

A STUDY ON CUSTOMER SATISFICATION AT AAVIN MILK PRODUCT, TIRUNELVELI.

Submitted in partial fulfillment of the requirements for
theaward of Bachelor of Commerce

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY-1 UNIVERSITY BY UGC**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Mr. JEYA SELVAN S (41740015)** who carried out the Project Entitled "**A STUDY ON CUSTOMER SATISFICATION AT AAVIN MILK PRODUCT** " under our supervision from January 2024 to March 2024 .

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TO WHOM SOEVER IT MAY CONCERN

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Thanks & Regards



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Joint Managing Director

DECLARATION

I JEYA SELVAN S (41740015) hereby declare that the Final year Project entitled work done by me under the guidance of Dr. VELUMONI D , (Internal) and Mr. SUBRAMAINAN (External) at , AAVIN MILK PRODUCT TIRUNELVELI , TAMIL NADU 627001 . is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Milk is a vital part of global food system and also vital for human growth and development.it maintains our body and protects us from various diseases. The economic outlook and the process of absorbing nutrients from food and processing them in the body in order to grow healthy. benefits to a large proportion of the world” s population. In India dairy and dairy products are needed to an unspecified very large number of people in the village. It has become one of the sources of the income for the Indian rural families in addition to the traditional agricultural products.

KEY WORDS

- ❖ Customers satisfaction
- ❖ Quality
- ❖ Taste and preference
- ❖ Packaged milk

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction research is that area of marketing research which focuses on customers' perceptions with their purchase experience. Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation

Many firm interested in understanding what their customers thought about their purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers.

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm ,its products, or its services(ratings)exceeds specified satisfaction goals."

It is also defined as Process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. Maybe conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase overall satisfaction of customers.

Customer satisfaction is one of the most essential elements of customer retention, customer loyalty, and product repurchase. The art and science of customer satisfaction involves strategically focusing on creating and reinforcing pleasurable experiences. A well-executed customer satisfaction survey is the first step toward gathering the baseline insights for creating and reinforcing pleasurable experiences. From these insights, companies can start understanding the core experience of their customers, reflecting their liking of a company's business activities, including products/services, and calibrating big business decisions off of data, instead of guessing.

STATEMENT OF THE PROBLEM

Today companies are facing their toughest competition of winning the customers and their satisfaction. Due to stiff competition within the milk industry as new private milk production are emerging. In the past years AAVIN is serving good to the customers. Creating awareness is more important to attain more sales. To know the actual satisfaction of AAVIN with regard to milk in Tirunelveli,(Tirunelveli District) this survey is conducted.

1.2 COMPANY PROFILE

HISTORY OF THE ORGANISATION

The word co-operation comes from the Latin word Consensus which means working together for a common purpose. Milk is the standard of the living of the farmers. Since the prevailing drought condition push them to go for another source of living. Another one is ensuring prompt payment by the co-operation organization which attracts the milk producers to produce more milk with good quality.

Tirunelveli District Co-operative Milk Producers Union Ltd, has registered under Cooperative societies on 29-05-1982 and started its functioning with effect from 01-06-1982. The Tamilnadu Co-operative Milk Producers Federation Limited Chennai has handed over the asset and liabilities to the union on 16-11-1982.

The union consists of three milk chilling centers one is at the own plant (1, 50,000 liters per day) and the other two are respectively in Tirunelveli (50,000 liters per day) and (10,000 liters per day). The unit is a feeder balancing dairy with the capacity of 1,50,000 liters per day.

Aavin milk started its loose milk supply to the customers in 1977, by government under the control of dairy development corporation. In the year 1982; it reached its maturity with the establishment of cooperative milk producers union.

The supply of packet milk is introduced in 1986, which had a good welcome among the customers. Besides the supply of milk to fulfill the needs of the public it also produces and supplies good quality of ghee, Milk whey, Skimmed milk powder, flavored milk etc.

In TIRUNELVI district 15,000 liters of milk is supplied to the consumers per day. About 1,40,000 lts of milk have been collected from the Tirunelveli district. And about 75,000 lts of milk have been delivered to Chennai daily from the Aavin Ltd.

ORIGIN OF THE ORGANIZATION:

Aavin Milk Out let Tamilnadu INDIA The Tamilnadu Co-operative Milk Producers' Federation Limited is an apex body of 17 District Cooperative Milk Producers 'Unions' and through procurement of milk from villagers helps in economic development of farming community and also facilitates the processing and manufacturing of various products.

- Thiruvaidaimarudur-capacity of 4 LLPD
- Thanjavur-capacity of 3 LLPD
- Kumbakonam-capacity of 4 LLPD

These dairies collect milk from district unions, process and pack in sachets and send for sale to the consumers. Currently the organization is purchasing 38 lakhs to 40 lakhs liter of milk per day and it has installed cloud based technology to monitor quality, quantity, pricing, and temperature control of the milk. The Ambattur product Dairy is engaged in the manufacture of milk products. The first Hi-Tech Aavin parlour in Coimbatore will open in March 2021.

In February 2021, Tamil Nadu chief minister Edappadi K Palaniswami laid the foundation stone for two major Aavin plants to be constructed at Virudhunagar district. The Enjar village unit is being constructed at ₹70.15 crore and will fill high-temperature milk automatically in tetra packets and the daily average output at this unit will be around 25,000 tetra packs. These Cond plant in Srivalliputhur will produce milk products like yoghurt, curd, lassi, buttermilk and other probiotics. Both the plants are being financed by National Bank for Agriculture and Rural Development (NABARD).

In February 2021, Aavin has floated a tender to construct an ice cream plant with a capacity of 6,000 liters per day at the company's Kottapattu complex on the Trichy-Pudukkottai national high way and is proposed to be constructed at a cost of ₹43 crore under the Dairy Processing and Infrastructure Development Fund (DIDF) and

will also house a fermented dairy production unit with a capacity of 10,000 litres/day and allied infrastructure.

In September 2017, Aavin announced that it would be launching seven varieties of milk-based sweets for Deepavali.

Tamilnadu Co-operative Milk Producers' Federation Limited entered into agreements with six vendors for sale of milk and milk products produced by it within India and export to United Arab Emirates, Ajman, Oman, Qatar, Canada and US and earn around ₹6 crores per year.

CONTROVERSIES

In 2012, there were wide spread rumors about the milk being adulterated when the milk was being transported from cooperative societies to dairies. In 2014, a major adulteration racket was busted by the police in Villupuram district. The modus operandi of the gang was to transfer cans of milk from transport that carries pure milk from Chennai to Tiruvannamalai and replace it with equal quantity of water. Aavin said that it has encountered an estimated loss of ₹10 crore (US\$1.3 million) due to the racket.

India's Dairy industry is one of the biggest and significant contributors to the economy. Being the largest agricultural commodity, attaining a market value of ₹144.55 billion in 2020 driven by the food and beverage industry. Aided by the rising preference among the consumers for the vital nutrients provided by the product, the industry is expected to witness a further growth in the forecast period of 2021-2026, growing at 6%. The Indian dairy market is projected to reach USD 205.04 billion by 2026.

Aavin Dairy operated with the objective of promoting the economic development of the farming community by procurement of milk accelerating the Growth of India's Dairy Industry from villages, processing of milk and manufacturing of milk products.

To surpass EU level milk production and become the largest dairy producer, India needs strong business models and robust scalability in this industry. The change in consumer habits and marketplace is increasingly shaping the demands in the F&B

segment and manufacturers are faced with challenges of producing competitive, profitable, safe and desirable products.

To address these challenges, powering F&B including the dairy industry with advanced digital technologies that ensure transparency, security, regulatory compliance and reliability is essential.

Aavin, (Tirunelveli district cooperative milk producers union limited) was started in the year 1982 and they follow the principles of cooperative laws. It is a feeder balancing dairy and it is located at outskirts of ARIYALUR

The Tirunelveli district cooperative milk producer's union Ltd. has been the Tamilnadu cooperative milk producers federation limited. It has handed over the assets and liabilities in the union on 16-11-1982. At the beginning 310 village cooperative societies were the members of the union now it was raised up nearly 860 societies. The union purchases milk if the following percentage of FAT and SNF present in the milk. The milk should contain 4.5% of FAT and 8.5% of SNF (solid non fat).

ORGANISATION DETAILS

1. Date of Registration of the DDCMPU Ltd, Tirunelveli: 29-05-1982

2. Date of Starting of DDCMPU Ltd, Ariyalur: 16-11-1982

1. Area of Operation: Tirunelveli and Perampalur Revenue Districts

2. Dairy Cooperative Society Status

a) No. of DCS organized

Perampalur District	461
Tirunelveli District	281
Total	742

b) No. of DCS Functional:

Permpalur District	357
Tirunelveli District	222
Total	579

3. Share Capital

a) Authorized Capital: Rs. 50,00,000

b) Paid up Capital: Rs. 24,34,800

4. Present milk procurement/day: 1,10,778 liters

5. Through BMCC Procurement: 53,816 liters

6. Average milk Dispatch to Chennai for FBD/CC/BMCC/day: 77,157 liters

7. Present Average local sales /Day: 22,300 liters

8. By-products manufacture : Butter, Ghee, SMP, Khoa, Buttermilk, Curd, Badam Mix

9. At present 430 employees are working in the Tirunelveli Aavin Ltd.

PRODUCTS

To satisfy the varying needs of the consumer it is supplied in different Quantities like 250 ml and 500 ml. Milk is delivered to consumers daily at the number of Aavin parlours both in morning and evening. The cost of one month requirements of milk has to be remitted as an advance in this office.

Apart from their milk it also produces milk products like Ghee, Butter, Milk khoa, Skimmed Milk Powder. They are hygienically packed and easy to handle. Due to its good quality it can attain top place in the market if necessary steps are taken.

Raw materials for the firm are purchased from urban and rural areas of local district that get reasonable price for their pains. Aavin not only supplies the needs of the consumer but also provides employment (full time, part time) for a number of people.

MILK

Milk is collected from various places with varying fat and non-fat content. So it is the needed to process the milk to make the fat and nonfat content uniform. There is an instrument known as cream separator it is used to separate cream from milk which as high fat content. Based on usage of milk there are various kinds of milk. Different kinds of milk are produced by altering the fat content

CURD

Milk is heated and cooled. It is undisturbed until curd is obtained. It is packed and sold.

BUTTER MILK

Milk is heated and cooled and inoculated with starter culture. After curdling the curd is churned and then flavored with coriander leaves, ginger and salt.

SKIMMED MILK:

The skimmed milk is sent into the drying plant. At first the milk is sent to the evaporation plant. Here excess of water is removed and a concentrate is obtained. The concentrate is sent through the spray drying plant. Here milk is sprayed through an ozz leas fine droplets. Heat air is bowed into the chamber by the radiators. A solid material settles down and at the bottom the water vapor is sent out to the exterior. The powder is sent through the vacuum chamber and then packed.

GHEE

A part of butter is taken and melted. During this process butter milk is obtained. It is removed to quicken heating .Then it is passed in to another furnace and heated up to 120 degree C. it is cooled and filtered and packed and then stored in tins.

Butter

Butter is a mixture of milk fat, buttermilk and water. Cream is separated from milk. It is then sentin to the churner for churning the fat particles gather as a mass and it is butter. After removal of butter the remaining is called as the skimmed milk. It is separated and again the butter is churned with chlorinated water. After washing the butter is removed from the churn,

packed and stored in cooling cells. The union is conducting marketing survey with the help of field supervisors and office staff then and there to know about the customer's satisfaction about the "AAVIN" products. DDCMPU Ltd also sells the products from other dairies and which is not produced in its Tirunelveli plant.

FLAVOURED MILK:

Double toned milk is used for production of flavored milk. The fat level is 1.5%. S.N.F. is 8.5%. It is added with the desired flavor and 12% sugar. The contents are boiled and cooled and are bottled. Flavored milk is not produced in Tirunelveli dairy though it has a good market in this area so it is imported from the other unions and marketed by the Tirunelveli union.

Flavored milk can be available for various flavors according to the customer's need, like vanilla, strawberry, carrot, apple, banana, pineapple, badam, pista, chocolate, etc.

AAVIN SWEETS

Aavin also markets the sweet items from the other union producers during the festival season to satisfy the needs of the customers, some various Aavin sweet products are Mysore paa, gulab jamun, barfees (with variety of flavors), ice creams, Choco bars etc.,

Goal

Aavin Dairy wanted to improve on the reliability and quality in milk processing ensuring uniformity in end product quality, as well as the plant's operational efficiency, flexibility and scalability.

Growth Accelerated Through Digitization

Aavin Dairy used Schneider Electric's equipment to ensure reliability and quality in milk processing, with the IoT-enabled architecture, TM TM EcoStruxure Process Expert ,formerly known as Eco Struxure Hybrid DCS and improved the productivity levels of the manufacturing unit.

The single automation system to engineer, operate, and maintain the entire infrastructure paved the way for a sustainable, productive and market-agile plant .Itis a scalable and flexible system architecture for future capacity expansion, ensuring object-based programming using specific libraries for liquid food processing, and for easy maintenance and operation.

1.2 OBJECTIVE OF THE STUDY

- 1.To find out the main factors influencing the customer satisfaction of Aavin milk
- 2.To analyse the awareness level of the customers
- 3.To identify the level of satisfaction of the customers
- 4.Primary objective
- 5.Secondary objective

1.4 PRIMARY OBJECTIVE

To study about the customer satisfaction Aavin milk products Tirunelveli

1.5 SECONDARY OBJECTIVE

1. To enable the customers comfortability and happily
2. To enable the the products and services supplied by a company
3. To establish the maintain a customer base to develop and maintain good
4. Relationship

1.6 NEED OF THE STUDY

The importance of customer satisfaction research cannot be overstated in today's businessEnvironment.it serves as a tool for companies to understand, measure, and enhance their customers 'contentment and experience .Here are some key reasons why customer satisfaction research is of utmost importance. Customer satisfaction is important because it means your customer base likes what are you doing. research shows that customer satisfaction leads to greater customer retention, higher lifetime value and a stronger brand reputation

1.6 SCOPE OF THE STUDY

The study is mainly intended to ascertain customer satisfaction and factors influencing product selection. It is believed that such a study will throw light on the strength and weakness of the dealer on one hand. The scope is mainly focus on giving information to the company about what to do or what are the pitfalls or weakness that the company is presently having. These weaknesses can be studied in detail and good remedies can be taken to improve the company's well-being. The scope also extents about to know what are people's opinion about the company's service and product, their awareness, likes and dislikes and the company can take into consideration the suggestion made by them. Thus findings and other study may help the service provider to analyse the needs of the people and bring before them what they needed and moreover to attain a competitive edge over its rival

CHAPTER-2

REVIEW OF LITERATURE

2.1 INTRODUCTION

- A group of researchers of the “Centre for the study of social policy (2007)” conceptualize that satisfaction is based on the customer’s experience of both contact with the organization (the moment of truth) and personal outcomes. According to these researchers, satisfaction can be experienced in variety of situations and connected to both goods and services. To another extent, the researchers defined satisfaction as a “highly personal assessment” that is greatly influenced by “individual expectations”. The definition views “individuals” as a powerful force to create satisfaction.
- “Oliver, 1981; Brady and Robertson, 2001” Conceptualize customer satisfaction as an individual feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations
- “Bouldin et al (1993) and Yi and La (2004)” Conclude satisfaction in to two general conceptualizations: transaction-specific satisfaction and cumulative satisfaction.
- “Crosby and Taylor, 1992; Boshoff and Gray, 2004” Transaction-specific satisfaction is a customer’s evaluation of his or her experience and reactions to a particular service encounter
- “Jones and Suh 2000” Cumulative satisfaction refers to customers overall evaluation of consumption experience to date
- The Centre for the study of social policy (2007)-“Customer satisfaction: Improving quality and access to services and supports in vulnerable neighborhoods”-yearly research
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- AlvinAb-rahamandAnilNain(2003) in their title “Customer statement redesign ”Improving customer satisfaction and reducing cost. Utility companies always target to provide better services and solutions to their customers. Customer statements in the utilities industry act as direct interfaces with which the industry interacts with its customers. This paper provide show the customer statements were redesigned to provide customer satisfaction through a better look and feel while in the process proving cost savings to the company
- Kelly Whitney (2006), Customer advocacy and customer satisfaction the typical measurements around customer satisfaction of service delivery are customer advocacy or customer loyalty is typically very different and there are questions around willingness to repurchase and willingness store commend you others. You can make a customer satisfaction, but they will really recommend you to others ,and will they really repurchase from you again? Unless you ask these questions, you don't know. There is nothing like the voice of customers
- Smith Marshal (2000), Customer satisfaction measures the customer perceptions of how well the company delivers on the critical success factors and dimensions of the business. These usually include factors like services

promptness, staff responsiveness, and understanding the customer problem

- Frank Huber, Andreas Herrmann, Martin Wricke(2006), The goal of this current study is to extend customer satisfaction research in two important ways. First ,it attempts to demonstrate the relationship between customer satisfaction and price acceptance. Second, as Voss,Parasuraman and Grewal claim that only a small proportion of the existent satisfaction research focuses on services, we empirically analyze the relationship between customer satisfaction and price acceptance in the food industry. Finally, the implications of the study's findings for research into purchasing pattern sand pricing policy are discussed.
- Alvinab-rahamandanilnain(2003)Customerstatementredesign”researchworks Frank Hubber,Andreas Herrmann, Martin Wricke” Journal of product & brand management” 2006
- Edward U.Bond III, Ross I.Fink(2003), Despite long standing interest in the quality movement by marketing scholars, marketing managers have not cantered attention on customer satisfaction. Significant corporate investments in quality programs suggest that the recent revision of the ISO 9000 standards to focus on collection and use of customer satisfaction data may provide marketing managers an invitation to meaningfully enter the quality dialogue. Collaboration between marketing and quality management is problematic because the two functions are highly differentiated. This article draws on work in organizational learning and organizational behavior to identify criteria for successful collaboration between marketing and quality management and to propose a process for meeting the new ISO 9000 requirements

- M.Mellin, A.Spiller and A.Zuhlsdorf (1997):The importance of direct marketing for highquality farm products has increased in the last few years. This paper analyses the impact of customer satisfaction and its driving forces for farmer-to-consumer direct marketing and is based survey in 30 organic and convention a long-farm stores in Germany. The result semphasize the role of the store atmosphere and customer service as the main influencing factors on customer satisfaction
- Michael Conklin, Ken Towage, Stan Lipovetsky GFK(2004) "Customer satisfactionanalysis: Identification of key drivers European journal of operational research,2004" aproblem in identifying key drivers in customer satisfaction analysis is considered in relationto Kano theory on the relationship between product quality and customer satisfaction usingtools from cooperative game theory and risk analysis. We use Shapley value and attributablerisk techniques to identify priorities of key drivers of customer satisfaction, or keydissatisfiesand keyenhancers
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CHAPTER-3

3.1 RESEARCH METHODOLOGY

The Research Methodology is a way to solve the research problem systematically. It may be understood as a science of studying research is done scientifically. In this the study various steps that are generally adopted by are search in studying his research problem along with the logic technical them. It is necessary for there search to known to research but also methodology.

3.2 RESEARCH DESIGN

A research design purely and simply a basic frame work or plan for study that grade collection of data and analysis of the data. In this study we adopted. Descriptive research design in collective and analysing the data.

3.3 SAMPLING METHODS

Simple random sampling issue do collect to data from the respondents.

3.4 SAMPLING SIZE

Sampling size refers to the number of members taken for the study from among the organization. The sample size for this study is fixed at 106 respondent.

3.5 PERIOD OF THE STUDY

This study on customer's perception was conducted during the period of JANUARY 2024 to APRIL 2024 .

3.6 SAMPLE SIZE

The sample size of this study is 106.

3.7 DATACOLLECTION:

Are search design purely and simply a basic framework or plan for study that grade. collection of data and analysis of the data. In this study we adopted. Descriptive research design in collective and analyzing data

3.8 QUESTIONNAIRE

In this study,the researchers have used a questionnaire consisting of Fifteen Multiple choice based questions.

3.9 TOOLS USED FOR ANALYSIS

- Percentage Analysis are used as statistical tools for the analysis
- $\text{Percentage analysis} = \frac{\text{number of respondents}}{\text{total respondents}} \times 100$

3.10 GRAPHICAL REPRESENTATION OF DATA

Graphical representation tool such as Bar graphs and pie charts have been used for Data analysis.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

1.Gender

Table4.1

Gender	Frequency	Percentage
Male	59	55.7
Female	47	44.3
Total	106	100

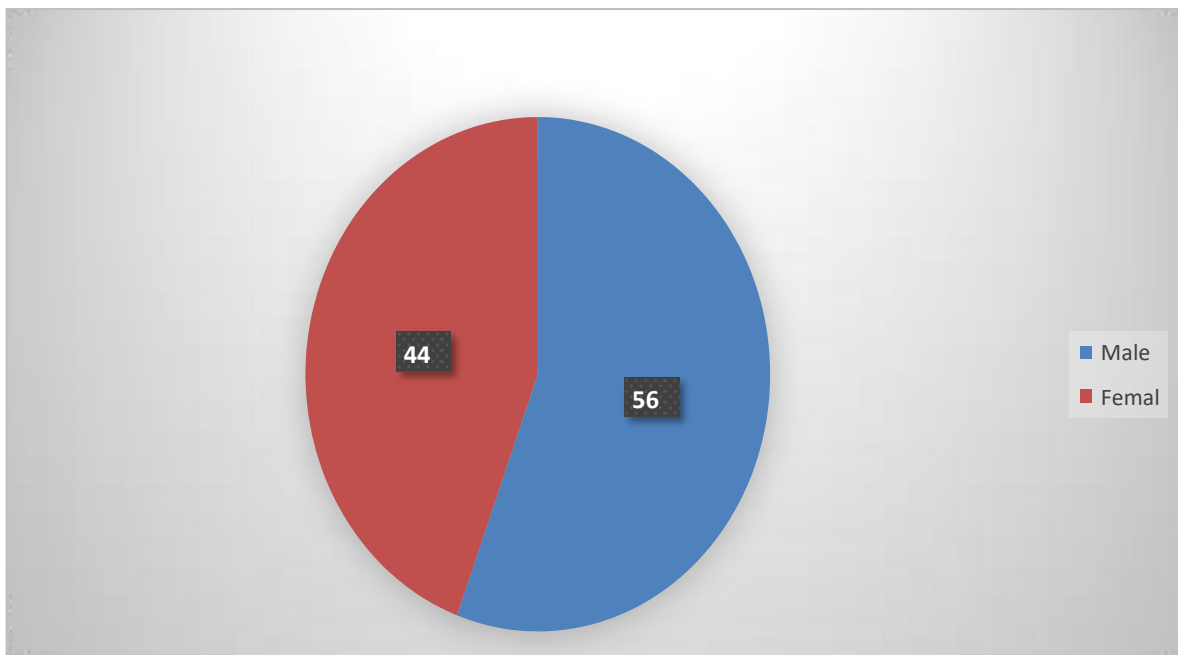


Fig : 4.1 Gender

INTERPRETATION:

The above table shows the gender of the respondents. The percentage of male is 55.7 and percentage of female is 44.3.

2.Age

TABLE NO: 4.2

Age	No of respondent	Percent
Below20	31	29.2
21to30	48	45.3
31-40	17	16
41-50	7	6.6
Above50	3	2.8
Total	106	100

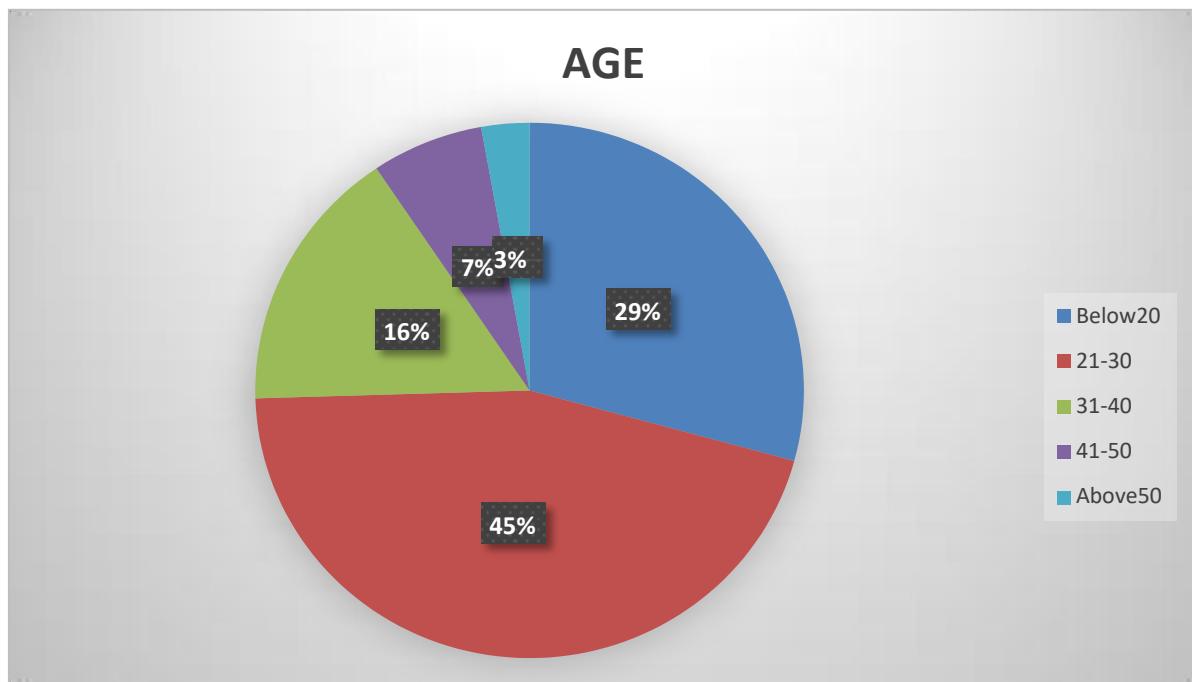


Fig:4.2 Age

INTERPRETATION:

From the above table it can be inferred that the majority of the respondents(**45.3%**) belong to the age limit above **21-30**, 29.2% of the respondents belong to the age limit below 20, 16% of the respondents belong to the age limit 31-40, 6.6% of the respondents belong to the age limit above 41-50 and 2.8% of the respondents belong to the age limit of above50.

3. EDUCATION QUALIFICATION

TABLE NO:4.3

Educational Status	No. of respondents	Percent
HSC	9	8.5
UG	65	61.3
PG	21	19.8
Others	11	10.4
Total	106	100

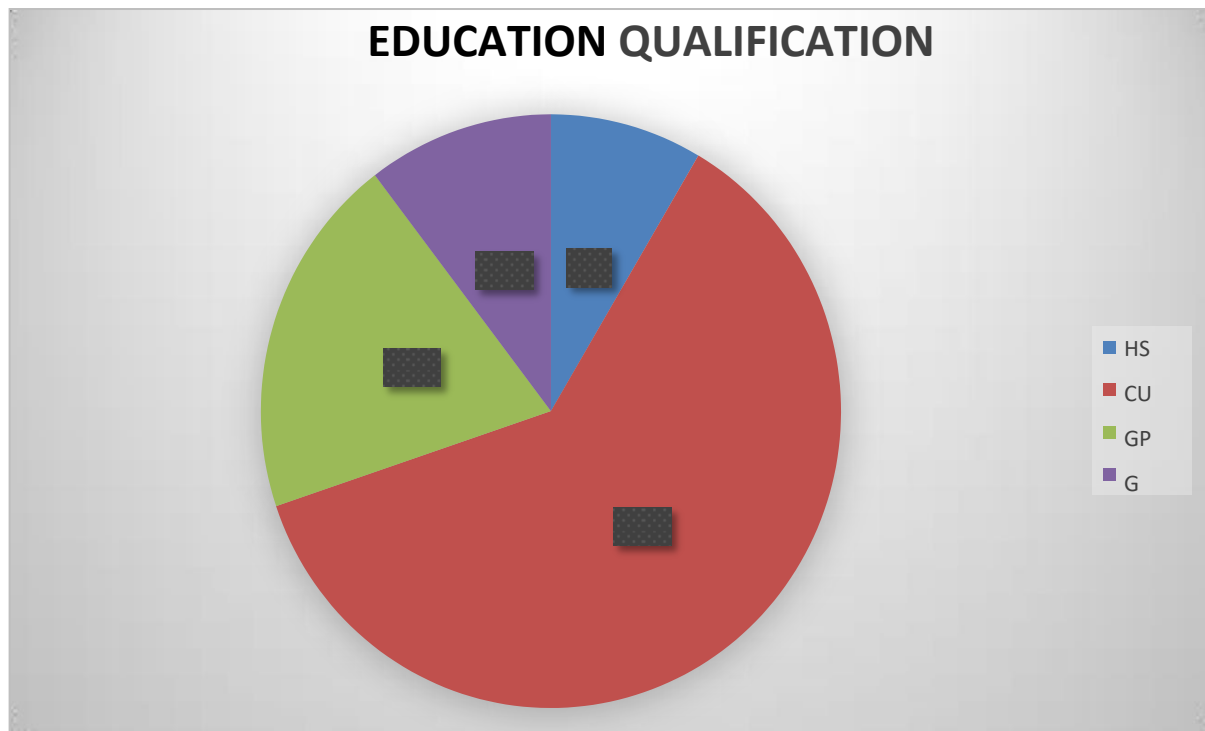


Fig 4.3 Educational qualification

INTERPRETATION:

From the above table it can be inferred that **61.3%** respondents are **under graduate**, 19.8% of the respondents are post graduate, 8.5 of there spondents completed higherstudies,10.4 of the respondents are others.

4.Monthly Income

TABLE NO:4.4

Monthly income	No.Of. Respondents	Percentage
Lessthan10000	28	26.4
Rs: 11000-20000	34	32.1
Rs: 21000-30000	25	23.6
AboveRs:30000	19	17.9
Total	106	100

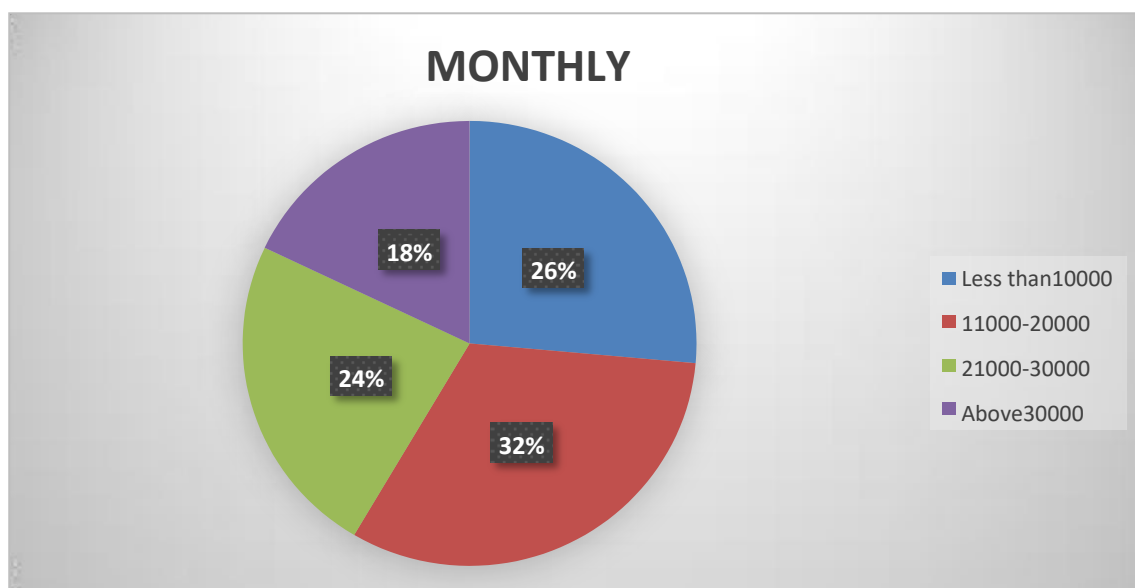


Fig 4.4 Monthly income

INTERPRETATION:

The above table shows that 26.3% of the respondent are in between the salary category Less than 10000, 32.1 of the respondents are in between Rs1100020000,23.6%of the respondents are in between Rs 21000-30000and 17.9of the respondents are in the salary category 30000 and above.

5.MaritalStatus

TABLE NO:4.5

Particulars	No.Of. Respondents	Percentage
Married	58	54.7
Unmarried	48	45.3
Total	106	100

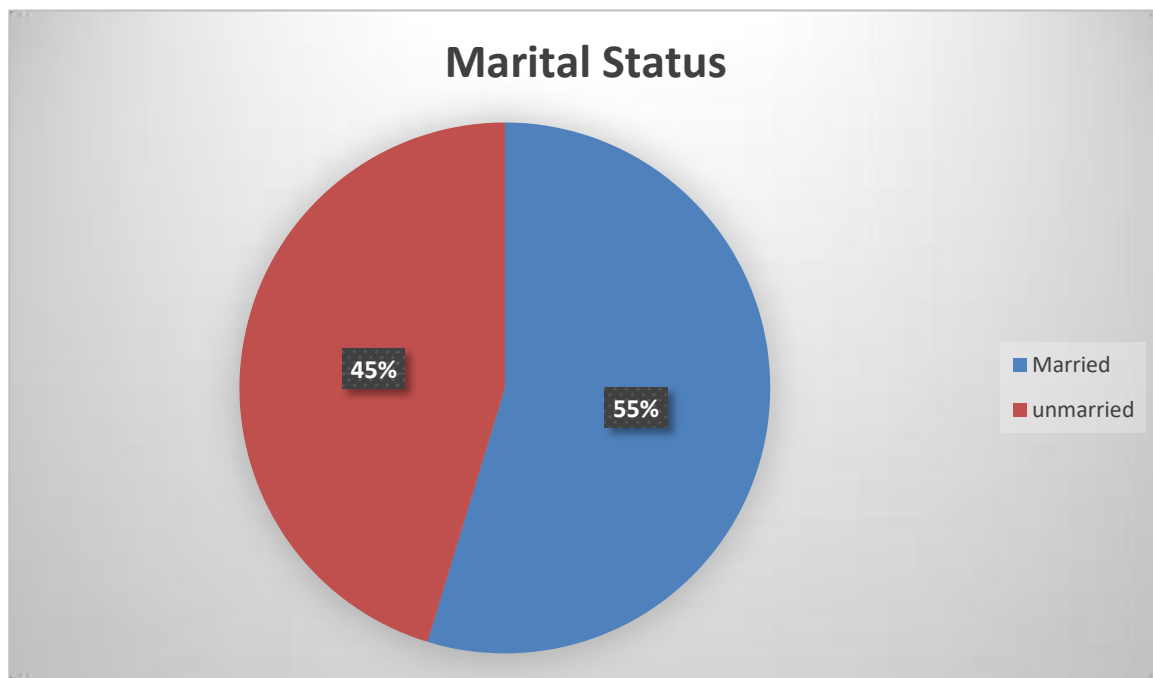


Fig 4.5 Martial status

INTERPRETATION:

The above table shows that **45.3%** of the respondents are **unmarried** and **54.7%** of the respondents are married.

6.How did they come to know about Aavin Products

TABLE NO:4.6

Particulars	No.Of. Respondents	Percentage
Word of mouth	29	27.4
Retailers	59	55.7
Internet	12	11.3
Others	6	5.7
Total	106	100

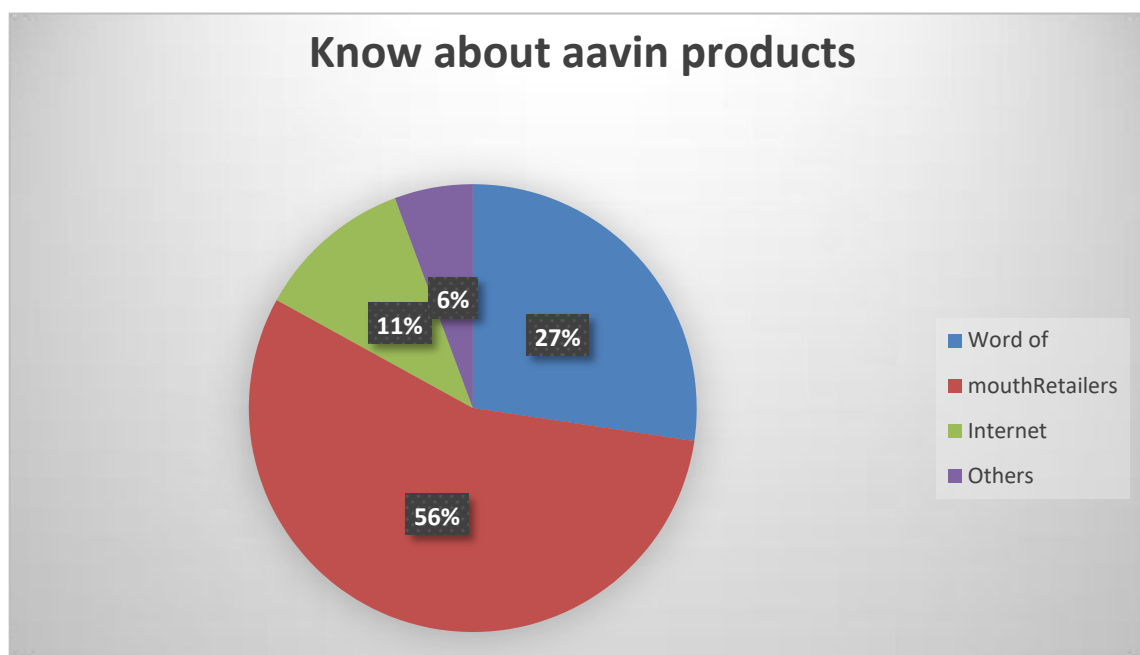


Fig 4.6 Know about aavin products

INTERPRETATION:

The above table shows that 27.4% of the respondent are known the aavin products by word of mouth, 55.7 % of the respondent are known the aavin products by Retailers, 11.3 % of the respondent are known the aavin products by Internet and 5.7% of the respondent are known the aavin products by friend.

7.Milk consume per day

TABLE NO :4.7

Particulars	No. of respondents	Percent
250ml	19	17.9
500ml	55	51.9
1lt	18	17
2lt	12	11.3
Morethan2lt	2	1.9
Total	106	100

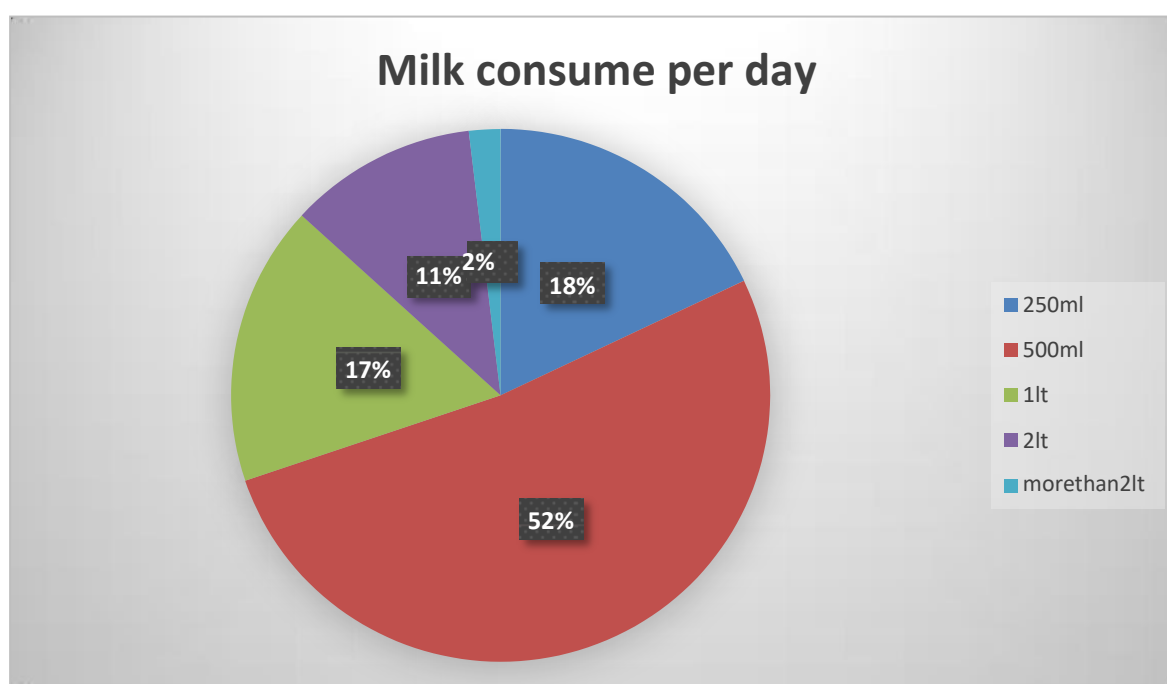


Fig 4.7 Milk consume per day

INTERPRETATION:

The above table shows that 51.9% of the respondent consumes 500ml milk per day, 17.9 % of the respondent consumes 250ml milk per day, 17 % of the respondent consumes 1liters milk per day and 11.9% of the respondent consumes more than 2 liters milk per day, 1.9% of the respondent consumes more than 2lt milk per day.

8.The level of awareness regarding Aavin products

Standardized milk

Table4.8

Particulars	No.Of. Respondents	Percentage
Aware	80	75.4
Not Aware	26	24.5
Total	106	100

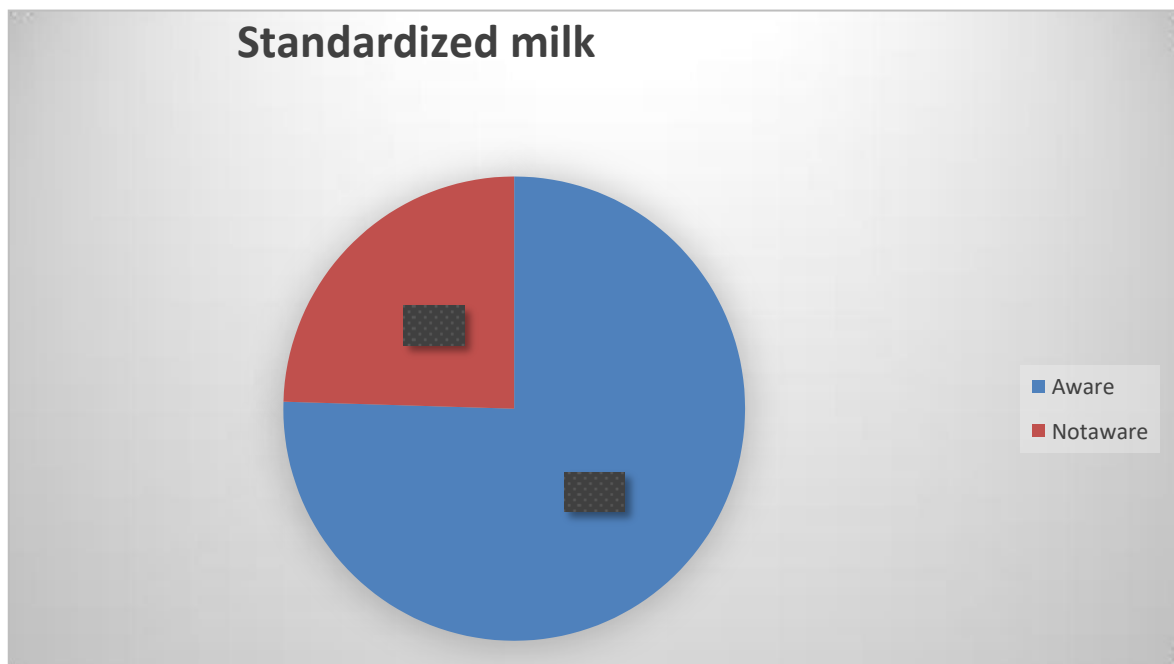


Fig 4.8 Standardized milk

INTERPRETATION:

The above table shows that 75.4% of the respondents are aware about Standardized milk and 24.5% of the respondents are not aware about Standardized

9.The level of awareness regarding Aavin products
Skimmed milk

Table4.9

Particulars	No.Of Respondents	Percentage
Aware	48	45.2
Not Aware	58	54.7
Total	106	100

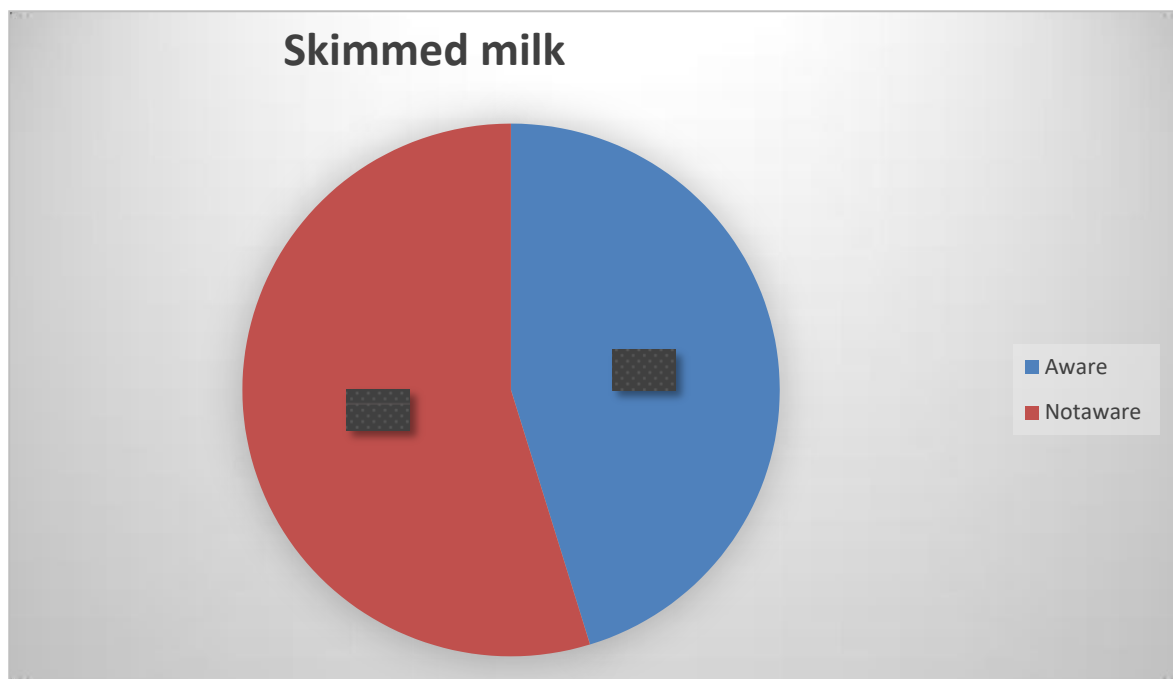


Fig 4.9 Skimmed milk

INTERPRETATION:

The above table shows that 45.2% of the respondent are aware about Skimmed milk and 54.7% of the respondents are not aware about Skimmed milk

10.Ghee

Table4.10

Particulars	No.Of Respondents	Percentage
Aware	90	84.9
Not Aware	16	15.09
Total	106	100

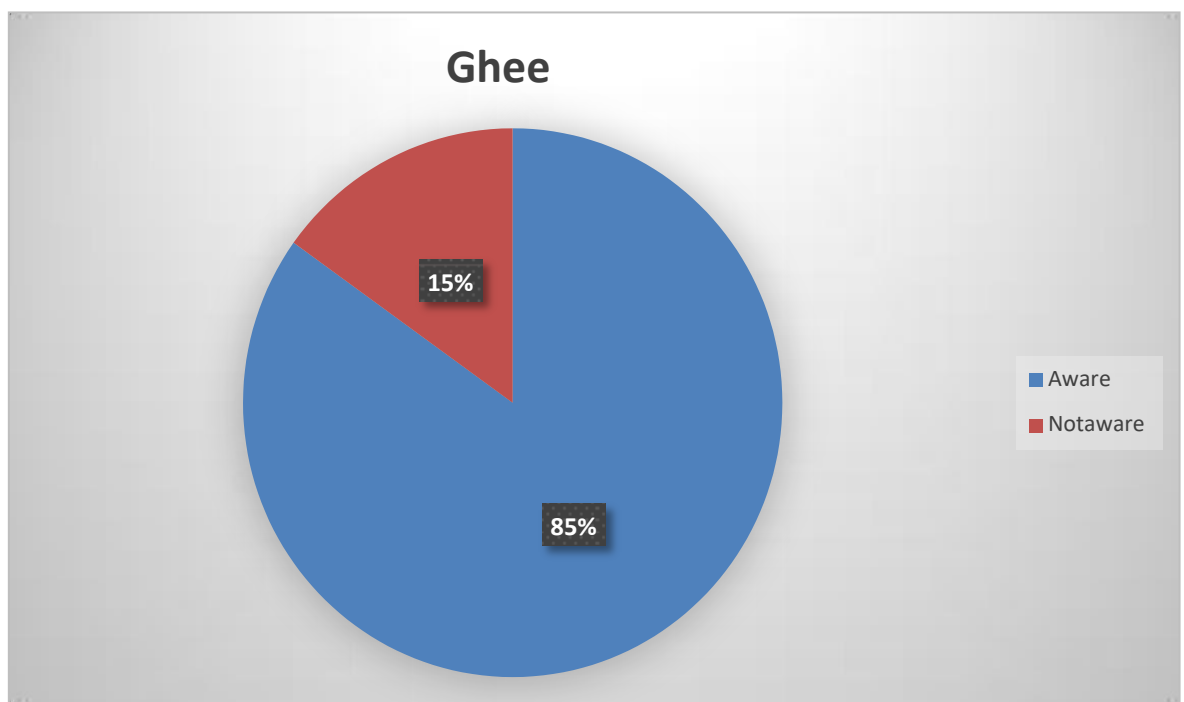


Fig 4.10 Ghee

INTERPRETATION:

The above table shows that 84.9% of the respondent are aware about ghee and 15.09% of the respondents are not aware about Ghee.

11.Buttermilk

Table 4.11

Particulars	No.OfRespondents	Percentage
Aware	84	79.2
Not Aware	22	20.7
Total	106	100

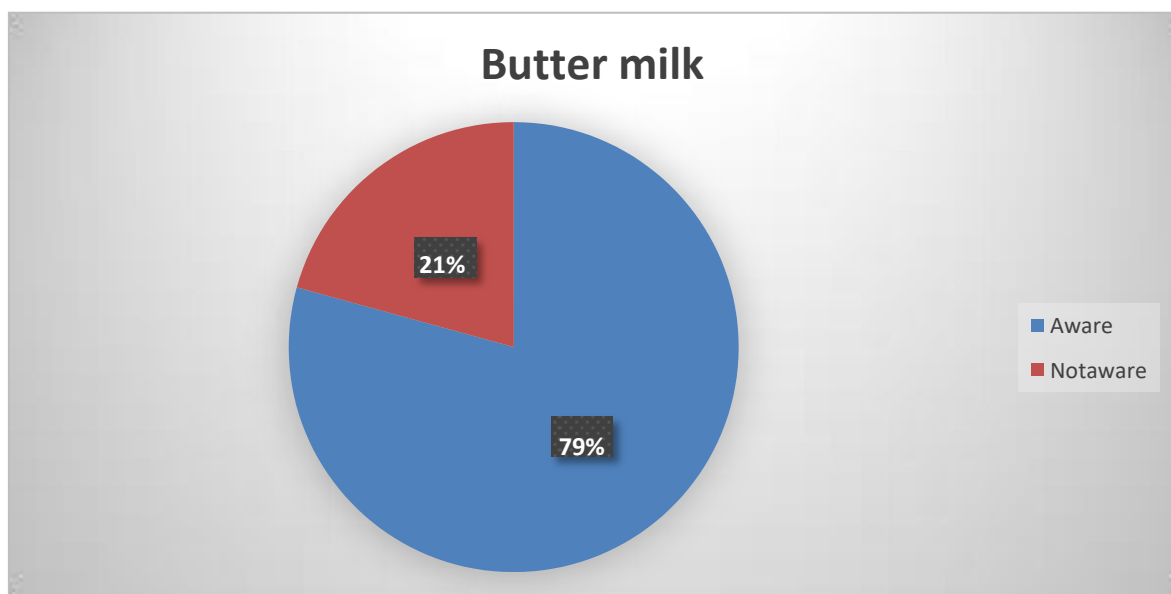


Fig 4.11 Butter milk

INTERPRETATION:

The above table shows that 79.2% of the respondents are aware about buttermilk and 20.7% of the respondents are not aware about butter milk

12.Butter

Table 4.12

Particulars	No.Of.Respondents	Percentage
Aware	40	37.7
NotAware	20	18.8
Total	106	100

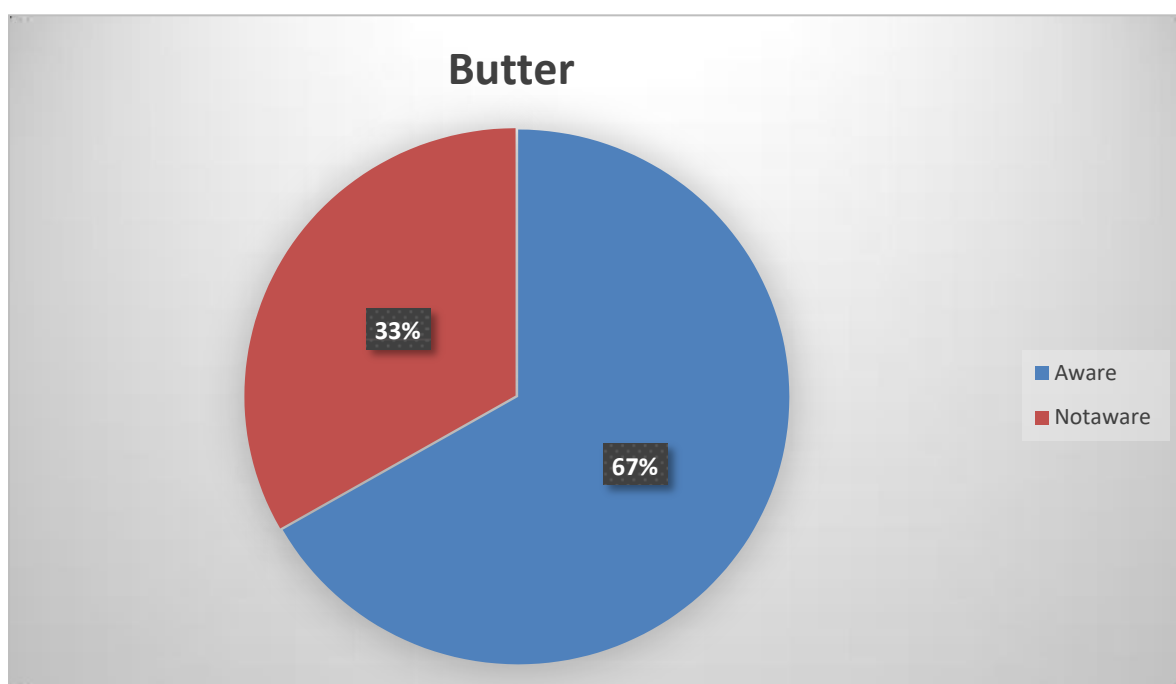


Fig 4.12 Butter

INTERPRETATION:

The above table shows that 37.7% of the respondents are aware about butter and 18.8% of the respondents are not aware about butter

13.Yoghurt/Curd

Table 4.13

Particulars	No.OfRespondents	Percentage
Aware	95	89.6
Not Aware	11	10.3
Total	106	100

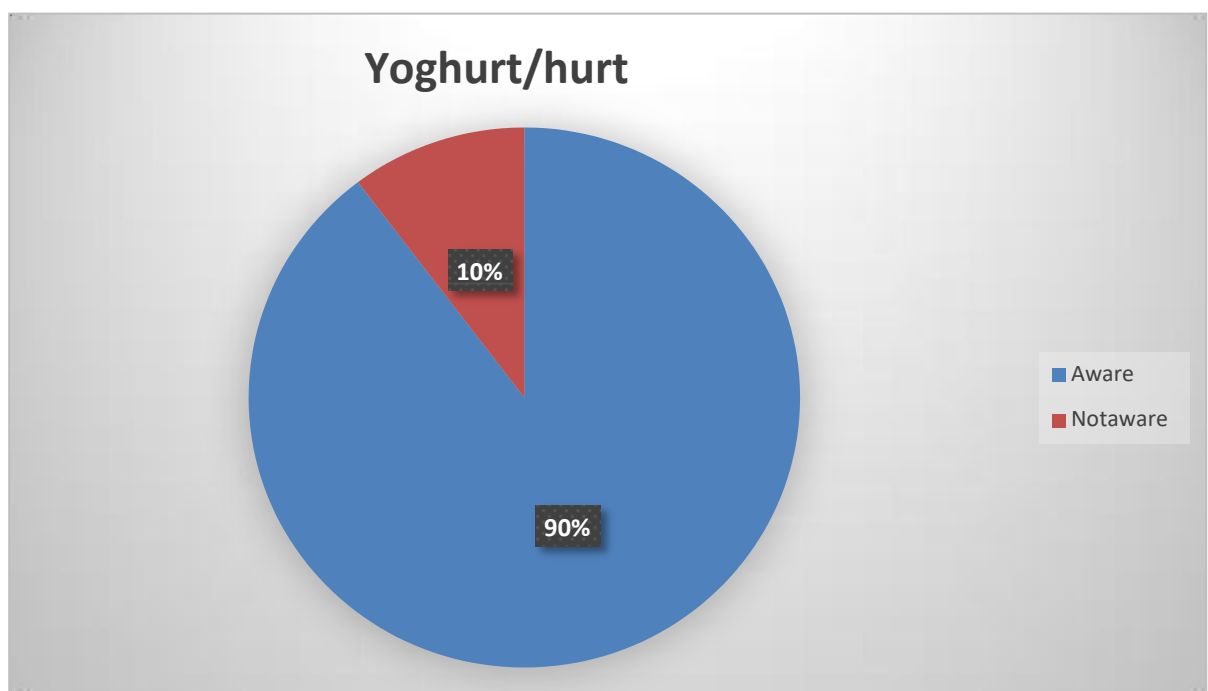


Fig 4.13 Yoghurt/curd

INTERPRETATION:

The above table shows that 89.6% of the respondents are aware about Yoghurt/curd and 10.3% of the respondents are not aware about Yoghurt/curd

14. Condensed milk

Table 4.14

Particulars	No.Of.Respondents	Percentage
Aware	77	72.6
Not Aware	29	27.3
Total	106	100

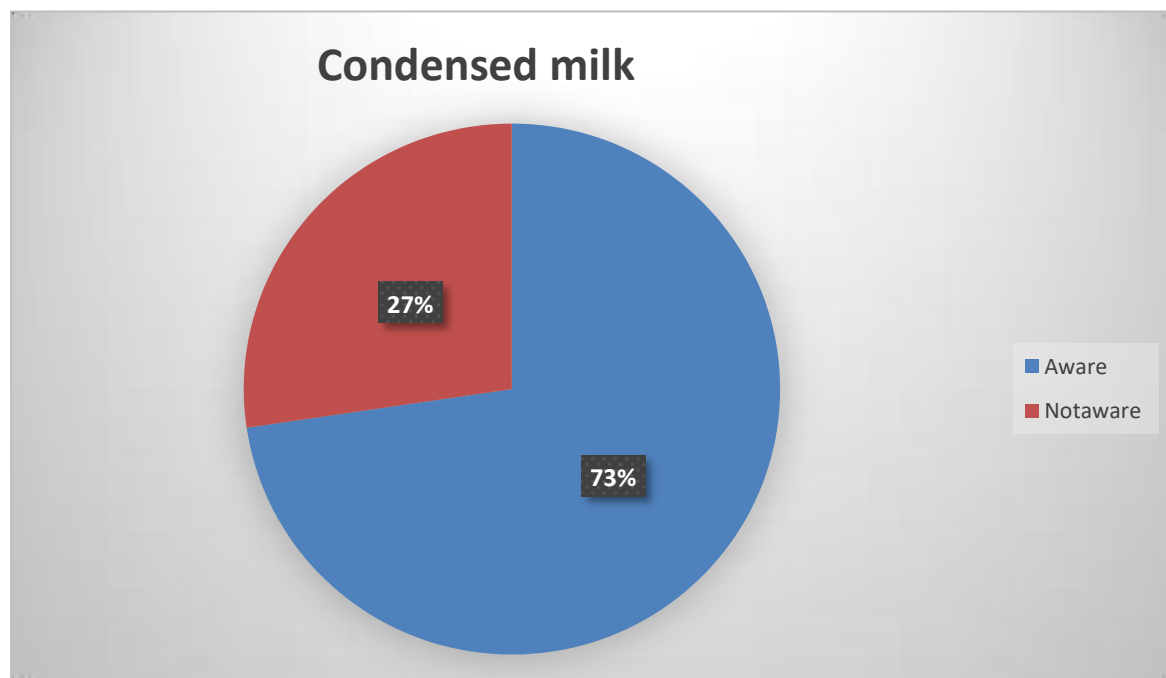


Fig 4.14 Condensed milk

INTERPRETATION:

The above table shows that 72.6% of the respondents are aware about Condensed milk and 27.3% of the respondents are not aware about Condensed milk

15.Aavin Sweets

Table 4.15

Particulars	No.Of.Respondents	Percentage
Aware	88	83.01
NotAware	18	16.9
Total	106	100

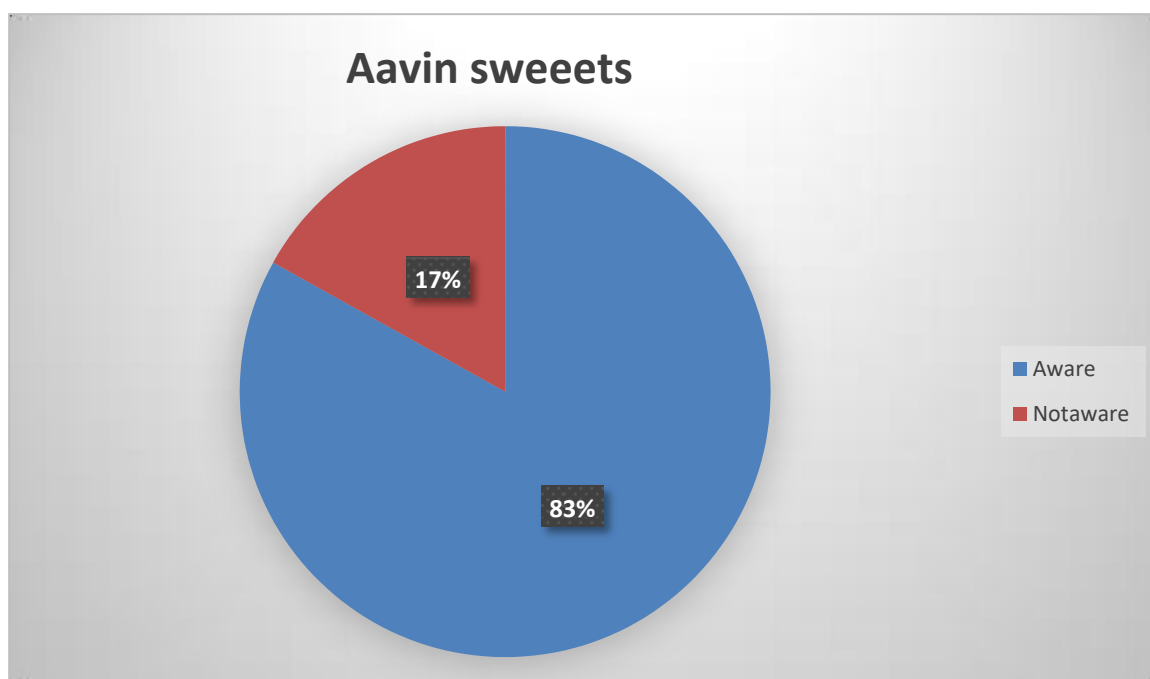


Fig 4.15 Aavin sweets

INTERPRETATION:

The above table shows that 83.01% of the respondent are aware about Aavin sweets and 16.9% of the respondent sare not aware about Aavin sweets.

16. Standardized milk powder

Table 4.16

Particulars	No.Of Respondents	Percentage
Aware	77	72.6
Not Aware	29	27.3
Total	106	100

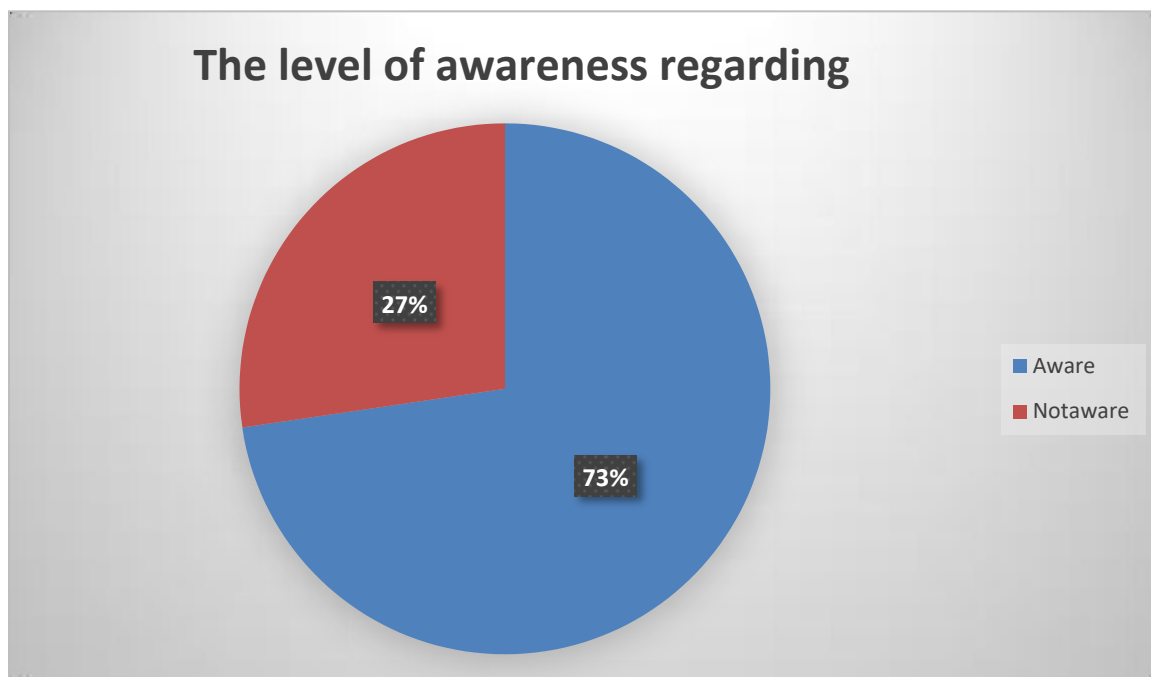


Fig 4.16 Standardized milk powder

INTERPRETATION:

The above table shows that 72.6% of the respondent are aware about Standardized milk powder and 27.3% of the respondents are not aware about Standardized milk powder.

Purchasing period of Aavin product

17. Standardized milk

Table 4.17

Particulars	No. of respondents	Percentage
Regular	60	56.6
Occasional	35	33.01
Never	11	10.3
Total	106	100

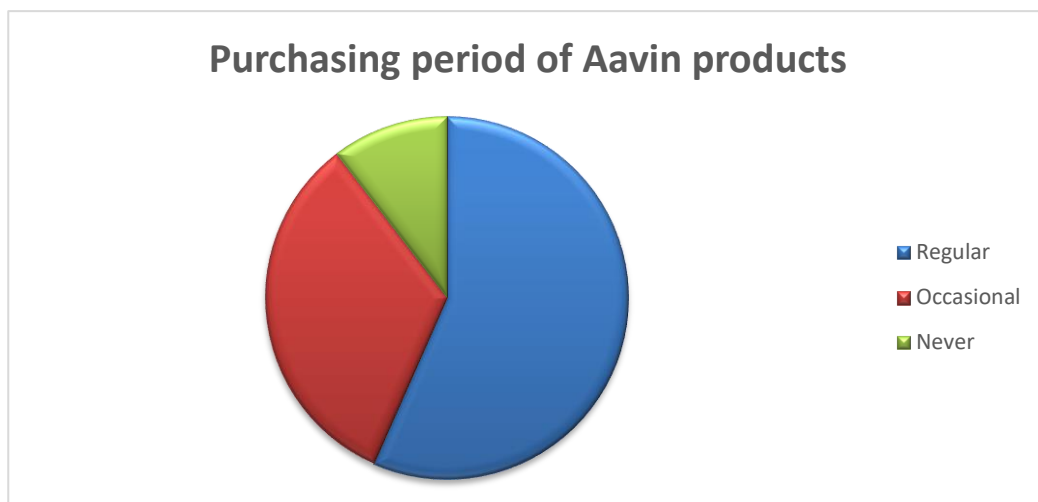


Fig 4.17 Standardized milk

INTERPRETATION:

The above table shows that 56.6% of respondents are purchase Standardized milk regularly, 33.01% of respondents are purchase Standardized milk occasional and 10.3% of respondents are never purchase Standardized milk

18.Skimmed milk

Table 4.18

Particulars	No. of respondents	Percent
Regular	19	17.9
Occasional	67	63.2
Never	20	18.8
Total	106	100

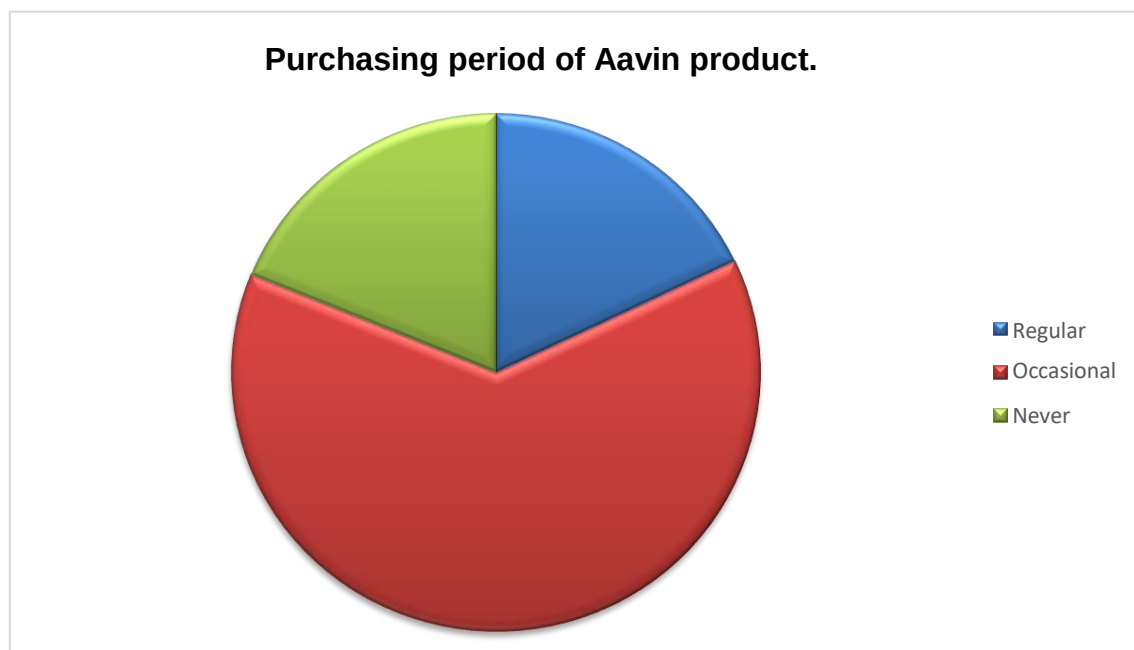


Fig 4.18 Skimmed milk

INTERPRETATION:

The above table shows that 17.9% of respondents are purchase Skimmed milk regularly, 63.2 % of respondents are purchase Skimmed milk occasionally and 18.8% of respondents are never purchase Skimmed milk.

19.Ghee

Table 4.19

Particulars	No. of respondents	Percent
Regular	57	53.7
Occasional	41	38.6
Never	8	7.54
Total	106	100

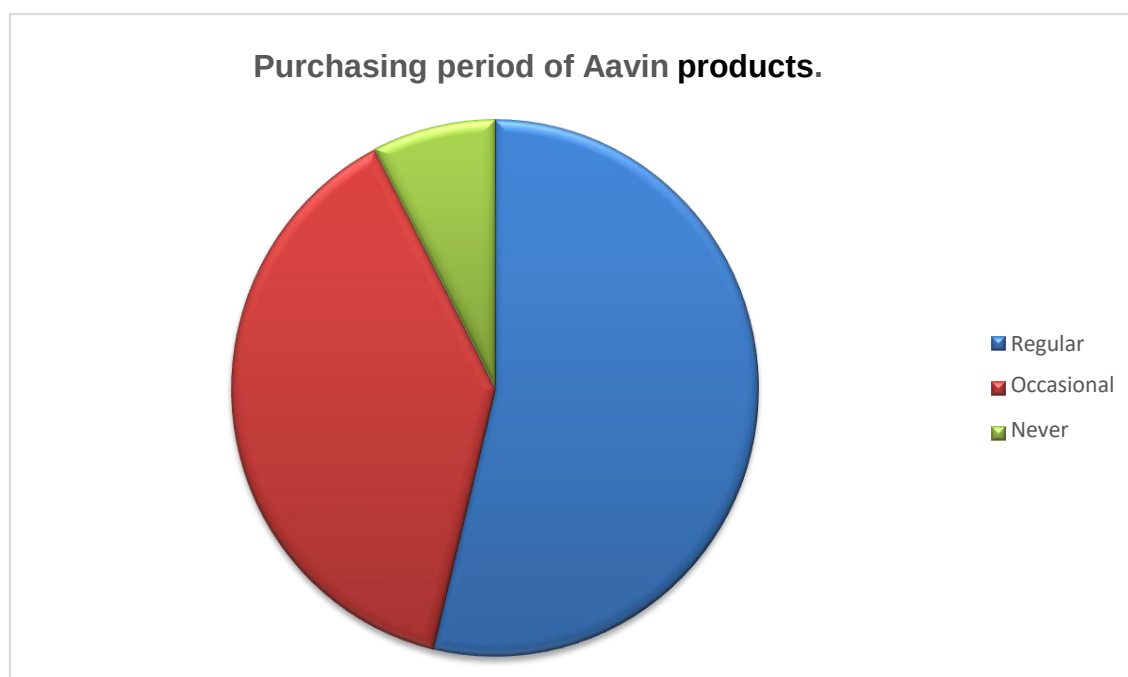


Fig 4.19 Ghee

INTERPRETATION:

The above table shows that 53.7% of respondents purchase Ghee Regularly, 38.6% of respondents purchase Ghee occasionally and 7.54% of respondents never purchase Ghee.

20. Buttermilk

Table 4.20

Particulars	No. of respondents	Percent
Regular	42	39.6
Occasional	51	48.1
Never	13	12.2
Total	106	100

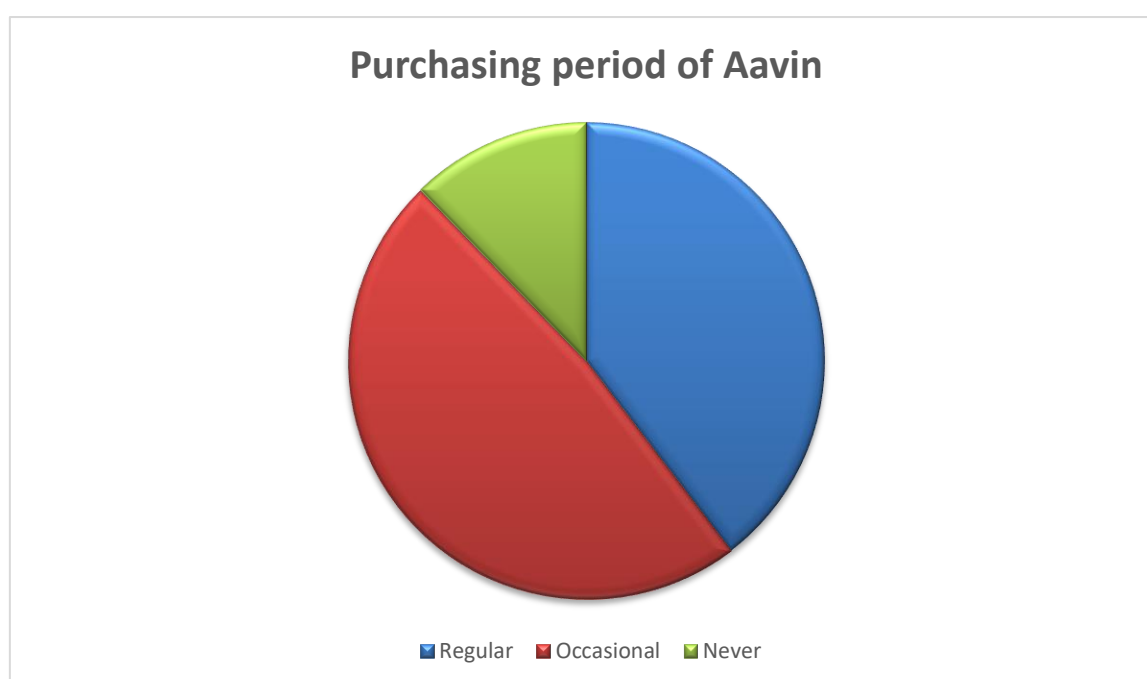


Fig 4.20 Butter milk

INTERPRETATION:

The above table shows that 39.6% of respondents are purchase Butter milk regularly, 48.1 % of respondents are purchase Butter milk occasionally and 12.2% of respondents are never purchase Buttermilk

21. Butter

Table 4.21

Particulars	No. of respondents	Percent
Regular	58	54.7
Occasional	37	34.9
Never	11	10.3
Total	106	100

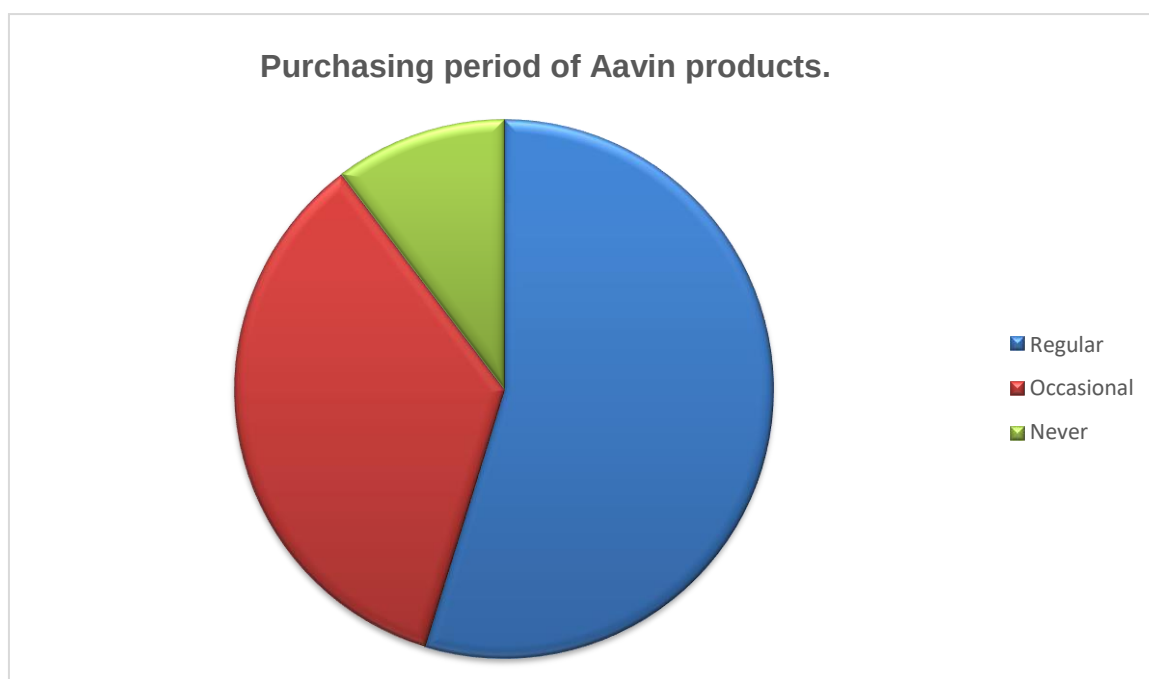


Fig4.21 Butter

INTERPRETATION:

The above table shows that 54.7% of respondents are purchase Butter regularly, 34.9% of respondents are purchase Butter occasionally and 10.3% of respondents are never purchase

22.Yoghurt/curd

Table 4.22

Particulars	No .of respondents	Percent
Regular	55	51.8
Occasional	44	41.5
Never	7	6.60
Total	106	100

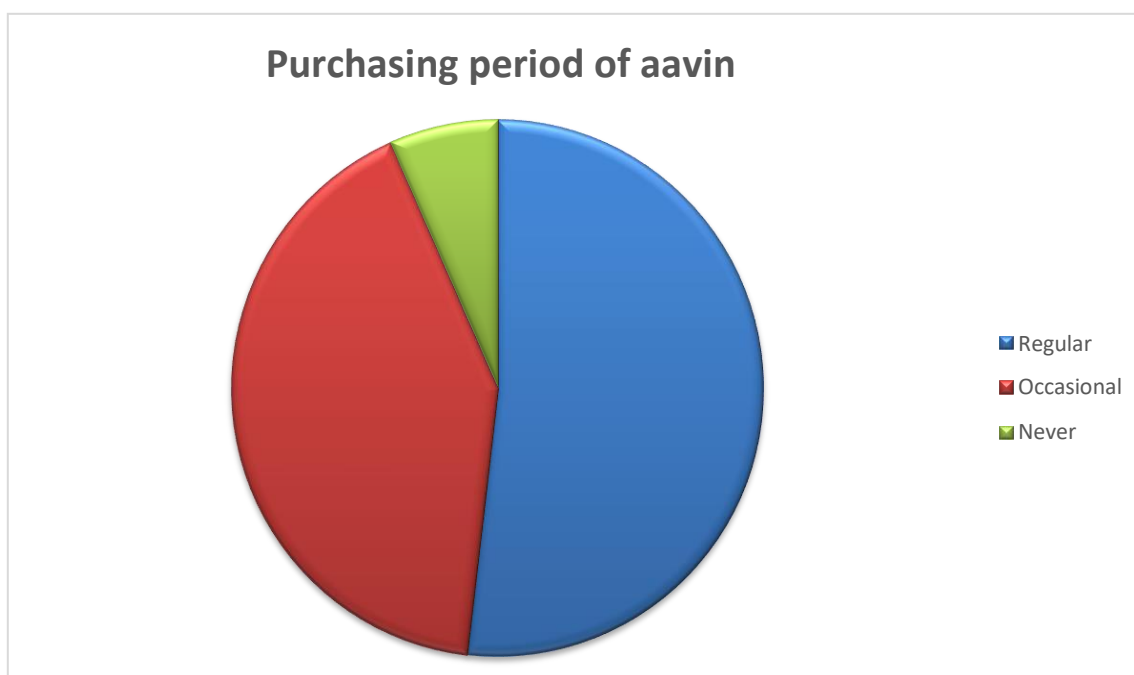


Fig 4.22 Yoghurt/curd

INTERPRETATION:

The above table shows that 51.8% of respondents are purchase Yoghurt/curd regularly, 41.5 % of respondents are purchase Yoghurt/curd occasionally and 6.60 % Of respondents are never purchase Yoghurt/curd

23. Condensed milk

Table 4.23

Particulars	No. of respondents	Percent
Regular	48	45.2
Occasional	43	40.5
Never	15	14.1
Total	106	100

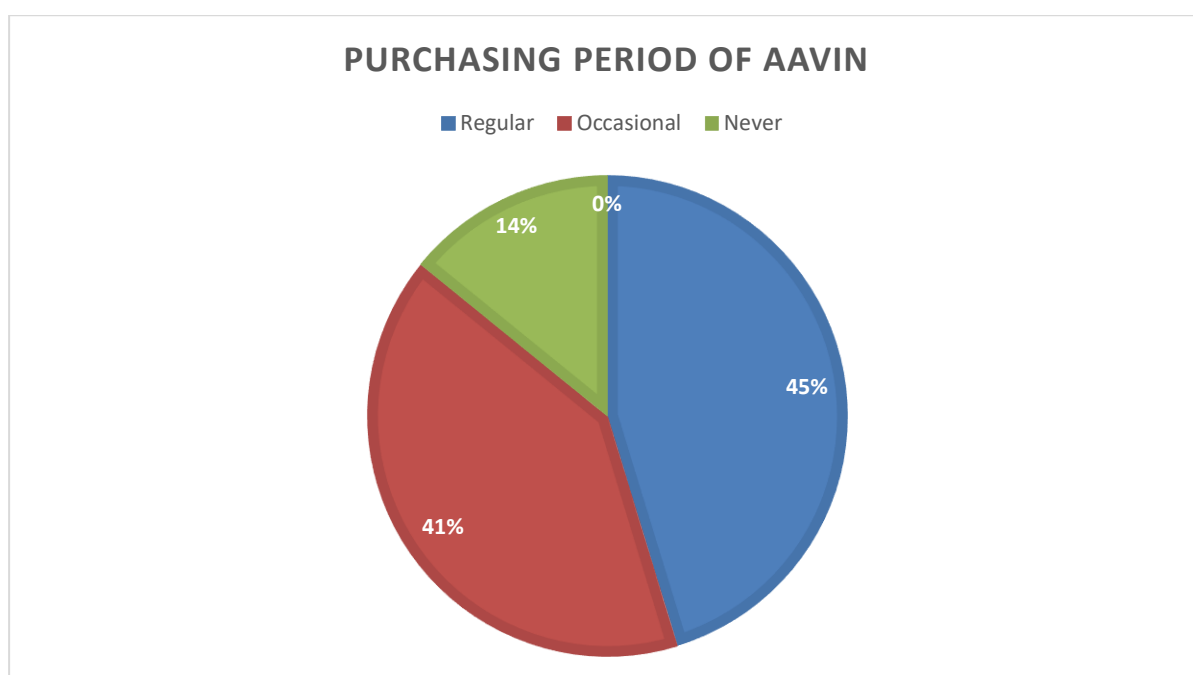


Fig 4.23 Condensed milk

INTERPRETATION:

The above table shows that 45.2% of respondents are purchase Condensed milk regularly, 40.5% of respondents are purchase Condensed milk occasionally and 14.1% of respondents are never purchase Condensed milk.

24.Aavin sweets

Table 4.24

Particulars	No. of respondents	Percent
Regular	45	42.4
Occasional	48	45.2
Never	13	12.2
Total	106	100

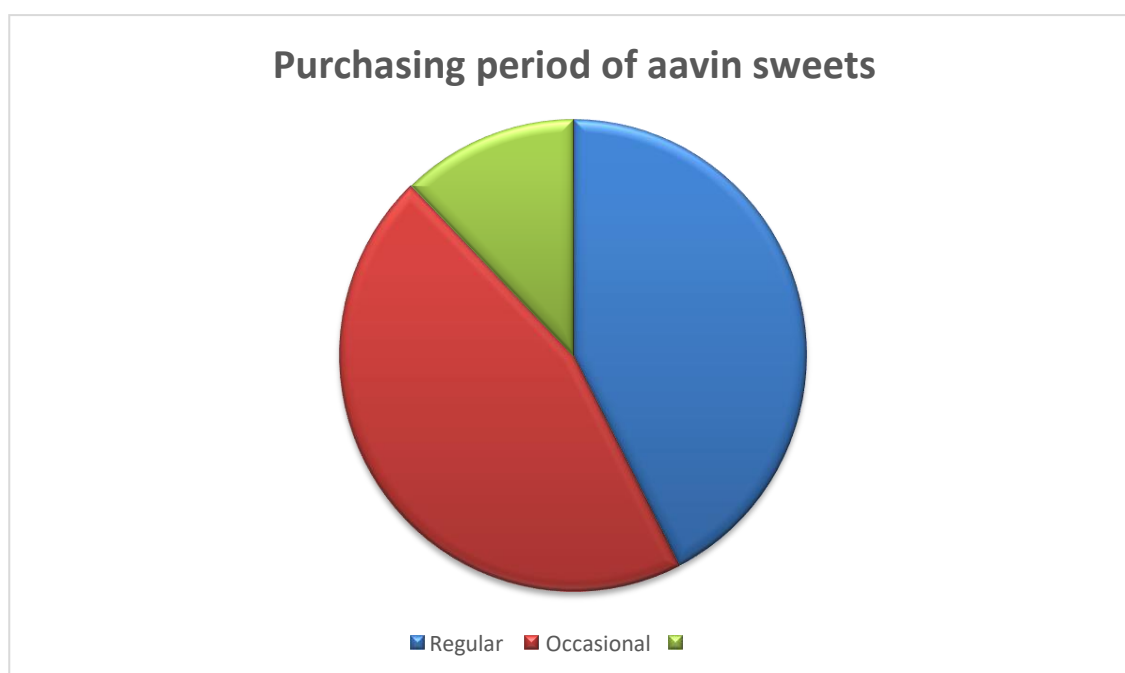


Fig 4.24 Aavin sweets

The above table shows that 42.4% of respondents are purchase Aavin sweets regularly, 45.2 % of respondents are purchase Aavin sweets occasionally and 12.2 % of respondents are never purchase Aavin sweets

Skimmed milk powder

Table 4.25

Particulars	No. of respondents	Percent
Regular	40	37.7
Occasional	51	48.1
Never	15	14.1
Total	106	100

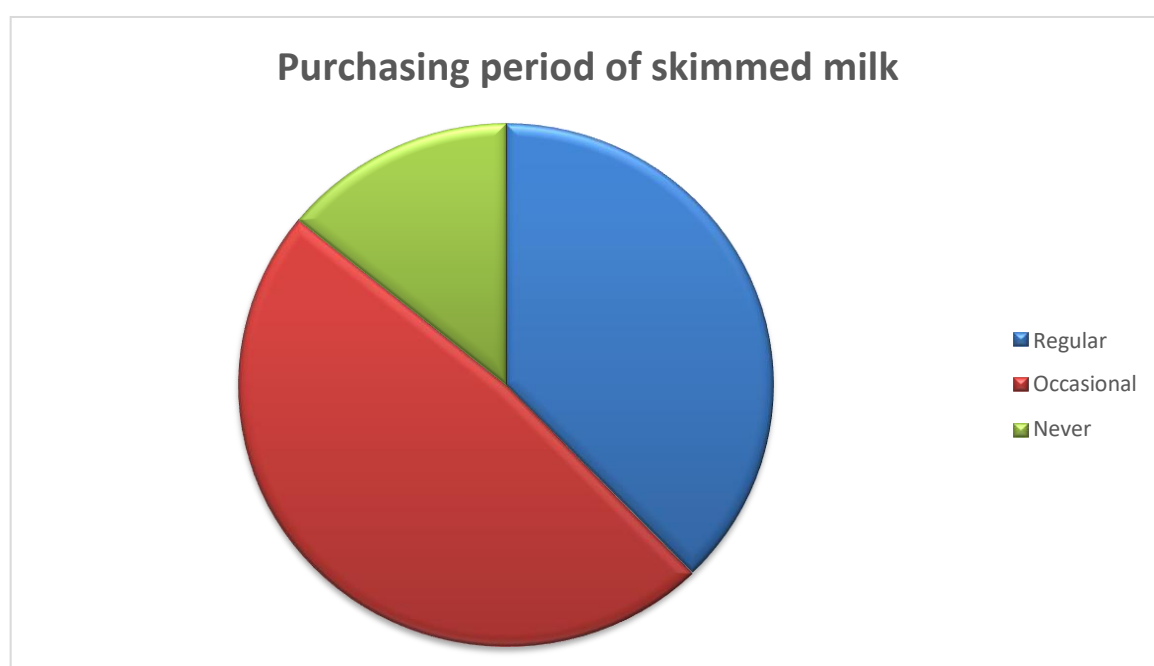


Fig 4.25 Skimmed milk powder

The above table shows that 37.7% of respondents are purchase Standardized milk powder regularly, 48.1% of respondents are purchase Standardized milk powder occasionally and 14.1%

26. Aavin brand

Table 4.26

Particulars	No. of respondents	Percent
Lessthan1yr	23	21.7
1-3yrs	46	43.4
4-7yrs	29	27.4
Above7yrs	8	7.5
Total	106	100

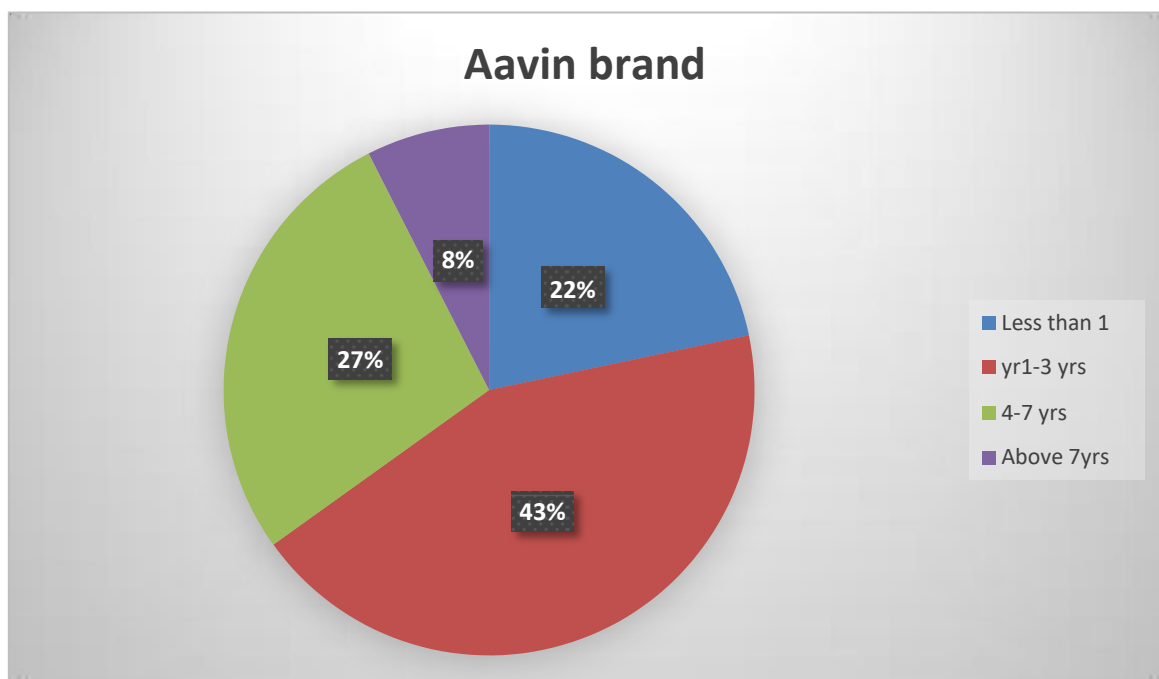


Fig 4.26 aavinbrand

INTERPRETATION:

The above table shows that 21.7% of respondents are consumes aavin brand lesthan1yr,43.4%ofrespondentsareconsumesaavinbrandfor1-3 yrs. ,27.4 %of respondents are consumes aavin brand for 4-7yrsand7.5%of respondents are consumes aavin brand above 7yrs.

27.Price

Table 4.27

Particulars	No. of respondents	Percent
Highly satisfied	32	30.1
Satisfied	35	33.01
Neutral	6	5.6
Dissatisfied	4	3.7
Highly dissatisfied	2	1.8
Total	106	100

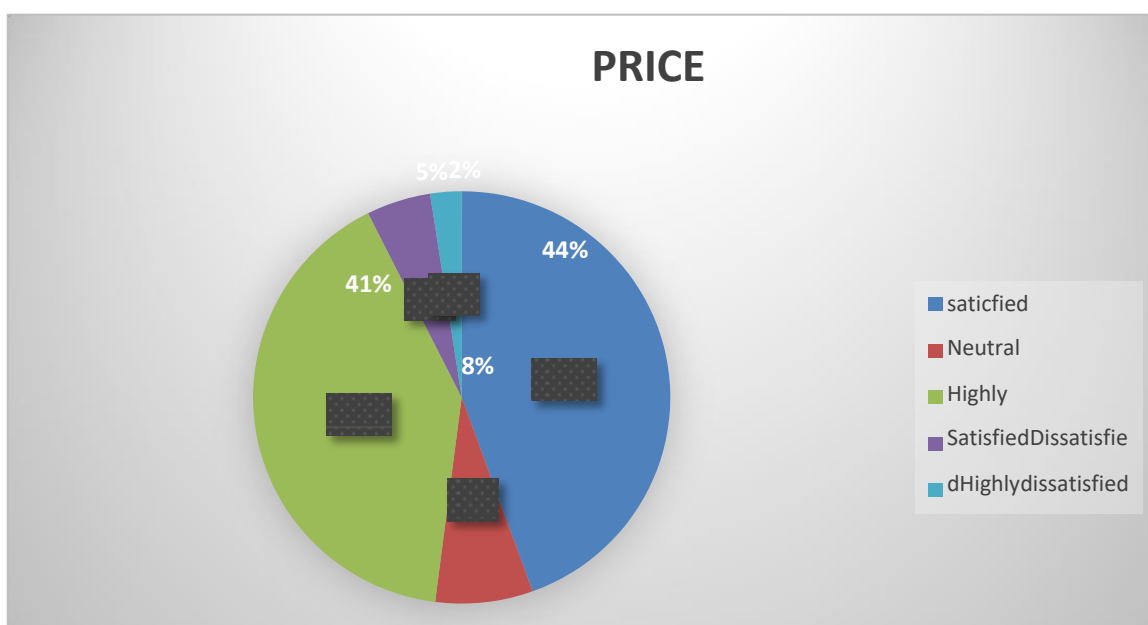


Fig 4.27 Price

INTERPRETATION:

The above table shows that 30.1% of respondents are highly satisfied with the price, 33.01% of respondents are satisfied with the price, 5.6% of respondents are neutral with the price, 3.7% of respondents are dissatisfied with the price, 1.8% of respondents are highly dissatisfied with the price

28.Quality

Table 4.28

Particulars	No. of respondents	Percent
Highly satisfied	40	37.7
Satisfied	47	44.3
Neutral	10	9.4
Dissatisfied	4	3.7
Highly dissatisfied	1	0.9
Total	106	100

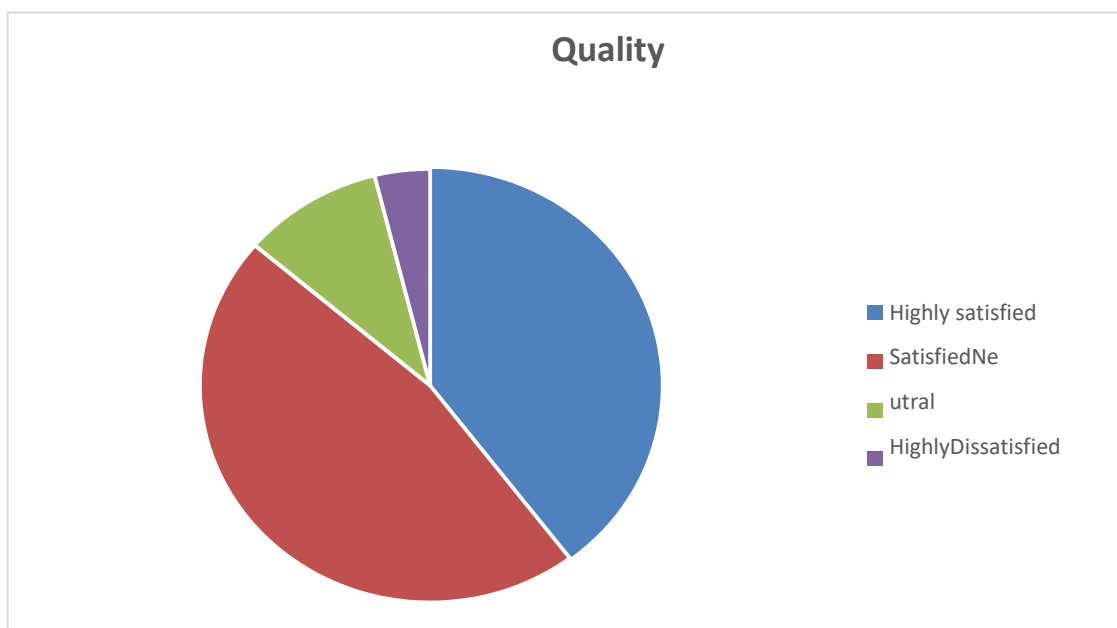


Fig 4.28 Quality

INTERPRETATION:

The above table shows that 37.7% of respondents are highly satisfied with the quality, 44.4% of respondents are satisfied with the quality, 9.4% of respondents are neutral with the quality, 3.7% of respondents are dissatisfied with the quality, 0.9% of respondents are highly dissatisfied with the quality

29.Taste

Table 4.29

Particulars	No. of respondents	Percent
Highly satisfied	37	34.9
Satisfied	39	36.7
Neutral	7	6.6
Dissatisfied	4	3.7
Highly dissatisfied	2	1.8
Total	106	100

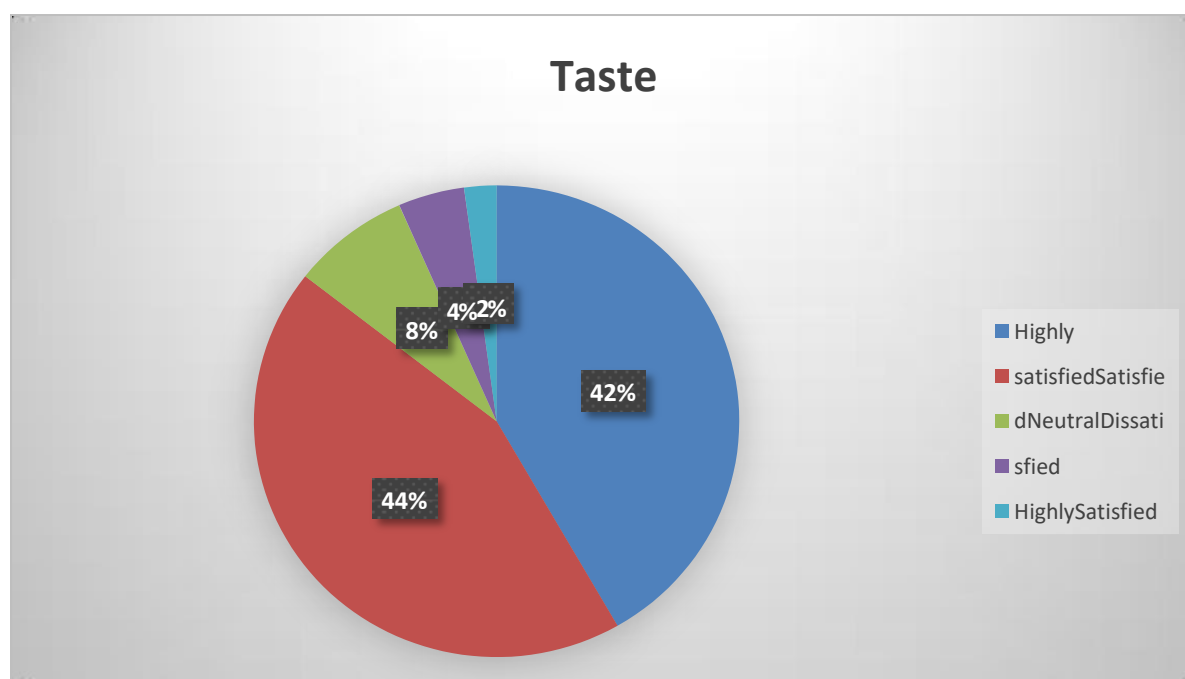


Fig 4.29 Taste

INTERPRETATION:

The above table shows that 34.9% of respondents are highly satisfied with the taste, 36.7% of respondents are satisfied with taste, 6.6% of respondents are neutral with the taste, 3.7% of respondents are is satisfied with the taste, 1.8%

30. Availability

Table 4.30

Particulars	No. of respondents	Percent
Highly Satisfied	35	33.01
Satisfied	30	28.3
Neutral	20	18.8
Dissatisfied	8	7.5
Highly dissatisfied	2	1.8
Total	106	100

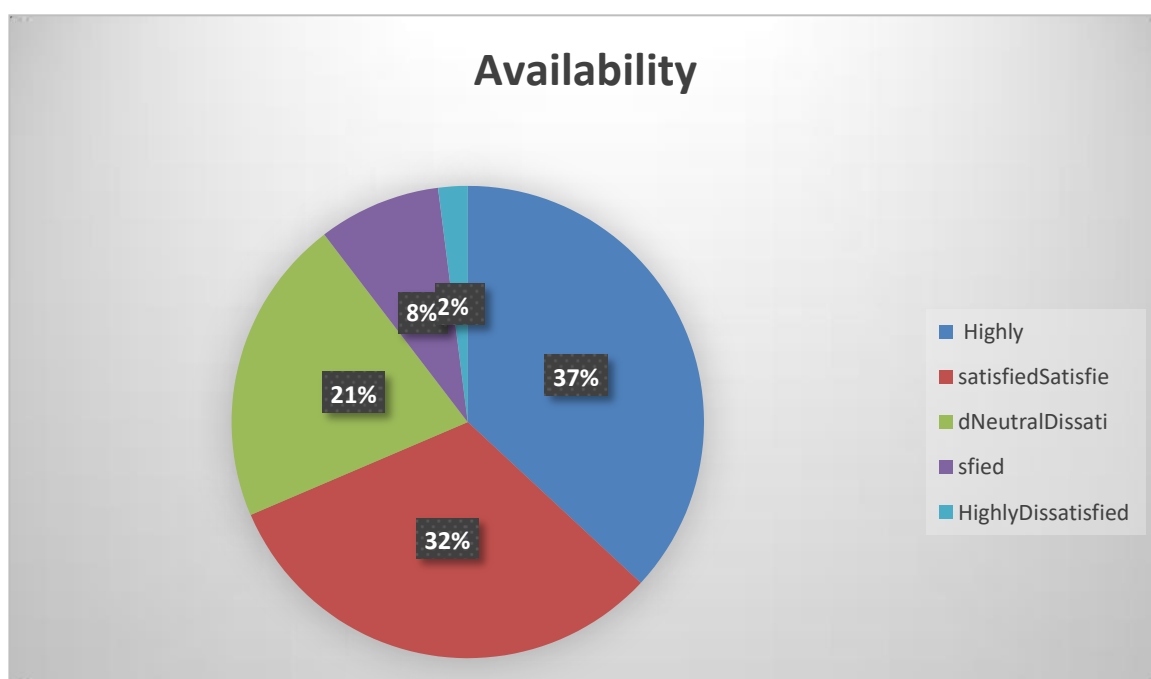


Fig 4.30 Availability

INTERPRETATION:

The above table shows that 33.01% of respondents are highly satisfied with availability, 28.3% of respondents are satisfied with availability, 18.8% of respondents are neutral with availability, 7.5% of respondents are dissatisfied with availability, 1.8% of respondents are highly dissatisfied with availability.

31. Package

Table 4.31

Particulars	No. of respondents	Percent
Highly satisfied	39	36.7
Satisfied	38	35.8
Neutral	11	10.3
Dissatisfied	8	7.5
Highly dissatisfied	4	3.7
Total	106	100

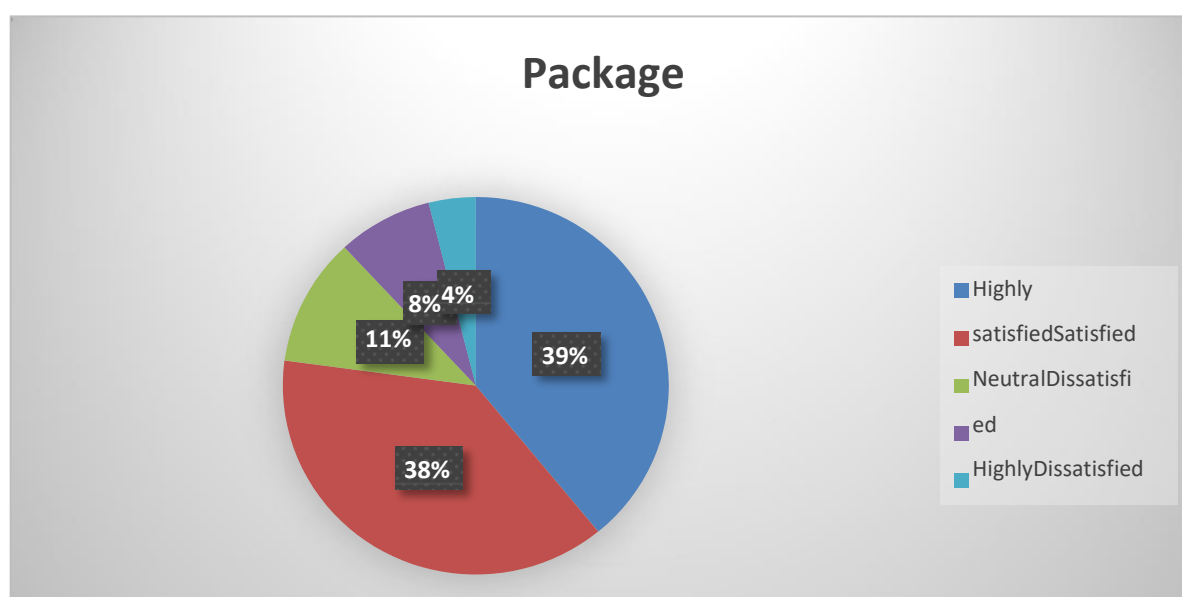


Fig 4.31 Package

INTERPRETATION:

The above table shows that 36.7% of respondents are highly satisfied with the package, 35.8% of respondents are satisfied with the package, 10.3% of respondents are neutral with the package, 7.5% of respondents are dissatisfied with the package, 3.7% of respondents are highly dissatisfied with the package.

32. Delivery at Home

Table 4.32

Particulars	No. of respondents	Percent
Highly satisfied	34	32.07
Satisfied	36	33.9
Neutral	15	14.1
Dissatisfied	8	7.5
Highly dissatisfied	4	3.7
Total	106	100

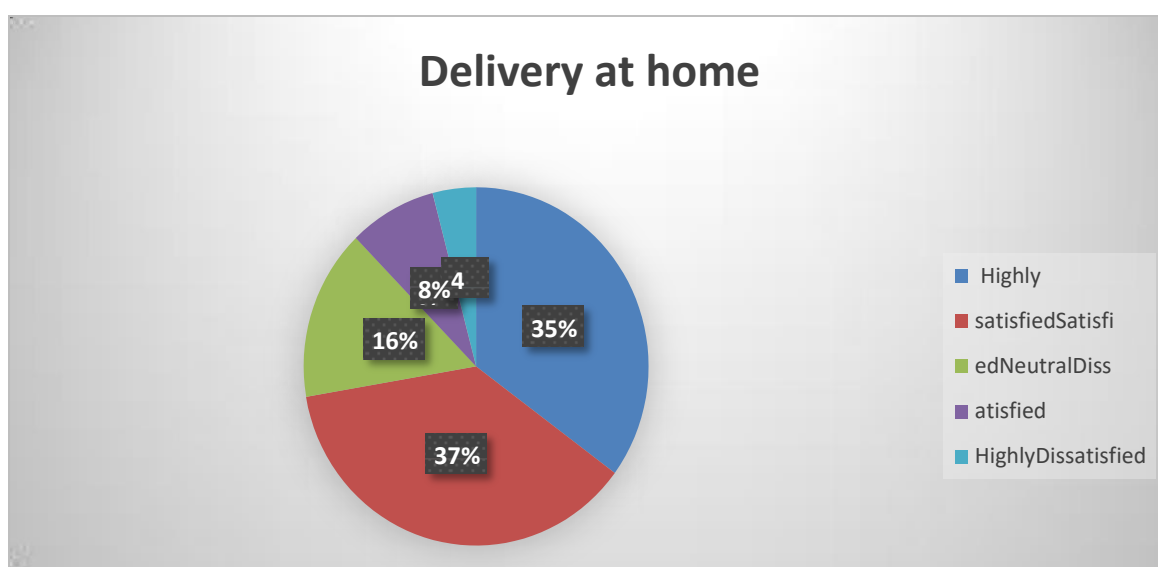


Fig 4.32 Delivery at Home

INTERPRETATION:

The above table shows that 32.07% of respondents are highly satisfied with delivery at home, 33.9% of respondents are satisfied with delivery at home, 14.1% of respondents are neutral with delivery at home, 7.5% of respondents are dissatisfied with delivery at home, 3.7% of respondents are highly dissatisfied with delivery at home.

33. Brand Image

Table 4.33

Particulars	No. of respondents	Percent
Highly satisfied	41	38.6
Satisfied	36	33.9
Neutral	13	12.2
Dissatisfied	7	6.6
Highly dissatisfied	4	3.7
Total	53	100

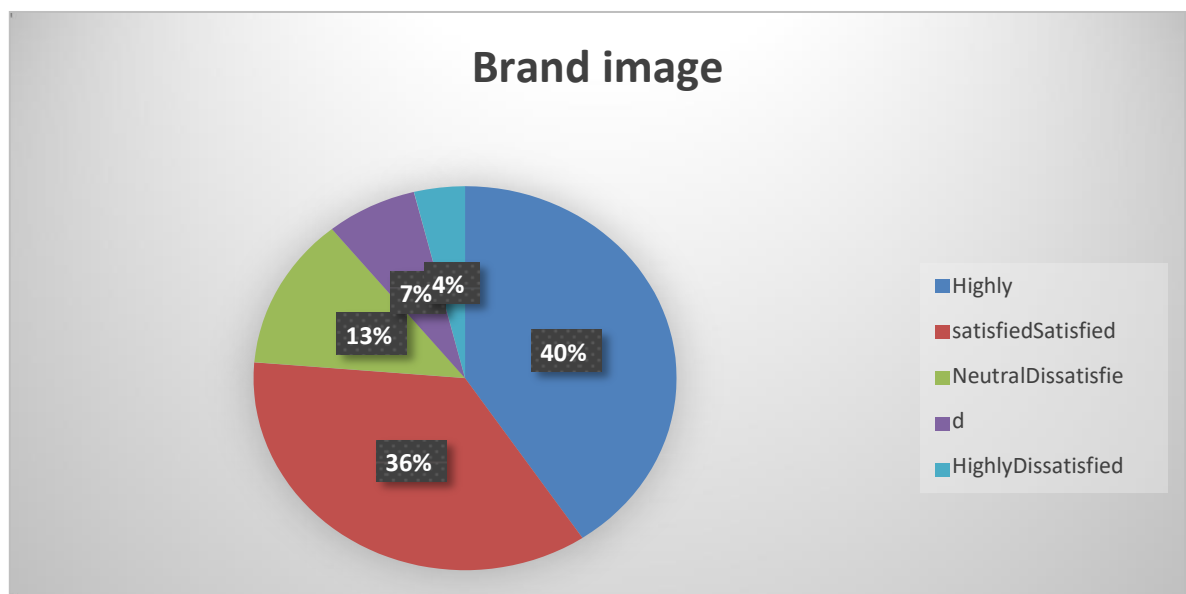


Fig 4.33 Brand image

INTERPRETATION:

The above table shows that 38.6 %of respondents are highly satisfied with the brand image,33.9% of respondents are satisfied with thebrandimage,12.2% of respondents are neutral with the brand image,6.6% of respondents are dissatisfied with the brand image, 3.7% of respondents are highly dissatisfied with the brand image.

34. Payment Terms

Table 4.34

Particulars	No. of respondents	Percent
Highly satisfied	28	26.4
Satisfied	38	35.8
Neutral	13	12.2
Dissatisfied	5	4.7
Highly dissatisfied	2	1.8
Total	106	100

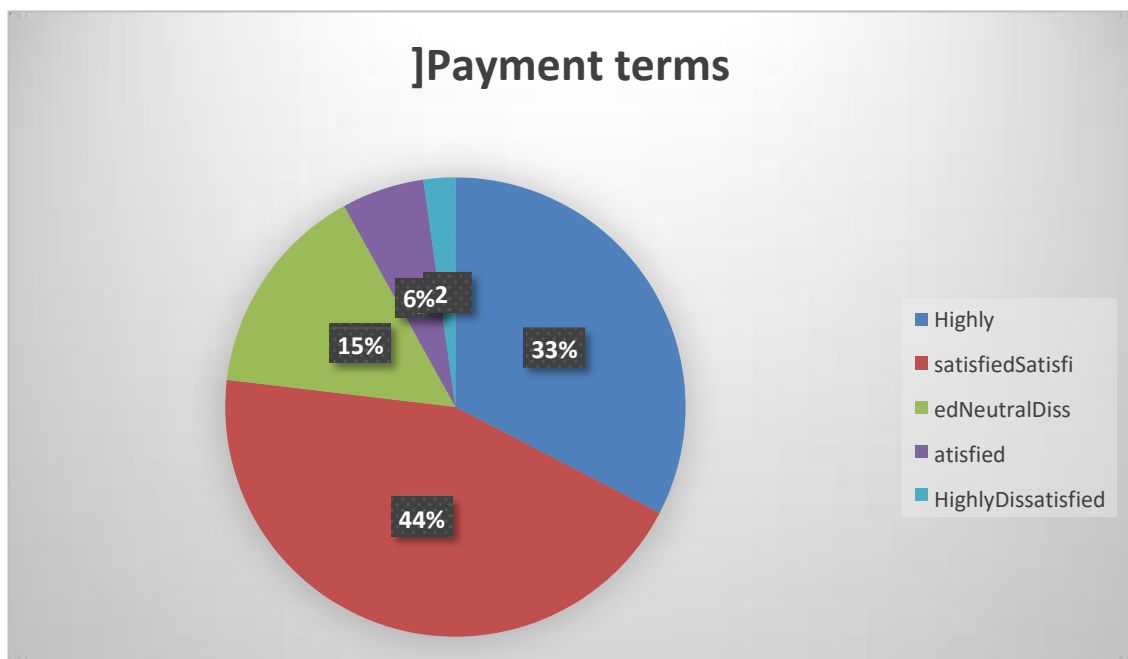


Fig 4.34 Payment terms

INTERPRETATION:

The above table shows that 26.4 %of respondents are highly satisfied with the Payment terms,35.8% of respondents are satisfied with the Payment terms, 12.2% of respondents are neutral with the Payment terms, 4.7% of respondents are dissatisfied with the Payment terms,1.8%ofrespondents are highly dissatisfied with payment.

35.Variety

Table 4.35

Particulars	No. of respondents	Percent
Highly satisfied	39	36.7
Satisfied	41	38.6
Neutral	25	23.5
Dissatisfied	15	14.1
Highly dissatisfied	8	7.5
Total	53	100

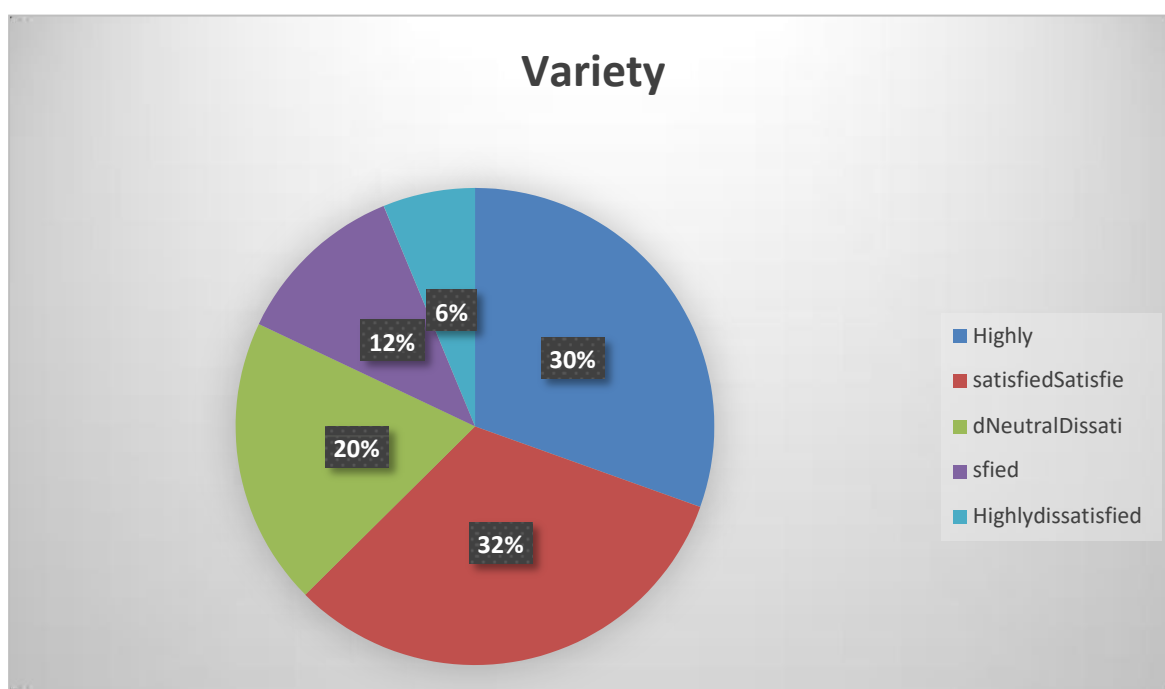


Fig 4.35 variety

INTERPRETATION:

The above tables show that 36.7% of respondents are highly satisfied with the Variety, 38.6% of respondents are satisfied with the Variety, 23.5% of respondents are neutral with the Variety, 14.1% of respondents are dissatisfied with the Variety, and 7.5% of respondents are highly dissatisfied with the Variety.

36. No of recommend others to buy the product of Aavinmilk

Table 4.36

Particulars	No.of Respondents	Percentage
Recommend	86	81.8
Not Recommend	20	18.9
Total	106	100

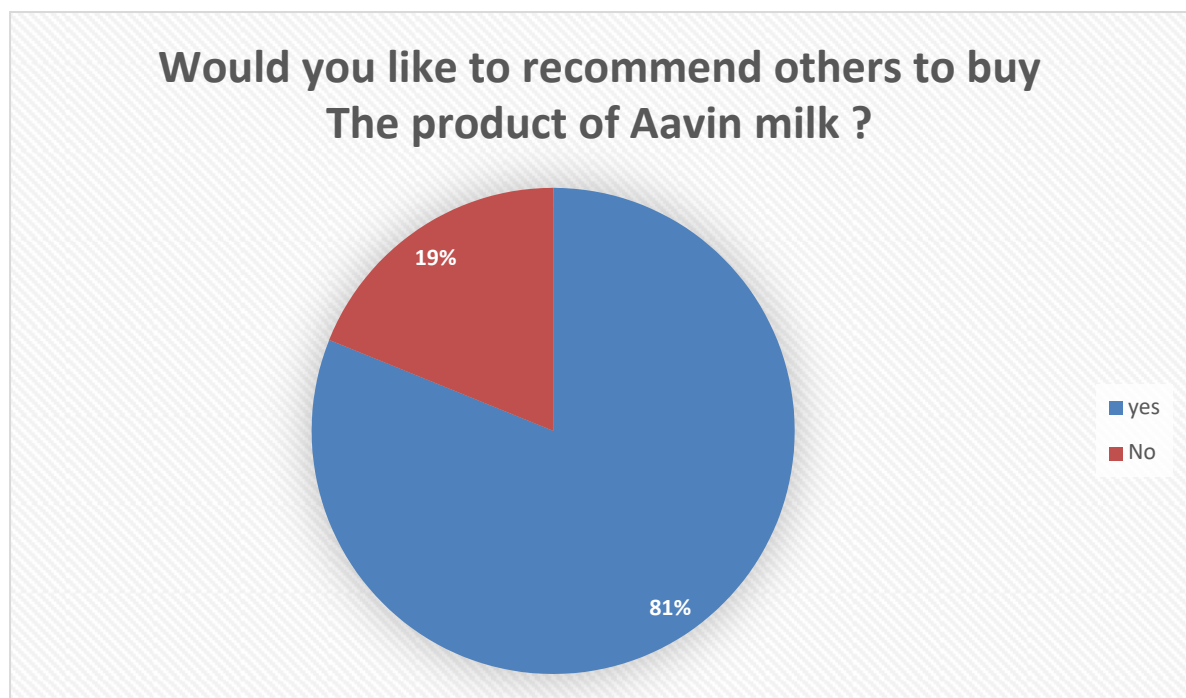


Fig 4.36 would you like to recommend others to buy the product of Aavin milk.

INTERPRETATION:

The above tables shows that 81.1% recommend others to buy the product of Aavin milk and 18.9% not recommend others to buy the product of Aavin milk.

37. If any problems faced with Aavin milk products

Table 4.37

Particulars	No. of respondents	Percent
Yesquiteoften	40	37.7
Yesquiterarely	49	46.2
Never	17	16
Total	106	100

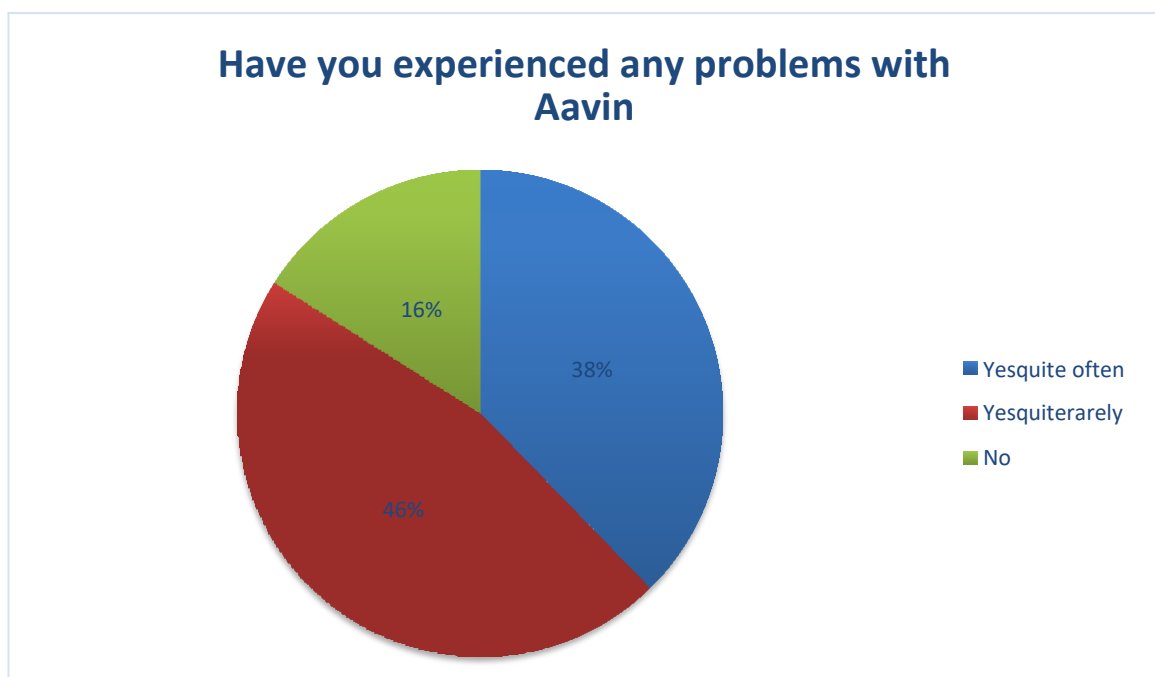


Fig 4.37 Have you experienced any problems with Aavin products

INTERPRETATION:

The above table shows that 37.7% face problems and 46.2% face problems rarely and 16% had no problem faced

CHAPTER 5

FINDING

5.1 Finding of the study

- ✓ Majority of the respondents are female 55.7%.
- ✓ Majority of the respondents (45%) belong to the age limit above 21-30
- ✓ More than half (61.3%) of the respondents have one UG
- ✓ More than half (32.1%) of the respondent are in between the salary category 11000-20000
- ✓ Three quarter (54.7%) of the respondent are married.
- ✓ More than half (55.7%) of the respondent are known the Aavin products by word of mouth.
- ✓ More than half (51.9%) of the respondent consumes 500ml milk per day
- ✓ Three quarter (75.4%) of the respondents are aware about Standardized milk
- ✓ More than half (54.7%) of the respondents are aware about Skimmed milk
- ✓ Three quarter (84.9%) of the respondent are aware about ghee
- ✓ Three quarter (79.2%) of the respondents are aware about buttermilk
- ✓ More than half (37.7%) of the respondents are aware about butter
- ✓ Three quarter (89.6%) of the respondent are aware about Yoghurt/curd
- ✓ More than half (72.6%) of the respondent are aware about Condensed milk
- ✓ Three quarter (83.01%) of the respondent are aware about Aavin sweets
- ✓ More than half (72.6%) of the respondent are aware about Standardized milk powder
- ✓ More than half (56.6%) of respondents are purchase Standardized milk regularly
- ✓ 63.2% of respondents are purchase Skimmed milk occasionally
- ✓ Nearly half (53.7%) of respondents are purchase Ghee regularly

- ✓ Nearly half(48.1)%of respondents are purchase Buttermilk occasionally
- ✓ 54.7%ofrespondentsarepurchaseButterregularly
- ✓ More than half(51.8%)of respondents are purchase Yoghurt/curd regularly
- ✓ 45.2%ofrespondentsarepurchaseCondensedmilkregularly
- ✓ Morethanhalf(45.2%)ofrespondentsarepurchaseAavinsweetsoccasionally
- ✓ Nearly(48.1%)of respondents are purchase Standardized milk powder occasionally
- ✓ Threequarter(43.4%)ofrespondentsareconsumesaavinbrandlessthan1-3yrs
- ✓ Nearly half of(33.01%)of respondents are satisfied with the price
- ✓ More than half(44.3%)of respondents are satisfied with the quality
- ✓ More than half(36.7%)of respondents are satisfied with the taste with the taste.
- ✓ 33.01%ofrespondentsarehighlysatisfiedwithavailability
- ✓ 36.7%ofrespondentsarehighlysatisfiedwiththe package
- ✓ 33.9%ofrespondentsaresatisfiedwithdeliveryat home
- ✓ 38.6%ofrespondents are highly satisfied with the brand image
- ✓ 35.8%ofrespondentsaresatisfiedwiththePaymentterms
- ✓ 38.6%ofrespondentsaresatisfiedwiththeVariety
- ✓ Most(81.8%)of the recommend others to buy the product of Aavin milk
- ✓ More than half(46.2%)of respondents face problems

CHAPTER 6

6.1 SUGGESTIONS AND CONCLUSION

- ✓ Need more improvement in variety of products
- ✓ Need some price reduction on sweet
- ✓ Need more sweets products
- ✓ Various initiatives are being taken to increase the sale of Aavin milk and milk products.
 - Do not use plastic cover
 - Improve home delivery
 - Improve the products quality and packaging
 - To decrease the price of all products
 - Increase the supply of ghee
- ✓ Increase the quality of curd
- ✓ Increase the shop's
- ✓ All products should be available in Aavin booth so that customers may be aware of other products of Aavin
- ✓ More awareness should be created about the products of Aavin
- ✓ Advertisement can be done to promote products of Aavin
- ✓ Payment terms and delivery of Aavin milk can be improvised
- ✓ Products of Aavin should be reached to customers in easy way

6.2 CONCLUSION

Aavin plays a vital role in dairy products. But the competitor the promotions do not match or equal with the Aavin. Even the aavin products are less in price to comparing the competitors' products. Even though the competitor create more competition in the market. Aavin parlours acquires very less in all the areas. But the competitors even supply the products by door delivery, So aavin can also do this facility to satisfy the customers and to make their time as a valuable one. Aavin should increase the customer relationship by more visual and attractive advertisements.

The competitors and aavin all contains milk products like ghee, curd, etc but the products of the competitors are well known by the customers, most of the customers are not aware of aavin products this is the major barrier to aavin. And it should be recovered immediately. The product of aavin is more related to domestic engineers so aavin should focus on these peoples. So it should increase the visual advertisements. In all areas aavin has market but there is no supply, due to the federation and the agents sell other products by demotivating the aavin products.

The overall job satisfaction is good in AAVIN DAIRY Ltd. AAVIN DAIRY Ltd provides good institutional climate for the employees and to make the product as a pure and good. The water used for machineries was not good it contains more salt so the machineries become spoiled regularly. Most of the machineries are from abroad. It causes very high unexpected expenses to the organizations. So the management should take steps to avail the supply of RO water so the management should take steps to avail the supply of RO water.

6.3 REFERENCE:

Beitrag Archiviert unter <http://orgprints.org/view/projects/wissenschaftstagung-2007>.

<https://aavin.tn.gov.in/unions/-/categories/5743>

<https://tirunelvelin.in/milk-and-dairy-development/>

https://www.justdial.com/tiruneleveli/Aavin-Parlour/9999P4329-4329-200207003950-Z8S3_BZDET

Kelly Whitney (2006), Customer advocacy and customer satisfaction the typical measurements around customer satisfaction of service delivery are customer advocacy or customer loyalty is typically very different and there are questions around willingness to repurchase and willingness to recommend you to others. You can make a customer satisfaction, but they will really recommend you to others, and will they really repurchase from you again? Unless you ask these questions, you don't know. There is nothing like the voice of customers

Michael Conklin, Ken Powaga, Stan Lipvetsky GFK (2004) Customer satisfaction analysis: Identification of key drivers European journal of operational research, 2004

WWW.TNGOV/AAVIN.COM

QUESTIONNAIRE:

1. Name:

2. Age(InYears)

a) Below20 b)21to30 c)31to40 d)41to50 e)Above51

3. Gender

a) Male b)Female

4. Place:

5. Monthly Income

a)Lessthan10000 b)11000-20000 c)21000-30000
d)above30000

6. Marital Status

a) Married b)Unmarried

7. Educational qualification

a) HSC b)UG c)PG d)others

8. How did you come to know about Aavin products?

a) Word of mouth b)Retailers c)Internet d)others please specify____

9. How much milk do you consume per day?

A)250ml b)500ml c)1lt d)2lt e)morethan2lt

10. Please mention the level of awareness regarding Aavin products

Products	Aware	Not Aware
Standardized milk		
Skimmed milk		
Ghee		
Buttermilk		
Butter		
Yoghurt/curd		
Condensed milk		
Aavin sweets		
Skimmed milk powder		

11.Which of the following Aavin product you have been purchasing.

Products	Regular	Occasional	Never
Standardized milk			
Skimmed milk			
Ghee			
Buttermilk			
Butter			
Yoghurt/curd			
Condensed milk			
Aavinsweets			
Skimmed milk Powder			

12.How long are you using this brand?

a) Less than 1yr b) 1-3yrs c) 4-7yrs d) above 7yrs.

13. Mention your level of satisfied with regard to Aavin milk product

Factor	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Price					
Quality					
Taste					
Availability					
Package					
Delivery At home					
Brand Image					
Payment terms					
Variety					

14.Would you like to recommend others to buy the product of aavinmilk products?

a) Yes b) No

15.Have you experienced any problems with Aavinmilk products?

a) Yes quite often b) yes quite rarely c) no