

Consumer Behaviour on Aavin Milk Products In Chennai City

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Abstract

Milk among all commodities, is the largest contributor to the rural economy in India. At an all India level, the value of milk produced per annum is higher than the combined production of rice and wheat. Milk accounts for more than 18% of the total value of output from agriculture and allied sector activities. Today India is home to the largest cattle population in the world. The cattle population in India is approximately 15% of total cattle population in the world. India stood number one position in milk production. Tamilnadu is one of the leading state in milk production. The milk production in Tamilnadu per day is 145.88 Lakh liters.

Aavin is the trademark of Tamil Nadu Co-operative Milk Producers' Federation

Limited, a Tamil Nadu-based milk producer's union. Aavin procures milk, processes it and sells milk and milk products to consumers.

REVIEW OF LITERATURE:

A review of literature is the mirror of earlier studies, which enriches the researcher and helps to identify the gap for further research. Many studies on customers' satisfaction on Aavin Milk products have been conducted in different parts of the city. Some of the more important among the available studies in this regard have been critically reviewed in the following pages.

Prabaharan and Patel¹ conducted a study on consumer awareness and preferences for milk in Madras city with random sample of 300 households, selected based on the probability proportion to the number of consumers in each zone. The study aimed to analyse the awareness of the consumers relating to dairy processing services; preferences for cow and buffalo milk; preferences for fat contents among toned and standardized milk and also the preferences for the size of the package of milk. The study revealed that majority of the respondents never heard about the pasteurisation process and preference for the cow milk was more than the buffalo milk. It was due to the reason that cow milk was with less fat content preventing digestible disorders. More percentage of households was buying standardized milk. About a percentage of households expressed their desire for toned milk with less fat content than what was available. This type of preference was mainly expressed in relatively lower income groups because of a feeling that reduction in fat percentage would further result in a lower price for toned milk.

Ganguly and Gopal² in their study on Metropolitan milk markets of India revealed that in Bombay and Calcutta 75 percent of milk was bought by households with low or moderate income but in Delhi and Madras almost half of the milk was purchased by high-income households. In Delhi and Bombay the average household devoted 17 percent of its expenditure to milk products. It appeared that milk and milk products are more important to the people of Delhi and Bombay, as 95 percent of all the households interviewed in these cities bought milk regularly. The modern dairies share in the liquid milk market had increased presumably because the modern dairies charged 40 percent less than the traditional sector for their milk.

Drews³ In his study on the market for pasteurized milk and factors affecting consumption trends in German Federal Republic (GFR) revealed that of about 3.5 million tons of liquid milk produced by the dairies in the GFR in 1982, approximately 52 percent was pasteurized. The increase in the market share of UHT (Ultra High Temperature) Milk at the expense of pasteurized milk had become less marked in last few years, although the major part (53.4 percent) of milk sold in packaged form is now UHT milk. Factors influencing the pattern of milk sales were flavour, Price, Health consideration and convenience etc.

RESEARCH METHODOLOGY:

As the study is descriptive in nature, we have used primary data collected by conducting various surveys with different people. A research in any field is an investigation of the unknown factor based on the known factors. This methodology section deals with the research techniques and the methods followed by the research in the collection and analysis of data.

OBJECTIVES OF THE STUDY:

1. To trace out the profile of Aavin Milk industries
2. To study the customer taste and preference of Aavin milk products.
3. To study the customer opinion about the brand image.
4. To offer conclusion & make valuable suggestions to improve the study unit.

LIMITATION OF THE STUDY:

The researcher faced so many problems when he interview the customer.

The time limit is one of the main factors to conduct the study effectively.

The data collection is applicable in Chennai city only.

ANALYSIS AND INTERPRETATION:

TABLE-1
REGULAR CUSTOMER OF AAVIN MILK

Particular	No of response	Percentage
Yes	128	64%
No	72	36%
Total	200	100%

Source: Primary Data

Totally 200 customers, 64% of the customers are regular customers of aavin milk followed by 36% of the customers are rarely purchase of aavin milk

Inference: out of 200, majority of the customers i.e, 64% of the customers the Regular customers.

TABLE-2
GETTING MILK AND MILK PRODUTS FROM AAVIN

Particulars	No of response	Percentage
Below 3 years	90	45%
3-5 years	44	22%
5-8 years	24	12%
Above 8 years	42	21%
Total	200	100%

Source: Primary Data

Overall 200 customers, 45% of customer buying the aavin milk from the shop less than 3 years, followed 22% of customer buying the aavin milk from the shop 3 – 5 years, 12% and 21% of customer buying the aavin milk from the shop 5-8 years and above 8 years respectively.

Inference: out of 200 customers 45% of the customers are the buying milk from the shop Below 3 years.

TABLE-3
AVERAGE MILK CONSUMPTION OF THE FAMILY

Particulars	No of response	Percentage
Below 1 lit	110	55%

1-2 lit	66	33%
4-lit	20	10%
Above 4 lit	4	2%
Total	200	100%

Source: Primary Data

Overall 200 customers, 55% of the customer used below 1 litre of milk in his daily family life followed by 33% of the customer consumed 1-2 litre milk in his in his daily family and 4 litre used 10% of the customers and above 4 litre used 2% of the customers.

Inference: out of 200 customers 55% of the customers are the average milk consumption in his daily family life Below 1 lit.

Table-4

FEEL ABOUT THE AVAILABILITY OF AAVIN MILK

Particulars	No of response	Percentage
Throughout the day	38	19%
Only during morning	58	29%
Only during evening	30	15%
During morning and during evening	74	37%
Total	200	100%

Source: Primary Data

Totally 200 customers, 37% of the customers said that aavin milk is available on morning and evening, followed by 29% of the customer said that only during the morning time only available and 19% of the customer said that milk is available on through out the day and 15% of the customer said that milk is available at evening time only.

Inference: out of 200 customers, 37% of the customers said that the availability of aavin milk at the proper time during morning and evening.

Table-16

CHANGES IN THE PACKAGING OF AAVIN MILK

Particulars	No of response	Percentage
Yes	54	27%
No	146	73%
Total	200	100%

Source: Primary Data

Out of 200 customers, 73% of the customers accept the present packing methods and 27% of the customers not accept the present packing methods.

Inference: out of 200 customers 73% of the customers were does not like to changes in the packing methods

Table-5

DISCONTINUED BUYING THE AAVIN MILK PRODUCTS AT ANY TIME

Particulars	No of response	Percentage
Yes	80	40%
No	120	60%
Total	200	100%

Source: Primary Data

Totally 200 customers, 60% of the customer not likes to discontinue buying the aavin milk product at any time and 40% of the customer like to change the brand frequently.

Inference: out of 200 customers 60% of the customers were not like to change the brand, so they continue to buy the aavin milk at any time.

Table-6

REASONS FOR DISCONTINUED BUYING THE AAVIN MILK PRODUCTS AT ANY TIME

Particulars	No of response	Percentage
No depot nearest to my home	16	20%
Price in high	30	37.50%
Poor packaging	26	32.50%
Not available at all time	8	10%

Total	80	100
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Source: Primary Data

Out 80 customers, 37.50% of the customers feel high price charged for aavin milk, followed by 32.50% of the customers feel poor packaging of milk and 20% and 10% of the customers said that aavin depot not nearest to their home and not available at any time respectively.

Inference: out of 80 customers, 37.5 and 32.50% of the customers felt that high price charged for the aavin milk and poor packing leads leakage of milk at the time of purchase.

Table-7

IF PRICE INCREASE YOU BUY THE AAVIN PRODUCT

Particulars	No of response	Percentage
Yes	106	53%
No	94	47%
Total	200	100%

Source: Primary Data

Overall 200 customers, 53% of the customer continue the purchase even if price increase and 47% of the customer not willing to buy the aavin milk .

Inference: out of 200 customers 53% of the customers are support to the aavin milk , they do not bother about the price Aavin milk.

Table-8

AAVIN PRODUCTS: REGULARLY AND RARELY PURCHASE

Products	Regularly	Rarely	Total
Milk	180	20	200
Ghee	118	82	200
Butter milk	88	112	200
Ice cream	82	118	200
Sweets	88	112	200

Source: Primary Data

From the aavin milk products, customer gives most preference to milk and ghee the other products of butter milk, ice cream and sweets purchase rarely.

Inference: Out of 200 customers, majority of the customers 180 and 118 customer buy the milk and ghee regularly but ice cream, butter milk and sweets buy rarely.

NOT PURCHASING THE DAIRY PRODUCTS

De-motivator	Milk	Butter milk	Curd	Ghee	Total

Medical advice (health grounds)	130	14	4	2	150
No milking/taste	10	52	34	4	100
Feel it coldly	44	38	34	22	138
Not felt any need	52	78	34	22	186
On the advice of others	72	28	18	26	144

Source: Primary Data

Majority of the customer not interested to buy milk products due to medical advice and advice of friends and others, minimum of the customers not interested to buy the milk products due to no need to buy, feel it coldly and no taste of aavin milk and other aavin products.

Findings and Suggestions:

Collected the data from 200 respondents. The researchers have analyzed data. The findings of the analysis are presented here.

Out of 200, majority of the customers i.e, 64% of the customers the Regular customers.

Out of 200 customers 45% of the customers are the buying milk from the shop Below 3 years.

Out of 200 customers 55% of the customers are the average milk consumption in his daily family life Below 1 lit.

Out of 200 customers 42% of the customers preferred green color packet. It is standardized milk packet.

Out of 200 customers 38% of the customers were bought aavin milk from the nearest Petty shop.

Out of 200 customers, 37% of the customers said that the availability of aavin milk at the proper time during morning and evening.

Out of 200 customers 73% of the customers were does not like to changes in the packing methods.

Out of 200 customers 60% of the customers were not like to change the brand, so they continue to buy the aavin milk at any time.

Out of 80 customers, 37.5 and 32.50% of the customers felt that high price charged for the aavin milk and poor packing leads leakage of milk at the time of purchase.

Out of 200 customers 53% of the customers are support to the aavin milk they do not bother about the price Aavin milk.

Out of 200 customers, majority of the customers 180 and 118 customer buy the milk and ghee regularly but ice cream, butter milk and sweets buy rarely.

Conclusion

A company, survival in the market, it is necessary that the company's product or service to satisfy customer needs & wants. The basic purpose of the business is created and retains the customers; it is possible through satisfaction of customers.

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Our Heritage

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