

**A STUDY ON SALES AND PROMOTION AND CONSUMER BEHAVIOUR OF
AAVIN MILK**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RAKESH.D 42410119** who carried out the Project Training "A STUDY ON SALES AND PROMOTION AND CONSUMER BEHAVIOUR OF AAVIN MILK" under my supervision from September 2023 to November 2023.

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DECLARATION

I **RAKESH.D 42410119** hereby declare that the Project Report entitled “**A STUDY ON SALES AND PROMOTION AND CONSUMER BEHAVIOUR OF AAVIN MILK**” done by me under the guidance of **DR.P. NIVETHA BE., MBA., SET., PhD., PGDCA.** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

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ABSTRACT

This study delves into the dynamic landscape of Aavin milk, focusing on sales strategies, promotional activities, and the intricate web of consumer behaviour associated with this renowned dairy product. By employing a mixed-methods approach, we aim to unravel the factors influencing Aavin milk's market performance.

The research will encompass a thorough examination of Aavin's sales data, promotional campaigns, and their correlation with consumer preferences. Surveys and interviews will be conducted to gather insights into consumer perceptions, attitudes, and decision-making processes regarding Aavin milk.

The findings of this study are anticipated to shed light on the effectiveness of Aavin's sales and promotion strategies, providing valuable insights for both academics and practitioners in the field of marketing. Understanding the intricacies of consumer behaviour in the context of Aavin milk will contribute to the enhancement of dairy product marketing strategies and potentially inform broader practices in the dairy industry

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY:

In an era defined by rapidly evolving consumer preferences and heightened competition, understanding the intricacies of sales, promotions, and customer behaviour is imperative for businesses to thrive. This study delves into the dynamic landscape of the dairy industry, with a specific focus on Aavin milk, a prominent player in the market. Aavin, with its rich heritage and commitment to quality, has established itself as a leading provider of dairy products in the region. This research endeavours to unravel the strategies and tactics employed by Aavin in driving sales through promotional activities, while also exploring the nuanced behaviours and preferences exhibited by its customer base.

The dairy sector, being a cornerstone of the global food industry, is subject to a multitude of influences, ranging from shifting consumer health consciousness to evolving economic landscapes. Aavin, as a cooperative brand, has navigated this intricate terrain with finesse, leveraging its cooperative structure to bolster both production and distribution. Through an in-depth examination of Aavin's sales and promotional endeavours, this study aims to unearth the underlying principles that have contributed to its market positioning and sustained success.

Additionally, delving into the realm of customer behaviour is paramount, as it forms the bedrock upon which effective sales and promotional strategies are built. A thorough analysis of customer preferences, purchasing patterns, and decision-making processes will shed light on the factors that influence their choice of dairy products, and in turn, provide invaluable insights for businesses seeking to resonate with their target audience.

By amalgamating empirical data, market trends, and consumer feedback, this study endeavours to offer a comprehensive overview of the sales and promotional landscape within which Aavin operates. Furthermore, it seeks to delineate the intricate interplay between promotions, sales performance, and customer behaviour, providing a roadmap for both Aavin and other stakeholders in the dairy industry to enhance their market presence and meet the ever-evolving demands of discerning consumers.

In an epoch characterized by rapid technological advancement and a global marketplace, businesses across industries are engaged in a perpetual quest for market share, customer loyalty, and sustainable growth. Within this dynamic landscape, the dairy industry stands as a cornerstone of the global food economy, commanding a substantial share of consumer expenditure. Aavin, a venerable name in the dairy sector, has emerged as a stalwart, known for its unwavering commitment to quality and its cooperative model of operation. This study embarks on a comprehensive exploration of Aavin's strategies pertaining to sales, promotions, and customer behaviour, seeking to unravel the intricate web of influences that shape its market standing.

The dairy industry has undergone a paradigm shift in recent decades, propelled by a confluence of factors ranging from technological innovation to shifting dietary preferences. Aavin, an integral part of this transformative narrative, traces its origins to the mid-20th century, when it was established with the primary aim of empowering dairy farmers and ensuring fair returns for their produce. Over the years, it has metamorphosed from a fledgling cooperative into a formidable force in the dairy market, boasting a diverse portfolio of products that cater to a discerning consumer base. The impetus for undertaking this study stems from the pressing need to dissect the multifaceted strategies employed by Aavin to bolster its sales figures and fortify its market presence. Moreover, as consumer behaviour assumes a pivotal role in shaping the success trajectory of any business venture, an in-depth understanding of the preferences, motivations, and decision-making processes of Aavin's clientele is of paramount significance. By delving into these dimensions, this research endeavours to furnish insights that not only augment Aavin's competitive edge but also serve as a blueprint for other players in the dairy industry seeking to navigate the intricate terrain of customer-centric operations.

Sales and promotion:

sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. There are many reasons why a business may choose to use a sales promotion (or 'promo'), but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product.

Sales and promotion strategies: As we've seen, sales promotions come in a large variety and can be used as a sales strategy at any point during the sales process. It's important, therefore, to be aware of best practices, activities, and techniques that will ensure your promotions are successful.

There are three primary strategies for sales promotions:

Pull strategy: The pull strategy tries to get the customer to 'pull' the product away from the company, usually in the form of a discount, BOGO, or another special. This is the most commonly used strategy across the board for all businesses.

Push strategy: The push strategy tries to 'push' the products away from the company towards the customer, usually through B2B sales. Parent companies will reward distributors and retailers for taking additional products off their hands and selling them to the consumers.

Hybrid strategy: As its name suggests, the hybrid strategy is a combination of the push and pull strategy in which the company will use a push strategy to move products, and then a pull strategy to encourage purchasing from retailers.

Sales promotion activities:

Run promotions in alignment with key dates for your market: Use your annual sales analytics to know when your customers are most likely to buy and schedule your promotions around them. Michael's Craft Store is a great example of this. They excel at marketing holiday sales promotions on themed decorative items towards the beginning and end of each holiday season.

Reward your customers with a loyalty program: A loyalty program is a simple way to tell your customers you care and it can be formatted in almost any way. Even if you're not in a position to give discounts, you can use a loyalty program to give customers a heads-up regarding sales, new products, and company milestones.

1.2 INDUSTRY PROFILE:

Aavin is a renowned dairy cooperative in India, known for its high-quality milk and dairy products. Understanding its sales and promotion strategies, as well as customer behaviour, is crucial for optimizing its market presence.

Objective: This study aims to analyse the sales and promotion strategies employed by Aavin, and to gain insights into customer behaviour patterns that influence their purchasing decisions.

Industry Overview:

Dairy Industry in India: Provide an overview of the dairy industry in India, including key players, market size, and growth trends.

Company Profile: Aavin

History and Evolution: Briefly discuss the history and growth of Aavin from its inception to the present.

Product Portfolio: Enumerate the range of products offered by Aavin, with a focus on its flagship milk products.

Sales and Promotion Strategies

Distribution Channels: Analyse Aavin's distribution network, including retail outlets, direct sales, and partnerships with other retail chains.

Pricing Strategies: Evaluate Aavin's pricing strategies and their impact on market positioning.

Promotion and Advertising: Examine Aavin's promotional activities, including advertising campaigns, digital marketing efforts, and any unique promotional events.

Market Segmentation and Target Audience

Demographics: Define the primary demographic segments Aavin targets, such as age groups, income levels, and geographical locations.

Psychographics: Analyse the psychographic profiles of Aavin's target audience, considering lifestyle, preferences, and values.

Customer Behaviour Analysis

Buying Motivations: Identify the factors that motivate customers to choose Aavin products over competitors.

Brand Loyalty: Assess the level of brand loyalty among Aavin customers and factors influencing it.

Purchase Decision Process: Analyse the steps customers go through when deciding to purchase Aavin products.

Customer Feedback and Reviews: Utilize customer feedback and online reviews to gain insights into customer satisfaction levels.

Competitor Analysis

Key Competitors: Identify Aavin's main competitors in the dairy industry.

Differentiation Strategies: Evaluate how Aavin differentiates itself from competitors in terms of product quality, pricing, and promotional activities.

SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats: Conduct a SWOT analysis to provide a comprehensive overview of Aavin's internal and external factors influencing its sales and promotion strategies.

1.3 COMPANY PROFILE:

Aavin is a prominent dairy cooperative in India, renowned for its high-quality dairy products. Established in 1958, Aavin has played a crucial role in revolutionizing the dairy industry in the state of Tamil Nadu.

Mission Statement:

"To provide superior quality milk and dairy products, ensuring the prosperity of our farmers and the well-being of our consumers."



Key Information:

Founding Year: 1958

Headquarters: Chennai, Tamil Nadu, India

Parent Organization: Tamil Nadu Cooperative Milk Producers' Federation Ltd. (TCMPF)

Managing Director: Dr. S. Vineeth

Number of Employees: 1001 to 5000

Historical Evolution:

Aavin was initiated as a response to the need for organized dairy production and distribution in Tamil Nadu. It started with a handful of milk societies and has grown into a vast network of cooperative societies.

Product Portfolio: Aavin offers a diverse range of dairy products, including:

Milk: Fresh, pasteurized, standardized, and homogenized milk in various fat percentages. Curd and Yogurt: A variety of curd and yogurt options catering to different tastes and preferences.

Ghee: Pure and clarified butter, known for its rich aroma and flavour.

Butter and Cheese: High-quality butter and cheese products for diverse culinary applications.

Ice Cream and Frozen Desserts: A range of delectable ice creams in various Flavors and sizes.

Paneer (Cottage Cheese): Fresh, soft paneer ideal for a wide array of recipes.

Milk Powders: Instant and regular milk powders suitable for both domestic and industrial use.

Sweets and Confectionery: Traditional sweets and confectionery items crafted with Aavin's premium dairy ingredients.

Quality Assurance:

Aavin is committed to maintaining the highest standards of quality and hygiene in its dairy production processes. The company adheres to stringent quality control measures at every stage of production, from procurement to packaging.

Sustainability Initiatives:

Aavin is actively involved in sustainable dairy farming practices to minimize environmental impact. The company supports and educates farmers on eco-friendly and ethical practices.

Milk Procurement and Farmers:

Aavin sources its milk from a vast network of dairy farmers who are part of various cooperative societies. The company empowers local farmers by providing training, veterinary services, and fair pricing for their produce.

Distribution Network:

Aavin products are distributed through a widespread network of retail outlets, cooperative societies, and partnerships with supermarkets and convenience stores. The company also operates its own retail outlets and kiosks in strategic locations.

Social Impact:

Aavin has significantly contributed to rural development by creating employment opportunities and empowering local communities through its cooperative model. Aavin stands as a beacon of excellence in the dairy industry, combining tradition with modernity to provide consumers with exceptional dairy products. With a commitment to quality, sustainability, and community welfare, Aavin continues to be a trusted choice for dairy enthusiasts across Tamil Nadu and beyond.

CHAPTER-2

Review of literature

2.1 REVIEW OF LITERATURE:

Dairy Industry Overview in India:

(Singh et al 2019) India's dairy industry is a cornerstone of the nation's agrarian economy, providing livelihoods for millions of farmers and supplying an essential source of nutrition to the population with a diverse mix of organized and unorganized players, the industry is characterized by a wide range of dairy products including milk, yogurt, cheese, and more. Aavin, established in 1958, stands as a pioneering dairy cooperative in Tamil Nadu, spearheading advancements in dairy farming, processing, and distribution. Over the years, it has played a transformative role in shaping the dairy landscape of the region, setting high benchmarks for quality and reliability **(Karunanidhi, 2016)**.

Sales Strategies in the Dairy Industry:

(Bhat & Kulkarni, 2018) In the intensely competitive dairy market, strategic sales efforts are imperative for success. A crucial focus lies on factors such as product quality, pricing, and distribution networks.

(Saravanan & Mathew, 2017) Aavin, in particular, has carved a niche for itself by virtue of its robust distribution network. By combining traditional retail outlets with modern sales channels and a direct-to-customer approach, Aavin has managed to establish a strong foothold in the market.

Promotion Strategies in the Dairy Industry:

(Kumar & Sharma, 2018) promotion strategies are pivotal for creating brand awareness and shaping consumer perceptions. This involves an amalgamation of advertising, promotions, branding, and public relations activities. Aavin, in its promotional endeavours, has exhibited a distinct flair for innovation. The "Aavin Milk Challenge" campaign, for instance, not only engaged consumers but also underscored the brand's commitment to quality and purity (Aavin, 2020).

Consumer Behaviour in the Dairy Industry:

(Ganesan, 2020) Understanding consumer behaviour is a linchpin in devising successful marketing strategies. Factors like brand loyalty, price sensitivity, and product quality significantly influence purchasing decisions in the dairy sector (Ganesan, 2020). Aavin, being deeply ingrained in the cultural fabric of Tamil Nadu, has managed to garner a dedicated customer base. Its reputation for consistently providing high-quality dairy products and its cooperative model of business have fostered a sense of trust and loyalty among consumers (Aavin, 2021).

Impact of Sales and Promotion Strategies on Consumer Behaviour:

(Jayachandran et al 2020) Studies affirm that well-executed sales and promotion strategies can wield a considerable influence over consumer perceptions and preferences (Jayachandran et al., 2020). For Aavin, this translates into tangible outcomes. Its unswerving focus on quality assurance, coupled with innovative promotional efforts, has not only enhanced customer satisfaction levels but has also contributed to higher retention rates in an increasingly competitive market (Rajagopal & Ganesan, 2018).

Challenges and Opportunities in the Dairy Industry:

(Raja 2017) The dairy industry, though flourishing, is not without its challenges. Fluctuating milk prices, supply chain intricacies, and evolving consumer tastes pose significant hurdles. Nevertheless, Aavin has demonstrated commendable agility in adapting to these dynamics. Through diversification into new product lines and the judicious incorporation of technological advancements, Aavin has managed to stay ahead of the curve (Aavin, 2021).

Sustainability and Social Responsibility in the Dairy Sector:

(Bhatia et al 2019) In today's conscientious market, consumers are increasingly factoring in sustainability and ethical practices when making purchasing decisions in the dairy sector. Here again, Aavin's cooperative model stands as a testament to its commitment to ethical practices. The emphasis on fair pricing for farmers, coupled

with the adoption of sustainable dairy farming techniques, aligns with contemporary consumer expectations (Aavin, 2021).

Natalie (1999) examined the influence of marketing mix influence on consumer buying behaviour with respect to selected dairy companies in Port Elizabeth, South Africa. Personal interviews were conducted in different super markets to investigate perceptions of milk, the brand purchased and how consumers use milk. The study indicated that people purchasing milk were very price conscious. Respondents almost showed no brand loyalty. However, respondents indicated that they were aware of the health benefits of drinking milk, although most used milk predominantly to whiten their tea and/or coffee. Findings reflect the unhealthy perception people have about milk. Many regard it as a child's drink and others perceive it as fattening. Decreasing consumption figures indicate that there has been little effort or success from the dairy industry to change consumer perceptions of milk.

Klaus et al. (2000) in their study argues that consumer quality perception of dairy product is characterized by four major dimensions: hedonic, health – related, convenience – related and process-related quality. Two of these viz., health and process related quality, are credence dimensions, i.e., a matter of consumer trust in communication provided. Drawing on five different empirical studies on consumer quality perception of dairy products, three issues related to the communication on credence quality dimensions are discussed: Providing credible information, the role of consumer attitudes, and inference processes in quality perception. Organic products, functional products and products involving genetic modification are used as examples

ACCORDING TO JAMES C.COX (2002): The study on consumer preference employs assumptions about consumer behaviour, how they decide preference. A consumer ranks a collection of goods or services or prefers one collection over another this definition assumes that consumers rank goods or services by the amount of satisfaction or utility, offered. Consumer preferences theory does not take the consumers income, good or services price or the consumers ability to purchase the product or service.

Adityanath and Sugary (2002) the project entitled an overview of consumer behaviour of Aavin milk with reference to Erode district is carried out with an objective to determine the consumer behaviour towards Aavin milk products and to find out the

customer mentality towards using the service. The research mainly focuses on the factors like quality, price, services, attitude and experience of consumers.

Rangaswami and Dhaka (2003) Their study aimed at comparing the marketing of milk and milk products by dairy plants of co-operative and private sectors in Tamilnadu. It was found that the marketing cost for toned milk was same in both the dairy plants, whereas it was higher for other milk in the co-operative dairy plant. All the dairy products earn more marketing margins in the private than co-operative dairy plant, except for toned milk. Hence, the marketing efficiency of co-operative dairy plant for all dairy plant, except toned milk.

Rajendran and Mohanty (2004) This study reviews the existing status of milk marketing and dairy co-operatives in India and provides recommendations to meet future challenges. The results of the study indicate that 80 percent of the milk produced by the rural producer is handled by an unorganized sector and the remaining 20 percent is handled by an organized sector. It is found that the dairy co-operatives play a vital role in alleviating rural poverty by augmenting rural milk production and marketing. Involvement of intermediaries; lack of bargaining power by the producers; and lack of infrastructure facilities for collection, storage, transportation, and processing are the major constraints which affect the prices received by producers in milk marketing. Milk quality, product development, infrastructure support development, and global marketing are found to be future challenges of India's milk marketing.

Gokhale (2005) in his research stated that time had come for the Indian dairy fraternity to recognize that new and better ways of marketing and delivering good milk are available, and the consumers are ready. Consumers are consequently looking for more 'for me' products, more information on packages, better, sturdier, and convenient packages, more choices in container size & so on. The same trend holds true for flavoured milk, which is experiencing strong growth. Emergence of more brands and more flavours offer consumers greater variety. The opportunities for dairy players are clearly in adding value to white milk & other milk. This will surely to adding millions of value-added consumers

Lech Nieurawski (2006); studied on determinants of customer satisfaction on the markets of selected dairy products and summarized that; Purchasers' behaviour on the market is highly differentiated. When choosing a yoghurt, the consumer mostly takes

into consideration its taste, and next come the brand and the price. The decision to buy is a complex result of multiple factors. However, the price is the decisive factor. Enterprises should pay a special attention to their buyers. Only the recognition of customers' needs will make it possible to provide them with a product which will fully meet their expectations. The client focuses mostly on the product's attributes. A satisfied purchaser becomes a loyal client who will tell his friends about his positive experience with and his positive opinion of the product. Each consumer is a complex individual. His behaviour depends on a number of factors. His environment and how he is feeling influence his choice and may result in his decision to purchase.

Narang (2006) opined that; a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

Prasad (2006) found in his study that 91.33% of the consumers knew the availability of more than one variety of milk available in the market. He also established that a large majority of respondents said that it is the quality that influences the choice of the brand, whereas a meagre respondent is expressed the view that it is the factor of easy availability that is responsible for the preference of a brand. He found that a majority of the respondents were satisfied with the present brand they were using and only few respondents are thought otherwise. He further suggested that prompt and regular supply, providing value by way of service rendered by agents and avoidance of adulteration are factors that will count in the success or failure of the milk producers.

Srikanth Reddy and Vasudev (2006) studied and an attempt has been made to quantify the level of consumption, production, and marketed surplus of milk in Karimnagar district of Andhra Pradesh. Better feeding followed by congenial weather conditions during the winter has positive effect on milk production. It was also interesting to note that in relative terms marketed surplus was more in summer (ranging from 58.5 percent to 60 percent) compared to that in rainy season (50 percent to 56 percent). On an average marketed surplus during the year ranged between 55percent in the case of small farmers to 57.2 percent in the case of medium farmers. But in all the categories of farmers the

consumption of milk was above recommended level i.e., 250 gm/day/person. With the disposal of marketed surplus of milk through different agencies it was evident that the co-operatives and milk vendors emerge as major procurement agencies (more than 70 percent) in all categories of farmers. Majority of the small and medium farmers preferred milk vendors while large farmers preferred milk co-operatives to sell their surplus milk. The large family size, education level of family had influenced the consumption pattern of milk. These lead to consume more, resulting in shrinkage of marketed surplus.

Shiralashetti and Hugar (2007) in their study analyses the consumer's satisfaction in relation to pasteurized and unpasteurized milk in Gadag city, Karnataka, India. They also studied the production of milk and state-wise per capita availability in India and in the world; and the level of satisfaction in terms of quality, price, taste and supply etc. Questionnaires were prepared and administered to 250 consumers of milk. The study reveals that a greater number of unpasteurized milk consumers' satisfaction level is high compared to pasteurized milk consumers towards quality, price and taste whereas it is the reverse towards supply of milk in the study area. The effectiveness of marketing management depends on the effectiveness in consumer satisfaction, as 96 the consumer satisfaction is the main objective of marketing management. Therefore, the marketing management of pasteurized milk suppliers must go for regular consumer satisfaction survey to adopt appropriate marketing strategy at right time to enhance their effectiveness in satisfying the consumers of milk. Finally, this study suggestions are offered to improve the satisfaction of consumers in Gadag city, there are to improve quality, taste and supply network; reduce price, Introducing new size milk pockets and Merger and Amalgamation of Pasteurized milk producers

Zhou Lili and Chen Tong (2007) the consumers' attitudes were collected by means of a face-to-face survey. Attitudes, purchasing frequency, supply satisfaction and beliefs about organic food were studied with a sample of 720 consumers. The education of consumers must become one of the first objectives for organic producers. An important task will be to increase consumers' knowledge of what an organic product is and how to differentiate it in the marketplace. Educational activities such as organized presentations on organic production and food should be held at agriculture products fairs and open markets where the majority of the customers lack such knowledge. Consumers are not very familiar with the supply of organic products in the market.

Hence, promotional activities on organic products are of great importance to Urumqi's consumers. Visible displays in the selling place as well as promotion through media should be used more often. The research results showed that some groups of consumers have more positive attitudes toward organic food, and they exhibit an increased willingness to pay higher prices for these products. For that reason, marketing strategies for organic products should be targeted towards those segments of consumers.

Anandan et al. (2007) studied that, majority of the respondents will buy another brand if preferred brand is not available, few per cent of the respondents will go to the nearby town for buying the preferred brand. Fifteen per cent of the respondents will postpone their purchase decision. It was revealed from the study that customers cannot postpone the decision of buying the detergents, as it was one of the essential commodities.

Chimboza and Edward (2007) attempted to assess and measure the determinants of Brand preference in a dairy product market in Chitungwiza and Harare urban markets in Zimbabwe. A total of 9089 respondents who included individual and institutional consumers were selected using judgmental and simple random sampling respectively. Primary data was collected using structured interview schedules developed for each category of consumers. Consumer product awareness indices, cluster analysis and factor analysis were the main tools used in the analysis. The findings of the study showed that 52% of the respondent consumers were aware of dairy brands because of advertisements. Four factors were identified as key determinants of dairy product choice namely promotion, price and availability of product, attractive packaging and product quality.

Rangasamy and Dhaka (2008) analysed the marketing of milk and milk products by dairy plants of co-operative and private sectors in Tamil Nadu and compared. The study is based on the data collected for toned milk, standardized milk, full cream milk, flavoured milk, butter and ghee from the selected co-operative and private dairy plants of the Coimbatore district. It has been found that the marketing cost for toned milk is the same in both the dairy plants, whereas it is higher for standardized milk, full cream milk and flavoured milk in the cooperative dairy plant. The marketing cost has been found less in the cooperative plant for products like butter and ghee. All the dairy products earn more marketing margins in the private sector than in cooperative dairy plant, except for toned milk. The marketing efficiency of cooperative dairy plant for all

dairy products has been observed relatively less than that of private dairy plant, except for toned milk. The study has suggested the development of co-operative dairy industry in a sustainable manner, and the cooperative dairy plants should formulate long-term vision and strategy. The study has observed that value addition in dairy products should be done without compromising the quality and consumer-oriented market research and development should be accorded greater attention.

Shahram Gilaninia, Mohmmad Taleghani, Mohammad Reza Khorshidi Talemi (2009); in their study on satisfaction level of customers of RTE food products they concluded that In order to increase customer satisfaction from quality of service, distribution system should make more active the distribution unit and have more monitoring and control and comments in this section. Strong and close relationship of distribution department with department of production and sales can quickly increase the inquest to complaint raised by customers and minimize the number of complaints. Improving the quality of the services provided and transparency to meet the needs and demands of clients by creating 19 teams to respond and handling customer questions and complaints can reveal the strengths of distribution system. Also, it establishes measurement system of customer satisfaction through the use of constructive feedback and suggestion of customers as a key opportunity, a direct dialogue with customers and surveys them. Customer comments be raised in company and be planned to increase customer satisfaction. Innovation and continuous improvement in service quality provide through identify values, expectations of customers in different locations

K. Eswaran (2009); studied on “customer satisfaction towards aavin milk in Salem city” he recommended that; the level of advertisement can be increased so that the product can be marketed more in rural areas. More Aavin milk parlour should be included for increasing the sales. Brand involvement should be improved in the mind of customers. Customers can be motivated to buy the product by giving Value 11Added Services. Awareness of the product can be increased by giving programmes like road shows for the general public.

Kriti Bardhan Gupta (2009); his study on “Consumer Behaviour for Food Products in India” concluded that cleanliness of the product, free from pesticides, freshness, good for health, and clean place of sale are some of the most important attributes, which are rated very highly by people in India while buying food products. Value for money,

overall quality, taste, availability of variety of products at same place, seasonality for the product, flavour, good display of products, nearby availability and good ambience are some other important parameters. Promotional offer does not have much impact on the sale of food products and people did not rate food products from other country very highly for purchase decision. 20 People rate various parameters differently for different product groups. For highly perishable items such as dairy products, freshness, cleanliness and good for health are the most important parameters but for products like food grains-pulses, cleanliness and free from pesticides are the most important criteria. Based on factor analysis, it appeared that store quality, marketing mix and taste-flavour explained the maximum variance in the purchase decision for fruit and vegetables.

Rubaina (2010) conducted research on the customer preference towards dairy products. The study made an attempt to identify the customer's preference towards dairy products and to know about the factors which influence the selection of different brand of dairy products. 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

A. Sudhan, Chitra (2010); in their study, they summarized that satisfaction level about the over-all service does not depend on response time or price but depends on the level of satisfaction with quality. It is therefore clear that the customer's perception about service level depends on their perception about quality. It is also seen that satisfaction level with quality depends on the rejection rates experienced by the customers. Therefore, the company should make efforts to ensure that the rejection level at the customer end is minimized. This will improve the customer's perception about quality as well as service level. Since the period of response and price levels do not influence perception about service level, it is adequate if the company maintains the present level but concentrate its effort in reducing rejections experienced by the customer

Kumar and Gogoi (2011) examined the Consumers' Buying behaviour and Brand Loyalty with regard to processed liquid packed milk in Guwahati, Assam. A total of 180 customers from six selected zone of Guwahati were personally interviewed using pre-tested schedule containing relevant questions. For the collection of data, the researchers mostly relied on those outlets which are selling all or most of the brands of milk. The

study of the overall objective poses the clear picture regarding consumers' awareness and buying behaviour regarding liquid processed milk of difference brand. The Consumer in Guwahati was well aware regarding the use of their milk brands among the available alternatives. Finally, they concluded that the success of any marketing strategy lies in the post – purchase experience associated with the products / services.

Taglioni et al. (2011) examined the influence of Brand Equity on milk choice based on an experiment survey in Italy. They used two focus groups to collect qualitative data by using some projective techniques such as free associations, brand mapping and sentence completion. Every focus group lasted around 100 minutes. Qualitative analysis identified the attributes and levels necessary to build the choice experiment for the quantitative survey. The following were considered: fat content (levels: whole, semi-skimmed, skimmed) origin (levels: Italian, regional, not mentioned), point of sale (supermarket, hypermarket, discount, grocery store) and, concerning the fresh milk, the differentiation among nutrient intake (High Quality and standard fresh milk). A representative territorial spread quota sampling was applied to six different areas, and the data were gathered by means of a questionnaire-based survey administered 13 to local consumers of milk, who were interviewed at supermarkets and hypermarkets. The survey gathered data on milk consumption and purchase (purchase frequency, type of milk and packaging, place of purchase, brand of milk consumed, etc.). This study estimated the preference weights that local consumers assign to some milk attributes including local origin and the influence on choice of a local brand of milk, which is traded by a local cooperative of producers in Umbria (Italy)

Venkateswaran et al. (2011) in their research article “A Study on Customers' Brand Preference of Selective Household Brands at Dindigul, Tamil Nadu” stated that consumers prefer a particular brand based on what benefits that brand can offer to them. They observed that in forming the tendency of customer to prefer a particular brand, the marketing variables like advertising, quality of the product, brand name and brand image plays an essential role.

Chapter 3

Research methodology

3.1 DEFINITION:

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

Every project work is based on a certain methodology, which is a way to systematically solve the problem or attain its objectives. It is a very important guideline and leads to the completion of any project work through observation, data collection, and data analysis.

3.2 RESEARCH DESIGN:

Research Design refers to the "framework or plan for a study that guides the collection and analysis of data".

Type of Study: This research will adopt a mixed-method approach, combining both qualitative and quantitative methods.

Rationale: This approach will allow for a comprehensive understanding of the interplay between sales, promotion strategies, and consumer behaviour.

3.3 Data Collection Methods:

Primary Data:

Surveys: Develop a structured questionnaire to gather quantitative data on consumer preferences, purchasing behaviour, and perception of Aavin products. Ensure questions related to sales and promotion strategies are included.

Secondary Data:

Collect secondary data from reports, academic journals, and industry publications related to the dairy industry, Aavin's marketing strategies, and consumer behaviour trends.

3.4 Sampling Strategy:

Population: The population will include consumers of Aavin products, as well as relevant stakeholders within the dairy industry.

Sampling Frame: Utilize lists of registered Aavin consumers, as well as dairy industry experts and employees.

Sampling Method: Employ stratified random sampling to ensure representation from different demographic segments (e.g., age groups, income levels).

Sample Size Determination: Calculate the sample size based on a confidence level of 95% and a margin of error of 5%

3.5 Data Collection Instruments:

- Develop a comprehensive questionnaire for surveys, including sections on demographics, purchasing behaviour, perception of Aavin products, and response to promotional efforts.
- Create an interview guide for semi-structured interviews, focusing on open-ended questions related to sales and promotion strategies.
- Ensure both instruments are pilot-tested for clarity and relevance.

3.6 Data Analysis:

Quantitative Data Analysis:

Utilize statistical tools (e.g., SPSS) to perform descriptive statistics, regression analysis, and correlation analysis to identify patterns in consumer behaviour and assess the impact of promotion strategies on sales.

Qualitative Data Analysis:

Conduct thematic analysis of interview transcripts to extract key themes related to consumer behaviour, perception of Aavin, and the effectiveness of promotion strategies.

3.7 HYPOTHESIS:

HYPOTHESIS-1

H0: There is no significant difference between the purchase Aavin milk products and what motivates you to choose Aavin milk products.

H1: There is a significant difference between the purchase Aavin milk products and

what motivates you to choose Aavin milk products.

HYPOTHESIS-2

H0: There is no significant difference between the age and preferred milk packaging.

H1: There is a significant difference between the age and preferred milk packaging.

3.8 TOOLS FOR ANALYSING:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used are correlation and chi square test.

3.8.1 PERCENTAGE ANALYSIS:

Research question is always answered with a descriptive statistic: Generally, either percentage or mean. Percentage is appropriate when its important to know how many of the participants gave a particular answer. Generally, percentage is reported when the response has discrete categories.

3.8.2 ANALYTICAL TOOLS:

Tools for testing the hypothesis (SPSS)

- Simple percentage analysis
- Correlation
- Chi square test

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

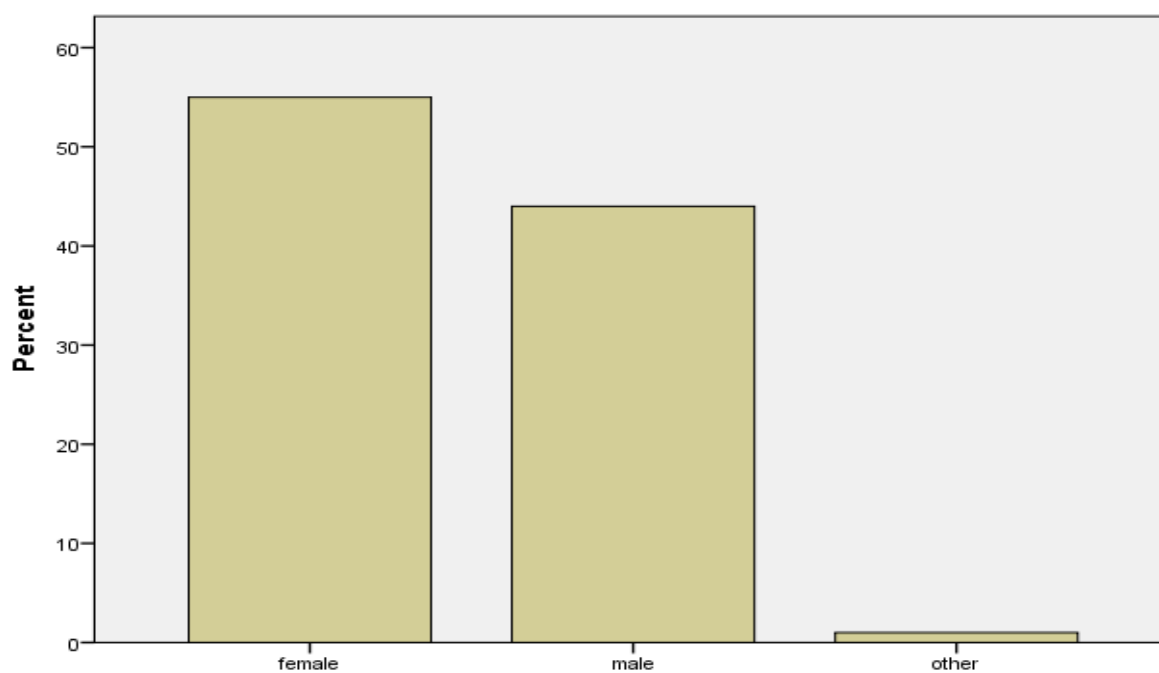
TABLE 4.1.1

GENDER OF THE RESPONDENTS

OPTION	NO.OF. RESPONDENT	PERCENTAGE
MALE	44	44.0
FEMALE	55	55.0
OTHERS	1	1.0
TOTAL	100	100.0

CHART4.1.1

GENDER OF THE RESPONDENTS



INTERPRETATION:

From the above table and bar/chart, it is inferred from that 44% of the respondents are male, 55% of the respondents are female and 1% of the respondents are others.

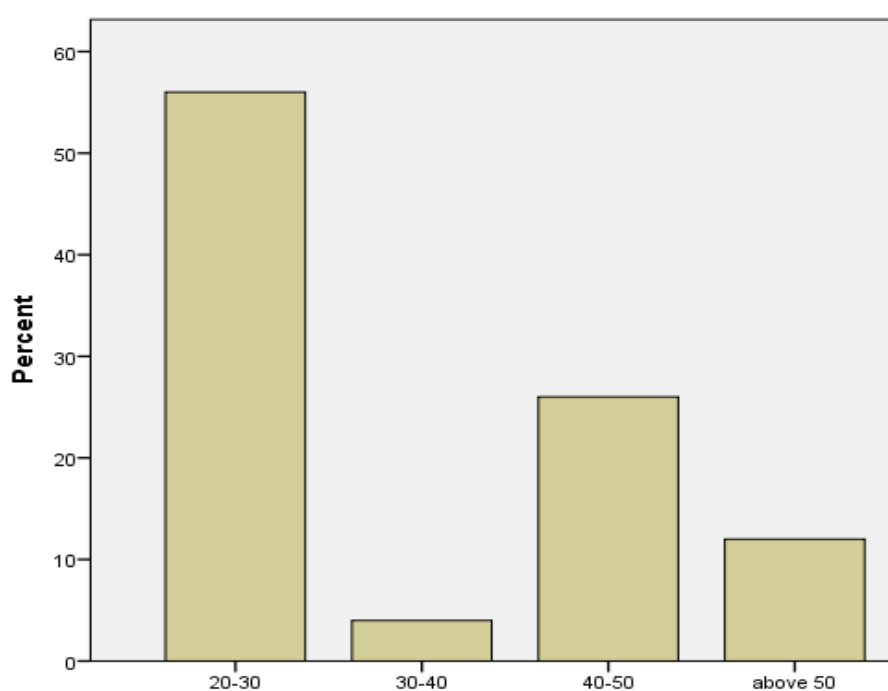
TABLE 4.1.2

AGE OF THE RESPONDENT

OPTION	NO.OF. RESPONDENT	PERCENTAGE
20-30	56	56.0
30-40	4	4.0
40-50	26	26.0
ABOVE50	14	14.0
TOTAL	100	100.0

CHART 4.1.2

AGE OF THE RESPONDENT



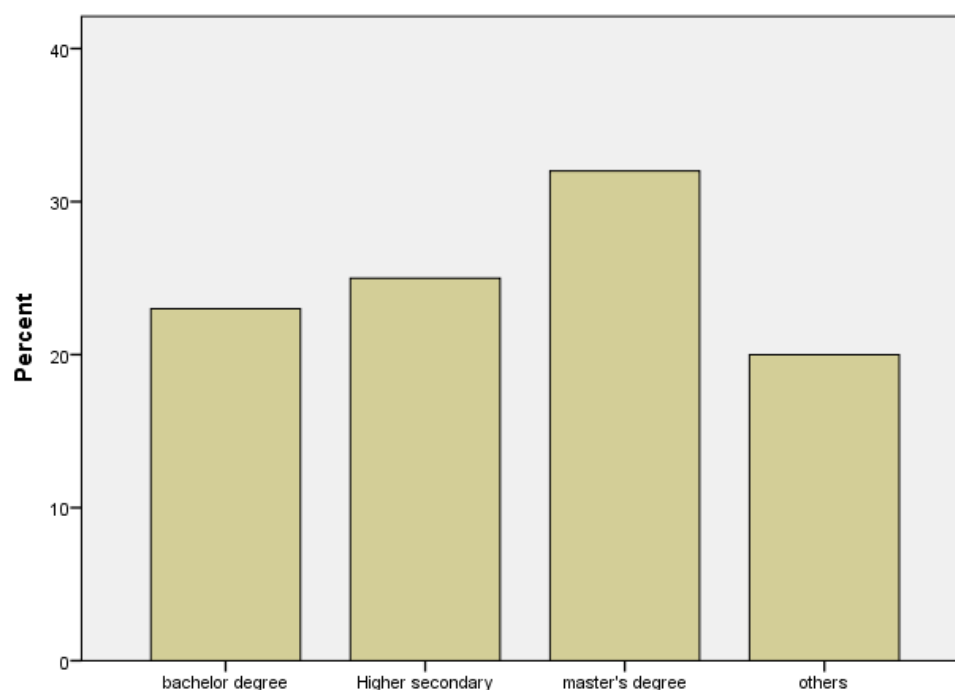
INTERPRETION:

From the above table and bar-chart, it is inferred from that 56% of the respondents are age between 20- 30yrs, 4% of the respondents are age between 30-40yrs, 26% of the respondents are age between 40- 50yrs, 14% of the respondents are age above 50yrs.

TABLE 4.1.3
RESPONDENT BASED ON EDUCATIONAL LEVEL

OPTION	NO.OF RESPONDENT	PERCENTAGE
BACHELOR DEGREE	23	23.0
HIGHER SECONDARY	25	25.0
MASTER'S DEGREE	32	32.0
OTHERS	20	20.0
TOTAL	100	100.0

CHART4.1.3
RESPONDENT BASED ON EDUCATIONAL LEVEL



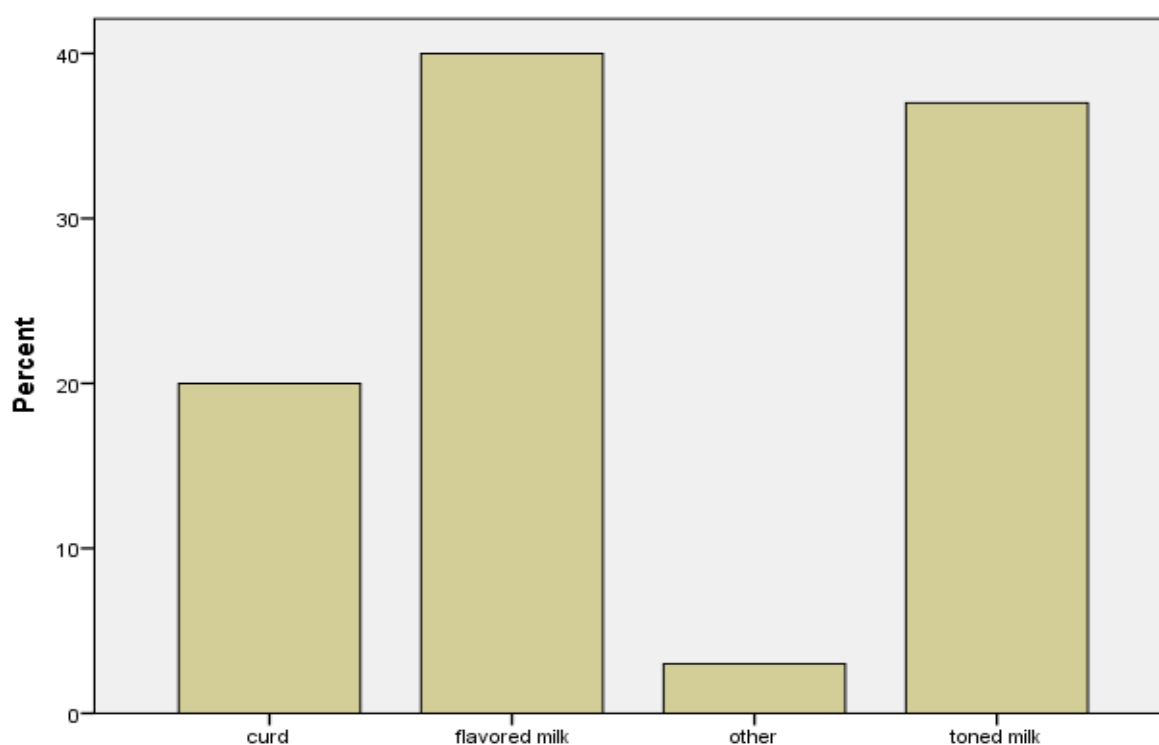
INTERPRETATION:

From the above table and bar-chart, it is inferred that 25% of the respondents are finished HSC, 23% of the respondents are completed bachelor's degree, 32% of the respondents are completed master's degree, 20% of the respondents are others

TABLE 4.1.4
RESPONDENT BASED ON AAVIN PRODUCT PURCHASE

OPTION	NO.OF RESPONDENT	PERCENTAGE
CURD	20	20.0
FLAVOURED MILK	40	40.0
OTHER	3	3.0
TONED MILK	37	37.0
TOTAL	100.0	100.0

CHART 4.1.4
RESPONDENT BASED ON AAVIN PRODUCT PURCHASE



INTERPRETATION:

From the above table and bar-chart, it is inferred from that 20% of the respondents are buying curd ,40% of the respondents are buying flavoured milk, 3% of the respondents are buying other products , 37% of the respondents are buying toned milk.

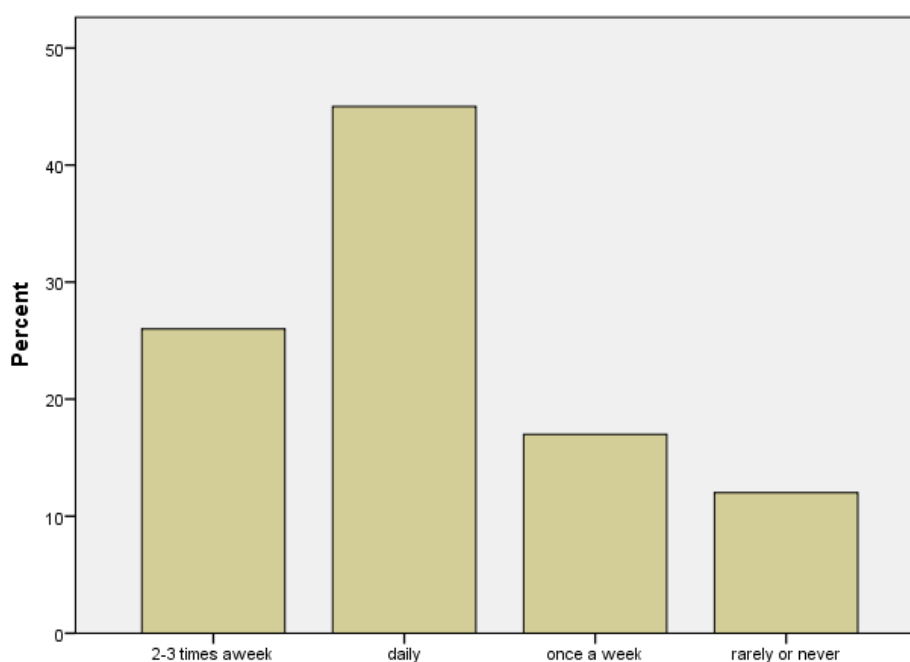
TABLE 4.1.5

RESPONDENT BASED ON FREQUENT OF PURCHASING AAVIN MILK

OPTION	NO.OF RESPONDENT	PERCENTAGE
2-3 TIMES	26	26.0
DAILY	45	45.0
ONCE A WEEK	17	17.0
RARELY OR NEVER	12	12.0
TOTAL	100	100.0

CHART 4.1.5

RESPONDENT BASED ON FREQUENT OF PURCHASING AAVIN MILK



INTERPRETATION:

From the above table and bar-chart, it is inferred from that 26% of the respondents are purchasing 2-3 times a week ,45% of the respondents are purchasing daily , 17% of the respondents are purchasing once a week, 12% of the respondents are purchasing rarely or never.

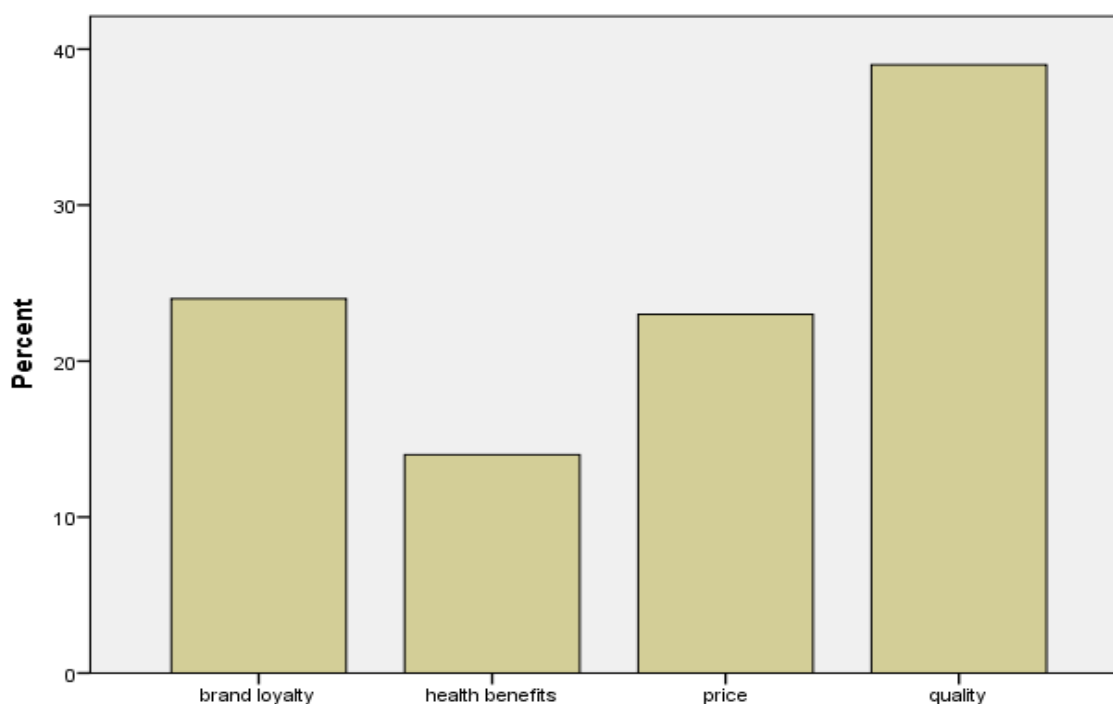
TABLE 4.1.6

**RESPONDENT BASED ON CHOOSING AAVIN MILKCOMPARE TO OTHER
BRAND**

OPTION	NO.OF RESPONDENT	PERCENTAGE
BRAND LOYALTY	24	24.0
HEALTH BENEFITS	14	14.0
PRICE	23	23.0
QUALITY	39	39.0
TOTAL	100	100.0

CHART 4.1.6

**RESPONDENT BASED ON CHOOSING AAVIN MILKCOMPARE TO OTHER
BRAND**



INTERPRETATION:

From the above table and bar-chart, it is inferred from that 24% of the respondents are choosing for brand loyalty ,14% of the respondents are choosing for health benefits , 23% of the respondents are choosing for price, 39% of the respondents are choosing for quality.

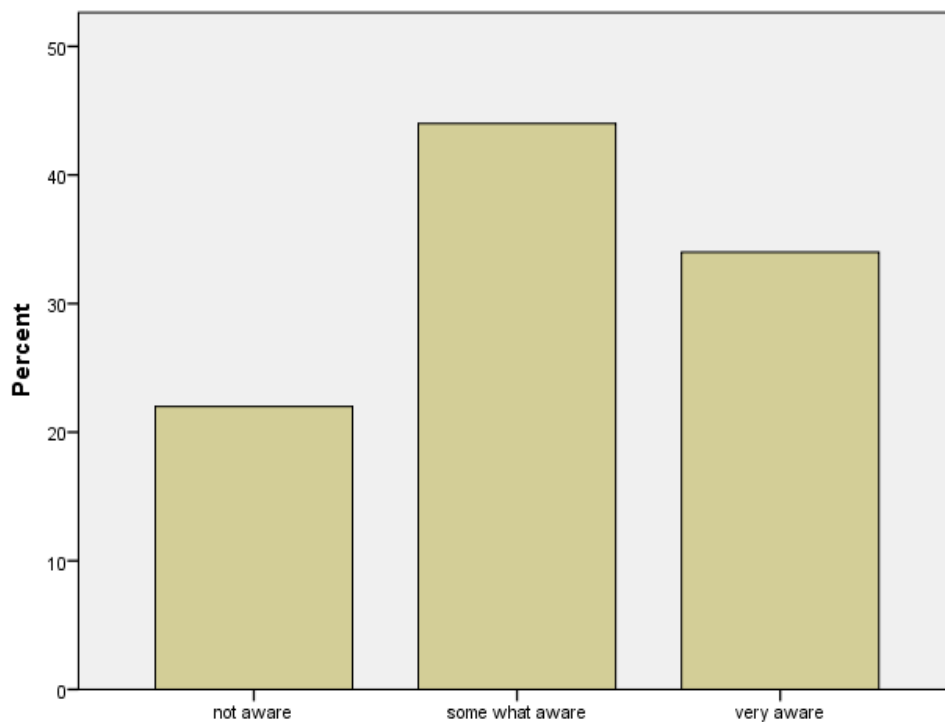
TABLE4.1.7

**RESPONDENT BASED ON PROMOTION OR DISCOUNT OF AAVIN MILK
PRODUCT**

OPTION	NO.OF RESPONDENT	PERCENTAGE
NOT AWARE	22	22.0
SOME WHAT AWARE	44	44.0
VERY AWARE	34	34.0
TOTAL	100	100.0

CHART 4.1.7

**RESPONDENT BASED ON PROMOTION OR DISCOUNT OF AAVIN MILK
PRODUCT**



INTERPRETATION:

From the above table and bar-chart, it is inferred from that 22% of the respondents are not aware of discounts ,44% of the respondents are some what aware of discounts , 34% of the respondents are very aware of discounts.

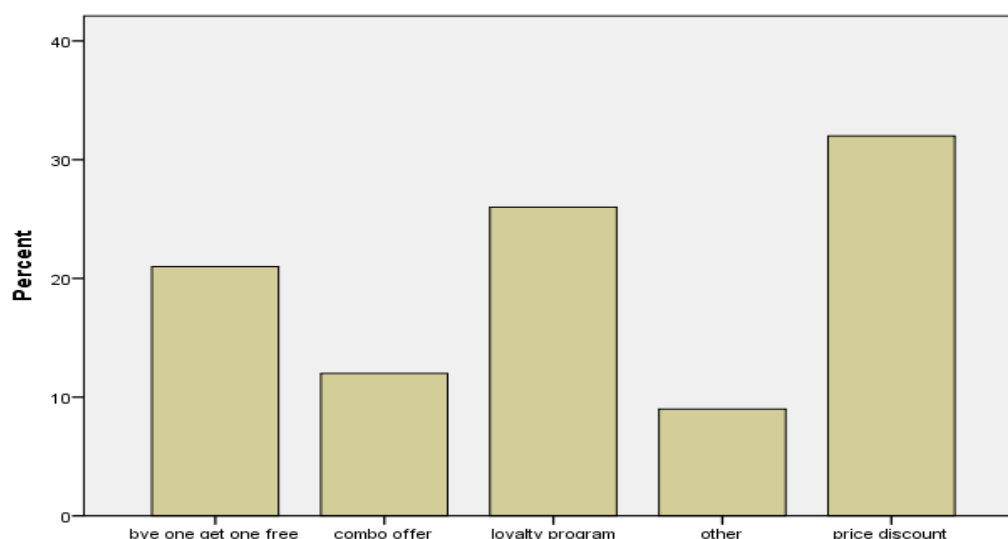
TABLE 4.1.8

**RESPONDENT BASED ON PRODUCT OR DISCOUNT OF AAVIN PRODUCT
COMES TO CUSTOMER MIND**

OPTION	NO.OF RESPONDENT	PERCENTAGE
BUY ONE GET ONE FREE	21	21.0
COMBO OFFER	12	12.0
LOYALITY PROGRAM	26	26.0
OTHER	9	9.0
PRICE DISCOUNT	32	32.0
TOTAL	100	100.0

CHART 4.1.8

**RESPONDENT BASED ON PRODUCT OR DISCOUNT OF AAVIN PRODUCT
COMES TO CUSTOMER MIND**



INTERPRETATION:

From the above table and bar-chart, it is inferred from that 21% of the respondents are appealing for buy one get one free of Aavin product, 12% of the respondents are appealing for combo offers of Aavin products, 26% of the respondents are appealing for loyalty programs of Aavin products, 9% of respondents are appealing for others, 32% of respondents are appealing for price discounts of Aavin products.

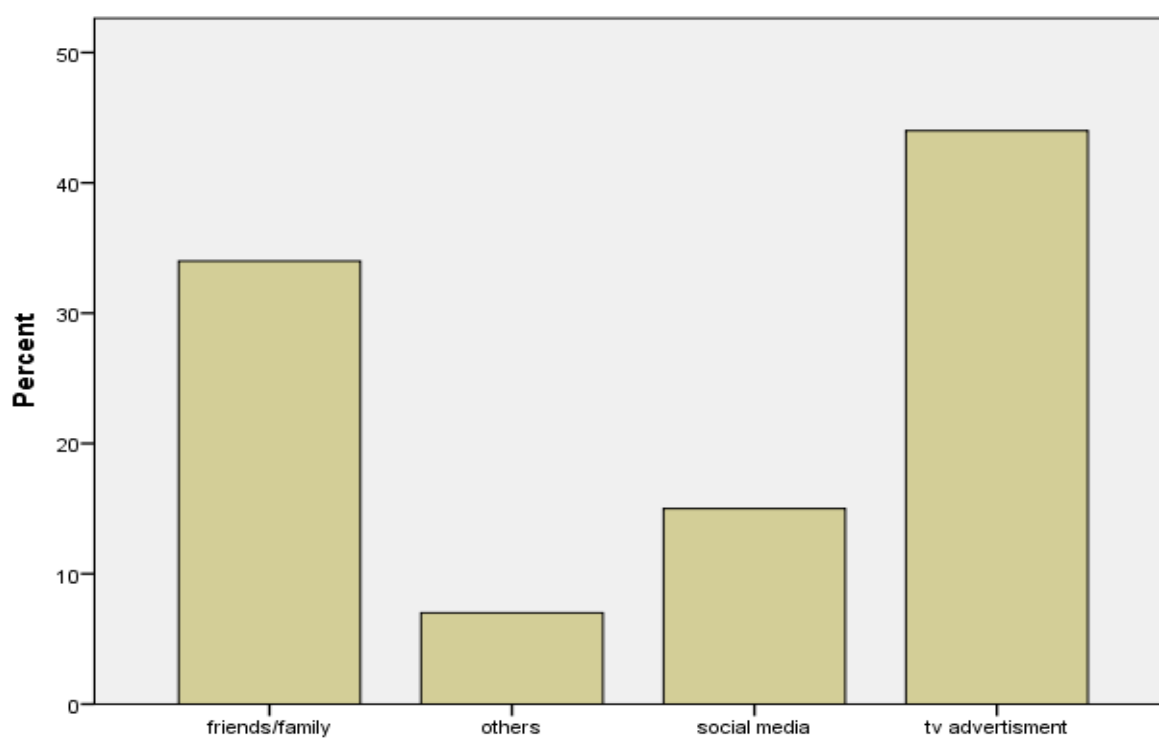
TABLE 4.1.9

RESPONDENT BASED ON PROMOTION HEAR ABOUT THE AAVIN MILK

OPTION	NO.OF RESPONDENT	PERCENTAGE
FRIENDS/FAMILY	34	34.0
OTHERS	7	7.0
SOCIALMEDIA	15	15.0
TV ADVERTISEMENT	44	44.0
TOTAL	100	100.0

CHART 4.1.9

RESPONDENT BASED ON PROMOTION HEAR ABOUT THE AAVIN MILK



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 34% of the respondents are friends 'family', 7% of the respondents are others, 15% of the respondents are social media, and 44% of the respondents are tv advertisement.

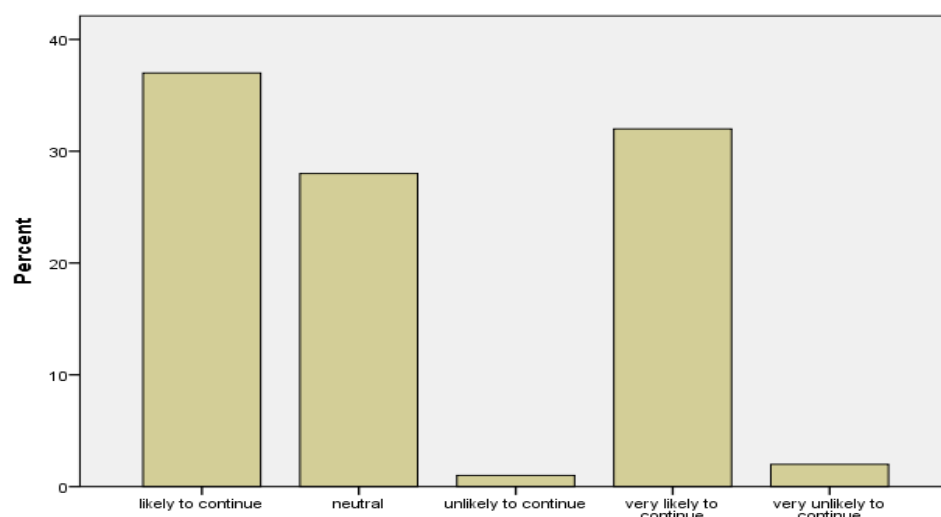
TABLE 4.1.10

RESPONDENT BASED ON CONTINUE TO PURCHASE AAVIN MILK IN FUTURE

OPTION	NO.OF RESPONDENT	PERCENTAGE
LIKELY TO CONTINUE	37	37.0
NEUTRAL	28	28.0
UNLIKELY TO CONTINUE	1	1.0
VERY LIKELY TO CONTINUE	32	32.0
VERY LIKELY TO CONTINUE	2	2.0
TOTAL	100	100.0

CHART 4.1.10

RESPONDENT BASED ON CONTINUE TO PURCHASE AAVIN MILK IN FUTURE



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 37% of the respondents are likely to continue, 28% of the respondents are neutral, 1% of the respondents are unlikely to continue, 32% of the respondents are very likely to continue, and 2 % of the respondents are very unlikely to continue

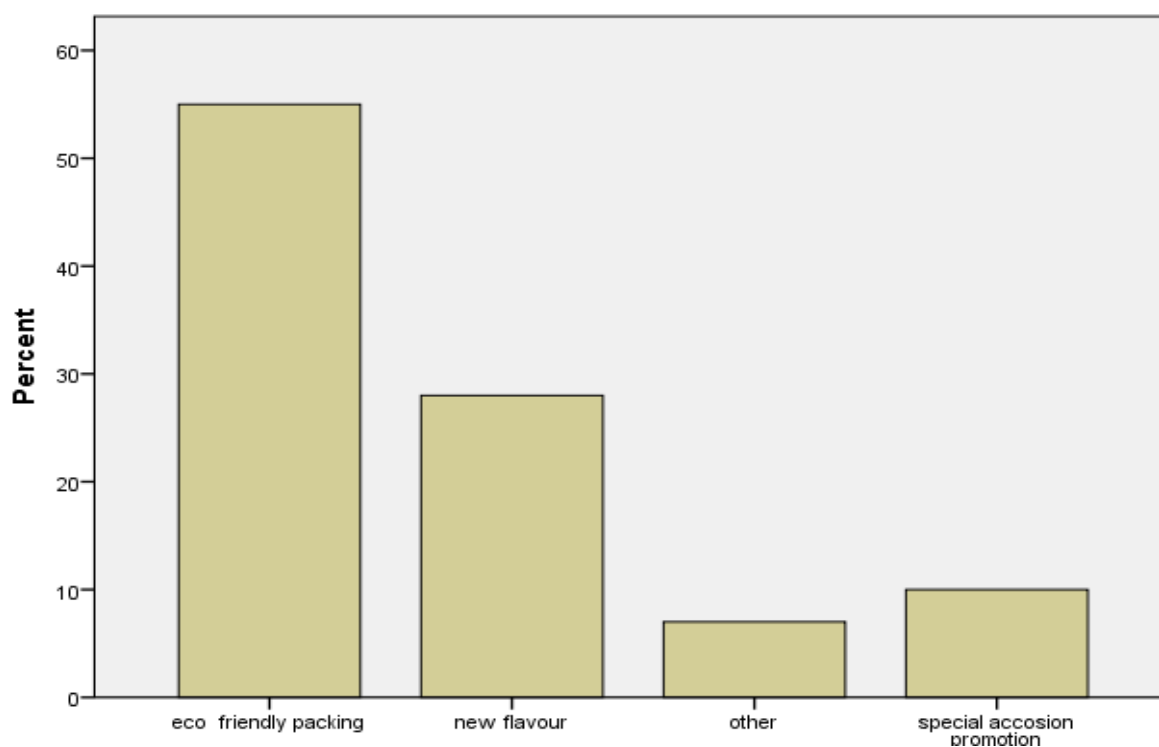
TABLE 4.1.11

RESPONDENT BASED ON NEW PRODUCT OR PROMOTION OF AAVIN MILK

OPTION	NO.OF RESPONDENT	PERCENTAGE
ECO FRIENDLY PACKING	55	55.0
NEW FLAVOUR	28	28.0
OTHER	7	7.0
SPECIAL OCCOSION PROMOTIO	10	10.0
TOTAL	100	100.0

CHART 4.1.11

RESPONDENT BASED ON NEW PRODUCT OR PROMOTION OF AAVIN MILK



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 55% of the respondents are Eco friendly packing, 28% of the respondents are New flavour, 7% of the respondents are other and 10% of the respondents are special accosion promotion.

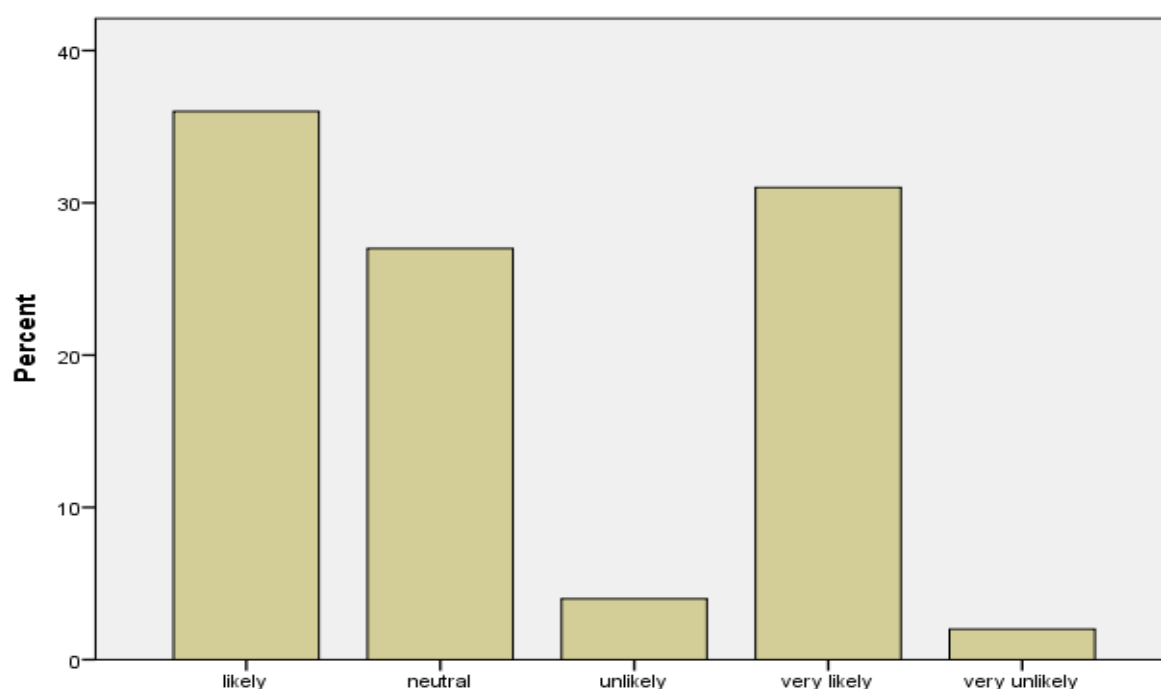
TABLE 4.1.12

RESPONDENT BASED ON YOU RECOMMEND AAVIN PRODUCTS TO OTHER

OPTION	NO.OF RESPONDENT	PERCENTAGE
LIKELY	36	36.0
NEUTRAL	27	27.0
UNLIKELY	4	4.0
VERY LIKELY	31	31.0
VERY UNLIKELY	2	2.0
TOTAL	100	100.0

CHART4.1.12

RESPONDENT BASED ON YOU RECOMMEND AAVIN PRODUCTS TO OTHER



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 36% of the respondents are likely, 27% of the respondents are neutral, 4% of the respondents are unlikely, 31% of the respondents are very likely, 2% of the respondents are very unlikely.

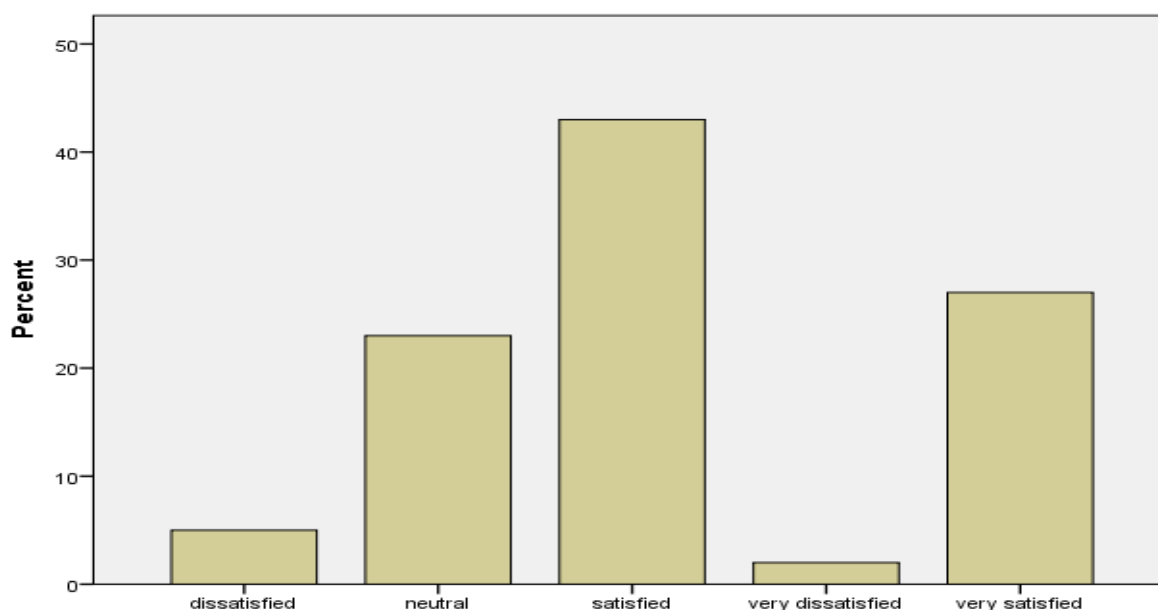
TABLE 4.1.13

RESPONDENT BASED ON SATISFICATION OF AAVIN MILK PRODUCTS

OPTION	NO.OF RESPONDENT	PERCENTAGE
DISSATISFIED	5	5.0
NEUTRAL	23	23.0
SATISFIED	43	43.0
VERY DISSATISFIED	2	2.0
VERY SATISFIED	27	27.0
TOTAL	100	100.0

CHART 4.1.13

RESPONDENT BASED ON SATISFICATION OF AAVIN MILK PRODUCTS



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 5% of the respondents are dissatisfied, 23% of the respondents are neutral, 43% of the respondents are satisfied, 2% of the respondents are very dissatisfied, 27% of the respondents are very satisfied.

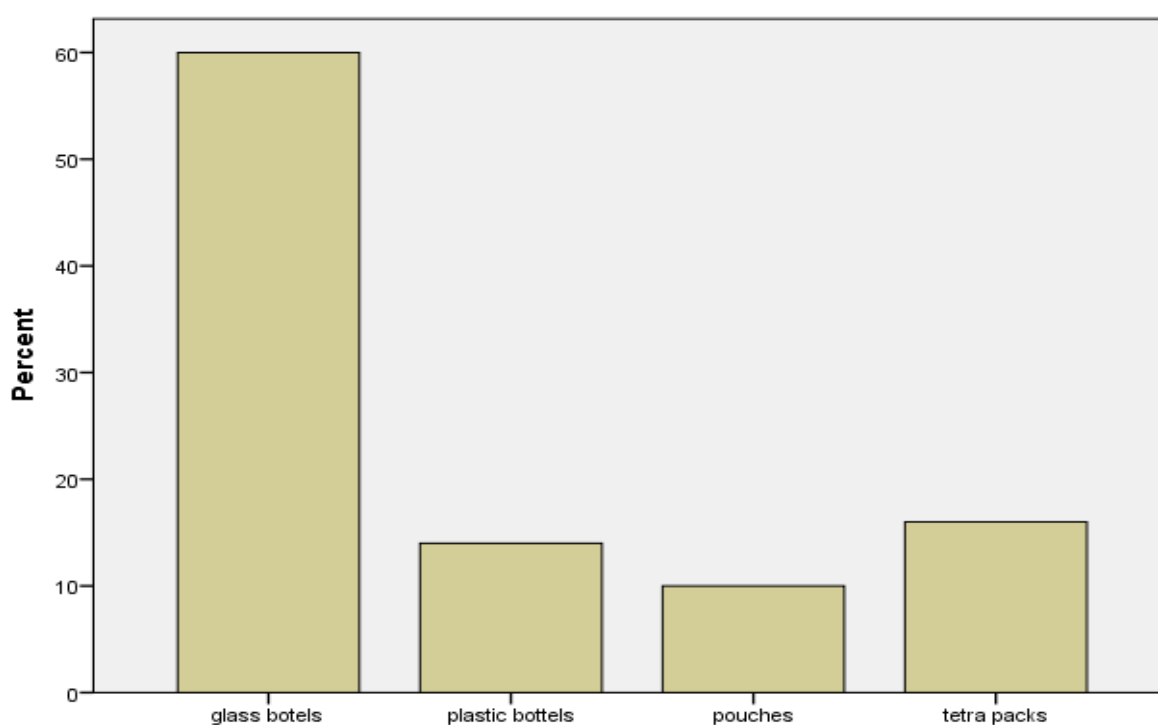
TABLE 4.1.14

RESPONDENT BASED ON PREFFERD OF MILK PACKAGING

OPTION	NO.OF RESPONDENT	PERCENTAGE
GLASS BOTLES	60	60.0
PLASTIC BOTLES	14	14.0
POUCHES	10	10.0
TERA PACKS	16	16.0
TOTAL	100	100.0

CHART4.1.14

RESPONDENT BASED ON PREFFERD OF MILK PACKAGING



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 60% of the respondents are glass bottles, 14% of the respondents are plastic bottles, 10% of the respondents are pouches, 16% of the respondents are tetra packs

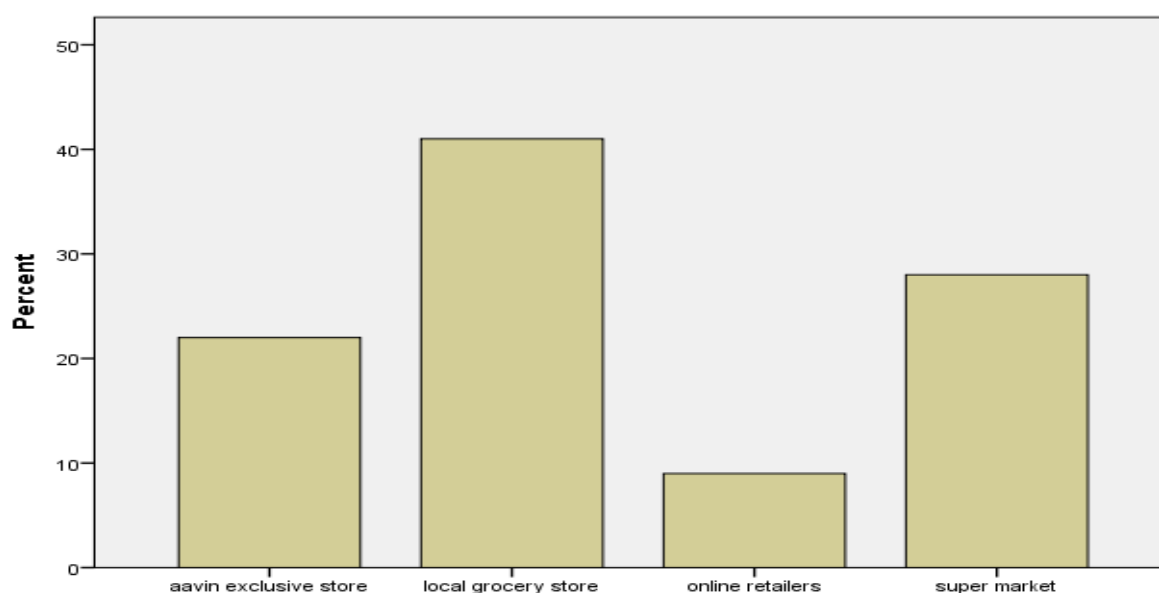
TABLE 4.1.15

**RESPONDENT BASED ON PREFFERD PURCHASE LOCATION OF AAVIN MILK
AND PRODUCTS**

OPTION	NO.OF RESPONDENT	PERCENTAGE
AAVIN EXCLUSIVE STORE	22	22.0
LOCAL GROCERY STORE	41	41.0
ONLINE RETAILERS	9	9.0
SUPER MARKET	28	28.0
TOTAL	100	100.0

CHART4.1.15

**RESPONDENT BASED ON PREFFERD PURCHASE LOCATION OF AAVIN MILK
AND PRODUCTS**



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 22% of the respondents are Aavin exclusive store, 41% of the respondents are local grocery store, 9% of the respondents are online retailers, 28% of the respondents are super Market.

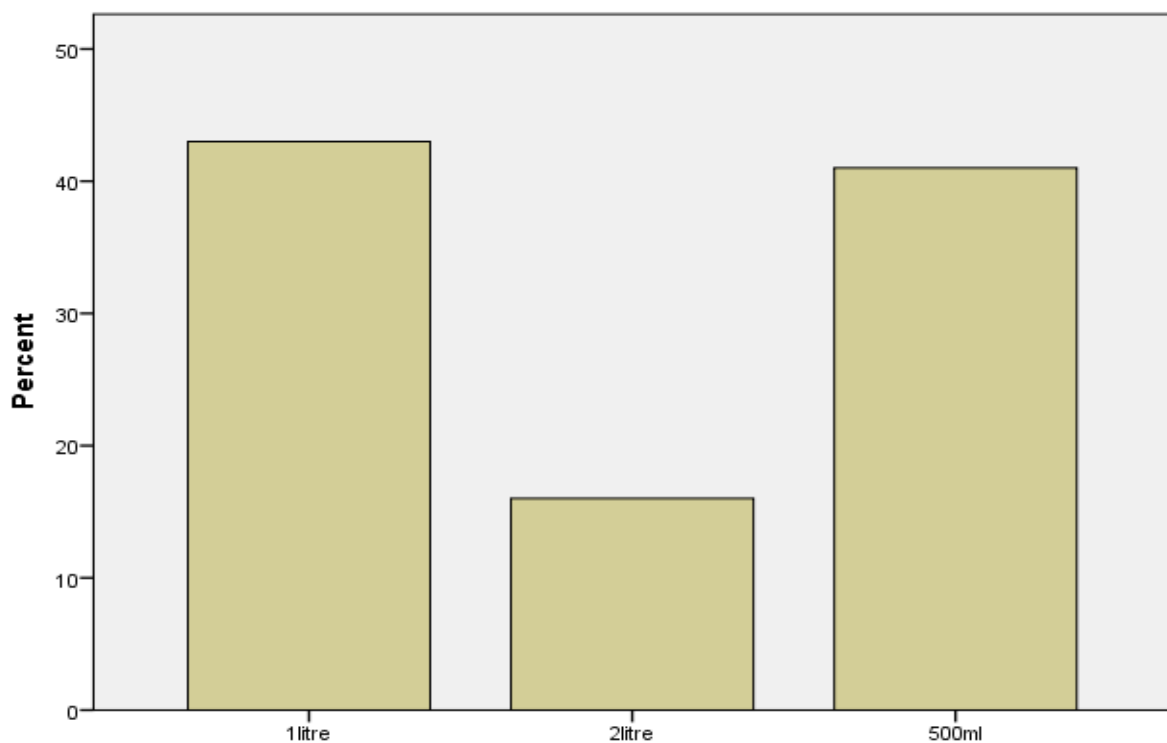
TABLE 4.1.16

RESPONDENT BASED ON PREFFERD AAVIN MILK SIZE

OPTION	NO.OF RESPONDENT	PERCENTAGE
1 LITRE	43	43.0
2 LITRE	16	16.0
500 ML	41	41.0
TOTAL	100	100.0

CHART 4.1.16

RESPONDENT BASED ON PREFFERD AAVIN MILK SIZE



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 43% of the respondents are 1 litre, 16% of the respondents are 2 litre, and 41% of the respondents are 500ml.

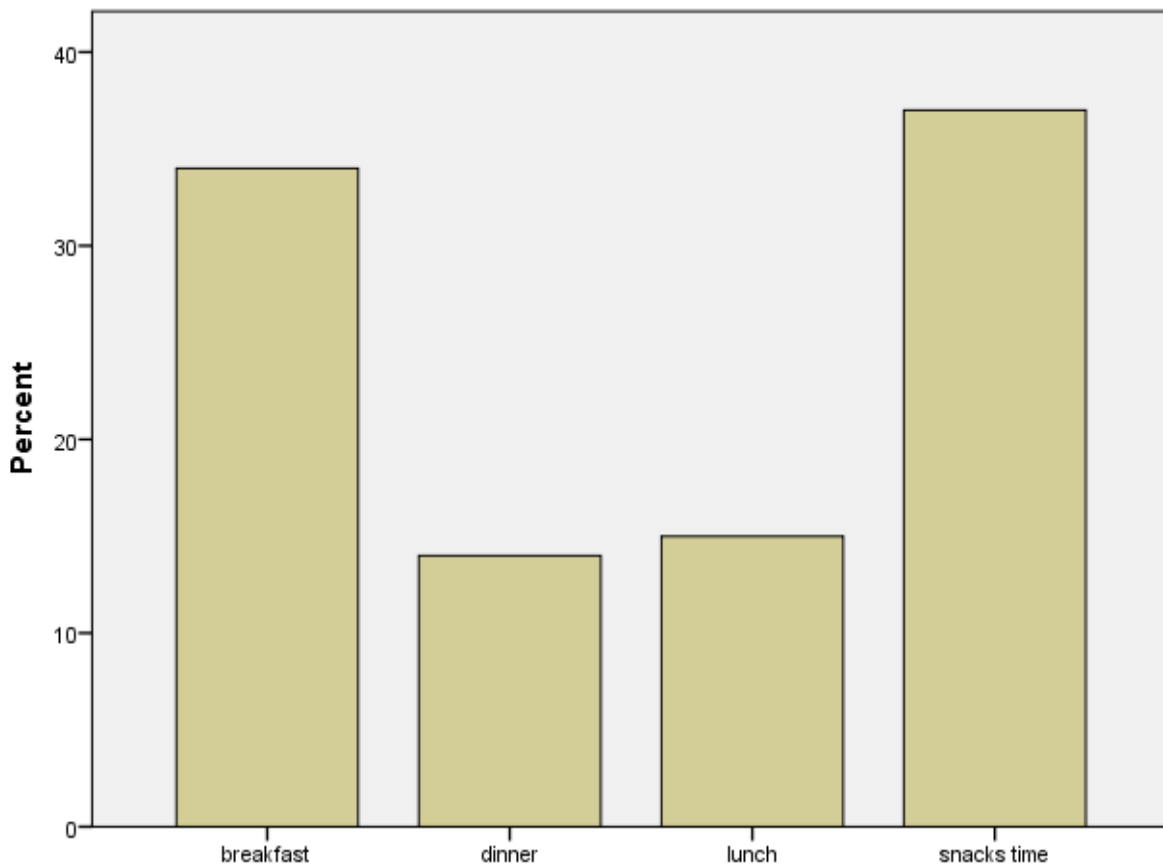
TABLE 4.1.17

RESPONDENT BASED ON CONSUMPTION OF AAVIN MILK

OPTION	NO.OF RESPONDENT	PERCENTAGE
BREAKFAST	34	34.0
DINNER	14	14.0
LUNCH	15	15.0
SNACKS TIME	37	37.0
TOTAL	100	100.0

CHART4.1.17

RESPONDENT BASED ON CONSUMPTION OF AAVIN MILK



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 34% of the respondents are breakfast, 14% of the respondents are dinner, 15% of the respondents are lunch, and 37% of the respondents are snacks time

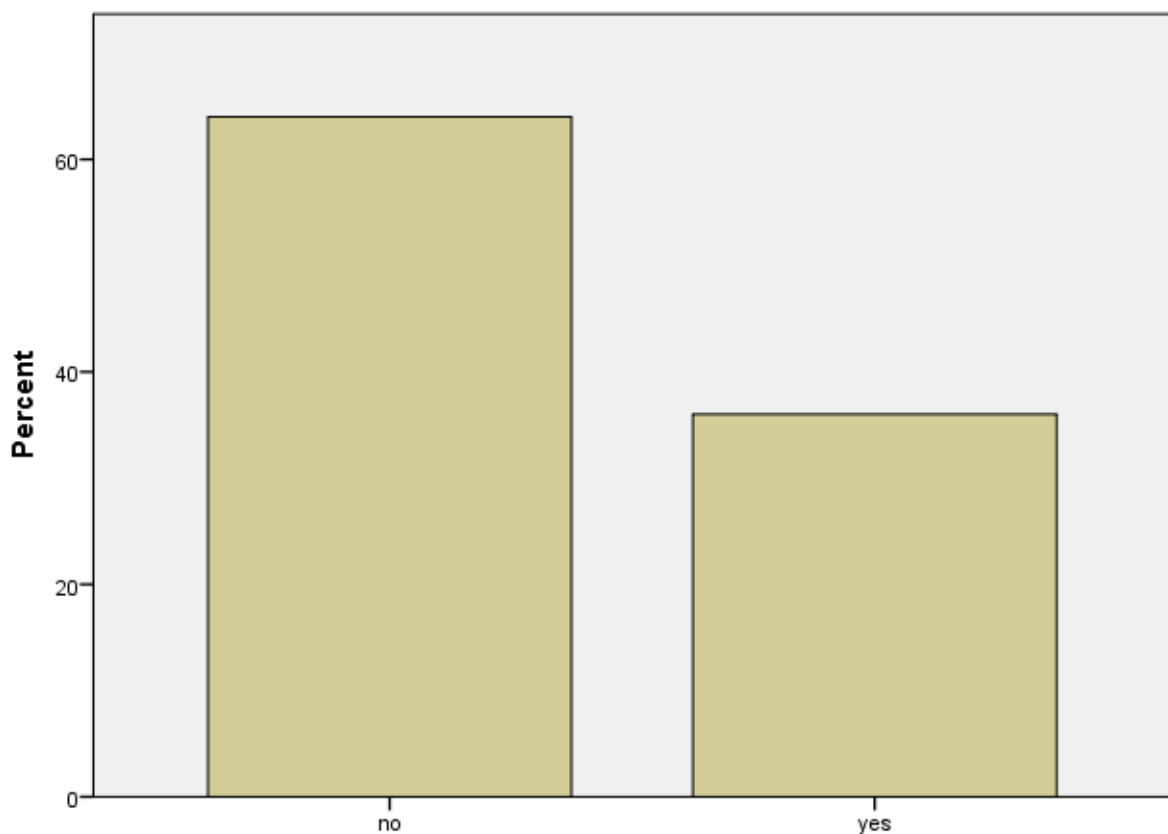
TABLE 4.1.18

**RESPONDENT BASED ON YOU PARTICIPATED IN AAVIN RELEATED
SURVEYS OR FEEDBACK**

OPTION	NO.OF RESPONDENT	PERCENTAGE
NO	64	64.0
YES	36	36.0
TOTAL	100	100.0

CHART 4.1.18

**RESPONDENT BASED ON YOU PARTICIPATED IN AAVIN RELEATED
SURVEYS OR FEEDBACK**



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 64% of the respondents are no, and 36% of the respondents are yes.

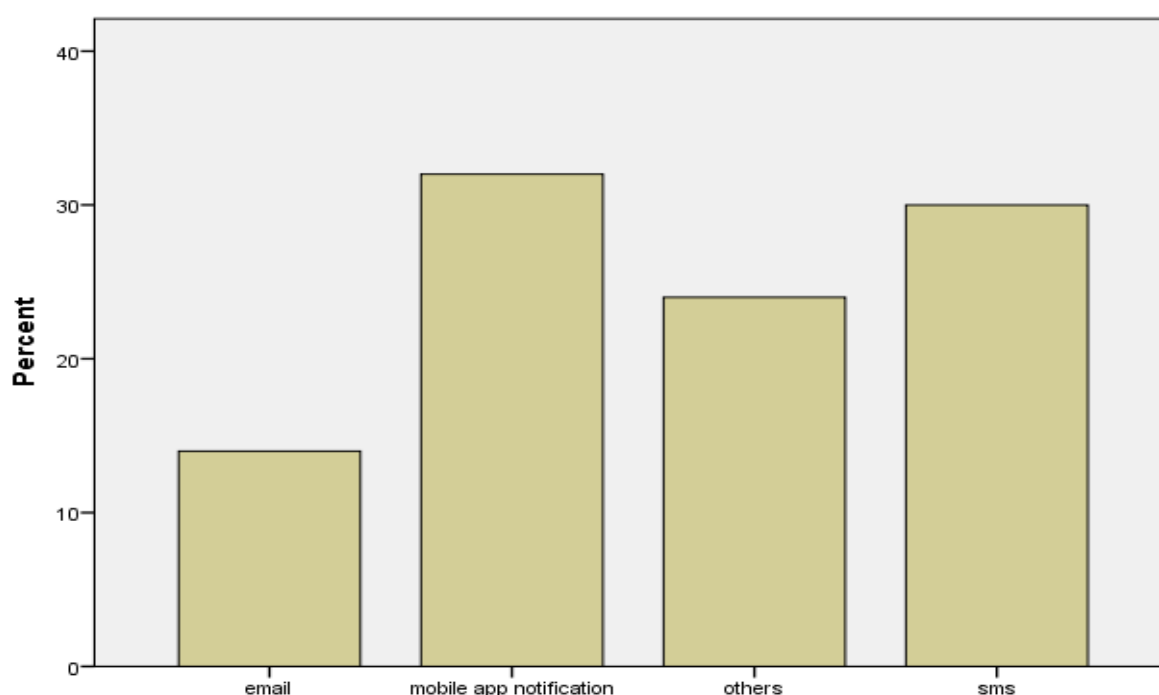
TABLE 4.1.19

**RESPONDENT BASED ON RECIVING INFORMATION ABOUT AVVIN
PRODUCT PROMOTIONAL**

OPTION	NO.OF RESPONDENT	PERCENTAGE
EMAIL	14	14.0
MOBILEAPP NOTIFICATION	32	32.0
OTHERS	24	24.0
SMS	30	30.0
TOTAL	100	100.0

CHART 4.1.19

**RESPONDENT BASED ON RECIVING INFORMATION ABOUT AVVIN
PRODUCT PROMOTIONAL**



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 14% of the respondents are email, 32% of the respondents are mobile app notification, 24% of the respondents are others, and 30% of the respondents are sms.

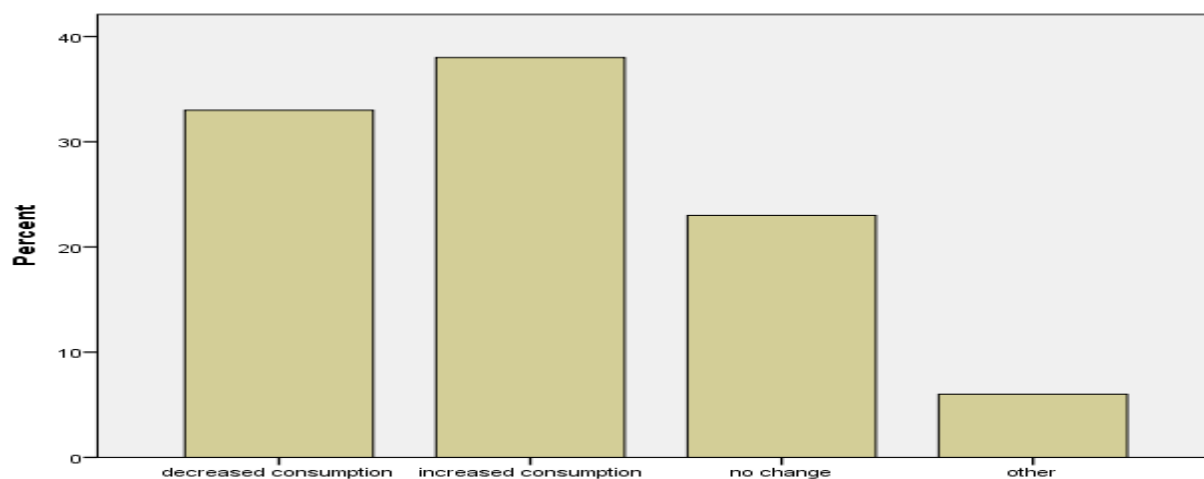
TABLE 4.1.20

**RESPONDENT BASED ON COVID19 AFFECTED THE CONSUMPTION OF
AAVIN MILK**

OPTION	NO.OF RESPONDENT	PERCENTAGE
DECREASED CONSUMPTION	20	20.0
INCREASED CONSUMPTION	4	4.0
NO CHANGE	43	43.0
OTHERS	33	33.0
TOTAL	100	100.0

CHART 4.1.20

**RESPONDENT BASED ON COVID19 AFFECTED THE CONSUMPTION OF
AAVIN MILK**



INTERPRETATION:

From the above table and bar-diagram, it is inferred from that 33% of the respondents are decreased consumption, 38% of the respondents are increased consumption, 23% of the respondents are no changes, and 6% of the respondents are other.

4.2 STATISTICAL ANALYSIS:

TEST 2 (CORRELATION)

H0: there is no significant difference between the purchase Aavin milk products and what motivates you to choose Aavin milk products.

H1: there is a significant difference between the purchase Aavin milk products and what motivates you to choose Aavin milk products.

Correlations

		Motivation to choose Aavin milk	Purchase time of Aavin milk
Motivation to choose Aavin milk	Pearson Correlation	1	-.170
	Sig. (2-tailed)		.092
	N	100	100
	Pearson Correlation	-.170	1
Purchase time of Aavin milk	Sig. (2-tailed)	.092	
	N	100	100

Interpretation

The p value is -0.153 is higher than the chosen significance level (0.05) hence alternative hypothesis (H1) is accepted, it suggests that there isn't to reject the null hypothesis (H0).

Inference

There is a significant difference between the purchase Aavin milk products and what motivates you to choose Aavin milk products.

HYPOTHESIS 1 (chi-square)

H0: there is no significant difference between the age and preferred milk packaging.

H1: there is a significant difference between the age and preferred milk packaging.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	100	100.0%	0	0.0%	100	100.0%

VAR00001 * VAR00002 Crosstabulation

			VAR00002				Total
			glass bottles	plastic bottles	pouches	tetra packs	
VAR00001	20-30	Count	30	7	9	10	56
		Expected Count	34.7	7.3	5.6	8.4	56.0
	30-40	Count	3	1	0	0	4
		Expected Count	2.5	.5	.4	.6	4.0
	40-50	Count	19	4	1	3	27
		Expected Count	16.7	3.5	2.7	4.1	27.0
	above 50	Count	10	1	0	2	13
		Expected Count	8.1	1.7	1.3	2.0	13.0
	Total	Count	62	13	10	15	100
		Expected Count	62.0	13.0	10.0	15.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.340 ^a	9	.500
Likelihood Ratio	10.597	9	.304
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .40.

Interpretation

The p value is 0.500 is higher than the chosen significance level (0.05) hence null hypothesis (H₀) is accepted, it suggests that there isn't to reject the alternative hypothesis (H₁).

Inference

There is no significant difference between the age and preferred milk packaging.

CHAPTER-5

FINDING,SUGGESTION AND CONCLUSION

5.1.1 FINDINGS:

- 55% of respondents are female.
- 56% of respondents are in the age group of 20-30.
- 32% of respondents are Masters degrees.
- 40% of respondents are usually buying flavoured milk .
- 45% of respondents are purchasing Aavin milk daily.
- 39% of respondents are choosing Aavin milk for quality
- 44% of respondents are somewhat aware of ongoing promotions and discounts of Aavin milk products.
- 32% of respondents are appealing for price discounts in Aavin milk products.
- 44% of respondents hear about Aavin milk promotions from TV advertisement.
- 37% of respondents are likely to continue to purchase Aavin milk products
- 55% of respondents are like eco friendly packaging in new Aavin products and promotions in the future.
- 36% of respondents are likely to recommend to purchase Aavin products.
- 43% of respondents are satisfied with Aavin milk products.
- 60% of respondents preferred glass bottles for packaging Aavin milk.
- 41% of respondents preferred local grocery store for purchasing Aavin milk.
- 43% of respondents preferred 1 liter of Aavin milk products size
- 37% of respondents consumed Aavin milk during snack time.
- 64% of respondents are not participated in Aavin milk related surveys or feedback programs
- 32% of respondents Preferred mobile apps notifications for method of receiving Aavin's promotional information
- 38% of respondents are increased consumption of Aavin milk products during Covid-19 pandemic

5.1.2SUGGESTION:

To enhance Aavin milk products, consider the following improvement suggestions:

1. **Diversification of Product Range:**Introduce new variants or specialized products to cater to evolving consumer preferences, such as lactose-free options, flavored milks, or fortified products.
- 2.**Packaging Innovation:**Explore environmentally friendly packaging options or convenient packaging designs that extend shelf life without compromising on product quality.
- 3.**Digital Engagement:** Enhance digital marketing strategies to connect with a broader audience, leveraging social media platforms and online channels to communicate product benefits, recipes, and engage with customers.
- 4.**Nutritional Education Programs:** Implement educational initiatives to raise awareness about the nutritional value of Aavin milk products, providing consumers with insights into how these products contribute to a balanced diet.
- 5.**Customer Feedback Mechanism:**Establish a robust system for collecting and analyzing customer feedback to understand preferences and address any concerns promptly, fostering a customer-centric approach.
- 6.**Collaborations and Partnerships:**Explore collaborations with health and wellness experts, chefs, or influencers to create engaging content and recipes that showcase the versatility and nutritional benefits of Aavin milk products.
- 7.**Technology Integration in Production:** Embrace technological advancements in milk processing to enhance efficiency, quality control, and overall production processes.

By implementing these suggestions, Aavin can not only improve its existing product line but also stay attuned to market trends and consumer demands, fostering sustained growth and customer satisfaction.

5.1.3 CONCLUSION:

Promotion of sales and knowing consumer behaviour are important aspects for selling the product and achieve the highest sales level in the market. Through this study, we conducted the research entitled "A study on Consumer Behaviour and Sales Promotion of Aavin Milk and Milk Products". This study helps us to know the sales promotion strategies adopted by the company and consumer perception towards the product. It also provides the steps to improve the sales in future and attain the highest growth level in the market.

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Website

www.aavinmilk.com

www.marketingstrategies.org

www.salespromotionstratiges.org

APPENDIX:

STUDY OF SALES AND PROMOTION AND CONSUMER BEHAVIOUR OF AAVIN MILK

1. Gender

a) Male b) Female c) others

2. Age

a) 20-30 b) 30-40 c) 41-50 d) Above 50

3. Education level

a) Higher secondary b) Bachelor's degree c) Master's degree d) others

4. Which Aavin milk product do you usually buy?

a) Toned milk b) flavoured milk c) curd d) other

5. How often do you purchase Aavin milk products?

a) daily b) 2-3 times a week c) once a week d) rarely or never

6. What motivates you to choose Aavin milk over other brands?

a) quality b) price c) brand loyalty d) health benefits e) taste

7. Are you aware of any ongoing promotion or discounts of Aavin milk products?

a) very aware b) somewhat aware c) not aware

8. What type of promotion or discount do you find most appealing when it has come to Aavin milk product?

a) buy one gets one free b) price discount c) loyalty programs d) combo offer e) others

9. How do you usually hear about Aavin milk promotion?

a) tv advertisement b) social media c) friends/family d) others

10. Do you anticipate continuing to purchase Aavin milk products in the future?

a) very likely to continue b) likely to continue c) neutral d) unlikely to continue e) very unlikely to continue

11. Are there any new Aavin milk products and promotion you would likely to see in the future?

a) new flavours b) Eco ecofriendly A packing c) special occasion promotion d) others

12. Do you recommend to purchase Aavin milk?

a) very likely b) likely c) neutral d) unlikely e) very unlikely

13. Satisfaction with Aavin milk product?

a) very satisfied b) satisfied c) neutral d) dissatisfied e) very dissatisfied

14. Preferred milk packaging?

a) plastic bottles b) glass bottles c) tetra packs d) pouches

15. Preferred purchase location of Aavin milk and products?

a) Local grocery store b) super market c) online retailers d) Aavin exclusive store

16. Preferred Aavin milk product size?

a) 500ml b) 1 litre c) 2 litre d) other

17. Factor influencing Aavin milk?

Consumption time:

a) breakfast b) lunch c) dinner d) snacking e) other

18. Have you ever participated in Aavin milk related surveys or feedback programs?

a) yes b) no

19. Preferred method of receiving Aavin's promotional information?

a) email b) SMS/text message c) mobile app notification d) others

20. How has the covid -19 pandemic affected your consumption of Aavin milk products, if at all?

a) increased consumption b) decreased consumption c) no change d) other