

A STUDY ON CUSTOMER PREFERENCE AND
SATISFACTION LEVEL TOWARDS THE EXPECTATION
WHICH SPECIAL TO REFERENCE TO AAVIN PRODUCT

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SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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

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DEPARTMENT OF

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Devipriya (39280008)

Names of each student followed by register Number in brackets who have done the Project work as a team

who carried out the project entitled AAVIN PRODUT under my / our supervision from

—.

Internal Guide

DECLARATION

DEVIPRIYA (39280008) . Hereby declare that the Project Report entitled “A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THE EXPETATION EHICH SPECIAL REFERENCE TO AAVIN PRODUCT” done by me under the guidance of Dr. SHETTY DEEPA .M.COM. B.ED. PhD. Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

ACKNOWLEDGEMENT

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ABSTRACT

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. Thus, creates greater demand for dairy products. Tamil Nadu state is the one of the ten largest milk producing states in India. In the state, major milk contributor is aavin, a Tamil Nadu- based milk producer's union, procures milk, processes it and sells milk and milk products to customers. This paper analyses customer preference over the aavin with special reference to the nilgiri district. The aim of the study is to reveal customer preference over aavin milk products based on their age, education qualification, and monthly income of the customer's family. It also depicts level of satisfaction about the product using simple percentage analyses.

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LIST OF CHART

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INTRODUCTION

1.1 INTRODUCTION:

The Dairy Development Department was established in Tamil Nadu in the year 1958 to oversee and regulate milk production and commercial distribution in the state. The Dairy Development Department took over control of the milk cooperatives. It was replaced by the Tamil Nadu Cooperative Milk Producers Federation Limited in the year 1981. On 1 February 1981, the commercial activities of the cooperative were handed over to Tamil Nadu Co-operative Milk Producers' Federation Limited which sold milk and milk products under the trademark "aavin". Tamil Nadu is one of the leading states in India in milk production with about 14.5 million liters per day.

INDUSTRY PROFILE:

POINTS	INFORMATION
Product brand nama	Aavin
Founder /Owner	Tamil Nadu Co-operative Milk Producers Federation Limited
Deta of establishment	1972
Establishment plac	Chennai TamilIndu India
Telephone no	044-23464500-03
Company statuy	Active
Websits	www. Aavin milk com.

NEED OF TSTUDY

- ☐ There are several issue on customer preference and satisfaction level to words the expectation.
- ☐ The organization to become a happy place to work if employee work is fully satisfied with customer expectation.
- ☐ An individual feels motivated in the company , when they came to know preference and achived.
- ☐ When the relationship between employees and customer become healthy then problem will not arise.

1.4 SCOPE OF STUDY:

☐ To maintain harmonious relation between employees and customer

☐ To safeguard the interest of customer to satisfy them

11

☐ To avoid the customer conflicts and want to satisfy their expectation

☐ Developing customer relation in an society

1.5 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The objective of this study was to determine the customer preference and satisfaction level to words the expectation on the effectiveness of customer relationship management practice in aavin product.

SECONDARY OBJECTIVE:

To study about the customer relationship management among aavin company.

- To know about how conflict managed and remedial measures incorporated.
- To understand the transparency in communication among customer.
- To provide suggestions and recommendations for the customer Relationship practices.

CHAPTER 2

REVIEW OF LITERATURE

Naveen Venkata Prasanna (2003) carried out a study on customer satisfaction rate towards aavin milk in Coimbatore. , The study focused on ascertaining consumer preference in purchase of aavin brand of milk and analyzing the perceived differences of various brands of milk on key attributes and also on identifying measures for improving customer satisfaction. Purity, taste, Thickness, availability, price, service of ays and place of purchase were the criteria used in the study. It was found that Aavin brand of milk was rated high for purity , taste and thickness. Auributes like availability, price and service of agents were also rated.

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.

Boopathi. C (2002) the project entitled "An Overview of consumer behavior of Aavin milk with reference to Erode District" is carried out with an objective to determine the customer behavior towards Aavin

milk products and to find out the customer mentality towards using the service. The research mainly focuses on the factors like quality, consumer preference, price, service, attitudes and experience of consumers.

CHAPTER-3

3.1 RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data's in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- ☐ Observation
- ☐ Interest
- ☐ Formulating research problems
- ☐ Documentation
- ☐ Research designs

THE SECONDARY STAGE INCLUDES:

- ☐ Project planning
- ☐ Data collection
- ☐ Questionnaire preparation
- ☐ Analysis of data
- ☐ Testing of hypothesis
- ☐ Interpretation
- ☐ Questionnaire preparation.

3.3 TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to

data which has already been collected and analyzed by someone else. The secondary data for the study was collected google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

3.6 PILOT SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE:

The sample size for this survey is 90.

3.8 PERIOD OF STUDY

The period of study is from July 2021 to October 2021 with is four months of

study.

3.9 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

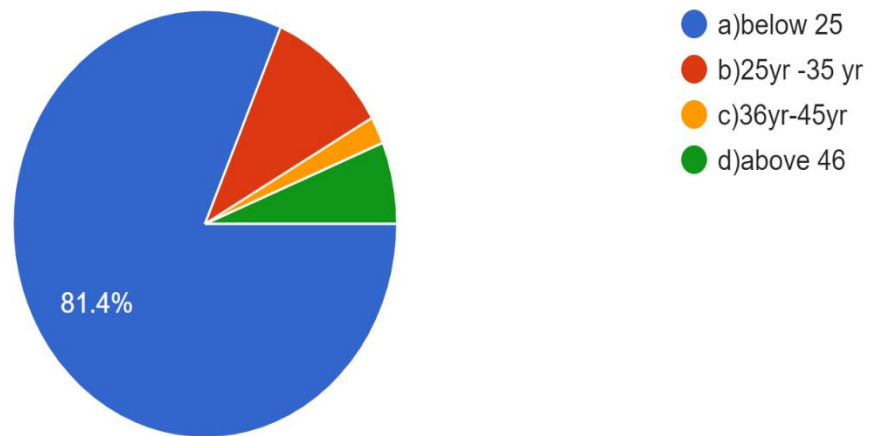
4.1 survey analysis of data

TABLE4.1

age	respondent
Below25	81.4 %
25yr-35yr	9.3%
36yr-45yr	2%
Above46	7.3%

2. AGE OF THE RESPONDENT

97 responses



INTERPRETATION;

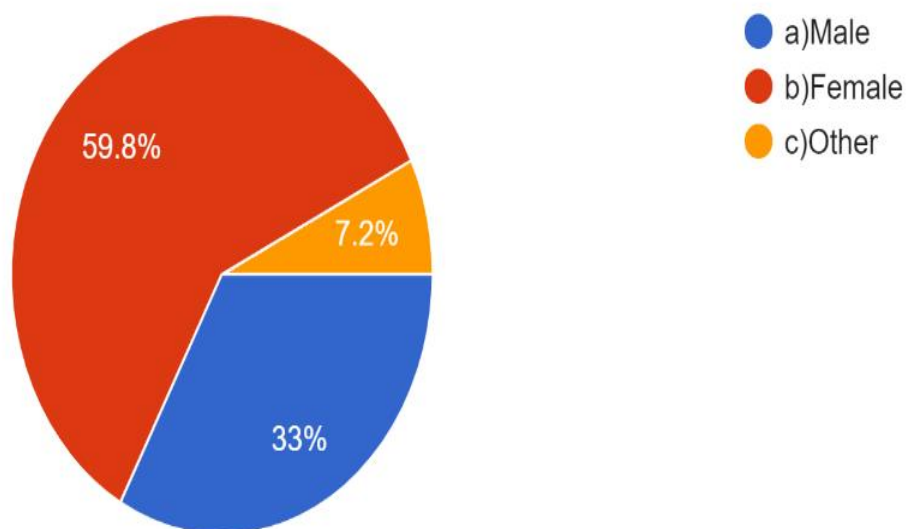
From the above table interpreted that 7.3%. respondents are below 81.5% are between 25-35age , are9.3% . between 36-45, majority of 2%respondents are between the age of below 25

Table 4.2 gender of respondents

gender	Percentage
male	33%
female	59.8%
other	7.2%

3. GENDER OF THE RESPONDENT

97 responses



INTERPRETATION;

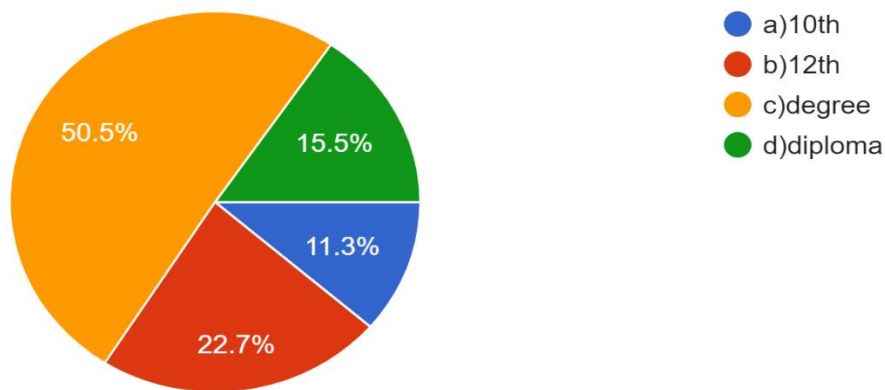
from the above table interpreted that 33% was respondent male, 59.8% was respondent female. Majority 59.8% respondents was female.

TABLE 4.3 EDUCATION QUALIFICATION

education	percentage
10th	11.3%
12th	22.7%
degree	50.5%
diploma	15.5%

4. EDUCATION QUALIFICATION OF THE RESPONDENTS

97 responses



INTERPRETATION;

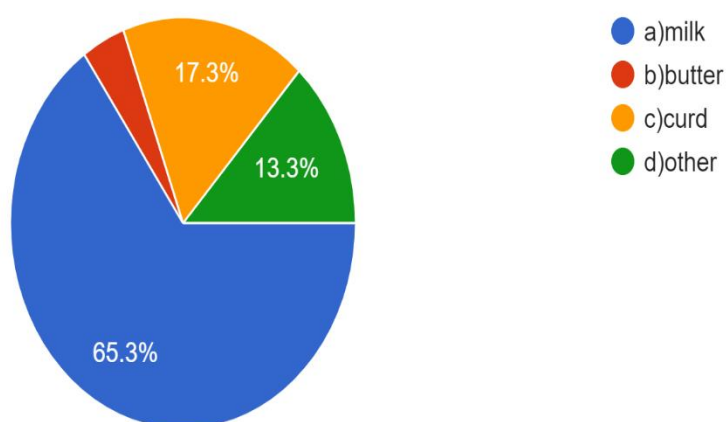
From the above table interpreted that 50.5% respondent degree person and 11.3% was respondent 12th, and 22.7% was respondent 10th, majority of respondent 50.5% is degree person.

TABLE 4.4 WHAT DO YOU PREFER

What do you prefer	Percentage
milk	65.3%
butter	4.1%
curd	17.3%
others	13.3%

6.WHAT DO YOU PREFER

98 responses



INTERPRETATION;

From the above table interpreted that 65.3% respondent prefer milk and 13.3% was respondent prefer milk others, and was respondent prefer curd and 17.3% was respondent prefer butter and 4.1% was preferred others, majority of respondent 65.5% is prefer milk.

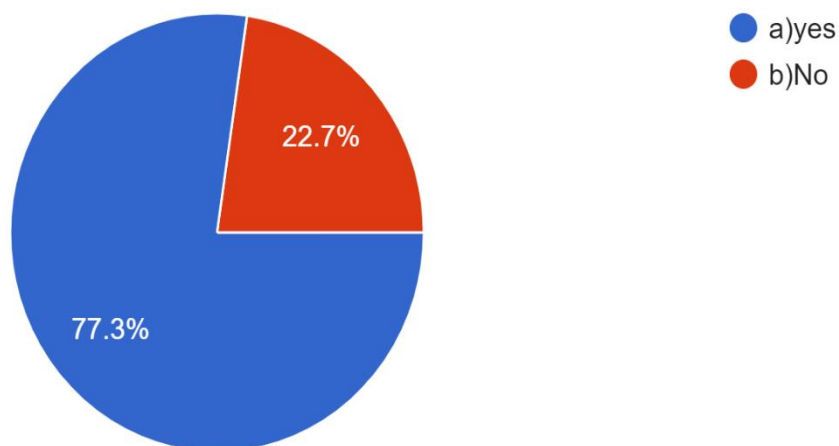
TABLE 4.7 ARE YOU AWARE OF BRAND MILK PRODUCT

Aware of product	percentage
------------------	------------

yes	77.3%
no	22.7%

7.ARE YOU AWARE OF BRAND MILK PRODUCT

97 responses



INTERPRETATION;

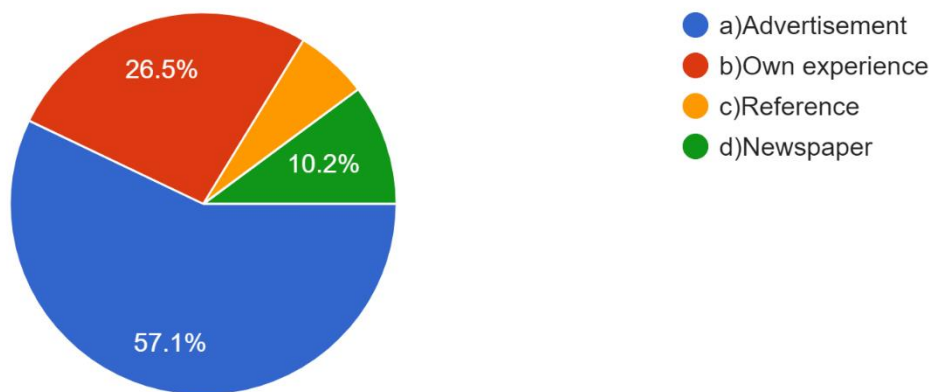
From the above table interpreted that 77.3% respondent YES and 22.7% was respondent NO , , majority of respondent 77.3% is YES.

TABLE 4.8 HOW YOU KNOE THIS PRODUCT

HOW YOU KNOW THIS PRODUCT	percentage
Advertisement	57.1%
Reference	6.2%
Own experience	26.5%
New paper	10.2%

8.HOW YOU KNOW THIS PRODUCT

98 responses



INTERPRETATION:

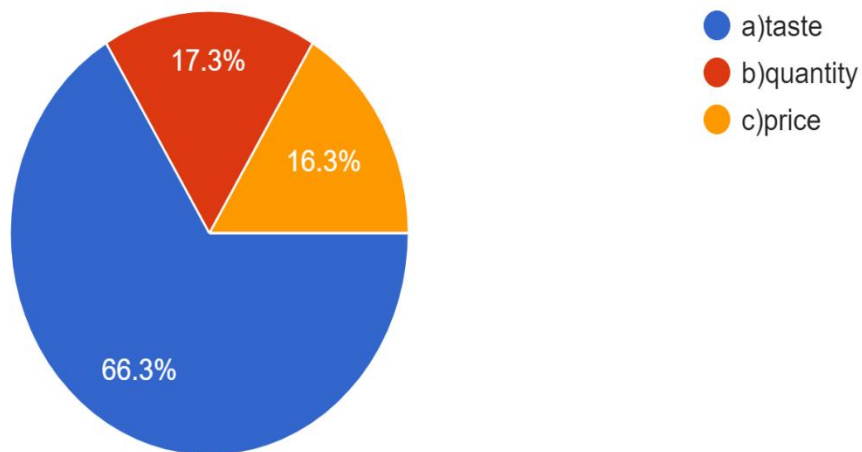
From the above table interpreted that 57.1% respondent advertisement and 26.5% was respondent own experience , and 6.2% was respondent reference and 10.2% was respondent news paper, majority of respondent 57.1% is advertisement.

TABLE 4.9 WHAT DO YOU MOST LIKE IN AAVIN PRODUCT

What do you most like in aavin	percentage
taste	66.3%
ouarntity	17.3%
price	16.3%

9.WHAT DO YOU MOST LIKE IN AAVIN PRODUCT

98 responses



INTERPRETATION:

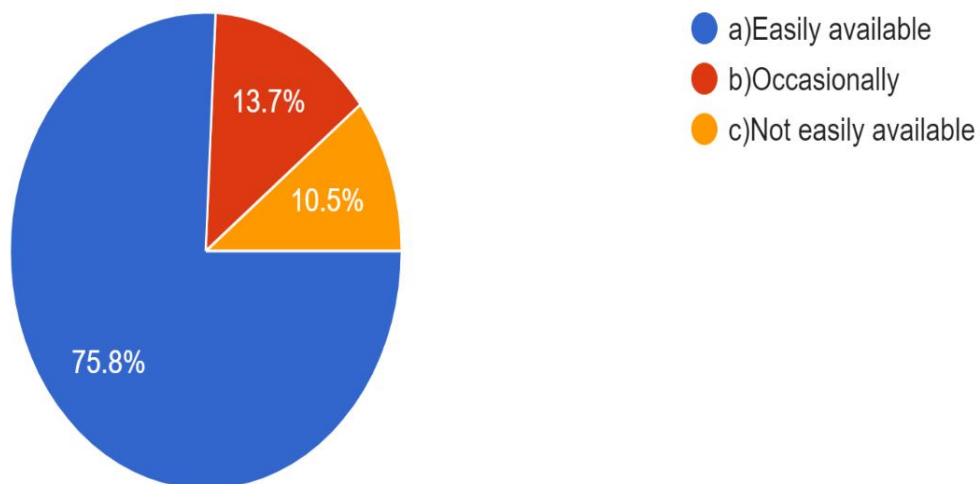
From the above table interpreted that 66.3% respondent Taste and 17.3% was respondent Quantity , and 16.3% was respondent price, majority of respondent 66.3% is Taste.

TABLE 4.10 HOW AAVIN PRODUCT AVAILABLE

HOW AAVIN PRODUCT AVAILABLE	percentage
Easily available	75.8%
Occasionally	10.5%
Not easily available	13.7%

11.HOW AVAILABLE OF AAVIN PRODUCT

95 responses



INTERPRETATION:

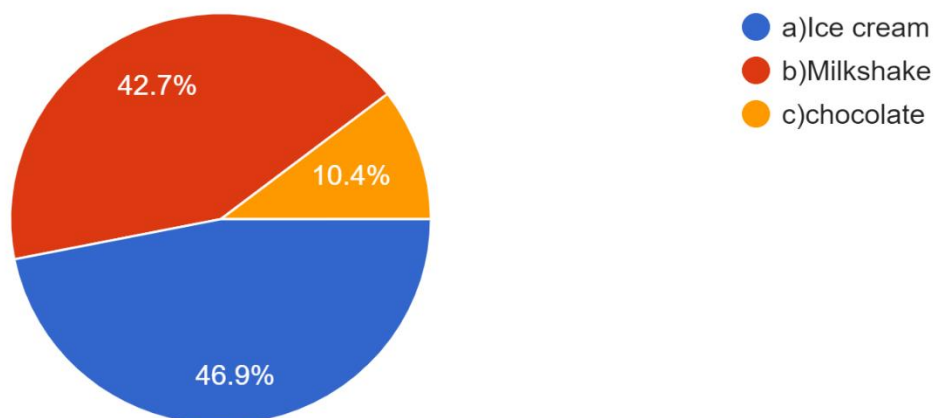
From the above table interpreted that 75.8% respondent Easily available and 13.7% was respondent Not easily available , and 10.5% was respondent Occasionally, majority of respondent 75.8% is Easily available.

TABLE 4.11 IN AAVIN PRODUCT WHAT YOU LIKE MORE

WHAT DO LIKE MORE	percentage
Ice cream	46.9%
milkshake	42.7%
chocolate	10.4%

10.IN AAVIN PRODUCT WHAT DO YOU LIKE MORE

96 responses



INTERPRETATION:

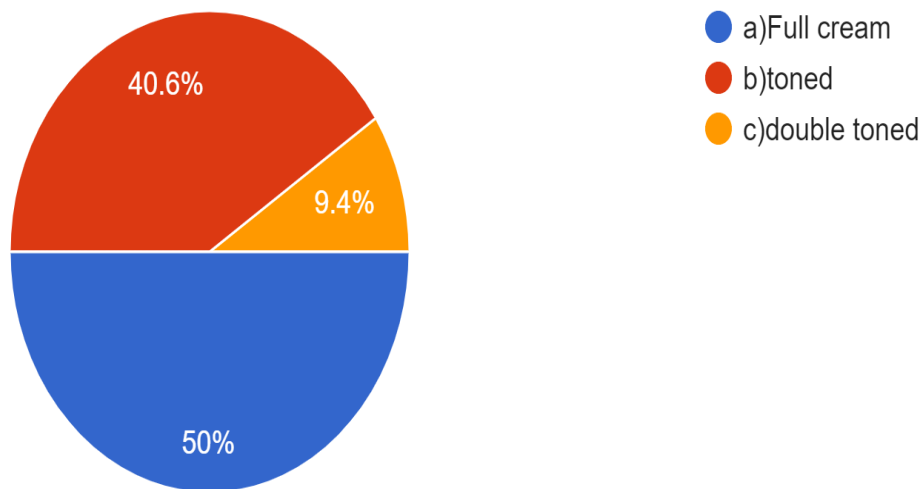
From the above table interpreted that 46.9% respondent ice cream and 42.7% was respondent milk shake , and 12.1% was respondent chocolate , majority of respondent 46.9% ice cream.

TABLE 4.12 WHICH TYPE OF AAVIN MILK DO YOU PREFER TO BUY

WHAT TYPE OF MILK	percentage
Full cream	50%
Toned	40.6%
Double toned	9.4%

15.WHICH TYPE OF AAVIN MILK DO YOU PREFER TO BUY

96 responses



INTERPRETATION:

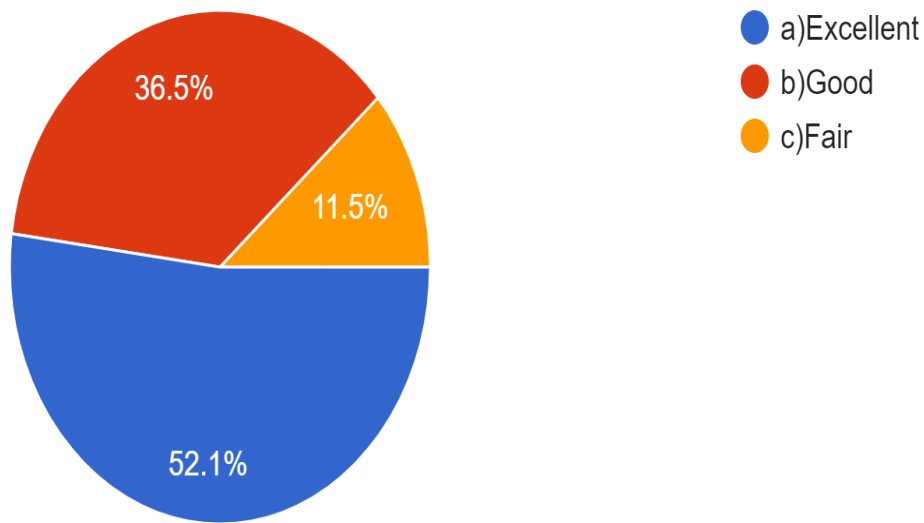
From the above table interpreted that 50% respondent full cream and 40.6% was respondent toned , and 9.4% was respondent Double toned, majority of respondent 50% is full cream.

TABLE 4.13 DOSE AAVIN MILK SUIT YOUR BUDGET? IF YOU MEAN TO WHICH EXTENT

SUITABLE FOR BUDGET	percentage
Excellent	52.1%
Good	36.5%
Fair	11.5%

14.DOES AAVIN MILK SUITS YOUR BUDGET?IF YOU MEAN TO WHICH EXTENT

96 responses



INTERPRETATION:

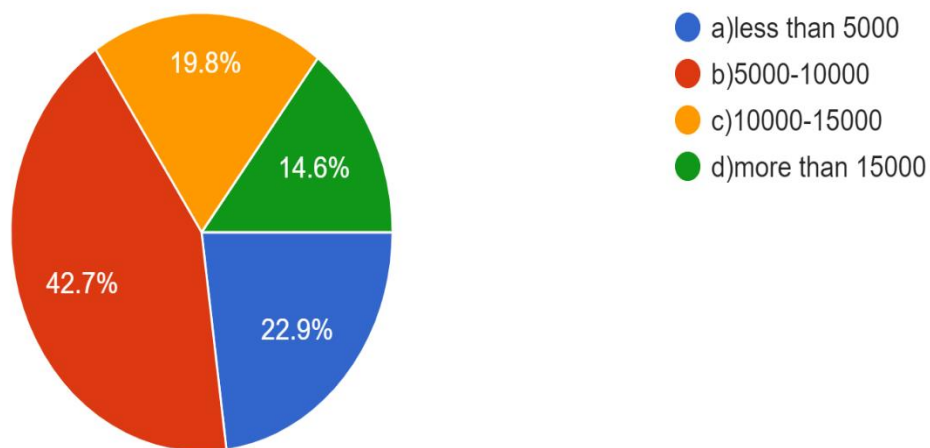
From the above table interpreted that 52.1% respondent Excellent and 36.6% was respondent good, and 11.5% was respondent Fair, majority of respondent 52.1% excellent.

TABLE 4.5 INCOME LEVEL OF RESPONDENT

Income level	percentage
Less than 5000	22.9%
5000-10000	42.7%
10000-15000	19.8%
More than 15000	14.6%

16.INCOME LEVEL OF RESPONDENT

96 responses



INTERPRETATION;

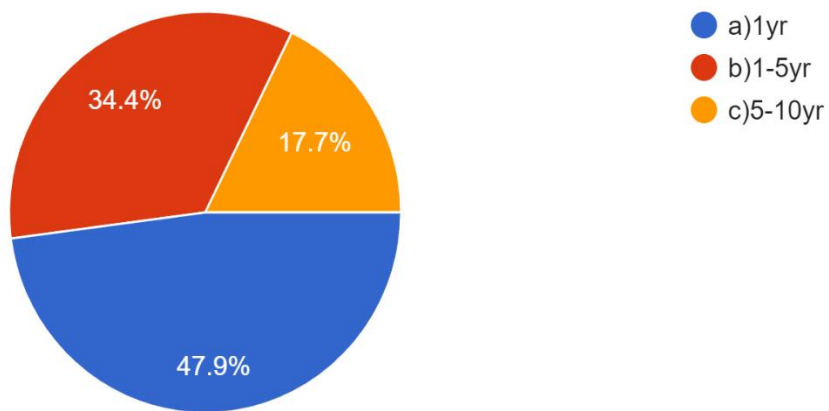
From the above table interpreted that 42.7% respondent 5000-10000 and 22.9% was respondent Less than 5000 , and 19.8% was respondent 10000-15000 and 14.6% was respondent more than 1500, majority of respondent 42.7% is 5000-10000.

TABLE 4.4 BUYING EXPERIENCE OF CUSTOMER

NO.OF. years	percentage
1yr	47.9%
1-5yr	34.4%
5-10yr	17.7%

17.BUYING EXPERIENCE OF THE CUSTOMER

96 responses



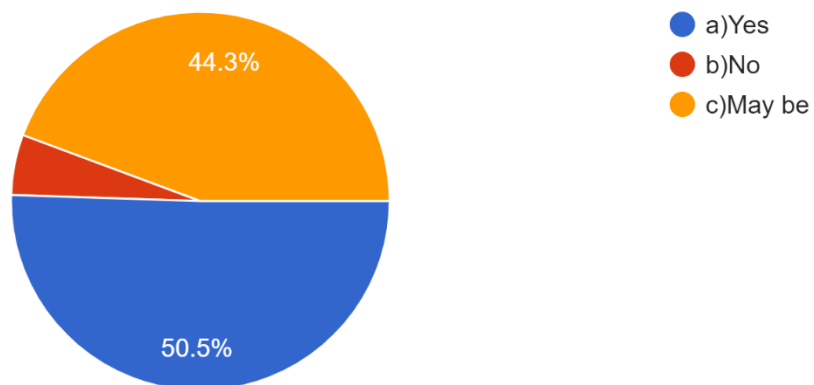
INTERPRETATION;

From the above table interpreted that 47.9% respondent 1yr and 34.4% was respondent 1yr-5yr, and 17.7% was respondent 5-10yr, majority of respondent 47.9% is 1yr of experience.

TABLE 4.15 ARE YOU SATISFIED OUR AAVIN PRODUCT AND
WILL YOU REFER TO YOUR FRIENDS AND FAMILY

WILL YOU REFER THIS PRODUCT	percentage
yes	50.5%
no	5.2%
May be	44.3%

12.ARE YOU SATISFIED OUR AAVIN PRODUCT AND WIL YOU REFER TOYOUR FRIENDS AND FAMILY
97 responses



INTERPRETATION:

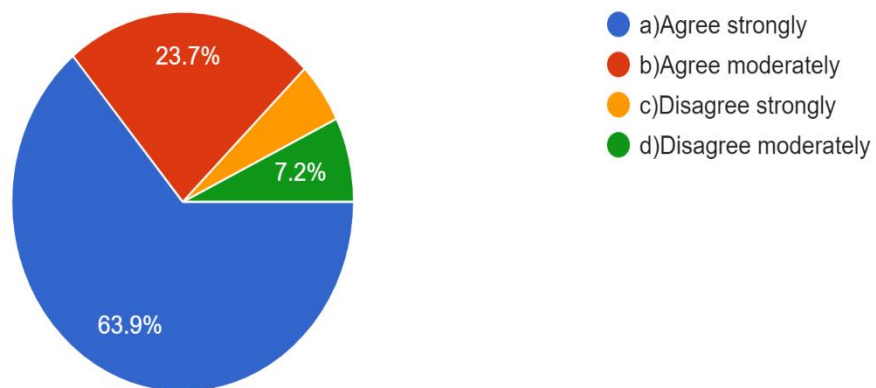
From the above table interpreted that 50.5% respondent YES and 44.3% was respondent May Be , and5.2%was respondent NO, majority of respondent 50.5% is YES.

TABLE 4.14 ARE YOU AGREE THAT ALL PRODUCT
AVAILABLE IN DAIRY BOOTH

AVAILABLE IN DAIRY BOOTH	percentage
Agree strong	63.9%
Agree moderately	23.7%
Disagree strong	5.2%
Disagree moderately	7.2%

13.ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN DAIRY BOOTH

97 responses



INTERPRETATION:

From the above table interpreted that 63.9% respondent agree strong and 23.7% was respondent agree moderately , and 7.2% was respondent disagree strong, and 5.2% was respondent disagree moderately, majority of respondent 63.9% is agree strong.

4.16 CHI-SQUARE TEST

NULL HYPOTHESIS(H₀); There is no significant mean variation between Gender and people most like parts Aavin.

ALTERNATE HYPOTHESIS(H₁): There is significant between gender and people most like parts Aavin.

Observed value :

gender	taste	quality	price	total
Male	31	9	9	49
Female	35	10	6	51
total	66	19	15	100

Calulation:

O	E	O-E	(O-E) ²	(O-E) ² /E
31	32.34	-1.34	1.79	0.05
9	9.31	-0.31	0.09	0.009
9	7.35	1.65	2.72	0.37
35	33.66	1.34	1.79	0.05
10	9.69	0.31	0.09	0.009
6	7.65	-1.65	2.72	0.35
Total				0.838

Degner of freedom= (DT-1) (RT-1)

$$=(3-1) (2-1)$$

$$= 2 \times 1$$

$$=2$$

Calunlation = 0.838

Tabulation = 1.386

Fince P value 1.386 is greater then 0.836. so.

Null hy pothesis porssed .

Alternatine failed.

So there is no significant relationship between gender and people most like parts in aavin.

CHAPTER -5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding , Suggestion and Conclusion of the study in logical manner.

5.1 FINDING

From the questionnaires ,the following points are found and noted

- ☐ majority of 81.4% respondents are between the age of below 25
- ☐ Majority 59. 8%respondents was Female.
- ☐ majority of respondent 50.5% is degree person.
- ☐ majority of respondent 47.9%is 1 year of experience.
- ☐ majority of respondent 42.7% is 5000-10000.
- ☐ majority of respondent 65.3% is prefer milk
- ☐ majority of respondent 77.3% is YES.
- ☐ majority of respondent 57.1% is advertisement.
- ☐ majority of respondent 66.3% is Taste
- ☐ majority of respondent 75.8% is Easily available.
- ☐ majority of respondent 75.8% is Easily available.
- ☐ majority of respondent46.1% s ice cream
- ☐ majority of respondent 52.1% is good
- ☐ majority of respondent457.1% is agree strong.
- ☐ majority of respondent 50.5% is YES.

5.2 SUGGESTIONS

- The quality of the material coming from outside vendors must be quality checked or can change vendor
- Machine must be maintained every month and training period given to fresher must be increased
- The product of aavin company all are too good but you can put some effort to give more healthy food to the customer

5.3 CONCLUSION

The study concluded that the company has lot of medium to produce defective work flow ,Production department has less production but it is performing well. I suggest all other department to look over the production management of project department of aavin product.The Profit can be increased by reducing defective workflow so the company must work on my suggestion to achieve that.

REFERENCE

- Naveen Venkata Prasanna (2003) carried out a study on customer satisfaction rate towards aavin milk in Coimbatore.
- John McKean (2001) in an excellent book, customers are people
- Boopathi. C (2002) the project entitled “An Overview of consumer behavior of Aavin milk with reference to Erode District” is carried out with an objective to determine the customer behavior towards Aavin milk products.

WEBSITES

- www.googlescholar.com
- www.opec.org
- www.wikipedia

APPENDIX

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THE EXPECTATION WITH SPECIAL REFERENCE TO AAVIN PRODUCT

QUESTIONNAIRES:

1. NAME OF THE RESPONDENT: _____

2. AGE OF THE RESPONDENT

- a) below 25
- b) 25yr -35 yr
- c) 36yr-45yr
- d) above 46

3. GENDER OF THE RESPONDENT

- a) Male
- b) Female
- c) Other

4. EDUCATION QUALIFICATION OF THE RESPONDENTS

- a) 10th
- b) 12th
- c) degree
- d) diploma

5. BUYING EXPERIENCE OF THE CUSTOMER

- a)1yr
- b)1-5yr
- c)5-10yr

6.INCOME LEVEL OF RESPONDENT

- a)less than 5000
- b)5000-10000
- c)10000-15000
- d)more than 15000

7.WHAT DO YOU PREFER

- a)milk
- b)butter
- c)curd
- d)other

8.ARE YOU AWARE OF BRAND MILK PRODUCT

- a)yes
- b)No

9.HOW YOU KNOW THIS PRODUCT

- a)Advertisement
- b)Own experience

- c)Reference
- d)Newspaper

10.WHAT DO YOU MOST LIKE IN AAVIN PRODUCT

- a)taste
- b)quantity
- c)price

11. HOW AVAILABLE OF AAVIN PRODUCT

- a)Easily available
- b)Occasionally
- c)Not easily available

12.IN AAVIN PRODUCT WHAT DO YOU LIKE MORE

- a)Ice cream
- b)Milkshake
- c)chocolate

13. WHICH TYPE OF AAVIN MILK DO YOU PREFER TO BUY

- a)Full cream
- b)toned
- c)double toned

14. DOES AAVIN MILK SUITS YOUR BUDGET?IF YOU MEAN TO WHICH EXTENT

- a)Excellent

b)Good

c)Fair

15. ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN DAIRY BOOTH

a)Agree strongly

b)Agree moderately

c)Disagree strongly

d)Disagree moderately

16..ARE YOU SATISFIED OUR AAVIN PRODUCT AND WIL YOU REFER TO
YOUR FRIENDS AND FAMILY

a)Yes

b)No

c)May be

17..OTHER THOUGHTS OR COMMENTS_____