

A STUDY ON CUSTOMER USAGE TOWARDS AAVIN MILK SERVICES IN CHENNAI

Submitted in partial fulfillment of the requirements for the
award of
MASTER OF BUSINESS ADMINISTRATION

by

VINOTH KUMAR.J
Register No. 42410275



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

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

Accredited with Grade "A++" by NAAC | Category – 1

University by UGC by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VINOTH KUMAR.J (42410275)** who carried out the project entitled “A Study on Customer usage towards Aavin milk services in Chennai” under my supervision from October 2023 to December 2023.

Internal guide

External Guide

Dr. BHUVANESWARI G
Dean – School of Management Studies

Submitted for Viva voce Examination held on 22.12.2023

Internal Examiner

External Examiner

DECLARATION

I, **VINOTH KUMAR. J (42410275)** hereby declare that the Project Report entitled “**A Study on Customer usage towards Aavin milk production in Chennai**” done by me under the guidance of **DR. MOLI GHOSH** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 22.12.2023

PLACE: Chennai

SIGNATURE OF CANDIDATE

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	6
	LIST OF TABLES	7
1	INTRODUCTION	
	1.1 Introduction	9
	1.2 Objectives of the Study	10
	1.3 Need for the study	11
	1.4 Scope & Significance of the study	11
2	REVIEW OF LITERATURE	
	2.1 Review of Literature	12
3	RESEARCH METHODOLOGY	
	3.1 Methodology	17
	3.2. Research Design	17
	3.3. Tools For Analysis	18
	3.4. Sampling Technique	17
	3.5. Source of Data	18
	3.6. Structure of Questionnaire	18
	3.7. Sampling Size	
	3.8. Analytical Tools	
	3.9. Hypothesis	
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	20
	4.2. ANOVA	34
5	FINDINGS, SUGGESTIONS, AND CONCLUSION	
	5.1. Findings of the Study	35
	5.2. Suggestions & Recommendations	36
	5.4. Conclusion	36
	REFERENCES	37
	ANNEXURE – QUESTIONNAIRE	38

ABSTRACT

This study focuses on the customer perception towards Aavin products in Chennai, Tamil Nadu. The phenomenal growth of milk industry in India is reflected in the rapid increase in number of new brands in milk products. With the help of customer perception, milk brands can increase their sales and provide total customer satisfaction. Consumer perception means the perception that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they will expect will satisfy their needs. The study is based on the primary data collected from the Aavin customers in Chennai with the help of a structured questionnaire. From the findings of the study, it is clear that the customer perception is linked with various factors like product features, price, quality, variety, and services etc., Recommendations to improve customer satisfaction are suggested. It is concluded that customer perception plays a significant role to enhance the perception with consumers and provide total consumer satisfaction.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	20
4.1.2	SALARY OF THE RESPONDENTS	21
4.1.3	AGE OF RESPONDENTS	22
4.1.4	EDUCATION OF RESPONDENTS	23
4.1.5	PROFESSION OF RESPONDENTS	24
4.1.6	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	25
4.1.7	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	26
4.1.8	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	27
4.1.9	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	28
4.1.10	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	29
4.1.11	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	30
4.1.12	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	31
4.1.13	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	32
4.1.14	TABLE SHOWING RESPONSES OF THE QUESTIONNAIRE	33

LIST OF CHARTS

CHARTS NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	20
4.1.2	SALARY OF THE RESPONDENTS	21
4.1.3	AGE OF THE RESPONDENTS	22
4.1.4	EDUCAION OF THE RESPONDENTS	23
4.1.5	PROFESSION OF THE RESPONDENTS	24
4.1.6	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	25
4.1.7	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	26
4.1.8	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	27
4.1.9	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	28
4.1.10	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	29
4.1.11	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	30
4.1.12	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	31
4.1.13	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	32
4.1.14	CHART REPRESENTING THE QUESTIONNAIRE RESPONSE	33

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

In this competitive world, various brands of packet milks are available. Dairy cooperatives account for the major share processed liquid milk marketed in the India. Milk is an essential item used by the people as vegetarian diet more consumption of milk depends not only on its factor but also on the availability of children. Packet milk is preferred for its merit's economy hygiene, quality, availability and so on. Packet milk is available to consumers at any time wherever it is needed. A study on customer's preference of milk and milk products of Aavin in Chennai is undertaken or assessing the expectations of the customers towards milk and milk products which will in turn help to take appropriate action by management for removing the short falls.

To interrogate customer's area -sampling system was adopted, since the population is undefined customers was interrogated to elicits the information, which are analyzed, interpreted and placed under with comments, charts and findings. The idea that customers prefer one product or one service over another is not new. The ability to identity and measure the element of such preference decisions with any accuracy and reliability has only recently become available. Research into this area of consumer behavior has brought understanding to some of the major issues with standard customer satisfaction research. Most importantly, we have come to realize that high customer satisfaction does not assure continued customer preference, satisfaction research over the past fifteen years demonstrates that high satisfaction scores, while a measure of organization performance on a set important criterion, do not adequately explain the composition of preference formation and therefore often serve as insufficient predictors of sustained preference or what is normally referred to as customers loyalty. Now a day's customers play a great role in decision making. And more than the needs and wants of the customer it is the emotions and feelings of the customer towards a particular brand or products influence more while making a purchasing decision. So, the perception of customer is one of the most important factors that a company should focus in order to retain the existing customers and also to attract the new customers.

Ultimately it is an unavoidable factor in determining the profitability of a company. Aavin is one of the popular brands in milk and dairy products. Aavin produce, process and sell milk and milk products to the customers. This study is to identify the perception of the customers towards the brand Aavin and also their attitude towards various milk and dairy products offered by the brand.



1.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To analyze the customer usage towards Aavin product.

SECONDARY OBJECTIVES:

- To Identify the factors influencing the purchase of Aavin products.
- To examine the expectations of the customers towards the milk products of Aavin.
- To analyze the performance of Aavin and its products.

1.3 NEED FOR THE STUDY

- To study the issues faced by the customers towards Aavin milk services.
- To study the Aavin services availability in all marketing areas.
- To study the consumer behavior towards using Aavin milk services.
- To study the consumers day-to-day usage of Aavin milk.
- To study a customer advocacy towards using Aavin milk services

1.4 SCOPE OF THE STUDY

- To understand the broadening of Aavin milk services among the customers.
- To analyze the issues faced by the customers towards Aavin milk services.
- The study examines the customer behavior on advocacy towards Aavin milk service
- To understand the issues and give suggestions for improving the service towards Aavin in future.

1.5 LIMITATIONS OF STUDY

- The study is confined to Chennai district only.
- The data collected for the research is fully on primary data.
- The respondents may be biased sometimes.
- Customer preferences and opinions are bound to change from time to time.
- The sample size is 100 hence findings cannot be generalized.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Huang (2003) in his online study of websites, found that level of attention in consumers most linked to utilitarian design while both control and interest are linked to hedonic performance measures.

Daniel Kahneman's paper (2003) the ways in which decisions diverge from those predicted by rational choice theory. It focuses largely on "cognitive economics (it does not, for example, consider the impact of social norms on decision-making), but provides a comprehensive summary of many of behavioral economics' most well- researched phenomena.

Prof. Tim Jackson's 2005 review of consumer behavior remains perhaps the most comprehensive and accessible, and the foundation on which the majority of the more recent reviews has largely been based. The report sets out in an accessible way the main drivers of behavior and theoretical models that attempt to explain it, and do so with consistent critiques of rational choice.

Boopathi.B (1999) India is the world's largest dairy producer. Indian Dairy sector has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities.

James c. cox (2000) in the economic journal, consumer economics traditionally operates on the hypothesis that consumers seek the most utility, or satisfaction they can buy consumer preference involves the ranking of goods and services according to how much benefit they afford.

John McKean (2001) in an excellent book, customers are people The human touch think of the organization customers' interaction as a series of cascading touch points. Those touch points comprise the customer's environment and it is through interacting with the environment that customer's preference is formed.

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

Elangovan. N and Gomatheeswaran. M focused on consumer behavior towards various brands of milk and milk products. Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. The study was examining the differences in consumer's behavior with socio and economic characteristics towards brand selection.

Jothi Mary. C conducted a study on consumer behavior of Aavin. The study focused on consumer behavior is a subset of consumer behaviors, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable price brand image, quality of the product, regularity of service. The study attempts to bring out the factors leading to the purchase behavior and perception of consumers in buying Aavin milk. The consumers are satisfied with quality of Aavin brand compared to other brands.

Sundaram Satya (2013) through his market survey has reported that while India has the largest bovine population in the World, its cattle are the least productive, yielding almost five times less than the global average. Milk yield in India is 800- 1000 litres an animal, per year, against the global average of 7000- 8000 litres a year. The report assumes that things are going to change with the launch of the National Livestock Mission to attract investment and to enhance productivity. It informs that the central budget 2013-14 has made a provision of Rs. 3070 million for the mission. There is also a provision for increasing the availability of feed and fodder.

Shahi Sudhir Kumar (2012) takes a review of strategies for sustainable dairy farming in India. Sustainable dairy farming is an interaction of many factors that influence production and reproduction, environment, longevity of live and input management. The paper suggests that it is important to plan for dairy development specific to each micro level, viz., a block, a village, a taluka and a district. This planning not only would result in optimum utilization of local resources, but will also ensure better visibility of the programs and higher cost benefits ratio. The paper suggests that sustainable development requires technologies, which demand less capital, less time and minimum operations; requires loans at the lowest interest rates; need for improvement of existing indigenous breeds of animals; Need for Government role in improving the supply of inputs with minimum cost; Need contribution from various non-governmental agencies to ease the problems of farmers federations like, milk producers cooperative societies at village and district levels, federations, boards and corporations; Need for simultaneous development of cold chain storage and marketing facilities especially for milk and milk products; Need for extensions services from the Government, Agriculture Universities, R&D institutions, federations and corporation, besides mobilization of various input services from various agencies.

In his market survey, **P. Chennakrishnan (2011)** studied the practice of dairy farming in India. It also throws light on milk processing, domestic consumption and national importance of dairy farming. The study further analyses production and scope of dairy farming in India. The study also highlights certain matters of concern for dairy in India such as increasing demand for processed milk and milk products, low productivity of milk cattle, ineffective breeding programs, inadequate feed and fodder, inadequate research in the subject etc. Also, recent increase in prices of dairy products is a major concern.

Gupta Meenakshi and Sharma Vikas (2009) in their work throw light on the issues of performance of Indian dairy sector over the years, emerging global scenario as compared with Indian dairy scenario and challenges and policy options related to these issues. Some of the reforms suggested in their work are linking import tariff to world prices, enhancing milk productivity by efficient delivery of inputs, negotiation for reduction of subsidies in dairy sector by developed countries, modernizing supply chain from producer to consumers and development of dairy export zone in the pattern of free trade zones and special economic zones.

Karmakar K. G. and Banerjee G.D (2006) studied different Opportunities and Challenges in the Indian Dairy Industry. The study concludes that the Globalization and Liberalization are the Mantras of the new economy today, which is now on the fast track. Industrial production is rapidly moving forward. The dairy industry is no exception. With the World Trade Organization (WTO) coming into effect, from 01 April 2001 and the imports and exports getting liberalized in the global economy, the dairy industry, which includes dairy products, faces both an opportunity for growth as well as a threat for its growth.

R. Sairam (2008) in his article titled, “Aavin Products in Short Supply what they Say' Madurai Matters” has discussed that the shortage in supply of popular Aavin products such as butter, ghee and milk exist for the last six months. Even flavored milk is not available in adequate quantity. There is a lot of demand for these products, the vendor says, adding that every day a lot of customers return home disappointed after making an enquiry for these products. When the supply is good, these products disappear from the shelves quickly

M.G. Shisode, M.V. Dhumal. and M.F. Siddiqui(2009) in their article on “Evaluation of Constraints Faced by Farmers in Adoption of Dairy Cattle and Management Practices” have opined that the restrictions expressed through the dairy farm animals proprietors of Rajarambapu Patil Sahakari and Dudh Sangh Ltd. Islampur as regards the production, vitamins, management, fitness, financial and milk distribution had been studied.

D.G. Rangappa and N. Rangaswamy (2012) in their article titled, “Milk Production, Sales and Employment Generation in Kolar Mother” have stated that the dairying at present provides jobs to many rural households and utilize the idle agricultural income. The annual employment has provided income to landless, marginal and rural poor farmers.

Das, C.R. (2013) observed that dairying is a significant source of generating employment and rural income. It provides supplementary income to farer household and utilizes idle family members. He stated that farmers get income from agriculture once or twice a year but dairying is a regular source of income. This income generated from dairying is utilized in various household expenditures and on the agricultural production. So, dairying is mostly practiced as subsidiary industry to agriculture.

Sheela, K.S. and Ramegowda, A. (2013) analyzed women empowerment via dairy co-operatives and discover that majority of human beings in rural region are engaged in agriculture, animal husbandry, and other ancillary works. Income of agricultural and allied activity has been as erratic as monsoon. Hence, rural people had been forced to think about generating more supportive income. Since people are much less literate and posses confined talents, the quest for every additional income is restricted to few occupations. Majority of them selected rearing of milking cattle and promoting its milk as a supply for the additional profits. Largely, rural girls have interaction on this activity. These rural women except doing hard family chores also undertake taxing attempt to maintain the farm animals. They supply the produced milk to the properly-set up district cooperative dairies are supporting the women to be self reliant,

Mumba.C, Pandey G.S, van der Jagt.C (2013) the study became to estimate milk manufacturing capability and addressed the interventions associated with enhancing manufacturing, animal husbandry practices and milk advertising in key traditional cattle preserving areas of Zambia. 15 selected districts had a complete population of 162,645 conventional cattle, owned by way of 116,265 families, with a median of 10 farm animals per household. 24 encouraged sites for milk collection facilities in thirteen of the 15 decided on districts. In addition, mopping of milk from the websites and its processing will create an extra employment of about 2,400 on-farm jobs some of the youths in rural areas. There is need for the processors, government, donors and buyers to broaden marketplace thru status quo of milk collection centers.

Kumar, R and Prabhakar, R.K. (2013) reviewed the dairy development in India and focused on challenges and opportunities in Indian dairy business. Despite the increase in manufacturing, a demand supply hole has end up coming near inside the dairy enterprise because of the changing intake conduct, demographic styles, and the rural areas getting rapid urbanization in India. This approach that there may be a pressing need for the growth rate of the dairy region to inform the swiftly growing Indian economy. They tried to perceive numerous prospects and challenges for Indian dairy industry supply chain and figuring out numerous possibilities for governmental agencies to offer vital widespread infrastructures to be able to enhance the efficiency of dairy supply chain management. They additionally tried to reveals out, what ought to be the goal for Indian dairy Industry to triumph over this global crisis faced by way of the united states, and what need to be the evolving techniques adopted by Indian diary industry to have competitive side on the global marketer in diary market.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **Customer usage towards Aavin milk service in Chennai**

3.2. RESEARCH DESIGN:

The study follows the descriptive method of research to measure, evaluate and analyze the usage of Aavin milk service among customers. Primary data has been collected through questionnaire. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3. TOOLS FOR ANALYSIS

Data collection tools are the devices or instruments used to gather data for research purposes. In this study, a well-structured questionnaire is used as the primary data collection tool. The questionnaire is designed to collect data from the respondents, and its effectiveness and quality will have a significant impact on the success of the research. It is important to ensure that the questionnaire is carefully designed, validated, and administered to collect reliable and accurate data for the research study.

- Basic Introduction
- Personal Details
- Research related Questions

3.4. SAMPLING TECHNIQUE:

Convenience Level Sampling: A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data

- Primary Data – Questionnaire given to 100 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.6. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction.**

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

3.7. SAMPLE SIZE:

Sample size selected for the research is 100.

3.8. ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis (SPSS)

- Anova
- Percentage analysis

ANOVA TEST

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

3.9.HYPOTHESIS:

In research, hypothesis typically is an idea or explanation that is tested through study and experimentation.

NULL HYPOTHESIS:

- H0: There is a significance between age and customers satisfaction towards Aavin products.

ALTERNATIVE HYPOTHESIS:

- H1: There is no significance between age and level of customer satisfaction towards Aavin products.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

Serial Number	Gender	No. of Respondents	Percentage
1	Male	64	60 %
2	Female	30	30 %
3	Prefer not to say	6	6 %
TOTAL		100	100 %

GENDER
100 responses

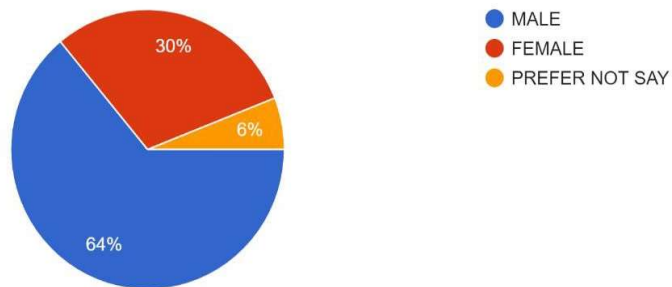


Chart 4.1.1: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 64%, female respondent is 30% and prefer not to say is 6%

Inference

Majority (64%) of the respondents are Male

Table 4.1.2: Salary of the respondents

S.NO	SALARY	NO. OF RESPONDENTS	PERCENTAGE
1	Below 40000	44	44.4%
2	40000-80000	32	32.3%
3	80000-200000	13	13.1%
4	200000 Above	10	10.1%
TOTAL		100	100%

Source: Primary data

SALARY

99 responses

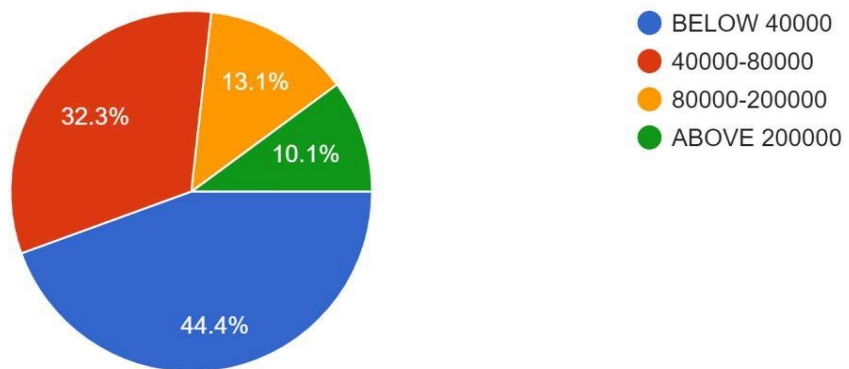


Chart 4.2.2: Salary of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between age group of below 40000 are 44 (44.4%) between 40000-8000 of respondents are 32.3 (32%) between 80000-200000 of respondents are 13.1 (13%), 200000 and above age of respondents are 10 (10.1%)

Inference

Majority (44.4 %) of the respondents are age between BELOW .

Table 4.1.3: Age of the respondents.

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	18-29	67	67%
2	30-41	20	20%
3	42-54	10	10%
4	Above 54	3	3%
TOTAL		100	100.00

AGE

97 responses

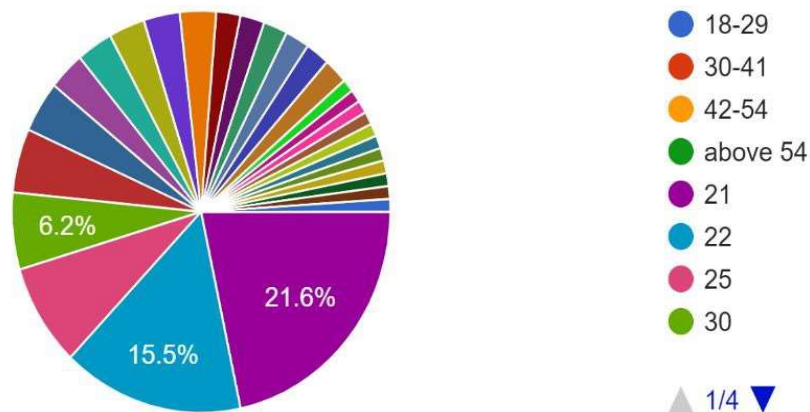


Chart 4.1.3: Age of the respondents.

Interpretation

From the above table it is interpreted that the number of 18-29 respondent is 67% and 30- 41 respondent is 20% and 42-54 respondent is 10% and above 50 respondent is 3%.

Inference

Majority (45%) of the respondents are 18-29.

4.1.4: Education of the respondents

S. NO	EDUCATION	NO OF RESPONDENTS	PERCENTAGE
1	SSLC	6	6%
2	HSC	5	5%
3	UG	27	27%
4	PG	50	50%
5	DIPLOMA	12	12%
	TOTAL	100	100%

Source: Primary data

EDUCATION

100 responses

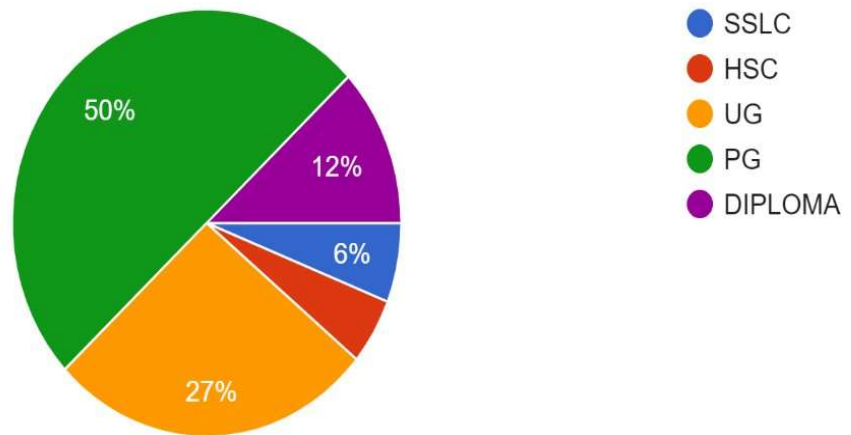


Chart 4.1.4: Education of the respondents

Interpretation

From the above table it is interpreted that the number of PG respondent is 50% and UG respondent is 27% and diploma respondent is 12% and SSLC respondent is 6% and HSC respondent is 5%

Inference

Majority (50%) of the respondents are PG

Table 4.1.5: Profession of the respondents

S.NO	PROFESSION	NO. OF RESPONDENTS	PERCENTAGE
1	EMPLOYEE	33	33%
2	BUSINESS	24	24%
3	STUDENTS	29	29%
4	OTHERS	14	14%
TOTAL		100	100.00

Source: Primary data

PROFESSION

100 responses

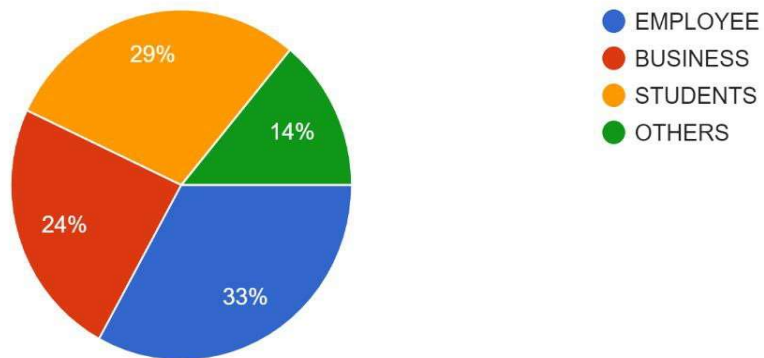


Chart 4.1.5: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of Employee respondent is 33% and business respondent is 24% and student's respondents is 29% and number of others respondents is 14%

Inference

Majority (33%) of the respondents are employee

Table 4.1.6: table shows use of Aavin milk product

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	70	70%
2	No	19	19%
3	Will use later	11	11%
TOTAL		100	100.00

Source: Primary data

DO YOU USE AAVIN MILK PRODUCT

100 responses

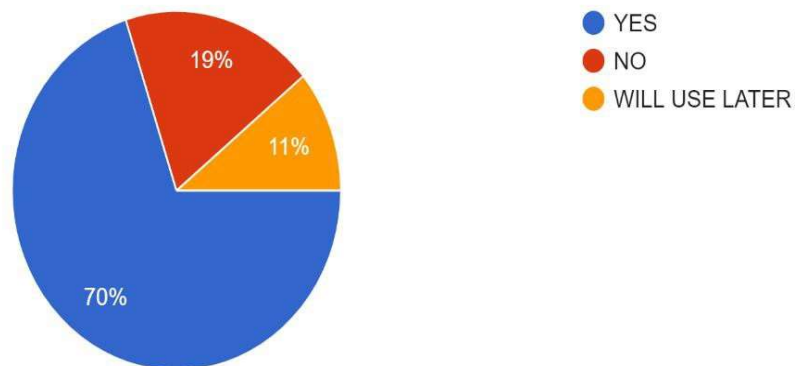


Chart 4.1.6: table shows use of Aavin milk product.

Interpretation

From the above table it is interpreted that the number of yes respondent is 70% and no is 19% and will use later is 11%.

Inference

Majority (70%) of the respondents are yes.

Table 4.1.7: table shows would you prefer dairy products

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	AAVIN	50	50%
2	AMUL	18	18%
3	CAVINS	18	18%
4	HATSAN	14	14%
TOTAL		100	100.00

Source: Primary data

WHICH DAIRY PRODUCT WOULD YOU PREFER?

100 responses

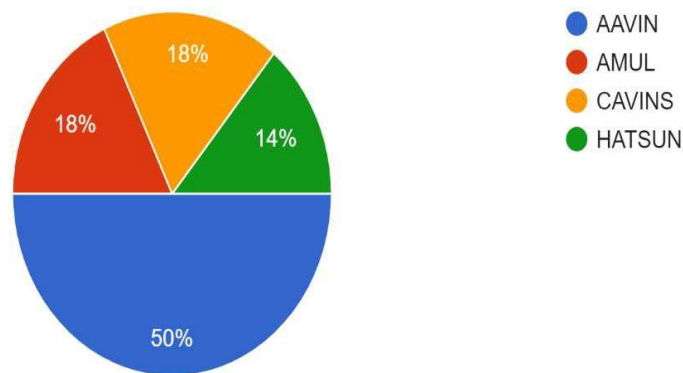


Chart 4.1.7: table shows would you prefer dairy products

Interpretation

From the above table it is interpreted that the number of AAVIN respondent is 50% and AMUL respondent is 18% and CAVINS respondent is 18% and HATSAN respondent is 14%.

Inference

Majority (50%) of the respondents are AAVIN.

Table 4.1.8: table shows, does Aavin suits your budget

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	35	35.7%
2	GOOD	50	50%
3	FAIR	14	14.3%
TOTAL		100	100.00

Source: Primary data

DOES AAVIN MILK SUIT YOUR BUDGET?

98 responses

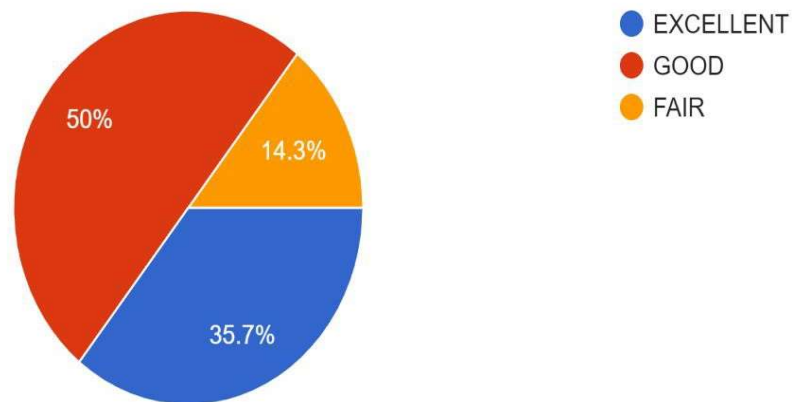


Chart 4.1.8: table shows, does Aavin suits your budget

Interpretation

From the above table it is interpreted that the number of excellent respondents is 35.7% and good respondent is 50% and fair respondent is 14.3%.

Inference

Majority (50%) of the respondents are good

Table 4.1.9: table shows, are you satisfied with the Aavin milk product.

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	YES	81	81%
2	NO	19	19%
TOTAL		100	100.00

Source: Primary data

ARE YOU SATISFIED WITH THE QUALITY OF MILK PROVIDED BY AAVIN?

100 responses

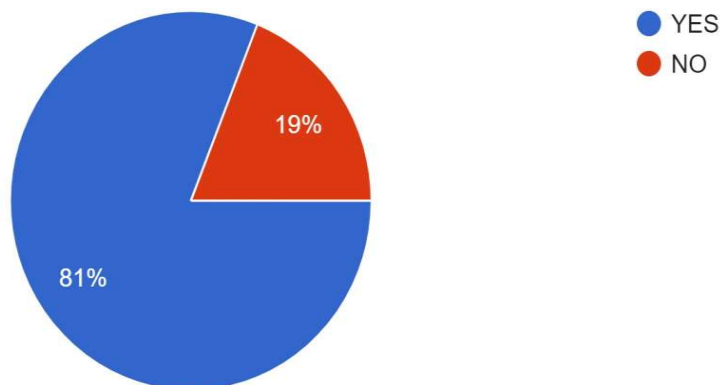


Chart 4.1.9: table shows, are you satisfied with the Aavin milk product.

Interpretation

From the above table it is interpreted that the number of yes respondent is 81% and no respondent is 19%.

Inference

Majority (81%) of the respondents are yes.

Table 4.1.10: table shows, are you satisfied with the price of Aavin dairy product.

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	30	30%
2	SATISFIED	45	45%
3	NOT SATISFIED	16	16%
4	HIGHLY NOT SATISFIED	9	9%
TOTAL		100	100.00

Source: Primary data

ARE YOU SATISFIED WITH THE PRICE OF AAVIN DAIRY PRODUCT?

100 responses

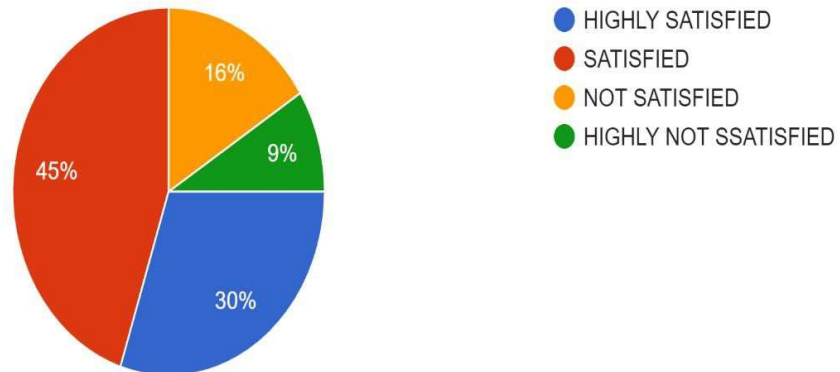


Chart 4.1.10: table shows, are you satisfied with the price of Aavin dairy product.

Interpretation

From the above table it is interpreted that the number of highly satisfied respondent is 30% and satisfied respondent is 45% and not satisfied respondent is 16% and highly not satisfied respondent is 9%.

Inference

Majority (45%) of the respondents are satisfied.

Table 4.1.11: table shows, Is that all the Aavin products available in dairy booth.

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	AGREE STRONGLY	25	25%
2	AGREE	34	34%
3	MODERATELY	19	19%
4	DISAGREE	15	15%
5	STRONGLY DISAGREE	7	7%
TOTAL		100	100.00

Primary data

ARE YOU AGREE THAT ALL AAVIN PRODUCTS AVAILABLE AT DAIRY BOOTH?

100 responses

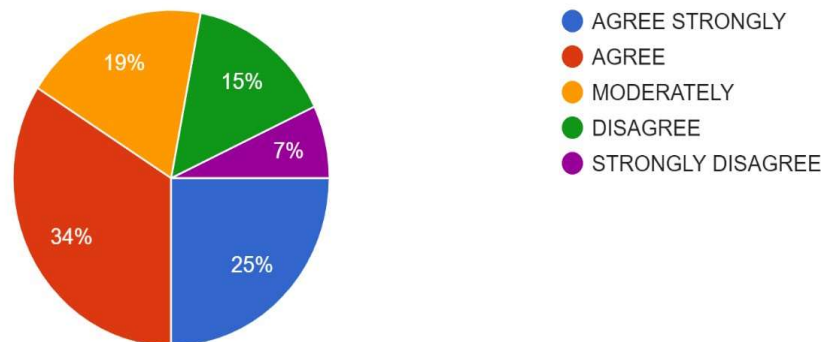


Chart 4.1.11: table shows, Is that all the Aavin products available in dairy booth.

Interpretation

From the above table it is interpreted that the number of agree strongly respondent is 25% and agree respondent is 34% and moderately respondent is 19% and disagree respondent is 15% and strongly disagree respondent is 7%

Inference

Majority (34%) of the respondents are agree

Table 4.1.12: table shows, the nutrients of Aavin products meet the requirement of people.

S.NO	Particulars	NO. OF RESPONDENTS	PERCENTAGE
1.	VERY IMPORTANT	29	29%
2.	IMPORTANT	39	39%
3.	MODERATELY IMPORTANT	26	26%
4.	NOT IMPORTANT	6	6%
TOTAL		100	100.00

Source: Primary data

HOW IMPORTANT YOU CONSIDER NUTRIENTS OF AAVIN PRODUCT MEET THE HEALTH REQUIREMENT OF PEOPLE?

100 responses

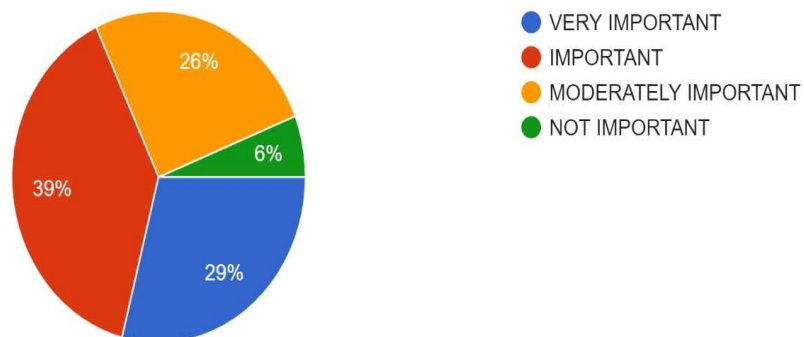


Chart 4.1.12: table shows, the nutrients of Aavin products meet the requirement of people.

Interpretation

From the above table it is interpreted that the number of very important is 29% and important is 39% and moderately important respondent is 26% and not important respondent is 6%.

Inference

Majority (39%) of the respondents are moderately important

Table 4.1.13: table shows, the number of Aavin milk booths sufficient in your locality.

S.NO	Particulars	NO. OF RESPONDENTS	PERCENTAGE
1.	EXCELLENT	29	29%
2.	ABOVE AVERAGE	19	10%
3.	AVERAGE	32	32%
4.	BELOW AVERAGE	11	11%
5.	EXTREMELY POOR	9	9%
TOTAL		100	100.00

Source: Primary data

ARE YOU SATISFIED THAT NUMBER OF AAVIN MILK BOOTHS AVAILABLE IN YOUR LOCALITY

100 responses

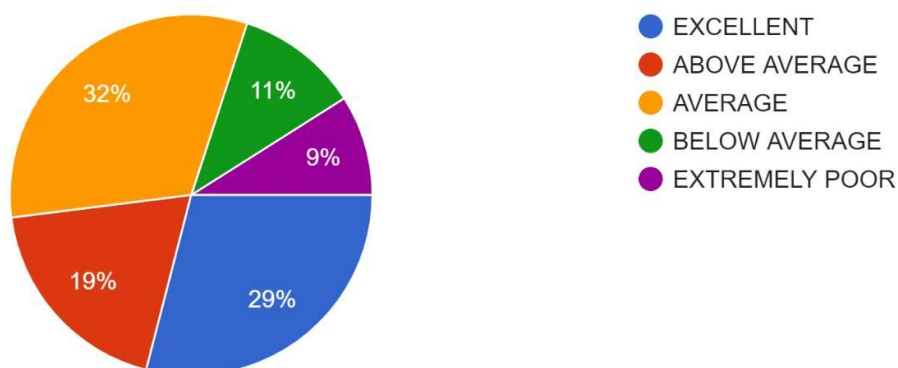


Chart 4.1.13: table shows, the number of Aavin milk booths sufficient in your locality.

Interpretation

From the above table it is interpreted that the number of excellent respondents is 29% and above average is 19% and average is 32% and below average respondent is 11% and extremely poor respondent is 9%

Inference

Majority (32%) of the respondents are extremely poor.

Table 4.1.14: table shows, customer opinion about performance of Aavin product and other products.

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	35	35.4%
2	SATISFIED	32	32.3%
3	AVERAGE	23	23.2%
4	NOT SATISFIED	9	9.1%
TOTAL		100	100.00

Source: Primary data

DESCRIBE YOUR OPINION ABOUT PERFORMANCE OF AAVIN DAIRY PRODUCT AND OTHER DAIRY PRODUCTS

99 responses

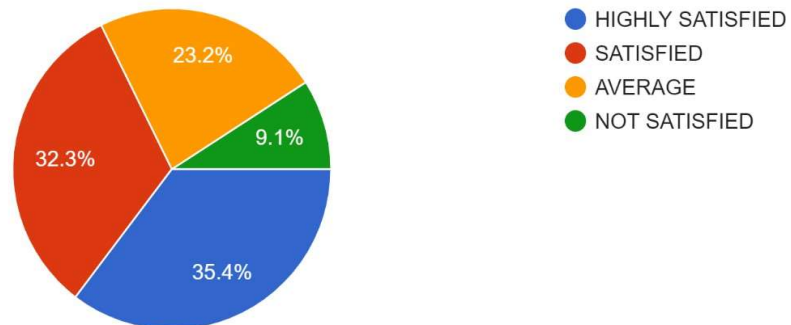


Chart 4.1.14: table shows, customer opinion about performance of Aavin product and other products.

Interpretation

From the above table it is interpreted that the number of highly satisfied respondent is 35% and satisfied respondent is 32% and average respondent is 23% and not satisfied respondent is 9%.

Inference

Majority (35%) of the respondents are highly satisfied

STATISTICAL ANALYSIS

HYPOTHESIS:

- Null Hypothesis (H0): There is significance difference between profession and education.
- Alternative Hypothesis (H1): There is no significance difference between profession and education.

Table showing significance difference between PROFESSION and EDUCATION.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig .
	Between Groups	37.259	2	18.629	30.576	0.121
	Within Groups	59.101	98	.609		
	Total	96.360	100			

INTERPRETATION

The p value is 0.121 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected.

INFERENCE

There is no significant difference in the perception of electric vehicles among different age groups.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 64% of the respondents are Male
- Majority 44.4 %of the respondents are age between BELOW 40
- Majority 45% of the respondents are 18-29
- Majority 50% of the respondents are PG Majority 33% of the respondents are employee
- Majority 70% of the respondents are yes that they are using Aavin milk product Majority 50% of the respondents says they prefer Aavin milk product.
- Majority 50% of the respondents says Aavin suits your budget
- Majority 81% of the respondents are yes satisfied with the quality of Aavin milk product
- Majority 45% of the respondents are satisfied with the price of Aavin dairy products.
- Majority 34% of the respondents are agree that Aavin products available at dairy booth
- Majority 39% of the respondents are moderately important that nutrients of Aavin product meet consumer demand.
- Majority 32% of the respondents are extremely poor that number of milk booth sufficient in your locality.
- Majority 35% of the respondents are highly satisfied with the opinion and performance of the Aavin dairy product and other dairy products.

5.2 SUGGESTIONS & RECOMMENDATIONS

- All the consumers have wanted more awareness about Aavin products, they are educated or uneducated. The company may improve promotional activities, it establishes their brand among consumers, it induces sale and build image of Aavin.
- Many respondents are satisfied the quality of milk and milk products. Many respondents' opinion that the price of the Aavin products is high compare to other brands. They expect the reduction of price of product. If Aavin Company may reduce the price of products where ceate a positive word-of-mouth communication that improves results of sale.
- The Aavin make effort to satisfy all their consumers. It may provide extra taste, easy availability, and perishability of the products, festival offers and free gift coupons while the consumers purchase the Aavin product

5.4. CONCLUSION

The study on consumer behavior of Chennai residents. Generally, the consumers change their behavior frequently on the basis of new trend and fashion. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. If the consumers are not satisfied, they shift to other brands. However, the data shows the consumers buy the Aavin milk for its quality and taste. It has to be point out that milk consumers prefer taste over than the price. Many respondents feel the price of Aavin products is too high than other brands. If the Aavin take necessary steps to satisfy their consumers, it creates invariant place in mind of consumers.

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QUESTIONNAIRE

1. NAME
2. GENDER
3. MALE FEMALE
4. PREFER NOT SAY
5. SALARY
 - a) BELOW 40000
 - b) 40000-80000
 - c) 80000-200000
 - d) ABOVE 200000
6. AGE
 - a) 18-29
 - b) 30-41
 - c) 42-54
 - d) Above 54
7. EDUCATION
 - a) SSLC
 - b) HSC
 - c) UG
 - d) PG
 - e) DIPLOMA
8. PROFESSION
 - a) EMPLOYEE
 - b) BUSINESS
 - c) STUDENTS
 - d) OTHERS

9. DO YOU USE AAVIN MILK PRODUCT?
- a) YES
 - b) NO
 - c) WILL USE LATER
10. WHICH DAIRY PRODUCT WOULD YOU PREFER?
- a) AAVIN
 - b) AMUL
 - c) CAVINS
 - d) HATSUN
11. DOES AAVIN MILK SUIT YOUR BUDGET?
- a) EXCELLENT GOOD
 - b) FAIR
12. ARE YOU SATISFIED WITH THE QUALITY OF MILK PROVIDED BY AAVIN?
- a) YES
 - b) NO
13. ARE YOU SATISFIED WITH THE PRICE OF AAVIN DAIRY PRODUCT?
- a) HIGHLY SATISFIED
 - b) SATISFIED
 - c) NOT SATISFIED
 - d) HIGHLY NOT SATISFIED
14. ARE YOU AGREE THAT ALL AAVIN PRODUCTS AVAILABLE AT DAIRY BOOTH?
- a) STRONGLY AGREE
 - b) AGREE
 - c) MODERATELY AGREE
 - d) DISAGREE
 - e) STRONGLY DISAGREE
15. HOW IMPORTANT YOU CONSIDER NUTRIENTS OF AAVIN PRODUCT MEET THE HEALTH REQUIREMENT OF PEOPLE?
- a) VERY IMPORTANT
 - b) IMPORTANT
 - c) MODERATELY IMPORTANT
 - d) NOT IMPORTANT

16. ARE YOU SATISFIED THAT NUMBER OF AAVIN MILK BOOTHS SUFFICIENT IN YOUR LOCALITY?
- a) EXCELLENT
 - b) ABOVE AVERAGE
 - c) AVERAGE
 - d) BELOW AVERAGE
 - e) EXTREMELY POOR
17. DESCRIBE YOUR OPINION ABOUT PERFORMANCE OF AAVIN DAIRY PRODUCT AND OTHER DAIRY PRODUCTS
- a) HIGHLY SATISFIED
 - b) SATISFIED
 - c) AVERAGE
 - d) NOT SATISFIED
18. DO YOU FEEL THAT HOME DELIVERY OF AAVIN MILK IS MADE AT PRESCRIBED TIME AT EARLY MORNING
- a) STRONGLY AGREE
 - b) AGREE
 - c) AVERAGE
 - d) DISAGREE
19. ESSENTIAL ELEMENTS WHICH ARE TO BE ADDED TO SATISFY CUSTOMERS?
- a) SUBSIDIARY PRODUCT
 - b) NEW DAIRY VARIETIES
 - c) COST REDUCTION
 - d) DISCOUNT
20. ARE YOU SATISFIED WITH NEWLY LAUNCHED PACKING OF AAVIN MILK PRODUCT?
- a) YES
 - b) NO
21. HOW DO YOU SCALE AAVIN DAIRY PRODUCTS?
- a) EXCELLENT
 - b) GOOD
 - c) AVERAGE
 - d) POOR

22. WHICH PRODUCT OF AAVIN HAS MOSTLY ATTRACTED TOWARDS CUSTOMERS?

- a) MILK
- b) GHEE
- c) SKIMMED MILK
- d) MILK POWDER
- e) FLAVORED MILK

23. WHICH AAVIN MILK PRODUCTS HAS MAXIMUM DEMAND?

- a) TONED MILK
- b) DOUBLE TONED MILK
- c) STANDARDIZED MILK
- d) FULL CREAM MILK