

A STUDY ON CONSUMER BEHAVIOUR TOWARDS MILK AND DIARY PRODUCTS IN AAVIN

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

S.HARENI

Register No. 41740133



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

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

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by

AICTE Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April – 2024



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited A++ Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S. HARENI (41740133)**, who carried out the Project entitled “ A STUDY ON CONSUMER BEHAVIOUR TOWARDS MILK AND DIARY PRODUCTS IN AAVIN” under my supervision from January 2024 to March 2024.

DR. YASMEEN BANO

Internal Guide

Dr. PALANI A

HOD

Dr. BHUVANESWARI G.

Dean

Submitted for Viva voce Examination held on

Internal Examiner

External Examiner

DECLARATION

S.HARENI (41740133) hereby declare that the Project Report entitled “ A STUDY ON CONSUMER BEHAVIOUR ON MILK AND DAIRY PRODUCTS ” done by me under the guidance of **DR. YASMEEN BANO, M.B.A., M.Phil., Ph.D.**, Assistant professor, school of management studies, (Internal), and **Dr. PALANI A., M.com., M.Phil., M.B.A., Ph.D.**, (External) at **AAVIN INDUSTRY**, is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneswari, Dean, School of Management Studies and Dr. A. Palani, Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr. YASMEEN BANO for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Management Studies w h o were helpful in many ways for the completion of the project.

S. HARENI

1. ABSTRACT

India is the worlds largest dairy producers. Indian dairy sectors 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 arrears to cities. Thus, creates greater demand for dairy products ,Tamilnadu state is the one largest milk producing states in India .in the states ,major milk contributors is aavin ,a Tamilnadu –based milk producers union ,procures milk ,processes it and sells milk and milk products to consumers .this paper analyses consumer perception over the aavin special references to the shollinganallur of Tamilnadu state. the aim of the study is reveal consumer perception over aavin milk products based on their age, educational qualification and monthly income of the consumers family .it also depicts level of satisfaction about the product using structure questionnaire.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	
	LIST OF TABLES	
	INTRODUCTION	
1	1.1 Introduction	1
	1.2 Industry profile	2
	1.3 Objective of study	3
	1.4 Scope of study	3
	1.5 Need of study	3
	1.6 Limitations of the Study	4
	REVIEW OF LITERATURE	
2	2.1 Introduction	5
	2.2 List of reviews	5
	2.3 Conclusion	7
	RESEARCH METHODOLOGY	
	3.1 Significance for Study	8
	3.2 Research Design	8
	3.3 Structure of Questionnaire	9
	3.4 Sampling Technique	9
	3.5 Sources of Data	9
3	3.6 Analytical Tools	9
	DATA ANALYSIS AND INTERPRETATION	
4	4.1 Data information	10
	4.2 Percentage analysis	27
	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	39
5	5.2 Suggestions	40
	5.3 Conclusion	40
	REFERENCES	41
	BIBLIOGRAPHY	43

LIST OF TABLES

Table No	PARTICULARS	PAGE NO
4.1.1	Percentage of Fat & Milk	15
4.1.2	Product Profile of Milk Peda	17
4.1.3	Product Profile of Flavored Milk	20
4.1.4	Compaition of Icream	25
4.2.1	Gender	27
4.2.2	Martial status	28
4.2.3	Age	29
4.2.4	What %of fat do you prefer in aavin milk	30
4.2.5	What products of aavin do you like	31
4.2.6	How many days do you prefer storing aavin milk	32
4.2.7	Who suggested you to buy aavin products	33
4.2.8	Are you satisfied with aavin's packaging	34
4.2.9	Are you satisfied with aavin's products	35
4.2.10	For what reson are you buying aavin products	36
4.2.11	Are you satisfied with overall quality of aavin products	37
4.2.12	Do you suggest aavin products to friends and family	38

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Milk is a vital for human growth and development body maintenance and protection from diseases .cow milk generally contain between 3 and 4 g of fat /100g ,although values as high as 5.5g/100g have been reported in raw milk .dairy is a vital part of the global food system ,providing economic ,nutritional and social benefits to a large propotions of the worlds population ,with up to one billion people living on dairy farm dairying plays a major role within the economic of numerous communities, region and countries across the globe .dairy and dairy product provide livelihood to million s of homes in india villages .they supply the quality of milk and product to people of both urban and rural areas .dairying has becomes an essentials secondary sources of income for millions of rural families.it enchanced socio-economics developments during the 21st century is throwing up challenging issues like food security ,food safety ,quality and their linkages with the ntrional and international mrketsas the demands for the food is increasing.

The consumer is the one who pays to consume goods and service produced .as such ,consumer play a vital role in the economic system of a nation .consumer behaviour is the behaviour that consumers diplays in searching for , purchasing .using evaluating and disposing of products and services that they expect will satisfy consumer needs and wants .

In competitive and saturated market ,a key to success of any business depends on knowing consumer and his consumption pattern recognizing and understanding factor influencing his descision -making for the purpose of developing an attractive offer of products , supporting services ,communication means and other marketing tools that would fit like glue to customer needs and wants.

The factors affecting consumer's buying behaviour ,while buying the dairy products the variable includes

packaging ,cost availability ,ingredient , products popularity ,products quality , product taste ,etc. that influence the choice of a brand of milk and milk products.

1.2 INDUSTRY PROFILE:

The dairy development was established in 1958 in tamil nadu. The admintistrative and statuarybcontrols took over all the milk cooperative in the state were transferred to the dairy development department on 1.8.1965. the commissioner for milk production and dairy development was made as the functional register under the tamilnadu cooperative societies act.with the adption of “anand pattern “ in the state of tamil nadu. Tamilnadu co-operative milk producers , federation limited was registered in the state of 1st February 1981

The commercial activities of the department such as milk procurement ,chilling ,processing,packing and sale of milk to the consumer etc, hitherto dealt with by the tamilnadu dairy development cooperations limited ,were transferred to the newly registered tamilnadu co-operative milk producers federation limited ,popularly known as “aavin”

Tamilnadu co-operative milk producers federation limites was constituted on 1st february 1981.fedreation is procuring ,processing and marketing of milk and milk products federation has implemented the dairy development activities under operation flood programmed with a financial and technical assistance of national dairy development board .chennai metro is having four dairies .milk procurement ,processing and distribution are being attended by the district unions I the respective area .

In the wake of liberalization policy ,private diaries have also entered into the field of the honorable chief minister of tamilnadu high priority has been given for improving the performance of milk co-operatives by adopting a symmentric achievement has been made by milk producers cooperative societies ,unionand federation in the state of tamilnadu .

The cattle population in india is approximately 15% of total cattle population I the world .india stood :1 position in milk production .tamil nadu is one of the leading state in milk production .the milk production in tamil nadu perday is 145.88 lakh liters

1.3 OBJECTIVES OF STUDY

- To assess the level of consumer satisfaction of aavin milk and dairy products.
- To know reasons for consumption of aavin milk and dairy products in Sholinganallur
- To understand the factor influencing consumers behavior
- To get extra knowledge about the dairy center.
- To know about the function and activities of AAVIN.
- To know about the financial highlight of the dairy center.
- To know about the process of dairy product in dairy center.
- To know the sales achieved during the study period.

1.4SCOPE OF THE STUDY

We have started this project to know about the consumer satisfaction of Aavin located at shollinganallur .we have attained a lot of information which includes taste preferences ,quantity and quality etc.... in this project we also took effects to know about their consumer behavior and the quality of the milk .

1.5 Need for the study

Retention and Loyalty: When customers are satisfied with a product or service, they are more likely to continue purchasing from the same brand or company. This repeat business is crucial for companies to maintain stable revenue streams and grow over time.

Trust and Credibility: People tend to trust recommendations from friends, family, and peers more than traditional advertising. When satisfied customers share positive experiences with a brand, it lends credibility and authenticity to the brand's messaging.

1.6 Limitations of the Study

Subjectivity: Customer satisfaction is inherently subjective, varying from person to person based on individual preferences, expectations, and experiences. What satisfies one customer may not satisfy another, making it challenging to generalize findings across the entire customer base.

Response Bias: Customers may provide biased or unreliable feedback, either intentionally or unintentionally, leading to inaccurate conclusions. For example, they may exaggerate positive experiences to please the company or vent frustrations disproportionately.

CHAPTER 2

2.1 INTRODUCTION:

A brief literature would be immense help to the researcher in gaining insight in to selected problem. The researcher would gain good back ground knowledge of the problem by reviewing certain study. A reference to this entire study will be related in the contest of the shaping of the current study.

2.2 REVIEW OF LITERATURE

I have conducted a research on the customer preference towards dairy products.the study made an attempt to identify the customers 's preferences towards dairy products and to known about factors which influenced the selection of different brands of dairy products .the study revealed that the company should make a survey to know the expectations of the consumers and produces that the products in the manners so as to attract more customers towards mass media to increeses sales and to educate customer about the products .

1.Elangovan.N and Gomatheswarran.M focused on consumers behaviours towards various brand of milk and milk products .consumers lifestyles are influenced by number of factors like culture ,subcultures,values,demographic factors ,social status ,references groups ,householdand also the internal makeup of th consumers which are emotions ,personality motives of buying perceptions and learning the study was examining the differences in consumer's behavior with socio and economic characteristics towards brand selection .

2.Jothi mary.c conducted a study on consumer behavior of aavin .the study on consumer behaviuor of aavin .the study focused on consumer behaviour is a sunset of consumer behaviour ,which is concerned with decision that leads up to the act of purchase .it could be the influence of the variable price brand image ,quality of the products regularity of services .the study attempts to bring out the factors leading to the purchase behaviour and pereception of consumer in buying aavin milk . the consumers are satisfied with quality of aavin brands .

3.Rangasami and Dhaka (2003) undertook a comparative on marketing efficiency of dairy products for co-operative and private dairy plants in tamilnadu .their study aimed at comparing the marketing of milk and products by dairy plants of co operative and private sector 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 plants ,except for toned milk.hence,the marketing efficiency of co-operative dairy plant for all dairy plant ,except .

4.Daniel Kahnman's paper (2003) presents over three decades 'Nobel-prize winning research exploring the concept of 'blounded rationality , -in the way in which descision 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

5.several more recent review of behaviour change and behavioural models exist but prof.tim Jackson's 2005 review of cconsumer behaviour remains perhaps the most comprehensive and accessible , and the foundation on which the majority of the more recent reviews has largely been based.the reports sets out in an accessible way the main drivers of behaviour and theoretical models that attempt to expain.it and do so with consistent critique of national choice

6 Boopathi.b(1999) india is the world largest dairy producers.indian dairy sector has grown substantively over the year ,dairy products demand in india has increased dramatically in both rural and urban sectors .howevers as a larger population is migrating from rural areas to cities,thus,creates greater demand for dairy products .tamilnadu state is the one of the ten largest milk producing states in india,in the state ,the major milk contributors is aavin ,a tamil nadu based milk producers ,union ,producers milk ,processes it and sells milk and milk products to aavin

7.navin venkataprasana 2003 carried out a a study on customer stratification rate towards aavin milk in shollinganellore.the non probability conveniences sampling was adopted to draw a sample of 150 respondents .the study focused on ascertaining consumer preferences in purchase of aavin brand of milk and analyzing the perceived differences of various brands of milk on key attributes and also identifying measures for improving customer satisfaction.purity,taste,thickness

Attributes like availability ,price and services of agents were also rated good.

6. riyas mohammed (2003) conducted study on comparison of aavin ,arokya and sakthi milk with special references to Coimbatore city with a sample size of 150 respondent drawn on convenience sampling method .the studying aimed to understand the consumer preferencesof branded milk

2.3 CONCLUSION:

Aavin milk has a good reputation among the customers so it can be extended supplying product towards the customer demand for and availability in markets must maintained for the consumer to stay in the same aavin brand. From various reviews the researcher has gathered lot of information about aavin milk's and its position in the milk industry. This gives a positive stabd to further strengthen its position. Its concluded that "Aavin is the market leader in the milk Industry."

CHAPTER 3

RESEARCH METHODOLOGY

Aavin dairy and dairy consumers are selected as samples of the research study .milk and dairy products are habitue food system of the humans .the reason for selecting this topic are number of consumers available in the region and also accesses the level of consumers satisfaction of aavin milk and dairy products.

3.1SIGNIFICANCE OF STUDY:

This study is to understand the consumer behavior towards Aavin products which includes milk and other dairy products. This study covers the all the branches of Aavin, with main focus on the sholinganallur branch. Dairy products and milk are very delicate and expire term is very short. It is very much essential in everyone's life. Thus, conducting a survey on the consumer behavior towards Aavin products is the best way to understand their responses and experience to the outlet.

3.2RESEARCH DESIGN:

A research design purely and simply a basic frame work or plan for study that guide the collection of data and analysis of the data .In this study we have adopted the descriptive research design in collection and analyzing data .

3.0.1 Type of research: Descriptive

Descriptive research is study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.0.2 Sampling area: Sholinganallur ,Chennai.

3.0.3 Sample Size: 151

3.3STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part to know the general and basic information about the customer, and the second part is to enquire about their satisfaction on products provided by Aavin, sholinganallur.

3.4SAMPLING TECHNIQUE:

Convenience sampling method

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:

Primary data: Collected directly from the respondent with the help of a questionnaire

data: The secondary information gathered-, through Internet, magazine, Journals, TextBooks.

3.6ANALYTICAL TOOLS:

After collecting the data from the aavin dairy center the researches classified and grouped all the collected data in a meaniful way be presenting it in tables .they are percentage tables,per diagram and graphical respresentation .it is used to study the consumer behaviour in shollinganallur Chennai Percentage analysis, bar chart, pie chart etc.

CHAPTER 4

4.1 DATA ANALYSIS OF AAVIN



PRODUCTS IN AAVIN



There are many products produced by AAVIN they include Milk, Butter, Peda, Khoa, Ice-cream, Ghee, Flavored Milk etc. AAVIN is mostly meant for Milk as most of the profit is earned through milk and consumers love the product that is being provided to them the mostly commonly used products are Milk Ghee and Butter

1. Production of milk



COLLECTION OF MILK

The milk is collected from many villages. The milkers give their milk through dairy situated in their village. Therefore, both societies and milk givers can earn money with some profit. The collection of milk which is directly collected from the milk giver is known as the “Raw Milk”. The milk can be collected from the milkers during morning or otherwise at evening.

1. DAIRY PROCESSING

Processing facility: the milk received at the chilling centres are brought to the dairy and along with the milk received at the dairy, milk is processed for keeping the quality. Types of milk such as standardized milk, high fat, high protein milk, are being prepared to the requirements of the consumers; the surplus fat is converted into ghee. The whole milk surplus is dispatched to metro dairies and feeder balancing dairies.



2. COLLECTION MILK FROM THE PUBLIC

PROCESS OF MILK

processing the milk is of two types as described. The process of pasteurization is carried out. Then transported milk is steamed at about 71OC and then chilling at 4OC to kill harmful bacteria. Then the bacteria free milk is stored in silo (Large Milk Storage Tank) at 6OC. The milk is then packed in ¼, ½, 1liter pockets and then stored of about 7OC to 8OC.Finally these pocket milks are distributed to various market places for sale.

3. **Homogenization**

firstly, the homogenization is a process that reduces the size of fat globules by forcing pressurized hot milk through small whole causing turbulence, they break up the larger fact globules so that they remain suspended rather than separating in a cream layer at the top. Homogenization effects the development of atherosclerosis, coronary, heart disease milk allergy, diabetes.



4.SURPLUS FAT BEING CONVERVED INTO GHEE



PROCESSING HALL IN NILGIRIS

4. **PASTEURIZATION**

It is a process by which the disease-causing bacteria in the milk are destroyed without losing its nutritive values. The milk is boiled at 600 c for thirty minutes and cooled quickly. Whatever the method is used for preservations of food, cleanliness and general sanitary conditions are imported.

Pasteurization makes sure milk is safe to drink (by killing any bacteria) and also helps to prolong its shelf life. The process of pasteurization involves heating milk to 71.7°C for at least 15 seconds (and no more than 25 seconds) Once the milk has been heated, it is then cooled very quickly to less than 3°C.

5. **TO ACCESS THE QUALITY OF MILK**

1. **Reduction Test**

It checks whether the bacteria is present or not in the milk. If the bacteria is present it will kill the bacteria in that milk.

2. **MBR Test (methylene blue dye)**

- Lactase test

It is used to determine the lactic acid concentration in milk and milk product since its value has to be kept under fixed law limits.

- Chloride test

It is used to measure the quality of salt in different dairy products.

- Ammonia Text

It is used to measures the ammonia concentration and it determines the good quality of milk.



6. PERCENTAGE OF FAT IN MILK

The fat content in the milk is shown in the following table

TABLE NO 4.1.1

Milk	Fat percentage	SNF percentage
Toned milk	3.5	8.5
Standardized milk	4.0	8.5
Double toned milk	1.5	9.0

MILK PEDA



Milk Peda is a semi solid obtained from milk by evaporating it in open pans. This is an important milk product it is estimated that 5-7% of the total milk production in the country is coated to milk Peda or khoa.

About 3,00,000 Tons of Khoa are produced annually. It together keeps the quality of milk and makes it less sustainable to bacterial growth.

Khoa is a compact mass of very small uniformly sized granule. It is white in color (slightly brown if caramelization has taken place during heating) Has a sweet weather and 4-5days in cold weather. The addition of sugar prolongs its life to 3-4 months. The addition of sugar prolongs its life to 3-4 months. The composition of Khoa depends on the nature of milk used. Buffalo milk contains more fat (46%) than that of cow (35%)

7. **PREPARATION**

In the preparation of milk Peda. Milk is boiled in a big shadow, round bottomed iron pan. Over a steady fire or with the help of steam. The steam helps in easy evaporation of water in milk. To prevent scorching, milk is continuously stirred and in a circular motion with a scrape When milk becomes viscous the rate of stirring is increased to maintain to a uniform consistency. The pan is removed from steam when it reaches the considerable consistency. After cooling this becomes solid. The yield is above 20% of the weight of milk is used. After the preparation product is transferred to tray for cooling after that it is laid according to weight. There it is packed.

PRODUCT PROFILE OF MILK PEDA TABEL 4.1.2

Nutritional value	100g
Energy	414kcal
Carbohydrate	28.0g
Fat	26.0g
Protein	14.0g
Added sugar	10.0g
Net content	40g
MRP	12 Rs

PREPARATION OF MILK PEDA

- >High fat milk (4.0 fat and 8.0 SNF for 120 liter)
- >Poured to boiling var
- >Sugar is added
- >Milk is allowed to evaporate

- >It is allowed to evaporate for 2 ½ hours
- >It is allowed to cool
- >Cut
- >packing

8. FLAVOURED MILK



Flavored milk is a drink and also it is a milk product the flavored milk contains added sugar. Flavors and color there are different milk produced they are Chocolate, Strawberry, Pistachio, Mango, Cardamon. Milk is the common component of the flavored milk. The different is only in the added flavors and essence For 30 liter of milk, 30 ml of essence is added Along with the essence and color sugar is also added. The essence is colorless with pistachio flavored milk. The color added is pistachio powder, apple green powder is added and boiled with water. For the strawberry is added color is aspirin red. Cardamon is colorless and then the only thin added is essence.

9. **PREPARATION OF FLAVOURED MILK**

- >Milk is taken
- >Heated at 85 degree for ½ min
- >Homogenized
- >Cooked
- >Add sugar color and essence
- >Bottled
- >Sterilized
- >Labelled
- >Marketed

10. **PROCESSING**

Milk is first poured into a tank and then heated to 85 degree. It is heated to make the chill milk warm. It is then homogenized to make the supply of cream uniformly. And then it is cooled and 10% of sugar color and essence is added. It is then bottled then sterilized at 120 degree Celsius for 20 min. It is then labelled and then marketed. At the time of adding sugar different essence and color are added.

PRODUCT PROFILE OF FLAVORED MILK TABLE 4.1.3

Nutritional information value /	100ml
Energy	48kcal
Fat	1.5g
Protein	3.4g
Carbohydrate	4.9g
Added sugar	10.0g
Minerals	127mg
Net Quantity	200ml
MRP	12 Rs

PANEER



Paneer is a milk product. Paneer is made by coagulating the milk, critically by using citric acid. Citric acid helps in coagulating the milk, the milk contains 87% of water and 13% of total solids, In this paneer, the total solids is taken and other 87% of water is drained off. The paneer contains 87% of milk added sugar.

11. PROCESSING

The considerable amount of milk is pound into the tank for preparation of paneer. Then the citric acid is added to the milk for one liter of one gram of citric acid is added; The whey water and total solids gets separated the way water drained off. The raw milk of 28.29% fat is used for making the paneer. This raw milk is then filtered and then it is heated 10-85 degree Celsius. To this heated milk the citric acid added in fixed amount FPT 100 liters of milk, 200gm of citric acid added. Boil this mixture and the heat supplied. After boiling the mixture turn off the heat. Shake or this the mixture is well, the water is drained off and the mixture is dipped in chilled water, then it is allowed to settle, then it is cut to appropriate weights and packed.

12. PREPARATION OF PANEER

- Raw milk at 28-29% fat
- Filter the milk
- Collected in the tank for preparation
- Heated to 85 degree
- Add citric acid (100 litre milk, 200gm citric acid)
- Boil the mixture
- Stir well
- Remove the water
- Allow the solids to settle
- Cut
- Packing

13. CURD



Curd is prepared by coagulating the milk for the preparation of curd. The milk is artificially coagulated by adding lactic acid. The milk of fat 1.5 and SNF 9.0 is used for the preparation of curd. This milk is first heated to 85 degree Celsius and then it is cooled to 32-35 degree Celsius and then culture is added. As soon as the culture is added to the curd is packed in 200ml and then it is kept at 35 degree Celsius for 6hrs. on this keeping time the milk changes to curd. And after this processing the packets are collected and then cooled in cold storage. It is cold stored in order to avoid the development of lactic acid producing bacteria. It is then marketed.

14. PREPARATION OF CURD

- Milk of fat 1.5 and SNF 9.0
- Heated to 85 degree Celsius
- Cooled to 30-35 degree Celsius
- Culture is added
- Packed
- Stored at 35 degree Celsius for 6hrs
- Cold storage
- Marketing

15. GHEE



This is the clarified butter fat obtained from cow or buffalo milk. It is produced by heating of butter at 120 degree Celsius heat induce changes in milk protein or lactose during the clarification process and gives a pleasant cooked flavor to ghee. The ghee produced from cow milk has a distinct golden yellow color due to the presence of carotene the ghee produced from buffalo milk has white color with greenish tinge attribute to bilirubin and biliverdin. Milk is perishable and because of difficult is of marketing, it is converted into a more stable product ghee. Because of its keeping qualities, it is being made from early times. The ghee contains 99% of fat. The ghee produced here is mainly purchased by the cortical Ayurveda vinyasa. Due to in its medical properties.

16. PRODUCTION

The butter is transferred to a big tank where it is heated to 110 degree Celsius. The transferred butter is heated to 110 degree by using the steam in the tank. It is boiled on first day and at that time the ghee and butter milk get separated. Next day morning the ghee taken and butter milk of whey is drained off.

17. PREPARATION OF GHEE

- Transferring of butter to tank
- Heating at 110 degree Celsius for 2 1/2
- Removing of better milk
- Collection of ghee
- Packing
- Distribution

The butter is transferred to a big tank where it is heated to 110 degree Celsius. The transferred butter is heated to 110 degree by using the steam in the tank. It is boiled on first day and at that time the ghee and butter milk get separated. Next day morning the ghee taken and butter milk of whey is drained off.

18. CHEMICAL COMPOSITION OF GHEE

CONSTITUENTS	COW	BUFFALO
Fat	99-99.5	99-99.5
Moister	20.5	20.5
Carotene	3.2-7.4	-
Vitamin A	19-34	17-38
Cholesterol	302-363	209-312
Tocopherol	20-48	18-39
Free fatty acid	2.8	2.8

ICE CREAM



Ice cream is a very popular product in western countries. The demand for ice cream has recently increased particularly in town and cities. Ice cream is a frozen dairy product. It contains a variety of dairy ingredient. These includes whole milk, skim milk, cream, butter, butter oil, condensed milk producer and dried milk products. Milk fat and milk solids not fat constitute about 60% of the total rich flavor, improved body and texture. In addition to dairy products, ice cream contains sugar, stabilizer, emulsifier, flavor material, water and air.

COMPAITION OF ICE CREAM 4.1.4

Toned milk fat 3.0%, SNF 8.5%	100kg
Sugar	24kg
Skimmed milk powder	8kg
Cream fat 70%	17kg
Stabilizer	720kg
Milk 100 to 3=103kg	SNF 8.755
Skim milk powder 8kg 96%	SNF 7.680
Cream 17kg 70% fat SNF 30 %	SNF 0.510
Sugar	SNF 0.730
Stabilizer yield 150kg fat 4.99	SNF 17.663

STABILIZER

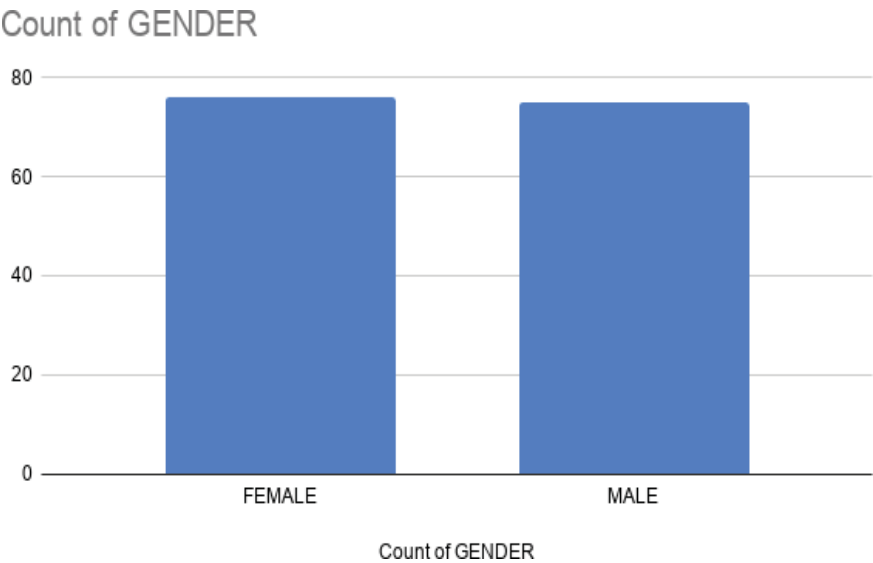
Sodium alginate	0.10%
Guar gum	0.05%
CMC	0.20%
Gems	0.25%

DATA ANALYSIS AND INTERPRETATION

4.2 Percentage analysis:

4.2.1 Gender

GENDER		GENDER	
FEMALE			76
MALE			75



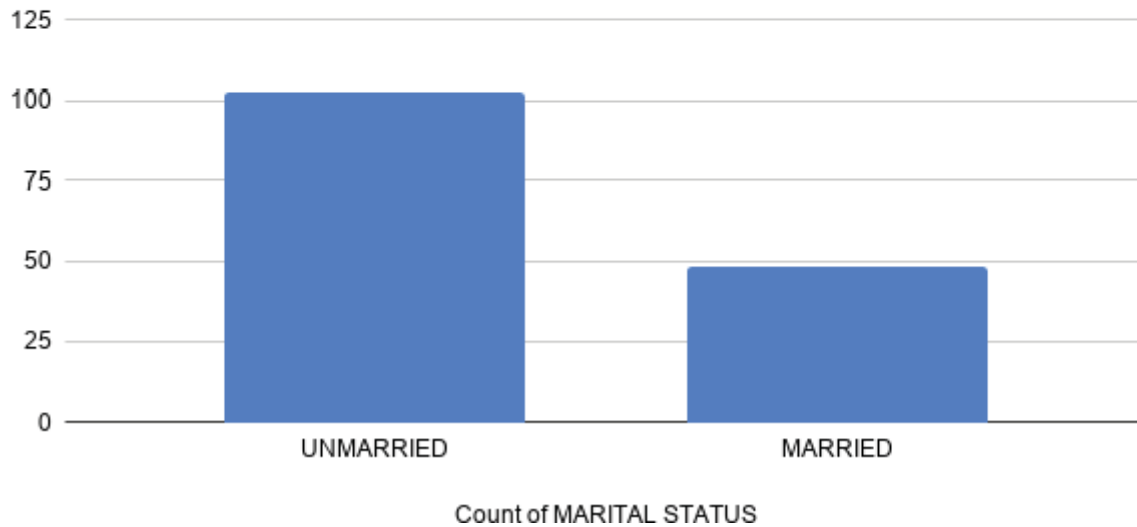
Interpretation:
From the above data it is interpretation that 50.3% of the responses are male and 49.7% of the responses are female.

Inference:
Majority (50.3%) of the respondents are male.

4.2.2 MARITAL STATUS

MARITAL STATUS	MARITAL STATUS
UNMARRIED	103
MARRIED	48

Count of MARITAL STATUS



Interpretation:

From the above table it is interpreted that 68.2% of the respondents are married, 31.8% of the respondents are unmarried.

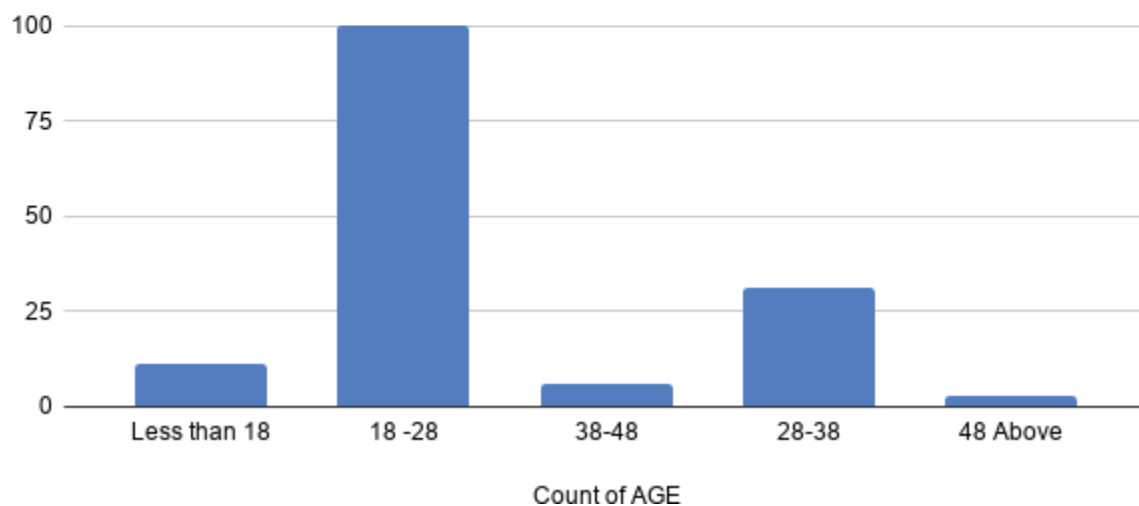
Inference:

Majority (68.2%) of the respondents are married.

4.2.3AGE

AGE	AGE
Less than 18	11
18 -28	100
38-48	6
28-38	31
48 Above	3

Count of AGE



Interpretation:

From the above table it is interpreted that 66.2% of the respondents are of the ages 18-28 years old, 20.5% are 28-38 years old, 7.3% are less than 18, 4% are 38-48 years old, 2% are 48 and above

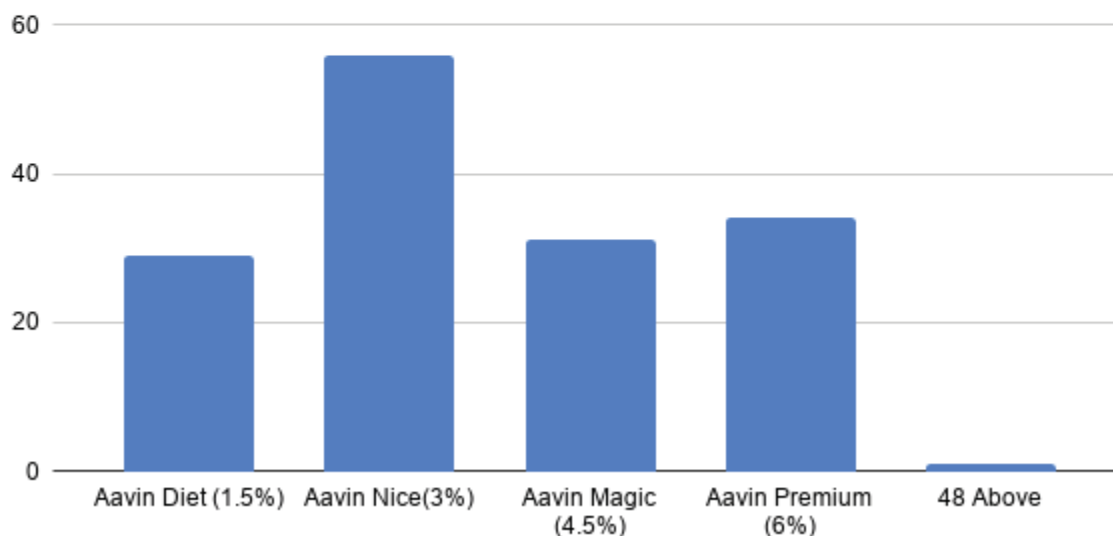
Inference:

Majority (66.2%) of the respondents are under the age of 18-28.

4.2.4 WHAT % OF FAT DO YOU PREFER IN AAVIN MILK ?

1.What is % of Fat you prefer in Aavin milk?	1.What is % of Fat you prefer in Aavin milk?
Aavin Diet (1.5%)	29
Aavin Nice(3%)	56
Aavin Magic(4.5%)	31
Aavin Premium(6%)	34
48 Above	1

Count of 1.What is % of Fat you prefer in Aavin milk?



Count of 1.What is % of Fat you prefer in Aavin milk?

Interpretation:

From the above table it is interpreted that 37.1 % of the respondents prefer Aavin nice(3%), 22.5% prefer aavin premium(6%), 20.5% prefer Aavin magic(4.5%) and 19.2% prefer aavin diet(1.5%).

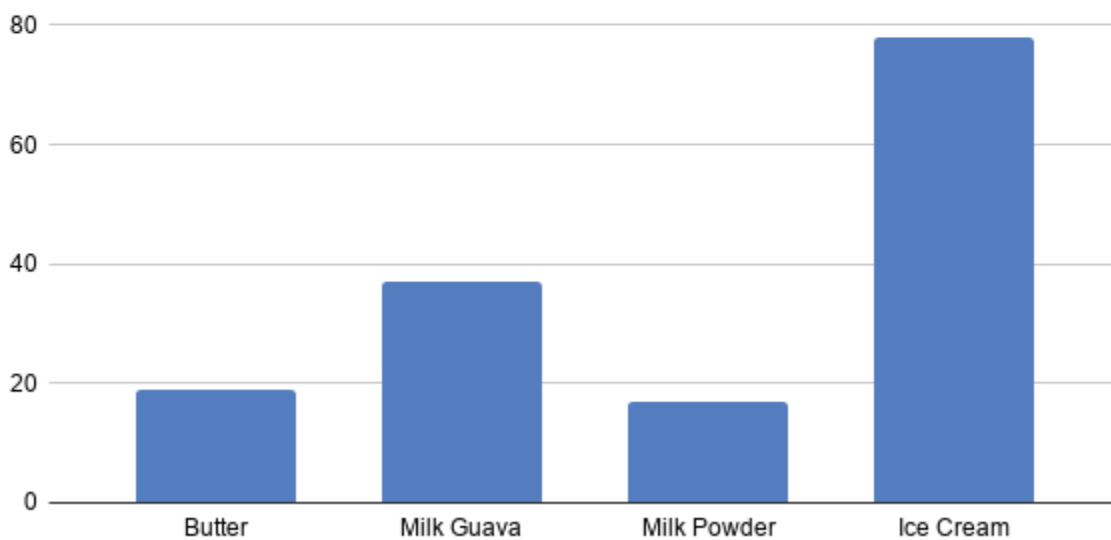
Inference:

Majority (37.1%) of the respondents prefer Aavin Nice(3%) fat in their milk.

4.2.5WHAT PRODUCTS OF AAVIN DO YOU LIKE?

2.What are the products of Aavin do you like?	2.What are the products of Aavin do you like?
Butter	19
Milk Guava	37
Milk Powder	17
Ice Cream	78

Count of 2.What are the products of Aavin do you like?



Count of 2.What are the products of Aavin do you like?

Interpretation:

From the above table it is interpreted that 51.7% of the respondents like ice cream, 24.5% of them like milk guava, 12.6% of them like butter and 11.3% of them like milk powder.

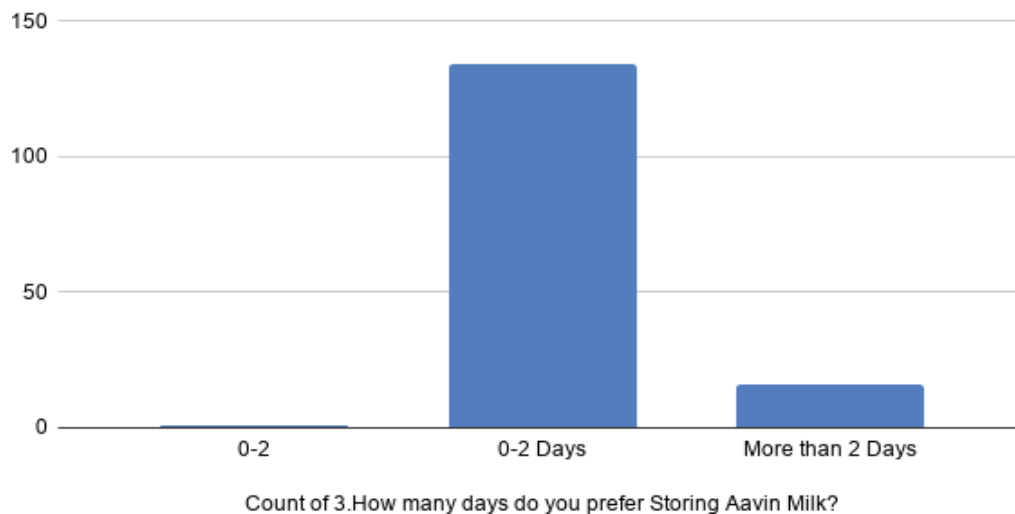
Inference:

majority (51.7%) of the respondents like ice cream from aavin.

4.2.6 HOW MANY DAYS DO YOU PREFER STORING AAVIN MILK?

3.How many days do you prefer Storing Aavin Milk?	3.How many days do you prefer Storing Aavin Milk?
0-2	1
0-2 Days	134
More than 2 Days	16

Count of 3.How many days do you prefer Storing Aavin Milk?



Interpretation:

from the above table it is interpreted that 88.7% of the respondents would like to store their milk for 0-2 days and only 10.6% of them would store more than 2 days.

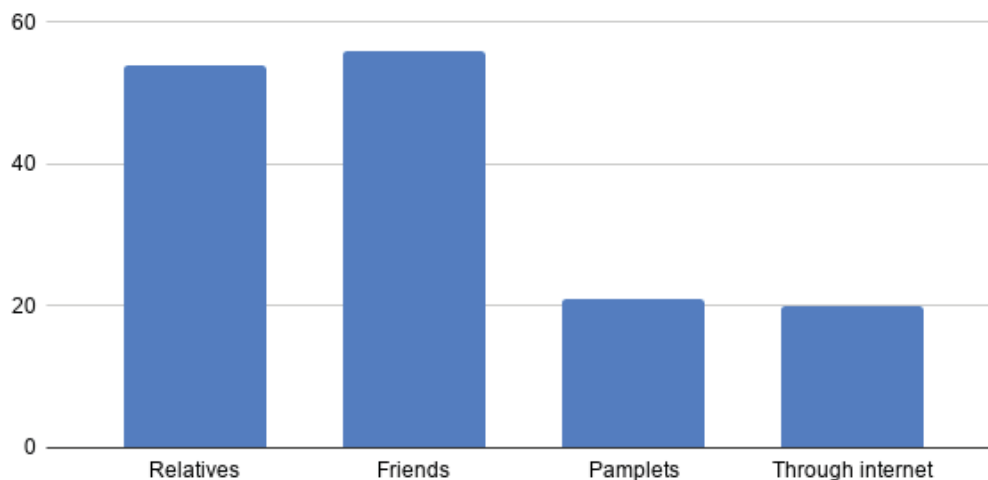
Inference:

majority (88.7%) of the respondents like to store their milk for 0-2 days.

4.2.7 WHO SUGGESTED YOU TO BUY AAVIN PRODUCTS?

4.Who suggested you to buy Aavin Products?	4.Who suggested you to buy Aavin Products?
Relatives	54
Friends	56
Pamplets	21
Through internet	20

Count of 4.Who suggested you to buy Aavin Products?



Count of 4.Who suggested you to buy Aavin Products?

INTERPRETATION:

From the above table it is interpreted that 37.1% are referred by friends, 35.8% by relatives, 13.2% by through internet and 13.9% from internet.

INFERENCE:

majority (88.7%) of the respondents like to store their milk for 0-2 days.

4.2.8 ARE YOU SATISFIED WITH AAVINS PACKAGING?

5.Are You Satisfied with Aavins Packaging ?	5.Are You Satisfied with Aavins Packaging ?
Yes	136
No	15



INTERPRETATION :

From the above table it is interpreted that 90.1% of respondents are satisfied with packaging and only 9.9% of respondents are not satisfied.

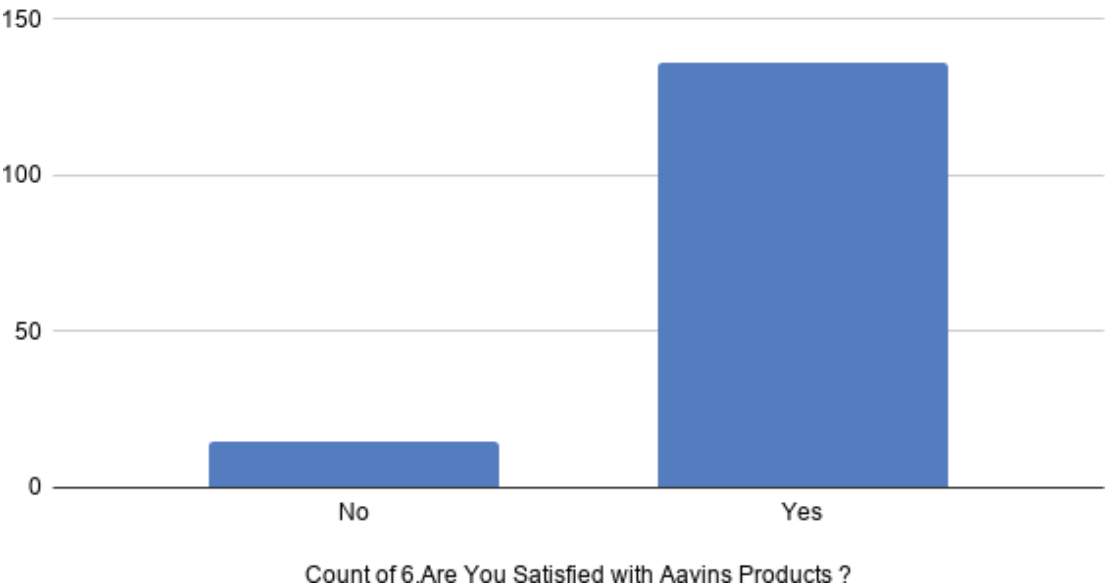
INFERENCE :

Majority 90.1% of respondents are satisfied with aavin packaging.

4.2.9 ARE YOU SATISFIED WITH AAVIN’S PRODUCTS?

6.Are You Satisfied with Aavins Products ?	6.Are You Satisfied with Aavins Products ?
No	15
Yes	136

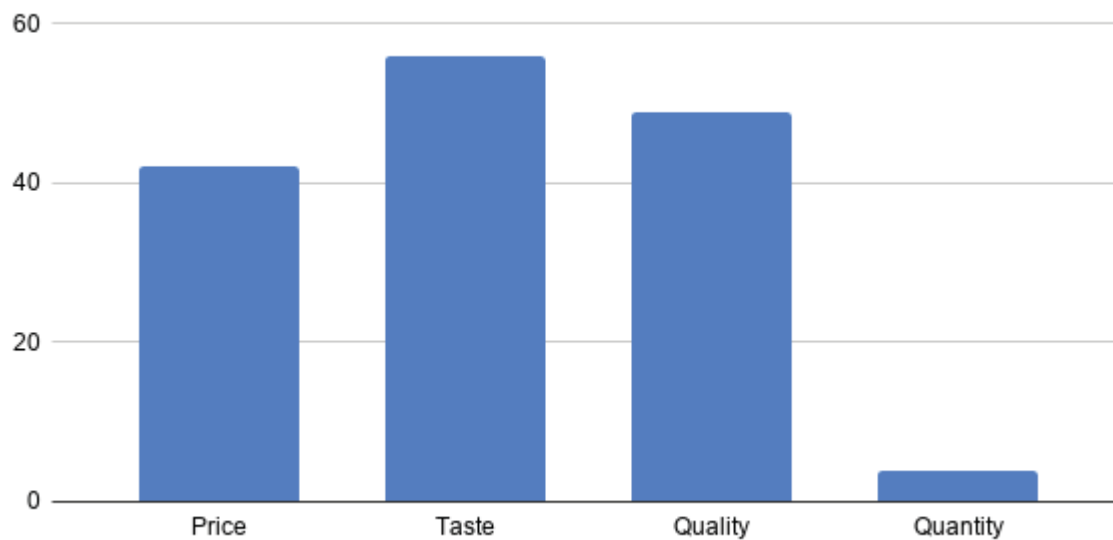
Count of 6.Are You Satisfied with Aavins Products ?



4.2.10 FOR WHAT REASON ARE YOU BUYING AAVIN PRODUCTS ?

7.For what reason are you buying Aavin products ?	
Price	42
Taste	56
Quality	49
Quantity	4

Count of 7.For what reason are you buying Aavin products ?



Count of 7.For what reason are you buying Aavin products ?

INTERPRETATION :

From the above table it is interpreted with 37.1% of taste ,32.5%of price ,27.8%of quality and rest with quantity .

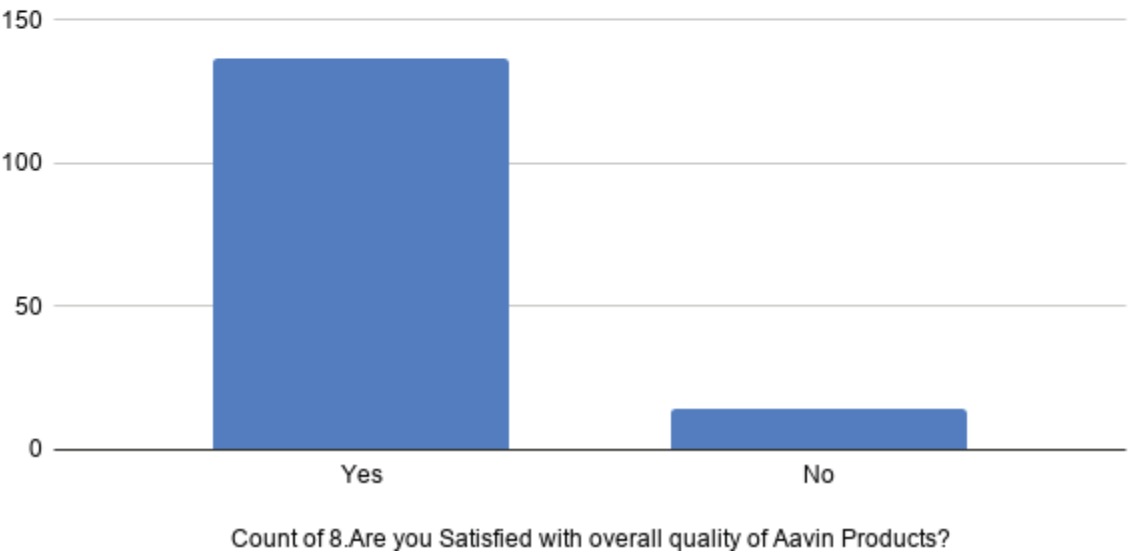
INFERENCE:

Majority (37.1%) of the buy Aavin products for its taste.

4.2.11 Are you Satisfied with overall quality of Aavin Products?

8.Are you Satisfied with overall quality of Aavin Products?	8.Are you Satisfied with overall quality of Aavin
Yes	
No	

Count of 8.Are you Satisfied with overall quality of Aavin Products?



INTERPRETATION :

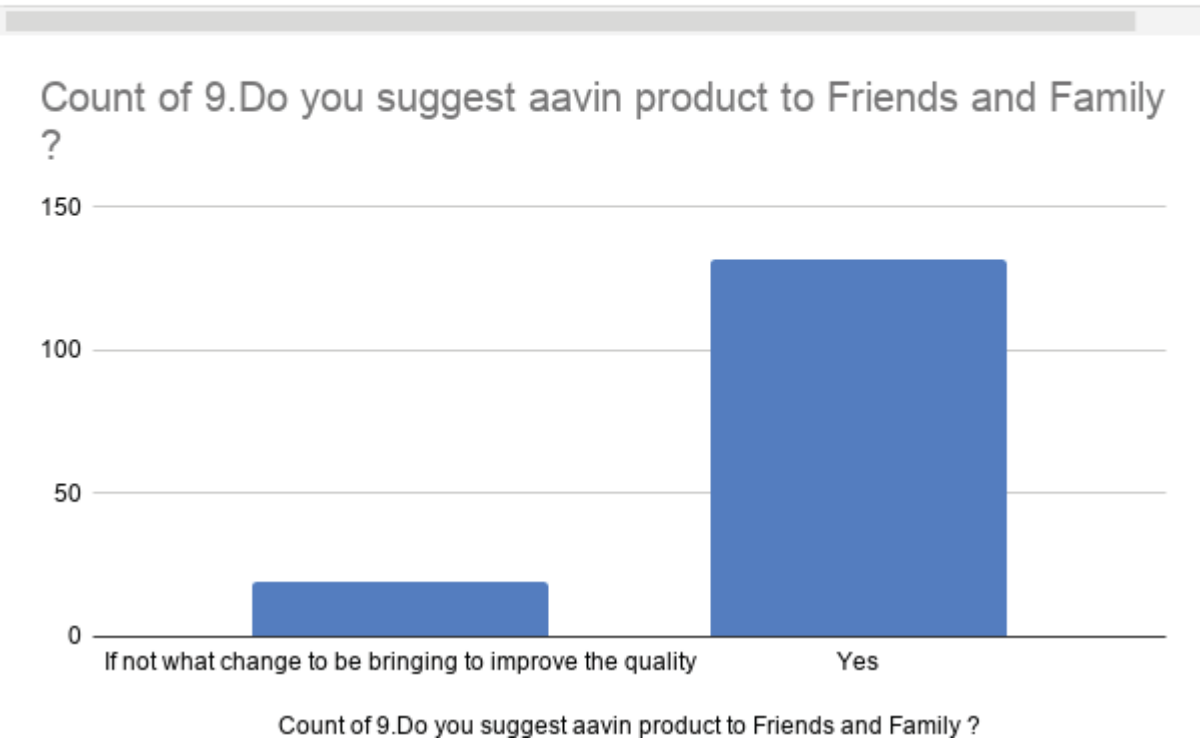
From the above table it is interpreted with 90.7% of respondents are satisfied with overall aavin products with yes and 9.3% of respondent with no.

INFERENCES:

Majority of 90.7% of consumers are satisfied with overall quality of aavin products.

4.2.12 Do you suggest aavin product to Friends and Family ?

9.Do you suggest aavin product to Friends and Family ?	9.Do you suggest aavin product to Friends and Family ?
If not what change to be bringing to improve the quality	
Yes	



INTERPRETATION:

From the above table, it is interpreted 87.4% of response have been suggested aavin products to friends and family

INFERENCES:

Majority of 87.4% of people suggested aavin products to friends and family.

5.1 FINDINGS

The current ratio of the company is low as the value of current asset is low compared to the value of current liability this does not sound good.

- The company's balance sheet amount was fluctuated that is there was increase and decrease in its value in fixed asset to current assets. So, the firm's liabilities are increased compared to year to year. Cash position of the company is changing year to year.
- The study clearly gave an idea about the marketing and sales that takes place in the company, the goods are not only traded within the district but also being sold to another district. There is a huge demand for the products from consumers most of the respondents are satisfied with the products produced by AAVIN.

Majority (50.3%) of the respondents are male.

Majority (68.2%) of the respondents are married.

Majority (66.2%) of the respondents are under the age of 18-28.

Majority (37.1%) of the respondents prefer Aavin Nice(3%) fat in their milk.

Majority (51.7%) of the respondents like ice cream from aavin.

Majority (88.7%) of the respondents like to store their milk for 0-2 days.

Majority 90.1% of respondents are satisfied with aavin packaging.

Majority of 90.9% of respondents are satisfied with the aavin products .

Majority (37.1%) of the buy Aavin products for its taste.

Majority of 90.7% of consumers are satisfied with overall quality of aavin products.

Majority of 87.4% of people suggested aavin products to friends and family.

5.1 SUGGESTIONS

- *Home delivery of aavin products can have its own app to deliver its wide range of products can be introduced
- *Plastic free packaging can be introduced and they can start with reusable glass bottles for packaging
- *Contact less purchase of aavin products through vending machines.
- *Wide range of products in different flavors and textures.

5.2 CONCLUSIONS

Aavin milk has a good reputation among the customers so it can be extended supplying products towards the customer demand for availability in markets must maintained for the consumers to stay in the same aavin brand. From various respondents the researcher has gathered lot of information's about avian milk and position in milk industry. this gives a positive stand to further strengthen its positions. iconclude that "aavin in the market leader in milk industry."

dairies should work by judiciously building an efficient system integrating the activities of several factors. The Dairy Council, the Cattle Breeders Association, The Herd book, veterinary services, insemination services, monitoring of milk, milking parlors and dairies. All the cow's need should be supplied in its immediate environment so that the cow's energy is devoted to milk production. The dairy industry has to integrate the feeding system, genetic data, advanced milking system, milk transport and processing facilities, administrative tasks, and skilled manpower. Up-to-date information on each cow is essential to the achievement of high yield. The data is to be recorded in Herd book, which contains information on most of the cows, including the genealogy of many generations.

The marketing practices followed are on the similar times between cooperative and private sector. The difference will be because of the capacities of the plants/markets

concerned. However, it can be concluded that the co-operatives will benefit a lot if they adopt the progressive attitude of M/s. Chital Bandh along with their professionalism and efficiency

4.3 References

- Albanese, P.J., (1989), "The Paradox of Personality in Marketing: A New Approach to the Problem", in Bloom, P. et al. (Eds), Enhancing Knowledge Development in Marketing, American Marketing Association, Chicago, IL, pp. 245-9. Anderson, R. C., Fell, D., Smith, R. L., Hansen, E. N., and Gomon, S. (2005);
- Current Consumer behaviour research in forest products; Forest Products Journal, 55 (1): 21- 27. Bagozzi, R.P., Gopinath, M. and Nyer, P.U. (1999), "The role of emotions in marketing", Journal of the Academy of Marketing Science, 27 (2): 184-206. Bhattacharjee, A.
- (2001), "Understanding information systems continuance: An expectation confirmation model". MIS Quarterly, 25 (3): 351-370. Chang, L-C. (2005), The Study of Subculture and Consumer Behaviour: An Example of Taiwanese University Students' Consumption Culture, Journal of American Academy of Business, Cambridge. Hollywood, 7 (2):
- 258-265. Christy M K Cheung; Gloria W W Chan; Moez Limayem (2005),
- "A Critical Review of Online Consumer Behaviour: Empirical Research", Journal of Electronic Commerce in Organizations, 3 (4); ABI/INFORM Global, pg. 1. Demirdjian, Z. S. Senguder, T. (2004), Perspectives in Consumer Behaviour: Paradigm Shifts in Prospect,
- Journal of American Academy of Business, Cambridge. Hollywood: Mar 2004. Vol. 4, Num. 1/2; pg. 348- 356. Engel, J.F.; Kollat, D.T. and Blackwell, R.D. (1968), Consumer Behavior, Holt, Rinehart and Winston. Ferber, R.. (1977), Selected Aspects of Consumer Behaviour: A Summary from the Perspective of Different Disciplines.
- Washington: U.S. Government Printing Office. 408 Fischer, E and Arnold, S, (1994), "Sex, gender identity, gender role attitudes, and consumer behavior", Psychology &

Marketing, 11 (2): 163-183. Fishbein, M. (1967),

- “Attitude and prediction of behaviour”. In M. Fishbein (Ed.), Readings in attitude theory and measurement (pp. 477-492). New York: John Wiley. Foddy, W (2001), Constructing questions for interviews and questionnaires: Theory and practice in social Research, Cambridge University Press. Hawkins, Del I., Best, R. and Coney, K. (2003),

- Consumer Behaviour: Building Marketing Strategy. Boston, Massachusetts: Irwin McGraw-Hill, pp. 775. Hudson, L. A. and Ozanne, J. L. (1988). "Alternative Ways of seeking Knowledge in Consumer Research" Journal of Consumer Research, 14 (4):508- 521. Jen, Y. (1990),

- Culture and self: perspectives of easterners and westerners, first edition, Taipei, Yuen Liu Press Co., Ltd, translated from Massella, Anthony J. Johnson, A.R. and Stewart, D.W.

(2005), “A reappraisal of the role of emotion in consumer behaviour: traditional and contemporary approaches”, in Malhotra, N.K. (Ed.), Review of Marketing Research, Vol. 1, ME Sharpe, Armonk, NJ, pp. 3-33. Kassarian, H. H. (1995),

BIBLIOGRAPHY

References:

1. Bourque, L. B. and Fielder, E. P. (2003). How to conduct self-administered and mail surveys, 2nd Edition Thousand Oaks, CA, Sage Publications.
2. Ridings, C. M., Gefen, D., & Arinze, B. (2002). Some antecedents and effects of trust in virtual communities. *Journal of Strategic Information Systems*, 11(3/4), 271-295
3. Velde, M. V., Jansen, P., & Anderson, N. (2003). *Guide to Management Research Methods*. Oxford, UK: Wiley-Blackwell.

Journals:

1. Jothi Mary C (2013) A Study on Consumer Behavior of Aavin Milk in BHEL Township: Trichy, 'International Journal of Advance Research in Computer Science and Management Studies', ISSN: 2321-7782, Vol.I, Issue.4, Pp.34-39.
2. Hanishkanthraja G and Subburaj B(2018) Consumer preference towards Aavin brand with special reference to Madurai district cooperative milk union , 'International Journal of Commerce and Management Research', ISSN: 2455-1627, Vol.4, Issue.I, Pp.32-35.
3. Dr. C. Boopathi(2015) Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu , 'International Journal of Commerce, Business and Management (IJCMB)', ISSN: 2319-2828, Vol.4, Issue.6, Pp.774-778.
4. Nidhyananth D., S. Sugapriya(2014) An Overview of Consumer Behavior towards Aavin Milk in Erode District , 'IOSR Journal of Business and Management (IOSR-JBM)', ISSN: 2278-487, ISSN: 2319-7668, Vol.I, Issue.5, Pp.64-66.
5. Elangovan N., M.Gomatheeswaran(2015) A study on consumer behaviour towards various brands of milk and milk products with special reference to Thudiyalur town at Coimbatore district in Tamil Nadu, 'International Journal of Multidisciplinary Research and Development', ISSN: 2349-4182, ISSN: 2349-5979, Vol.2, Issue.4, Pp/595-601.

6. Meenakshi, Rand S.Sekar(2012) Customer Attitude Towards Aavin Milk, 'Global J. of Arts & Mgmt', Vol.2, Issue.3, Pp.211-215.
7. Rakhee Mairal Renapurkar, Anita D'souza, Sudhakar B. Ingle(2017) Consumer Perception towards Milk Brands and Milk Products , 'International Journal of Advance Research in Computer Science and Management Studies', Vol. I, Issue.4. Pp.23-35.
8. Dr R Rathina Bai(2017) An Empirical Study On Customer Satisfaction Towards packagedmilk in Chennai , 'International Research Journal of Management and Commerce', ISSN: (2348-9766), Vol.4, Issue.7, Pp.420-435.
9. Dr.P.Jayakumar S.Loganathan(2015) A Study On Consumer Preference Of Milk at Edamalaippattipudur in tiruchirappalli district , 'Intercontinental Journal Of Marketing Research Review', ISSN:2321-0346, ISSN:2347-1670, Vol.3, Issue.7, Pp.33-39.
10. Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha and C.Sankar(2012) A Study on Consumer Satisfaction of Aavin Milk in Salem City , 'Indian Journal Of Applied Research Research Paper Commerce', ISSN - 2249-555, Vol.I, Issue.9, Pp.31-33.
11. Dr.G.Balamurgan Im.K.Sindhu(2017) Factors Influencing Consumer Buying behaviour with special reference to dairy products , 'International Journal Of Advance Research And Innovative Ideas In Education', ISSN-2395-4396, Vol.3, Issue.5, Pp.1365-1369.
12. Manivannan M.(2013) A study on customer satisfaction of Aavin milk in Salem district , 'International Journal of Marketing and Management Research', ISSN : 2229-4668, Vol.4, Issue.5, Pp.11-19.
13. Dr.R.Subramaniya Bharathy, Mr.R.Ramesh, And Mr.S.B.Inayath Ahamed(2013) A Study On The Competitive Advantage Of Aavin Over Its Rivals In The Salem Region: An Empirical Study, 'Asia Pacific Journal of Marketing & Management Review', ISSN 2319-2836, Vol.2, Issue.7, Pp.44-56.

'Imperial Journal of Interdisciplinary Research (IJIR)', ISSN: 2454-1362, Vol-2, Issue-12, Pp.1582-1586.

48. Greta Kresic, Zoran Herceg, Vesna Lelas, Anet Rezek Jambrak(2010) Consumers' behaviour and motives for selection of dairy beverages in Kvarner region: a pilot study 'Preliminary communication - Prethodno priopcenje', Vol.60, Issue.I, Pp.50-58.
49. Aissam Bousbia, Sofiane Boudalia, Sarra Chelia, Karima Oudaifia, Hanane Amari, Mohamed Benidir, Boussad Belkheir and Sofiane Hamzaoui(2017) Analysis of Factors Affecting Consumer Behavior of Dairy Products in Algeria: A Case Study from the Region of Guelma, 'International Journal of Agricultural Research', Vol.12, Issue.2, Pp.93-101.
50. Mohit Jamwal, Dr. Akhilesh Chandra Pandey(2010) Consumer Behaviour towards cooperative milk societies: A Study on measuring customer satisfaction of Aanchal milk (A Member Milk Union of UCDF Ltd.) , 'International Journal of Advance Research in Computer Science and Management Studies', ISSN: 2321-7782, Vol.I, Issue.4, Pp.34 - 39.
51. Klaudia Kurajdova Janka Taborecka-Petrovipovaa, Alena Kaspakova(2015) Factors Influencing Milk Consumption and Purchase Behavior Evidence from Slovakia , 'Procedia Economics and Finance Business Economics and Management', Vol. I, Issue.34, Pp.573-580.

14. G.Purushothaman*; P.Subburaj(2014) Customer Satisfaction On Aavin Milk With Special Reference To Chennai City , 'ZENITH International Journal of Multidisciplinary Research', ISSN 2231-5780, Vol.4, Issue.5, Pp.77-82.
15. Dr.S.Sivasankaran, Dr.R.Sivanesan(2013) Brand Preference of Packed Milk - Comparative Study on Rural and Urban Consumers In Kanyakumari District , 'International Journal of Business and Management Invention', ISSN: 2319 - 8028, ISSN: 2319 - 801, Vol.2, Issue.7, Pp.23-35.
16. M. Vairamuthu and Gokula Krishnan(2017) A Study on Brand Positioning in Dairy Product at Villupuram, Tamil Nadu , 'Asian Journal of Managerial Science', ISSN: 2249-6300, Vol.6, Issue.2, Pp.5-10.
17. Dr. I. Sai Prasad and Dr. K. S. Raju(2016) Consumer Behaviour - A Study On Visakha Dairy Milk In East Godavari District Of Andhra Pradesh , 'International Journal of Informative & Futuristic Research', ISSN: 2347-1697, Vol.3, Issue.11, Pp.4011-4015.
18. Dhanya. K*, Venkatesa Palanichamy. N(2018) An Overview Of Consumer Buying Behavior Towards Aroma Milk Products In Coimbatore District, Tamil Nadu , 'International Journal of Advances in Agricultural Science and Technology', ISSN: 2348-1358, Vol.5, Issue.7, Pp.109-123.
19. B.Jayalakshmi(2015) Factors Influencing Consumer Buying Behavior With Special Reference To Dairy Products In Salem District, 'International Journal of Business and Administration Research Review', ISSN:2347-856, ISSN:2348-0653, Vol.I, Issue.12, Pp.197-201.
20. P Santhi(2016) Determinants of Household Choice of Fluid Milk in Urban Market Segment, 'Amity Journal of Marketing', Vol.I, Issue.I, Pp.59-74.
21. N Ramya, Dr. SA Mohamed Ali(2018) A study on consumer buying behaviour towards Amul products with special reference to Coimbatore city , 'International Journal of Applied Research', Vol.4, Issue.7, Pp.353-357.

22. Dr .S .V. Ak:ilandeewari & R.Abirami(2017) Consumer's Brand Preference towards Cooperative Milk and Private Milk in Tamilnadu, 'International Journal of Research', ISSN: 2348-6848, ISSN: 2348-795, Vol.04, Issue.13, Pp.2058-2071.
23. Kumar Siddhartha (2018) Customer Patronage Towards Brand: Sanchi : Evidence From Bhopal, madhya pradesh (india) , 'Global Journal Of Commerce & Management Perspective', ISSN:2319-7285, Vol.7, Issue.2, Pp.29-40.
24. Ramesh L and Poornima S(2016) Consumer Preference Towards Aavin Milk And Milk Product , 'International Journal of Current Multidisciplinary Studies', Vol.2, Issue.8, Pp.384-389.
25. O. Kilic, C. Ak:bay, G. Yildiz Tiryaki(2009) Factors affecting packed and unpacked fluid milk Consumption, 'Agric. Econ. -Czech', Vol.55, Issue.I 1, Pp.557-563.
26. C.Sankar Ph.D(2012) A Study on Consumer Satisfaction of Aavin Milk in Salem City , 'Indian Journal of Applied Research', Vol.1, Issue.9, Pp.31-33.
27. K. Muneeswaran(2013) Consumer Attitudes Towards Aavin Products in Sivagangai Town , 'Journal Promoted By Indian Society For Health And Advanced Research', ISSN No 2277 - 8179, Vol.2, Issue.6, Pp.81-84.
28. P. Sangeetha and Dr. S. Mohan(2016) Studies on Consumer Awareness of Milk , 'Journal of Exclusive Management Science', ISSN 2277 - 5684, Vol.5, Issue.3, Pp.1-4.
29. Dr.P.Rengarajan, R.Sathya and R.Gowthami(2014) Buying Behaviour of selected branded milk products , 'EPRA International journal of economic and business review', ISSN:2347-9671,ISSN:2349-0187, Vol.2, Issue.8, Pp.105-110.
30. N.Panchanatham and B. Rajasekaran(2013) Consumers' Brand Preferences And Brand Loyalty - An Empirical Study With Special Reference To Packaged Milk , 'International Research Journal of Business and Management - IRJBM', ISSN 2322- 083, Vol.4, Issue.I, Pp.45-56.
31. Manish Phuyal (MBA)(2016) A Study On Consumers' Perception Towards Packaged Milk Products In Panipat, Haryana , 'International Journal of Advanced Research', ISSN 2320-5407, Vol.4, Issue.6, Pp.1215-1221.

32. Dr. C. Boopathi (2015) Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu , 'IRACST - International Journal of Commerce, Business and Management (IJCBM)', ISSN: 2319-2828, Vol. 4, Issue.6, Pp.774-778.
33. Thiagaraj.V(2015) Brand Preference and Domestic Consumption of Aavin Milk in Tirupur District , 'Research Paper Commerce Commerce Gjra - Global Journal For Research Analysis', ISSN No 2277 - 8160, Vol.4, Issue.3, Pp.1-3.
34. Dr. Akhilesh Chandra Pandey(2014) Consumer Behaviour towards cooperative milk societies: A Study on measuring customer satisfaction of 'Aanchal' milk (A Member Milk Union of UCDF Ltd.), 'Needs & Strategies- A Management Perspective', Vol.1, Issue.4, Pp.1-11.
35. M.Arul kumar & Dr.S.Gopalsamy(2017) Export Of The Dairy Products In India - With Special Reference To Bangladesh , 'International Journal Of Research Culture Society UGC Approved Monthly, Peer-Reviewed, Refereed, Indexed Journal', ISSN: 2456-6683, Vol.1, Issue.9, Pp.162-164.
36. Abinaya K & Santhi(2018) A study on customer preference on the dairy products in Madurai district, Tamil Nadu, 'International Journal of Advance Research and Development', Vol.3, Issue.8, Pp.142-146.
37. Ramalingam C*, Harshita Jain, Kirti Vatsa, Naushin Akhtar, Bhaskar Mitra, D. Vishnudas, Sharad Yadav, Kunal Garg, Alok Prakash, Amit Rai(2013) Detection and Biochemical Characterization of Microorganisms in Milk and Cocoa powder samples by FTIR and subsequent production of Bacteriocin from Lactobacillus , 'International Journal of Drug Development & Research', ISSN 0975-9344, Vol.5, Issue.I, Pp.310-320.
38. G Shruthi, B Dayakar Rao and Y Latika Devi(2016) Consumers Perception towards Karimnagar Milk Producing Company Limited Milk and Milk Products , 'Research Journal of Agricultural Sciences', ISSN: 0976-1675, Vol.7, Issue.4, Pp.771-773.
39. N.Elangovan Dr.M.Gomatheeswaran(2014) An Empirical Study On Consumer Preference Towards Various Brands Of Milk And Milk Products With Special Reference to periyanaiicken palayam taluk at coimbatore district in tamilnadu. ,

'Primax International Journal of Commerce and Management Research', ISSN: 2321-3604, Vol.2, Issue.2, Pp.95-148.

40. Dr. R. Subramaniya Bharathy(2015) A Study On Impact Of Advertisement On Consumer Brand Choice Behaviour Towards Milk (With Special Reference To Tiruchengode Region) , 'International Journal Of Research In Computer Application & Management', ISSN 2231-1009, Vol.5, Issue.5, Pp.52-93.
41. Kameswara Rao Poranki(2015) The Dimensions of Customer Satisfaction of Aavin Milk in Hyderabad, India , 'The international journal research publication's research journal of social science & management', ISSN:2251-1571, Vol.5, Issue.2, Pp.156-164.
42. Ramesh and poornima,S.(2016) Consumer Brand Preference Towards Pasteurized Packaged Milk In Gudalur Town. , 'CLEAR International Journal of Research in Commerce & Management', Vol.7, Issue.11, Pp6-13.
43. Ramasamy, T. Jeyanthi, J. & Renugadevi, N.(2013) Assessment on Consumer Preferences towards Packed Milk in Paramakudi, Tamil Nadu, India. , 'CLEAR International Journal of Research in Commerce & Management', Vol.3, Issue.5, Ppl-10.
44. Jayanthi S.(2014) Consumer Buying Behaviour and its Impact on Deval milk, 'Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS)', ISSN : 2319-6998, Vol.2, Issue.I, Pp.61-66.
45. Anushka & Rakesh singh(2015) Consumer Perception And Motivational Factors Influencing Willingness To Pay For Milk And Milk Products ,
46. Sharath Joseph, Prof. A. Seema(2016) A Study on Improving The Market Share of Milma Milk - With Special Reference to Customer Satisfaction and Dealer Satisfaction, Kerala, 'International Journal of Business and Management Invention', ISSN: 2319-8028, ISSN: 2319- 801, Vol.5, Issue.IO, Pp.75-107.
47. Sonali Dhawan(2016) A Study of Consumer Behaviour towards Various Branded and Non- Branded Milk with Special Reference to Jabalpur District in Madhya Pradesh ,