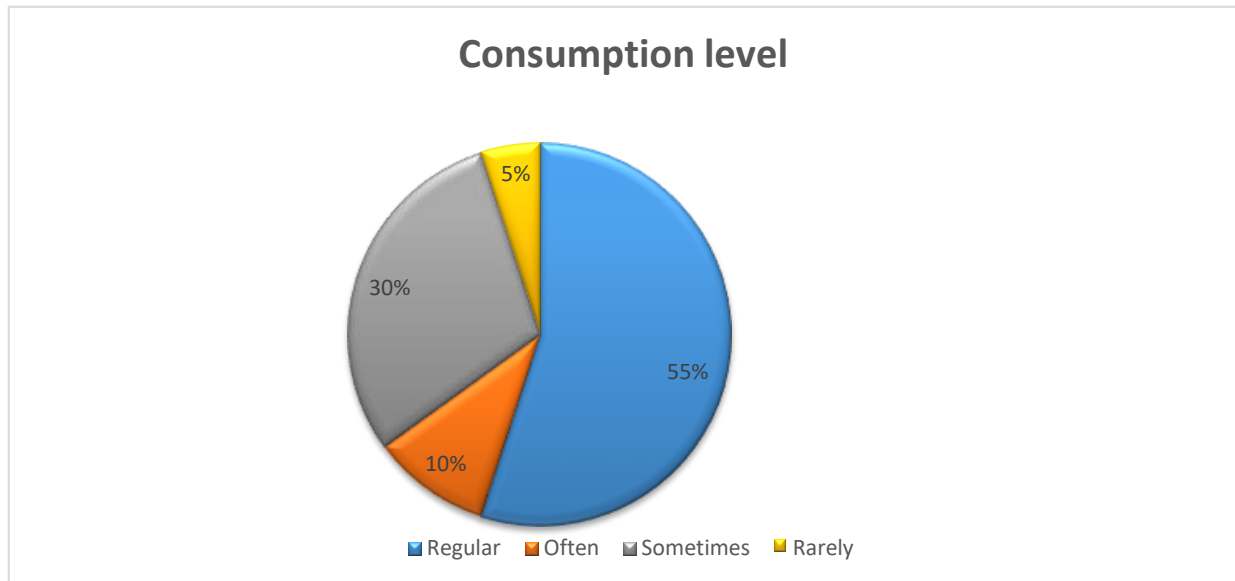


Using simple percentage analysis chart 2 shows that 43.3% of the respondents belong to the monthly salary of 10001 – 25000 rupees.

The following pie chart shown the classification of respondents based on duration of consumption of aavin products other than milk.

CHART – 3

**CLASSIFICATION OF RESPONDENTS BASED ON DURATION OF CONSUMPTION OF
AAVIN PRODUCTS OTHER THAN MILK**



Using simple percentage analysis chart 3 shows that 55% of the respondent consumed aavin products regularly.

CHI – SQUARE ANALYSIS

Chi-square tests allows researchers to determine whether a categorical variable in our data correlates with the observed data by determining the difference between observed and expected data. It also helps to find out any relationship between between two categorical variables in data.

TABLE 1

H0 is accepted. since there is no significance between monthly income and cost of aavin products.

Chi-square monthly income with cost

Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	9.147(a)	12	.690
Likelihood Ratio	9.079	12	.696
Linear-by-Linear Associations	.200	1	.655
N of Valid Cases	60		

a 14 cells (70.0%) have expected count less than 5. The minimum expected count is .18.

From the above table 1 shows that the p value is greater than .05, H0 is accepted. Hence there is no significance between monthly income and cost of aavin products.

TABLE 2:

H0 is accepted. Since there is no significance between monthly income and quality of aavin products.

Chi-square monthly income with quality

Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	8.731(a)	6	.189
Likelihood Ratio	8.587	6	.198

Linear-by-Linear Associations	.386	1	.534
N of Valid Cases	60		

a 8 cells (58.3%) have expected count less than 5. The minimum expected count is 1.65.

From the above table 2 shows that the p value is greater than .05, H₀ is accepted. Hence there is no significance between monthly income and quality of aavin products.

SUMMARIESD FINDINGS

The majority findings are listed below,

- 52% of respondents are Male.
- 47% of respondents are between the age of 19 to 25 years.
- 92% of respondents family members are between 3 to 5 members.
- 37% of respondents are professionals.
- 43% of respondents are earning between 10,001 – 25,000 of monthly salary.
- 93% of respondents use aavin milk in aavin products.
- 40% of respondents prefer aavin orange milk.
- 55% of respondents purchase aavin products regularly.
- 88% of respondents opinion that aavin milk has gained more popularity.
- 50% of respondents opinion that arokyia is a major competitor of aavin.
- 60% of respondents are influenced by quality.
- 47% of respondents are satisfied with the cost of aavin products.
- 53% of respondents are satisfied with the quality of aavin products.
- 68% of respondents are satisfied with the usage of aavin products.
- 65% of respondents are aware about the aavin new products.

SUGGESTIONS

- The quantity of 100ml packets in aavin milk can be initiate.
- Promotional techniques can be undertaken to create awareness for new aavin products.
- The price of aavin milk and other aavin products can be reduced.

- To avoid speedy spoilage of milk products the aavin production can make better preservation process.

CONCLUSION

Aavin milk has a good fame among the consumers. This paper analyzed the consumer behavior on Aavin products. Consumers are well aware about the Aavin products and are satisfied with its price, quality and other attributes. According to the analysis, there is no significance between monthly income and cost and quality of aavin products. Since milk is a necessary products, even if there is increase in cost of aavin products, that will not affect the consumer behavior towards purchase of aavin products. To conclude that majority of respondents are satisfied with the quality of Aavin products.

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