

A STUDY ON CONSUMER BEHAVIOR ABOUT AAVIN DAIRY PRODUCTS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of KARTHICK E (39410090) who have done the Project work entitled “**A STUDY ON CONSUMER BEHAVIOR ABOUT AAVIN DAIRY PRODUCTS**” under my supervision from December 2020 to February 2021.

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Submitted for Viva voce Examination held on _____.

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DECLARATION

I, **E.KARTHICK, (39410090)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BEHAVIOR ABOUT AAVIN DAIRY PRODUCTS**” done by me under the guidance of Dr. Nithya Shankar at Sathyabama institute of science and technology is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

E.KARTHICK

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 sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration 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.S.Nithya**, School of Business Administration 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 School of Business Administration who were helpful in many ways for the completion of the project.

E.KARTHICK

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Abstract of the work

India is the worlds largest dairy producer. Indian dairy sectors has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban areas. However, as a larger population migrating from rural areas to cities thus creates greater demand for dairy products. Tamil Nadu state is one of the ten largest milk producing states in india. In the state, Major milk contributor is aavin, a Tamil Nadu based milk producer union, procures milk, process it and sells milk and milk product to consumers. This paper analysis consumer Behavior about Aavin dairy products in chennai. The aim of the study is revealed consumer perception over aavin milk products based on their age, educational qualification and monthly income of the consumers family.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Milk has been used by humans since the beginning of recorded time to provide both fresh and storable nutritious foods. In some countries almost half the milk produced is consumed as fresh pasteurized whole, low-fat, or skim milk. However, most milk is manufactured into more stable dairy products of worldwide commerce, such as butter, cheese, dried milks, ice cream, and condensed milk.

1.1.2 Indian dairy product overview

India is the world's largest dairy products by volume, accounting for more than 13% of world's total milk production and it also has the world's largest dairy herd. This is because india has 75 million dairy farms, about half of all dairy farms in the world.

India has an edge over many developed countries also because its cost of production is lowest in the world and hence it enjoys a comparative advantage in the product of milk. The only problem with india is high cost of conversion to dairy products. It might be due to lack of scale at both production and processing level.

However, india has merely managed to capture only 1% of global dairy trade despite being the largest milk producer. However, india is a net exporter of all the dairy products except lactose and lactose syrup. Good potential for Indian casein and milk powders, whey cheeses also exist.

1.1.3 Areas of production

Uttar Pradesh, maharashtra, himachal Pradesh, Madhya Pradesh, Punjab, rajasthan, tamil nadu are the major production area dairy products in india.

1.1.4 India facts and figures

India's export of dairy products was 51,421.85 MT to the world for the worth of Rs **1,341.03** crores during the year 2019-2020.

Major export destination (2019-2020) United arab emirates, Bhutan, turkey, Egypt,USA.

1.2 COMPANY PROFILE

The dairy development was established in 1958 in Tamilnadu. The administrative and statutory controls over all the milk cooperatives 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 tamil nadu cooperative societies act. With the adaption of "anand pattem" in the state of tamilnadu. Tamilnadu cooperative Milk Producers' Fedration 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., either to dealt with by the tamilnadu dairy development cooperation limited were transferred to the newly registered tamilnadu cooperative milk producers 'Fedration Limited , popularly known as "Aavin".

Tamil nadu co operative Milk producers federation limited was constituted on 1st February 1981. Federation is procuring, processing and marketing of milk and milk proby adoptducts 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 in the respective areas.

In the wake of liberalization policy, private dairies have also entered into the field of the honorable chief minister of tamilnadu high priority has been given for improving the performance of milk cooperatives by adopting a symmetric approach in and proper strategy in milk co operatives. Significant achievement has been made by “Milk producers” cooperatives societies, unions and federation in the state of tamil nadu.

The cattle population in india is approximately 15% of total cattle population in the world. India stood no.1 position in milk production tamilnadu is one of the leading state in milk production. The milk production in tamil nadu per day is 145.88 lakh litres.

1.3 NEED FOR THE STUDY:

Milk and Dairy products are an essential commodity in life of Indian consumer. Milk and Dairy products are used by all sections of the society that the consumer belong to high, middle, and low income group. all level people cannot afford it, children and lower level people will not get enough nutrients. Through this research we will be able to identify whether the products reaches all income group peoples situated in different areas in Chennai. peoples are able to afford it, level of satisfaction and purchase preference towards Aavin dairy products.

1.4 SCOPE OF THE STUDY

The study mainly has bring out views from consumers about price, quality, package, availability, sales and encourage AAVIN milk and enable to ascertain the respondents level regarding the product, the study has been conducted Questionnaire among consumers through google form.

1.5 OBJECTIVES OF THE STUDY:

1.5.1 Primary objective:

- ❖ To investigate the consumer Preference on Aavin dairy products in Chennai.

1.5.2 Secondary Objective:

- ❖ To study the consumer taste and preference of aavin dairy products.
- ❖ To identify the customer satisfaction level on Aavin dairy products.
- ❖ To identify the buying Affordability of consumer in Aavin dairy products.

1.6 LIMITATION

- The data collected for the research is fully primary data given by the respondents by filling the google form
- The questionnaire was made available to consumers through google drive forms
- Some of the respondents did not take time to fill the questionnaire
- The sample size used for the research is less
- Time constraints was major limitation

CHAPTER-2

2.1 REVIEW OF LITREATURE

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

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

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

take the consumers income, good or services price or the consumers ability to purchase the product or service.

D.nithyananth and S.Sugapriya (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 consumer 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, price, services, attitude and experience of consumers.

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

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

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

Lech Nieurawski (2006); studied on determinants of customer satisfaction on the markets of selected dairy products and summarized that; Purchasers' behaviour on the market is highly differentiated. When choosing a yoghurt the consumer mostly takes into consideration its taste, and next come the brand and the price. The decision to buy is a complex result of multiple factors. However, the price is the decisive factor. Enterprises should pay a special attention to their buyers. Only the recognition of customers' needs will make it possible to provide them with a product which will fully meet their expectations. The client focuses mostly on the product's attributes. A satisfied purchaser becomes a loyal client who will tell his friends about his positive experience with and his positive opinion of the product. Each consumer is a complex individual. His behaviour depends on a number of factors. His environment and how he is feeling influence his choice and may result in his decision to purchase.

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

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

Srikanth Reddy and Vasudev (2006) studied and an attempt has been made to quantify the level of consumption, production, and marketed surplus of milk in Karimnagar district of Andhra Pradesh. Better feeding followed by congenial weather conditions during the winter has positive effect on milk production. It was also interesting to note that in relative terms marketed surplus was more in summer (ranging from 58.5 percent to 60 percent) compared to that in rainy season (50 percent to 56 percent). On an average marketed surplus during the year ranged between 55percent in the case of small farmers to 57.2 percent in the case of medium farmers. But in all the categories of farmers the consumption of milk was above recommended level i.e., 250 gm/day/person. With the disposal of marketed surplus of milk through different agencies it was evident that the co-operatives and milk vendors emerge as major procurement agencies (more than 70 percent) in all categories of farmers. Majority of the small and medium farmers preferred milk vendors while large farmers preferred milk co-operatives to sell their surplus milk. The large family size, education level of family had influenced the consumption pattern of milk. These lead to consume more, resulting in shrinkage of marketed surplus.

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

Zhou Lili and Chen Tong (2007) the consumers' attitudes were collected by means of a face-to-face survey. Attitudes, purchasing frequency, supply satisfaction and beliefs about organic food were studied with a sample of 720 consumers. The education of consumers must become one of the first objectives for organic producers. An important task will be to increase consumers' knowledge of what an organic product is and how to differentiate it in the marketplace. Educational activities such as organized presentations on organic production and food should be held at agriculture products fairs and open markets where the majority of the customers lack such knowledge. Consumers are not very familiar with the supply of organic products in the market. Hence, promotional activities on organic products are of great importance to Urumqi's consumers. Visible displays in the selling place as well as promotion through media should be used more often. The research results showed that some groups of consumers have more positive attitudes toward organic food, and they exhibit an increased willingness to pay higher prices for these

products. For that reason, marketing strategies for organic products should be targeted towards those segments of consumers.

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

Chimboza and Edward (2007) attempted to assess and measure the determinants of Brand preference in a dairy product market in Chitungwiza and Harare urban markets in Zimbabwe. A total of 90 89 respondents who included individual and institutional consumers were selected using judgmental and simple random sampling respectively. Primary data was collected using structured interview schedules developed for each category of consumers. Consumer product awareness indices, cluster analysis and factor analysis were the main tools used in the analysis. The findings of the study showed that 52% of the respondent consumers were aware of dairy brands because of advertisements. Four factors were identified as key determinants of dairy product choice namely promotion, price and availability of product, attractive packaging and product quality.

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

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

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

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

Added Services. Awareness of the product can be increased by giving programmes like road shows for the general public.

Kriti Bardhan Gupta (2009); his study on “Consumer Behaviour for Food Products in India” concluded that cleanliness of the product, free from pesticides, freshness, good for health, and clean place of sale are some of the most important attributes, which are rated very highly by people in India while buying food products. Value for money, overall quality, taste, availability of variety of products at same place, seasonality for the product, flavour, good display of products, nearby availability and good ambience are some other important parameters. Promotional offer does not have much impact on the sale of food products and people did not rate food products from other country very highly for purchase decision. 20 People rate various parameters differently for different product groups. For highly perishable items such as dairy products, freshness, cleanliness and good for health are the most important parameters but for products like food grains-pulses, cleanliness and free from pesticides are the most important criteria. Based on factor analysis, it appeared that store quality, marketing mix and taste-flavour explained the maximum variance in the purchase decision for fruit and vegetables.

Rubaina (2010) conducted a research on the customer preference towards dairy products. The study made an attempt to identify the customer's preference towards dairy products and to know about the factors which influence the selection of different brand of dairy products. The study revealed that the company should make survey to know the expectations of the consumers and produce the products in the manner so as to attract more customers towards their brand and advertisement can be done through mass media increase sales and to educate customers about the product

A.Sudhan, Chitra (2010); in their study, they summarized that satisfaction level about the over-all service does not depend on response time or price but depends on the level of satisfaction with quality. It is therefore clear that the customer's

perception about service level depends on their perception about quality. It is also seen that satisfaction level with quality depends on the rejection rates experienced by the customers. Therefore the company should make efforts to ensure that the rejection level at the customer end is minimized. This will improve the customer's perception about quality as well as service level. Since the period of response and price levels do not influence perception about service level, it is adequate if the company maintains the present level but concentrate its effort in reducing rejections experienced by the customer

Kumar and Gogoi (2011) examined the Consumers' Buying behaviour and Brand Loyalty with regard to processed liquid packed milk in Guwahati, Assam. A total of 180 customers from six selected zone of Guwahati were personally interviewed using pre-tested schedule containing relevant questions. For the collection of data, the researchers mostly relied on those outlets which are selling all or most of the brands of milk. The study of the overall objective poses the clear picture regarding consumers' awareness and buying behaviour regarding liquid processed milk of difference brand. The Consumer in Guwahati was well aware regarding the use of their milk brands among the available alternatives. Finally they concluded that the success of any marketing strategy lies in the post – purchase experience associated with the products / services.

Taglioni et al. (2011) examined the influence of Brand Equity on milk choice based on an experiment survey in Italy. They used two focus groups to collect qualitative data by using some projective techniques such as free associations, brand mapping and sentence completion. Every focus group lasted around 100 minutes. Qualitative analysis identified the attributes and levels necessary to build the choice experiment for the quantitative survey. The following were considered: fat content (levels: whole, semi-skimmed, skimmed) origin (levels: Italian, regional, not mentioned), point of sale (supermarket, hypermarket, discount, grocery store) and, concerning the fresh milk, the differentiation among nutrient intake (High Quality and standard fresh milk). A representative territorial spread quota sampling was applied to six different areas, and the data were gathered by means of a questionnaire-based survey administered

to local consumers of milk, who were interviewed at supermarkets and hypermarkets. The survey gathered data on milk consumption and purchase (purchase frequency, type of milk and packaging, place of purchase, brand of milk consumed, etc.). This study estimated the preference weights that local consumers assign to some milk attributes including local origin and the influence on choice of a local brand of milk, which is traded by a local cooperative of producers in Umbria (Italy)

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

Wayne and Mari (2011) investigated the effect of pricing, brand and packaging on choice preference of pasteurized milk by consumers. The research utilized a mixed methodology design approach by using simulation and electronic presentation of questionnaire. Opinions of 103 respondents, exposed to an in-store simulation, were obtained to gain a better understanding of consumer behaviour towards brand and packaging design and how these elements affected purchasing decisions. The study considered both aesthetic design elements such as shape (form), colour, illustration (lines, symbols, graphics, patterns and pictures), logo and brand, typography (company name, product name), informational elements (brand name, address, product facts and usage, ingredients and volume) and functional design elements such as protection, transportation, opening and resealing functions, material design and volume design of packaging. Results revealed that price sensitivity plays a prerequisite role in the consumer purchase decision and that, while most respondents were willing to pay a price premium for brand and packaging design elements, limited income is a clear inhibitor. Brand awareness and trust also play an important role in quality perceptions, followed by image (created through visual stimuli) in choice preferences.

R. J. Masilamani (2011); concluded that the parameters which make decision regarding the purchase of milk are Price, Quality, Smell, Taste, Advertisement and Awareness. Milk market is a totally unpredictable market and the organisation should be over-cautious of any complaints that come into milk as it includes the sentiments of a mother for her kid and she would not prefer to give anything to her kid for which she is not 100% satisfied. So the company should take every step possible to contain these problems which in some way or the other affects the sale of Mother Dairy and its retailers.

Arpita Gupta (2011); In study of “Identifying factors behind decreasing market share” she concluded that the parameters which make decision regarding the purchase of milk are Price, Quality, Smell, Taste, Advertisement and Awareness. So the company should take every step possible to contain these problems which in some way or the other affects the sale of Mother Dairy and its retailers

Deepa ingavale, H.M Thakar (2012) watched that the adjustment in buy choices was because of advertising related factors, for example, accessibility, promotion, item quality, and cost of the items. Multinational organizations have made a brand inclination for marked dairy items, for example, marked spread, paneer, cheese, dairy powder and appropriate market division will help to fabricate these items according to the prerequisites of the clients. All Companies are required to fabricate their brands with the assistance of bundling, purpose of procurement promoting, conveyance vehicles, retail outlets, showcasing correspondence what's more, sponsorships and so forth.

D.Ashok, Abhay Prakash Sriwastwa (2012); in their study on the usage pattern and the reasons behind low sensitivity of packaged dairy products; they concluded that; Factors influencing the purchasing pattern of the branded dairy products: Among the factors given, most of the respondents had showed their priority towards

the “availability” of the packaged dairy products, the “freshness” of the packaged product and the “shelf life” of the product as their first, second and third choices respectively. The “taste” of the product and the “advertisement” given by manufactures had showed fourth and fifth choice respectively. 22 It is significant from the result that dairy producers have to work on better distribution system for maintaining the “freshness” of the products and in turn achieve the greater shelf life. Further, in order to differentiate their product among the competitors, dairy producers could work on different flavours, and they should offer different ranges of tastes to the consumers. Besides everything, it should also improve the product awareness of customers through various media choices for better reach ability in the form of advertisements and promotional offers.

Manafzadeh et al. (2012) studied the relationship between marketing mix and consumer behaviour in dairy products in Iran. A Statistical sample of 385 consumers of dairy products in Refah chain Shop (Iran) was taken for a questionnaire survey. The study made hypotheses to test the relationship between availability, mode of packaging, advertising and price and consumer behaviour in purchasing dairy products. The study found no significant relationship between consumer education and availability, whereas found significant relationship between packaging and consumer behaviour according to variable of gender and age. Further, the study found price as an important factor in explaining the consumer behaviour in dairy products

Yayar (2012) investigated on packed and unpacked fluid milk consumption and preferences among Turkish households using the data from a consumer survey and based on socio economical demographic characteristics of consumers that determine households’ fluid milk consumption choices among packed, unpacked and both packedunpack milk consumption choices. A Stratified random sample of 347 households was surveyed using face to face questionnaire that consist of questions related to the choice of purchasing fluid milk alternatives and the socioeconomic information. Empirical results indicate that better educated household heads, higher income and larger households, and households with

children under seven years of age consumed more packed milk than others. A similar result was found for unpacked milk consumption, except for a negative effect of education, working wife and income.

Dr.S.Sivasankaran and Dr.R.Sivanesan (2013) decides how far the buyers are fulfilled with the general execution of the marked dairy makers. Presently the dairy business is confronting gigantic rivalry with numerous privately owned businesses go into this field. To maintain in the market by giving better administration, an organization ought to dependably endeavor to discover the fulfillment level of the buyers and should make every single essential walk and measures to hold the clients. Today, every one of the general population are expending milk and dairy items. Though Brand inclinations of the provincial and urban purchasers are contrast. A few purchasers are thoroughly mark faithful, purchasing just a single brand in an item gathering. A large portion of the purchasers change over to different brands

Zhong,(2013), in their paper entitled "Production pattern, transaction style and raw milk quality" Concluded that dairy extension models and crude milk quality merit consideration. Nonetheless, there is as of now little research on crude milk quality that records of various models of assembling improvement. As far as we could possibly know, additionally, exact research depends on a thorough quality point of view is even scarcer. The pinnacle infers that, to improve crude milk nourishment and ensure natural milk wellbeing, the basics, the advancement model of China's dairy industry must be changed, while more focused on measures intended to fit the present circumstance and foundations must be actualized

Jothi marry.C (2013) 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 bring out the factor 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.

K.MUNEESWARAN (June, 2013): Dairy industry in india is a fast growing a expanding one. Studies on consumers attitude and satisfaction on various products of Aavin will definitely help in future growth and development in the right direction. This study purposes to find out the attitude of consumer towards Aavin products Such as milk, Butter, Ghee, milk powder, Flavored milk. Products based on their age, Educational qualification and monthly income of the consumers family. It also depicts level of satisfaction about the product

Thiyagaraj V (2015), In today's highly informed, competitive and saturated market, a key to success of any business depends on knowing consumer and his consumption patterns and recognizing and understanding factors influencing his decision-making for the purpose of developing an attractive offer of products, supporting services, communication means and other marketing tools that would fit like a glue to customer's needs. In today's world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behavior. This study is based on Descriptive study and the statistical tools used are Percentage & Chi – Square Analysis. This study made an attempt to find the factors affecting consumer's buying behavior, with the focus on aavin milk in Tirupur District.

Elangovan.N and Gomatheeswaran.M (2015) focused on consumer behaviour 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.

S Sumathi (2015) in her paper entitled "The Customer Perception towards Marketing of Different Brands of Packaged Milk" realized that pivotal to understand the elements of different advancement channels, just as retail and discount conduct of purchasers and dealers, selling capacity and the limit of changed market operators in progress out to the poor makers and buyers. Out of the blue moment productive work is accessible on these perspectives and what small amount work has been all through either needs down to earth firmness or has minor calculated and natural inclusion

Kameswara Rao Poranki (2015), in his paper entitled "The Dimensions of Customer Satisfaction of Aavin Milk in Hyderabad, India" Buyers has laid assurance on the brand name of aavin since they are cheaper with the quality, worth, care and happy with the extension of Vitamin, An in this milk as this association considers the prosperity of the clients. In any case, from the reason for showcasing viewpoint, the general public still need to assemble the level of notice to develop its arrangements transversely over various regions of India. This association needs to fabricate its number of outlets to land at more buyers in different regions. The future researchers can coordinate equivalent research in various domains in India and allude to this bit of research in their appraisal papers so as to assemble the brand mindfulness with this alliance

G Shruthi (2016) in their article entitled "Consumers Perception towards Karimnagar Milk Producing Company Limited, Milk and Milk Products" observed this plan will try to develop the nation's milk profitability, show signs of improvement access to quality feeds and improve rancher access to the sorted out market. These objectives will be accomplished through exercises that emphasis on developing

agreeable participation and developing the arrangement of associations of milk assortment benefits all over India

ARIES SUSANTY 2017 : In the article entitled “The empirical model of trust loyalty and business performance of the daily milk supply chain” Observed that head administrator issue ends up being significantly progressively earnest in the dairy pleasing in Indonesia considering the way that regularly there is know legitimate understanding strategy between dairy cooperatives and dairy farmers to deflect the dairy farmers or dairy supportive from acting to the most prominent preferred position or to check the spear heading behavior of dairy farmers and dairy cooperatives in a trade. Optional that is the bosses of cooperatives must have an unquestionable technique at the expanses of the milk, and this methodology should show the straight forwardness and obligations.it is optional that executives of dairy cooperatives reliably remember the farmers. It is prescribed for dairy cooperatives to incorporate the estimation of the milk so they can get to increasingly broad market, which in these way will enlarged returns to the people

Ahila and boopathi (2018): This paper analysis consumer perception over the Aavin special references to the Pollachi taluk of tamil nadu state. The aim of the study is revealed 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 above the product using chi square test

K.Parameshwari (2018) conducted a research on an overview of consumer behavior of aavin milk and dairy products with reference to thiruthuraipoondi. The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of Aavin milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of Thiruthuraipoondi Town where Aavin milk is marketed.

Abinaya k (2018), The study that covers the attitude and perception of the consumer's preference for dairy products in Madurai district. This will be of immense use to the marketers in the dairy industry. This study will help the private brands to improve and to bring some innovation in their products which will fulfill the needs and desires of the consumers. Moreover, this study will help the policymakers to frame the policies to improve the productivity of milk based on the increasing demand for milk and dairy products.

Hanishkanthraja and Subburaj (2018), a study was conducted to assess the Consumer Preference towards Aavin Brand with Special reference to Madurai District Cooperative milk Union. The prime reason for consumer preference of Aavin brand is "Good quality" followed by "Correct quantity and Maintenance of quality". "Dependable Advertisement" fetch the least rank. The relationship between the consumer preference and monthly expenses on milk indicated a significant response on the variables viz., reasonable price (x1) correct weight (x2) convenient sales point (x3) good quality (x5) convenient packing (x6). The variables viz., adequate quality (x4) maintenance of quality (x7) purchase policy (x8) dependable advertisement (x9) and product information (x10) did not influence and showed non-significant. It can be concluded from the study, that the consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Milk producers must meet consumers' demand for milk on the basis of Maintenance of good quality, purchase return policy, and creation of awareness of Aavin's product should be concentrated more in order to meet out the global competitive market.

P.Balakrishnan (2019): 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 reveal customer preference over aavin milk products based on their age, education qualification, and monthly income of the customer's family.

D.Harish (2019), - 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 Nadubased milk producer's union, procures milk, processes it and sells milk and milk products to consumers. This paper analyses consumer perception over the Aavin special reference to the Tiruvarur Taluk of Tamil Nadu 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 chi-square test.

M.Manida (2020), In his paper entitled " consumer attitude and perception towards aavin milk" Now days critical situation in Tamilnadu, because every man drink the milk or milk related beverages. In the time milk are originals or included some unwanted products in water, chemicals, and others, myarticle in that milk are satisfied, consumed the milk on Aavin and differ the various milk from local and other brand milk like Arokiya, Amul, Thirumala, Amirtha, heritage, Jersee, total, etc.,This article fully focused on avian milk customer only. Sample size of the respondents 250 customers in whole Virudhunagar District. Every customer feels about aavin milk, customer attitude and perception about aavin milk.

S.sugapriya, 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. In this study, data are collected from the consumers through questionnaire (interview schedule). 100 samples are selected using convenience sampling. Using the interview schedule prepared, the 100consumers are interviewed personally and their opinion was collected. Secondary data was collected from related websites, books. The collected data is analyzed using simple percentage and chi-square. As per the findings, suggestions are given to the company to take initiation to fulfill the consumer needs.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research design is used to obtain this study

Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation.

3.2 SOURCE OF DATA

Two source of data are mainly used in this study they are

- Primary data
- Secondary data

3.2.1 Primary data collection:

The primary data was collected from the respondent of 150 from different Area of Chennai through questionair framed by the factors of consumer behavior about AAVIN dairy products

3.2.2 Secondary data collection:

This data are which have already been collected, tabulated and presented by someone in the form of journals, magazines, study in internet ect, we used that for data collection

3.3 POPULATION

The study is about Consumer behaviour about AAVIN dairy products. Population of this study will be those consumers buying AAVIN dairy products in Chennai.

3.4 SAMPLE SIZE

The number of samples which were used for this study was 150

3.5 SAMPLING TECHNIQUE

Convenience sampling method Were used for this study

3.6 PERIOD OF STUDY

It was a three month study from January to March

3.7 ANALYTICL TOOLS

The techniques used for analysis are

- Percentage analysis
- Independent T test
- Anova
- CHI SQUARE

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Showing age wise respondents

Factors	No. of Respondents	Percentage
Below 20 Years	32	21.3
21 – 30 years	91	60.7
31-40 years	16	10.7
41-50 years	8	5.3
Above 50 years	3	2
Total	150	100

Interpretation

From the above table it is interpreted that the number of respondents between Below 20 years is 21.3%, 21-30 years is 60.7%, 31-40 years is 10.7%, 41-50 years is 5.3%, Above 50 years is 2%

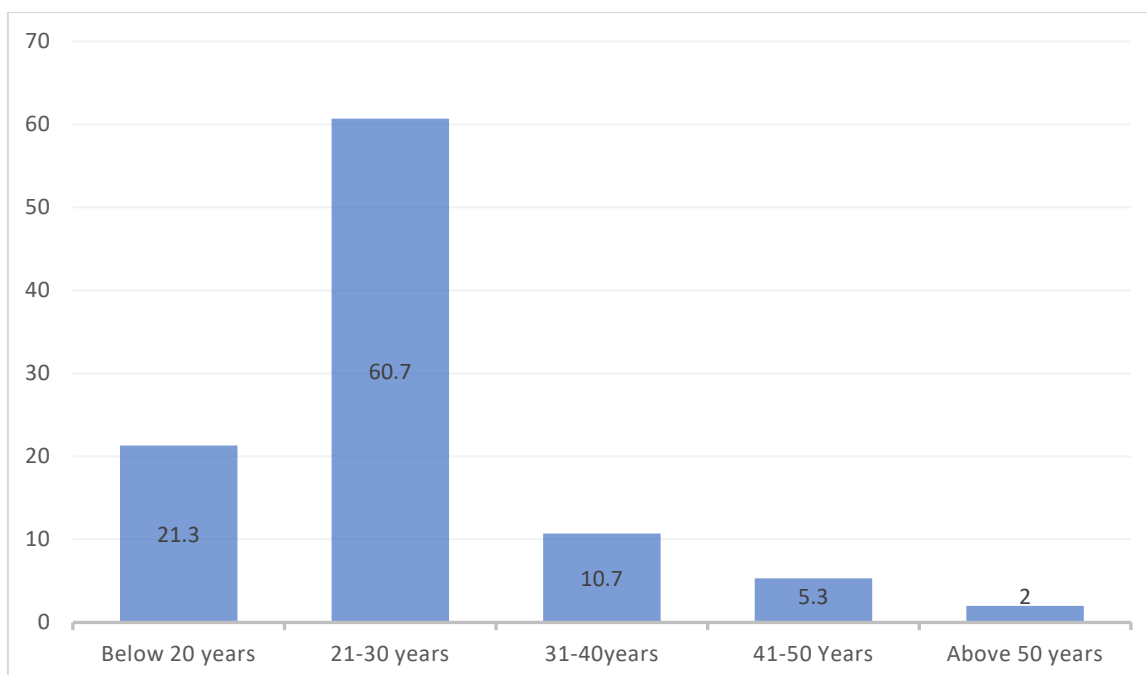


Chart 4.1.1 Showing age wise respondents

Table 4.1.2: Gender of respondents

Particulars	No of respondents	Percentage
Male	85	56.7
Female	65	43.3
Total	150	100

Interpretation

From the above table it is interpreted that the number of Male is 56.7% and female respondents is 43.3%

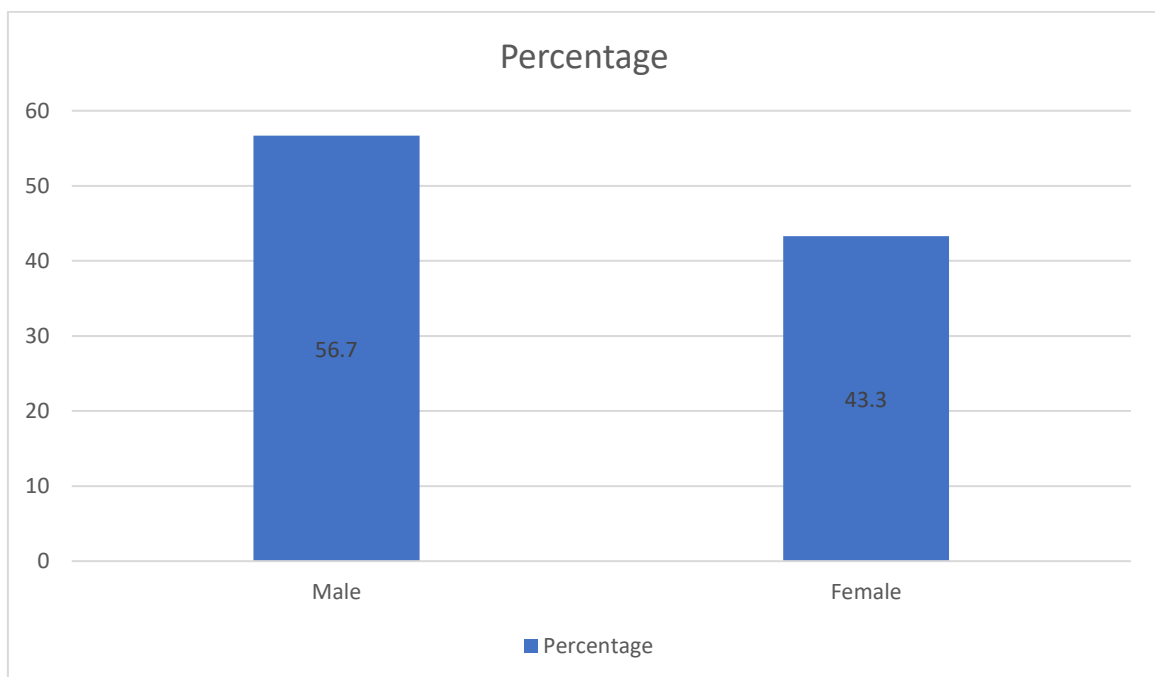


Chart 4.1.2 Gender of respondents

Table 4.1.3 Qualification of respondents

Particulars	No of respondents	Percentage
SSLC	9	6
HSC	18	12
UG	68	45.3
PG	42	28
Others	13	8.7
Total	150	100

Interpretation

From the above table it is interpreted that the number of respondents between SSLC is 6%, HSC is 12%, UG is 45.3%, PG is 28% and Others is 8.7%

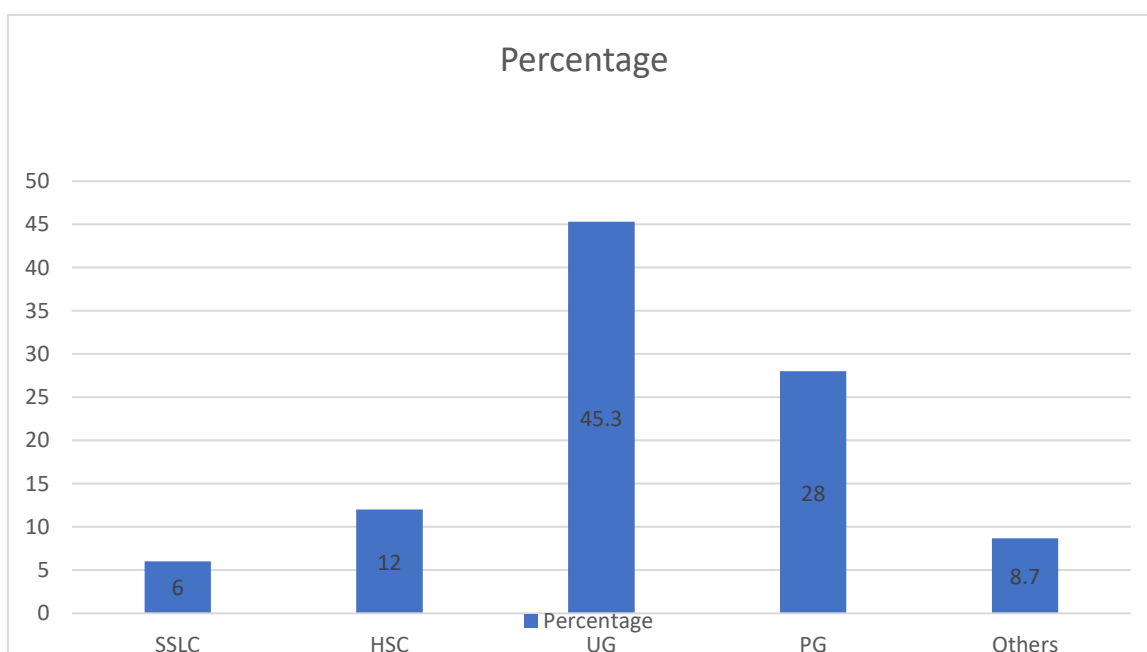


Chart 4.1.3 Qualification of respondents

Table4.1.4 Occupation of Respondents

Particulars	No of respondents	Percentage
Salaried	37	24.7
Self employee	17	11.3
Professional	7	4.7
Student	79	52.7
Others	10	10
Total	150	100

Interpretation

From the above table it is interpreted that the number of respondents between Salaried is 24.7%, Self employee is 11.3%, Professional is 4.7%, Student is 52.7%, And Others is 10%

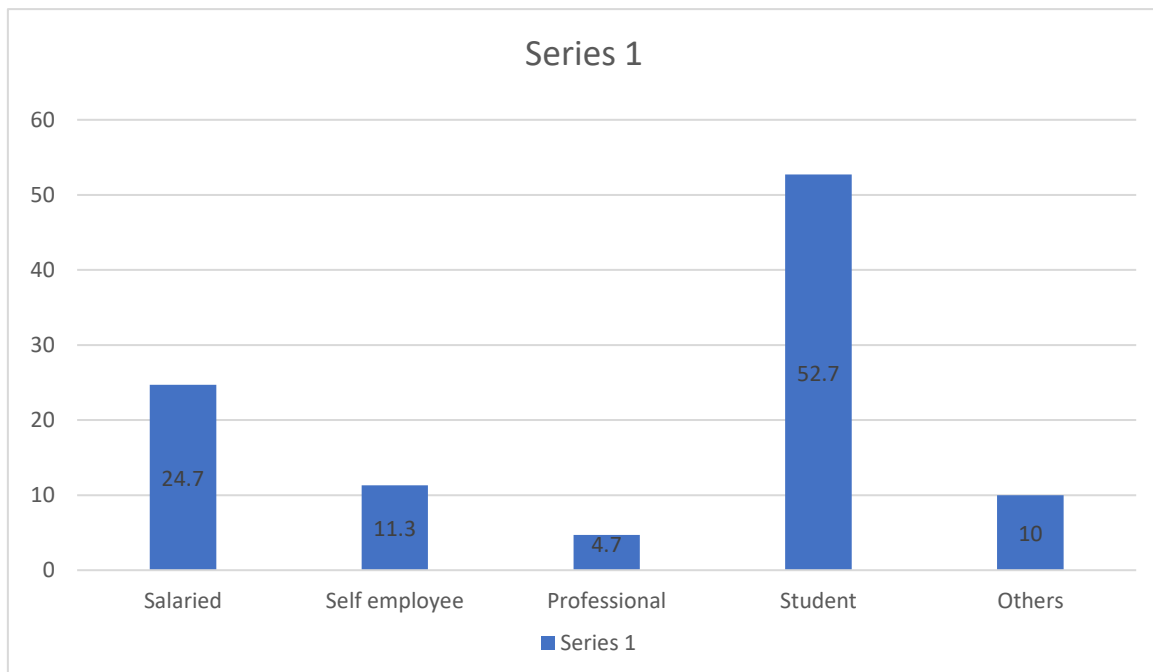


Chart 4.1.4 Occupation of respondents

Table 4.1.5 Income level of respondents

Particulars	No of respondents	Percentage
Below 20000	25	16.7
20000 – 25000	26	17.3
25000 – 30000	9	6
Above 30000	9	6
No income	81	54
Total	150	100

Interpreted

From the above table it is interpreted that the number of respondents between Below 20000 is 16.7%, 20000-25000 is 17.3%, 25000-30000 is 6%, Above 30000 is 6%, No income is 54%.

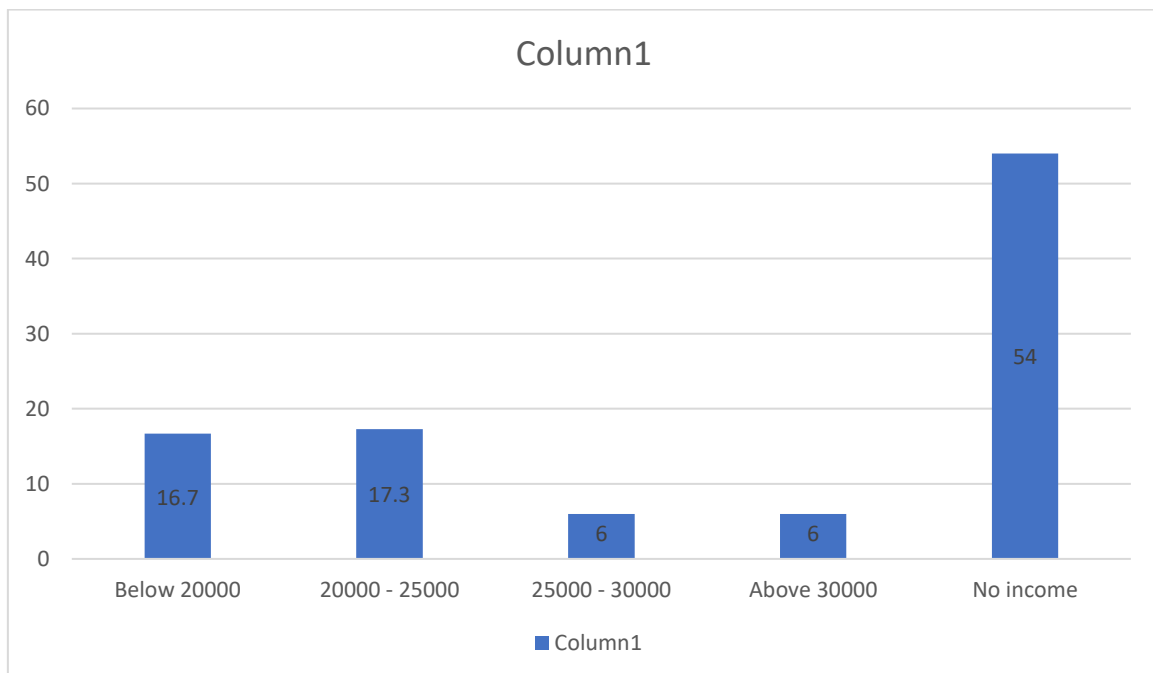


Chart 4.1.5 Income level of respondents

Table 4.1.6 Martial status of respondents

Particulars	No of respondents	Percentage
Married	32	21.3
Unmarried	118	78.7
Total	150	100

INTERPRETED

From the above table it is interpreted that the number of respondents between Married is 21.3%, Unmarried is 78.7%

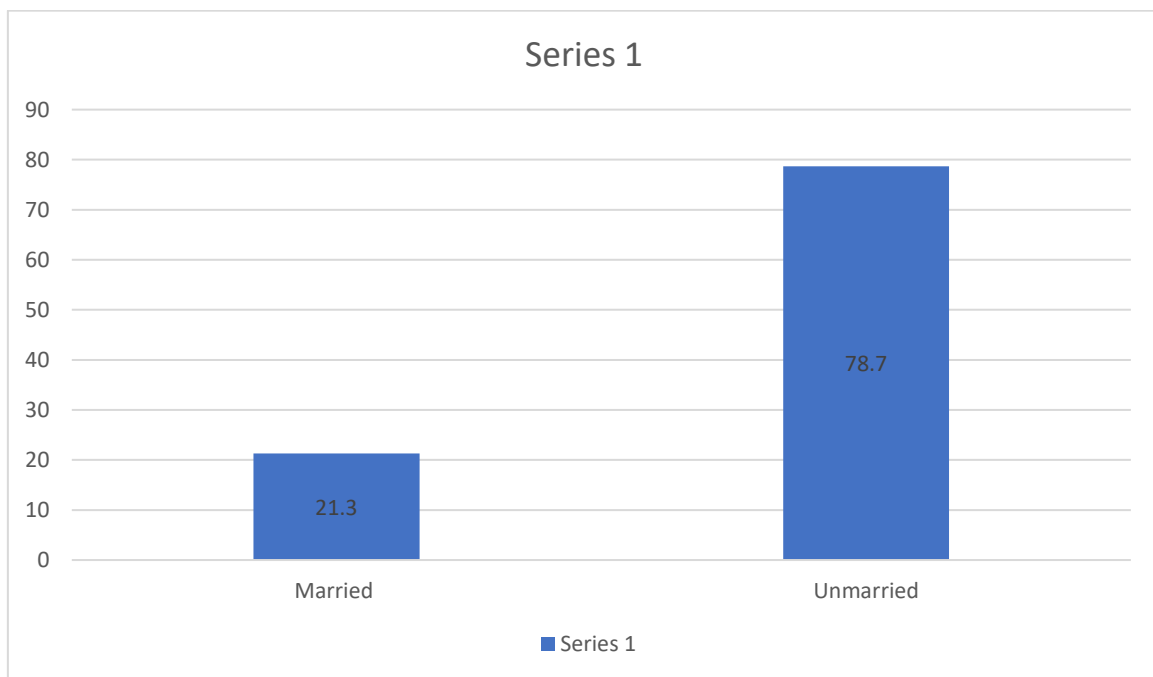


Chart 4.1.6 Martial status of respondents

Table 4.1.7 No of family members of respondents:

Particulars	No of Respondents	Percentage
Below 2 Members	1	0.7
3-4 Members	105	70
5-6 Members	41	27.3
6-7 Members	2	1.3
Above 7 Members	1	0.7
Total	150	100

Interpretation

From the above table it is interpreted that the number of respondents between below 2 member is 0.7%, 3-4 members is 70%, 5-6 members is 27.3%, 6-7 members is 1.3%, and above 7 members is 0.7%.



Chart 4.1.7 No of family members of respondents

Table 4.1.8 Dairy product would you prefer respondents:

Particulars	No of respondents	Percentage
AAVIN	128	85.3
Arokiya	7	4.7
Milk Mist	0	0
Amul	5	3.3
Others	10	6.7
Total	150	100

Interpreted

From the above table it is interpreted that the number of respondents between AAVIN is 85.3%, Arokiya is 4.7%, Milk Mist is 0%, Amul is 3.3%, and Others is 6.7%.

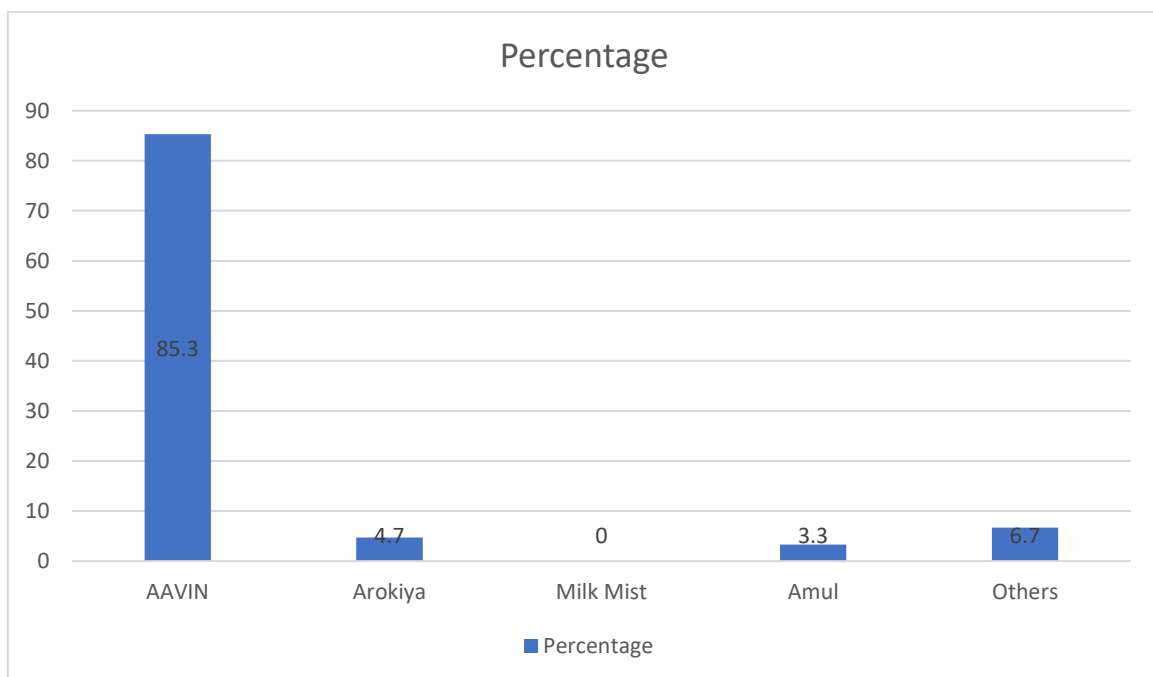


Chart 4.1.8 Dairy product would you prefer respondents

Table 4.1.9 How long using Aavin dairy products of respondents:

Particulars	No of respondents	Percentage
Below 2 Years	16	10.7
3-4 Years	13	8.7
5-6 Years	14	9.3
6-7 Years	6	4
Above 7 Years	101	67.3
Total	150	100

Interpreted

From the above table it is interpreted that the number of respondents between using aavin products are below 2 years is 10.7%, 3-4 years is 8.7%, 5-6 years is 9.3%, 6-7 years is 4%, and above 7 years is 67.3%.

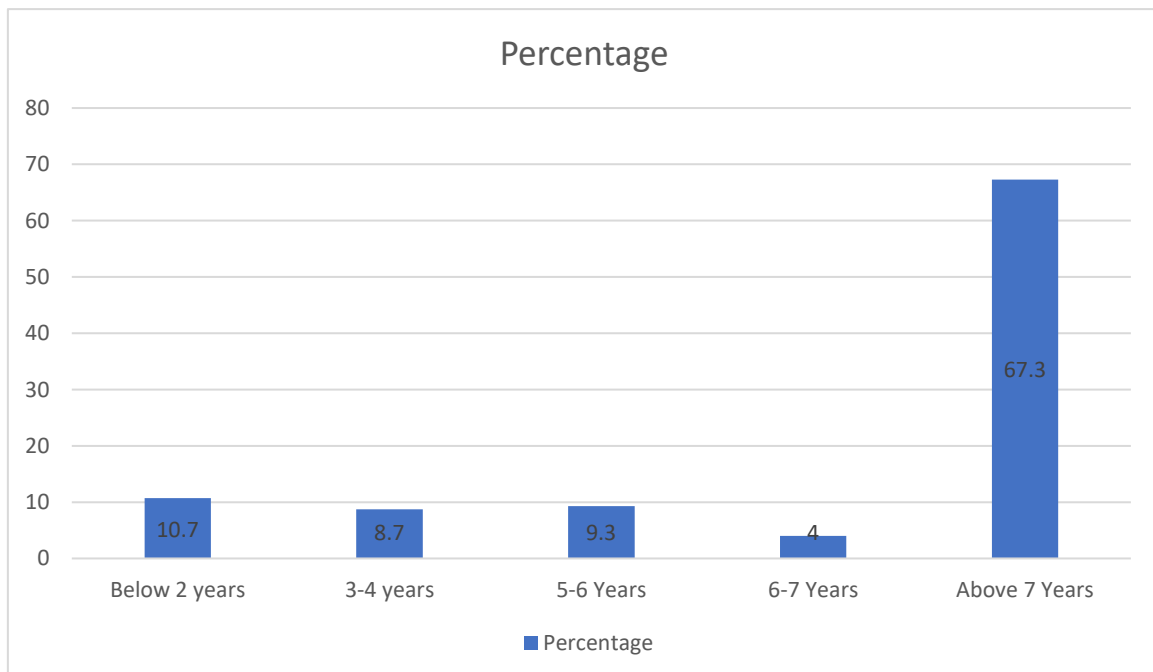


Chart 4.1.9 How long using AAVIN dairy products of respondents

Table 4.1.10 Type of Aavin milk using of respondents:

Particulars	No of respondents	Percentage
Full cream Milk	65	43.3
Standardized Milk	52	34.7
Toned Milk	33	22
Total	150	100

Interpreted

From the Above table it is interpreted that the number of respondents using types of milk are Full cream is 43.3%, Standardized milk is 34.7%, Toned milk is 22%

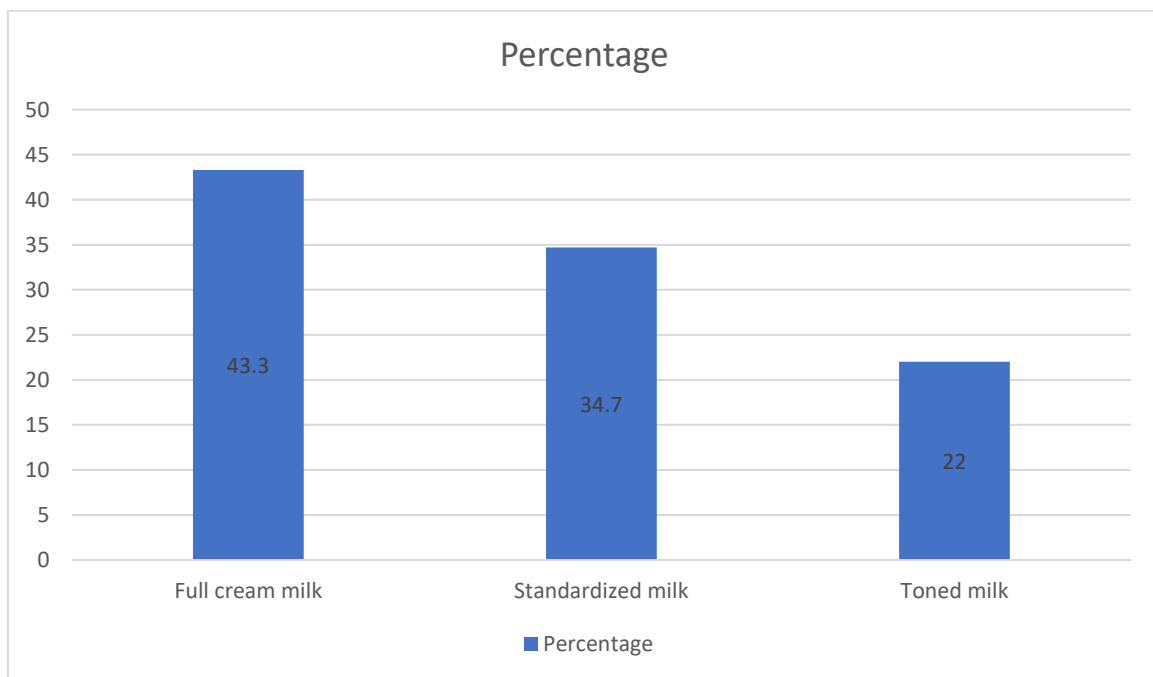


Chart 4.1.10 Type of aavin milk using respondents

Table 4.1.11 Litres of buying milk of respondents

Particulars	No of respondents	Percentage
Below 1 Litres	109	72.7
2 litres	35	23.3
Above 3 litres	6	4
Total	150	100

Interpreted

From the above table it is interpreted between the litres using of aavin milk are below 1 litres is 72.7%, 2 litres is 23.3%, 3 litres is 4%

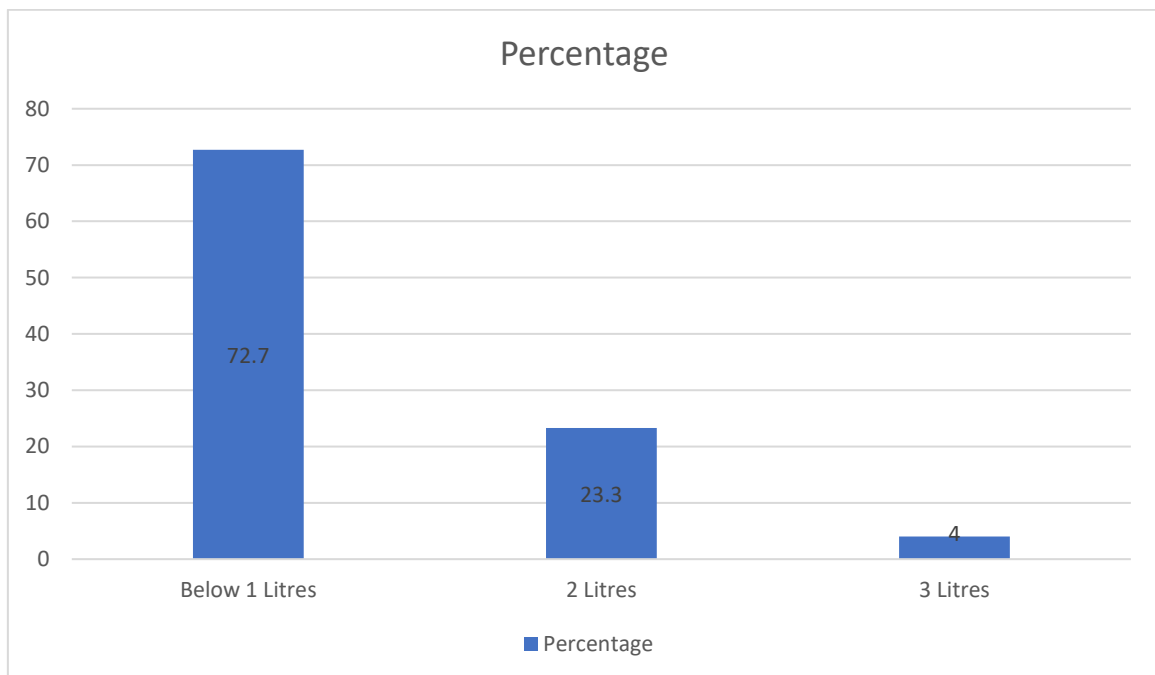


Chart 4.1.11 Litres of buying milk of respondents

Table 4.1.12 Quality satisfaction of Aavin milk respondents:

Particulars	No of respondents	Percentage
Highly satisfied	60	40
Satisfied	82	54.7
Neither satisfied or dissatisfied	4	2.7
Dissatisfied	4	2.7
Highly dissatisfied	0	0
Total	150	100

Interpreted

From the above table it is interpreted between the Quality satisfaction of aavin milk are Highly Satisfied is 40%, Satisfied is 54.7%, Neither satisfied or dissatisfied is 2.7%, Dissatisfied is 2.7% and Highly dissatisfied is 0%.

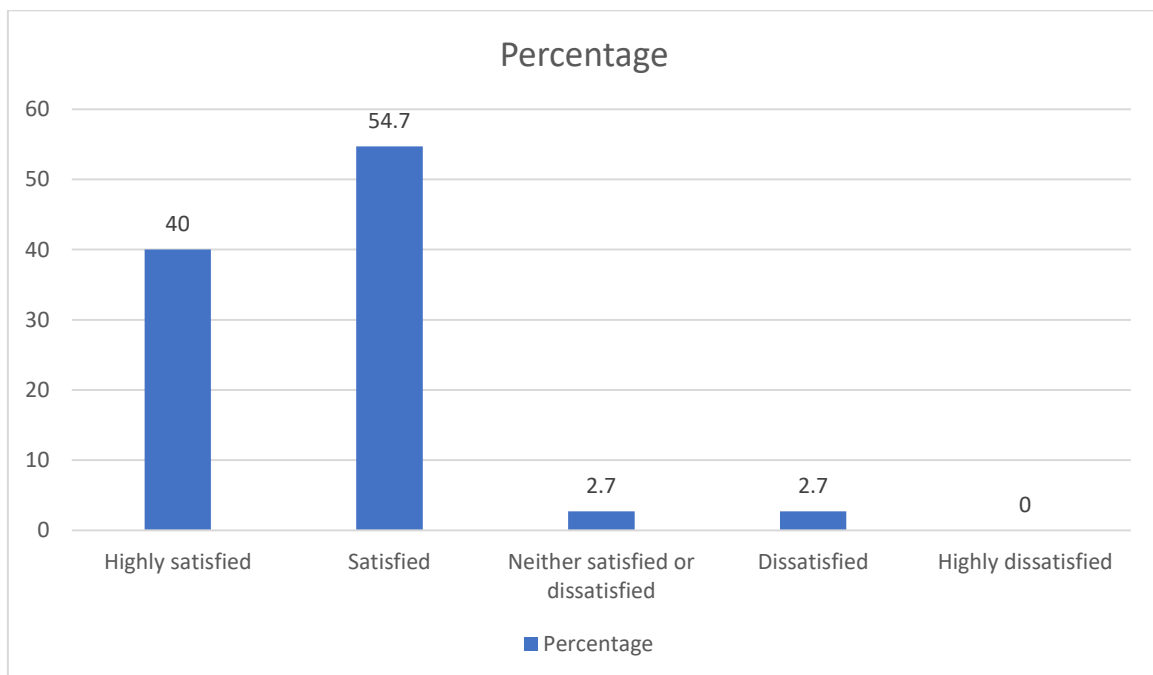


Chart 4.1.12 Quality satisfaction of AAVIN milk respondents

Table 4.1.13 Aavin suit your budget of respondents

Particulars	No of respondents	Percentage
Excellent	68	45.4
Good	38	25.3
Fair	44	29.3
Total	150	100

Interpreted

From the above table it is interpreted between Excellent is 45.4%, Good is 25.3%, Fair is 29.3%.

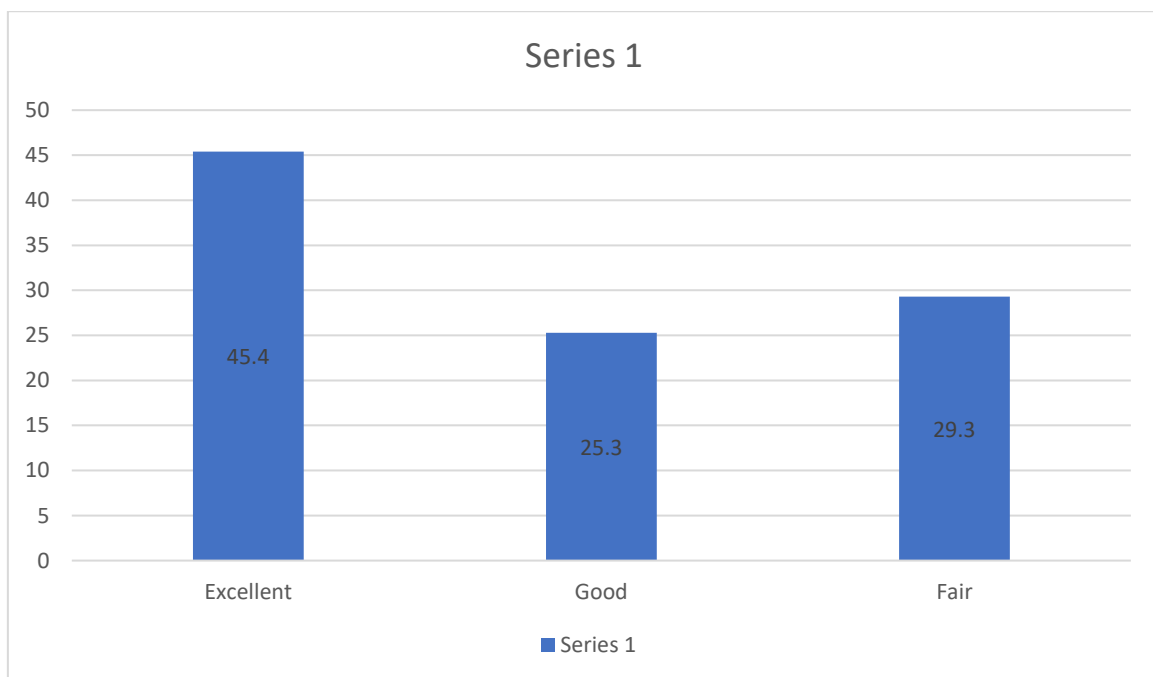


Chart 4.1.13 AAVIN suit your budget of respondents

Table 4.1.14 Factors influencing to buy Aavin Dairy products of respondents (Brand)

Particulars	No of respondents	Percentage
Highly influential	61	40.66
Influential	56	37.33
Neutral	31	20.66
Not influential	0	0
Highly not influential	2	1.33
Total	150	100

Interpreted

From the above table it is interpreted between Highly influential is 40.66%, Influential is 37.33%, Neutral is 20.66%, Not influential is 0% and Highly not influential is 1.33%.

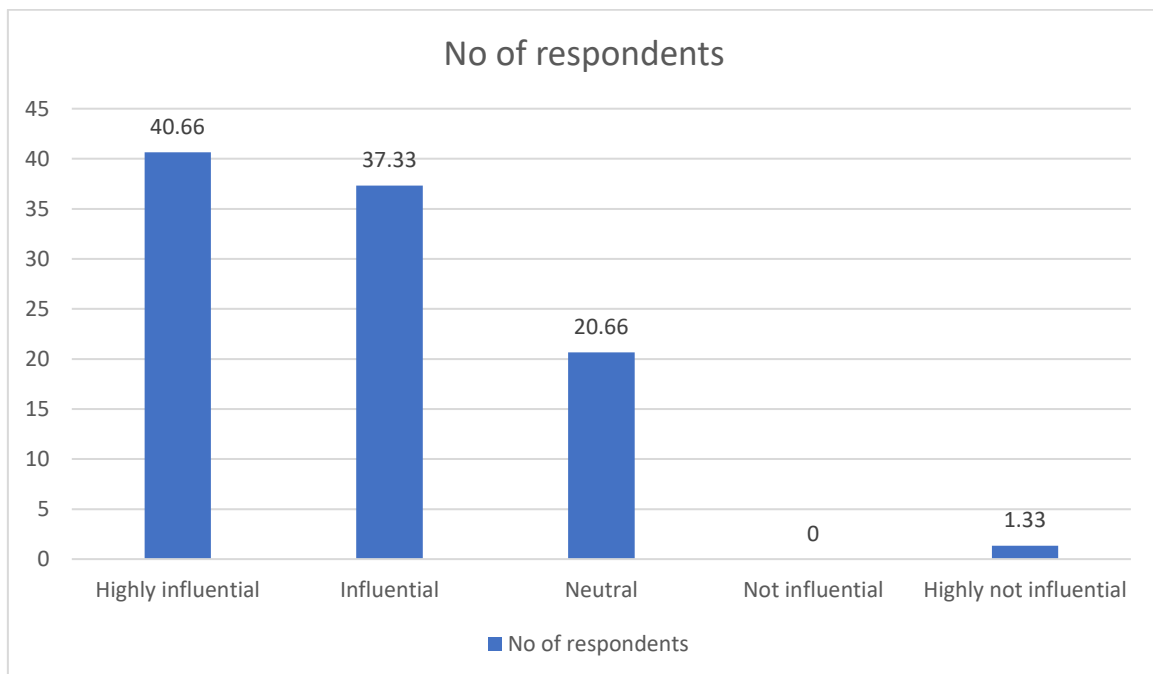


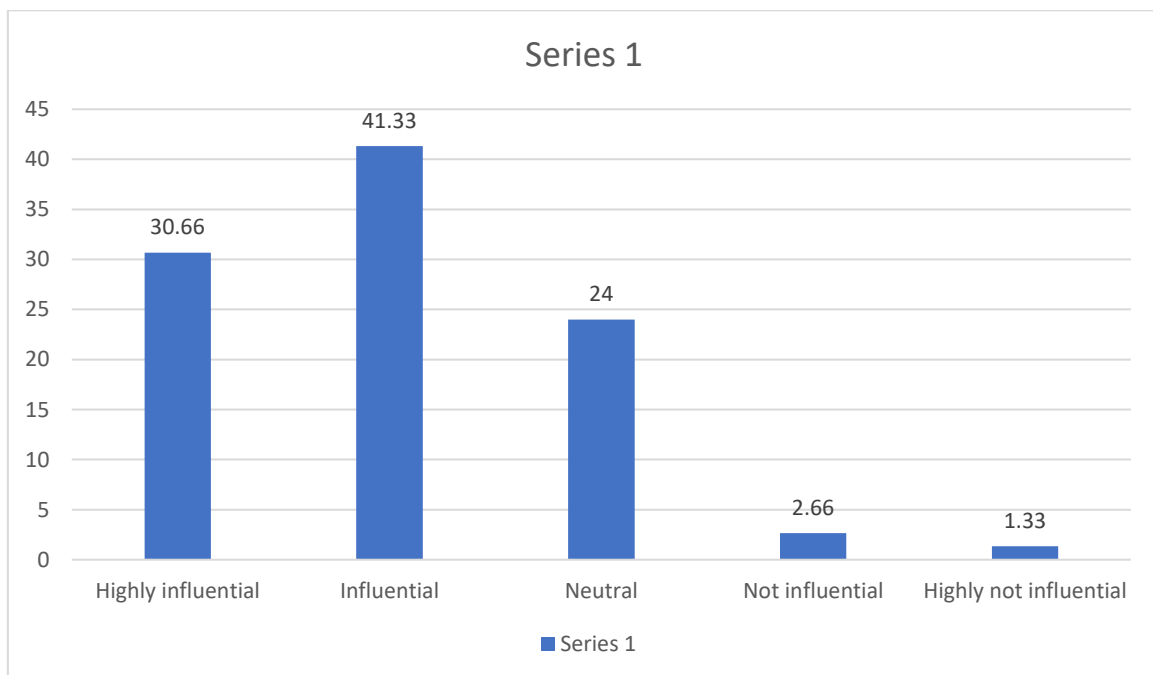
Chart 4.1.14 Factors influencing to buy Aavin Dairy products of respondents (Brand)

**Table 4.1.15 Factors influencing to buy Aavin Dairy products of respondents
(Quantity)**

Particulars	No of respondents	Percentage
Highly influential	46	30.66
Influential	62	41.33
Neutral	36	24
Not influential	4	2.66
Highly not influential	2	1.33
Total	150	100

Interpretation

From the above table it is interpreted between Highly influential is 30.66%, Influential is 41.33%, Neutral is 24%, Not influential is 2.66% and Highly not influential is 1.33%.



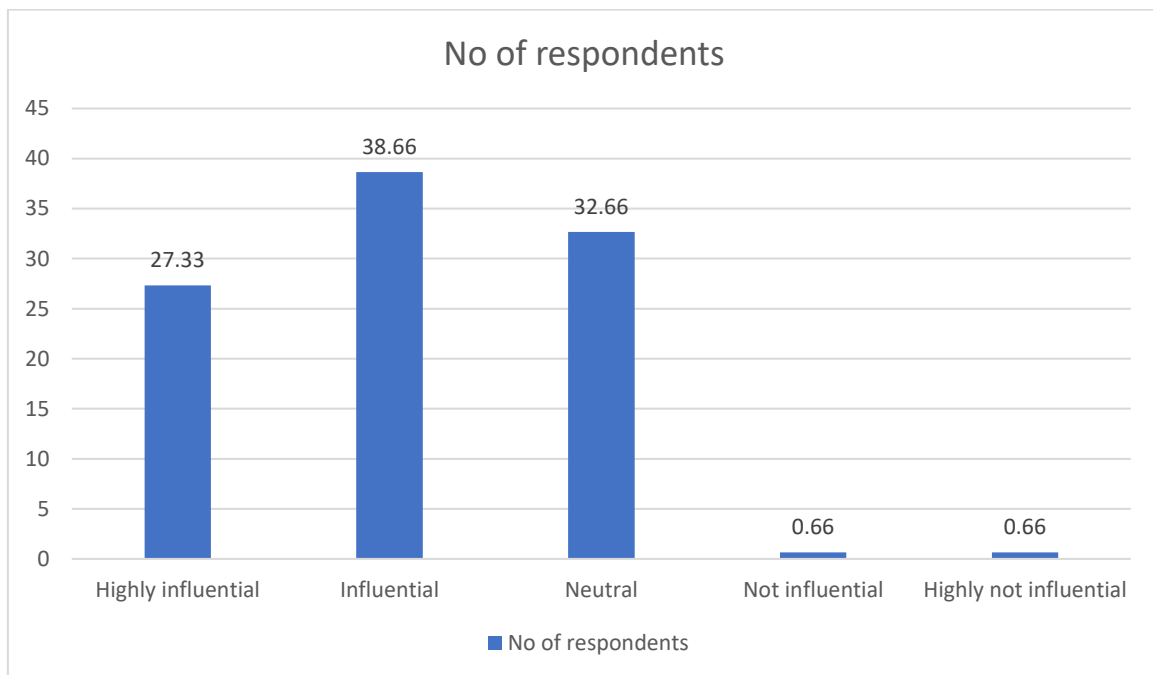
**Chart 4.1.15 Factors influencing to buy Aavin Dairy products of respondents
(Quantity)**

**Table 4.1.16 Factors influencing to buy Aavin Dairy products of respondents
(Variety)**

Particulars	No of respondents	Percentage
Highly influential	41	27.33
Influential	58	38.66
Neutral	49	32.66
Not influential	1	.66
Highly not influential	1	.66
Total	150	100

Interpretation

From the above table it is interpreted between Highly influential is 27.33%, Influential is 38.66%, Neutral is 32.66%, Not influential is 0.66 and Highly not influential is 0.66.



**Chart 4.1.16 Factors influencing to buy Aavin Dairy products of respondents
(Variety)**

Table 4.1.17 Factors influencing to buy Aavin Dairy products of respondents (Price)

Particulars	No of respondents	Percentage
Highly influential	44	29.33
Influential	53	35.33
Neutral	47	31.33
Not influential	5	3.33
Highly not influential	1	.66
Total	150	100

Interpretation

From the above table it is interpreted between Highly influential is 29.33%, Influential is 35.33%, Neutral is 31.33%, Not influential is 3.33% and Highly not influential is .66%.

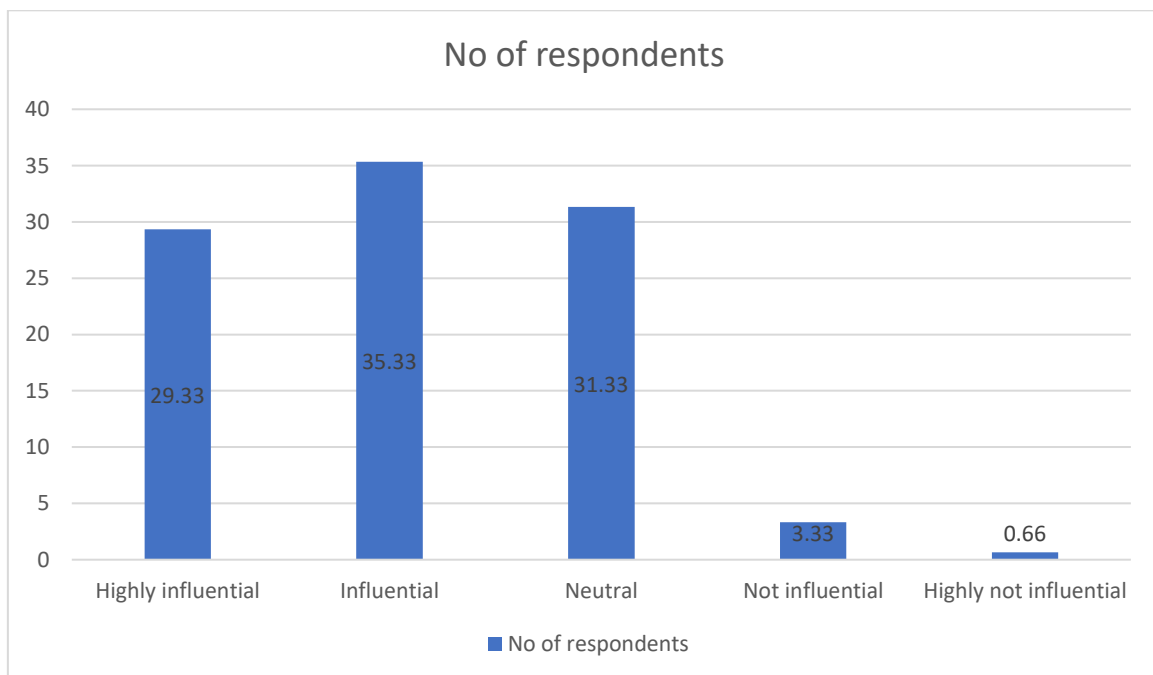


Chart 4.1.17 Factors influencing to buy Aavin Dairy products of respondents (Price)

Table 4.1.18 Factors influencing to buy Aavin Dairy products of respondents (Taste)

Particulars	No of respondents	Percentage
Highly influential	44	29.33
Influential	53	35.33
Neutral	46	30.66
Not influential	4	2.66
Highly not influential	3	2
Total	150	100

Interpretation

From the above table it is interpreted between Highly influential is 29.33%, Influential is 35.33%, Neutral is 30.66%, Not influential is 2.66% and Highly not influential is 2%.

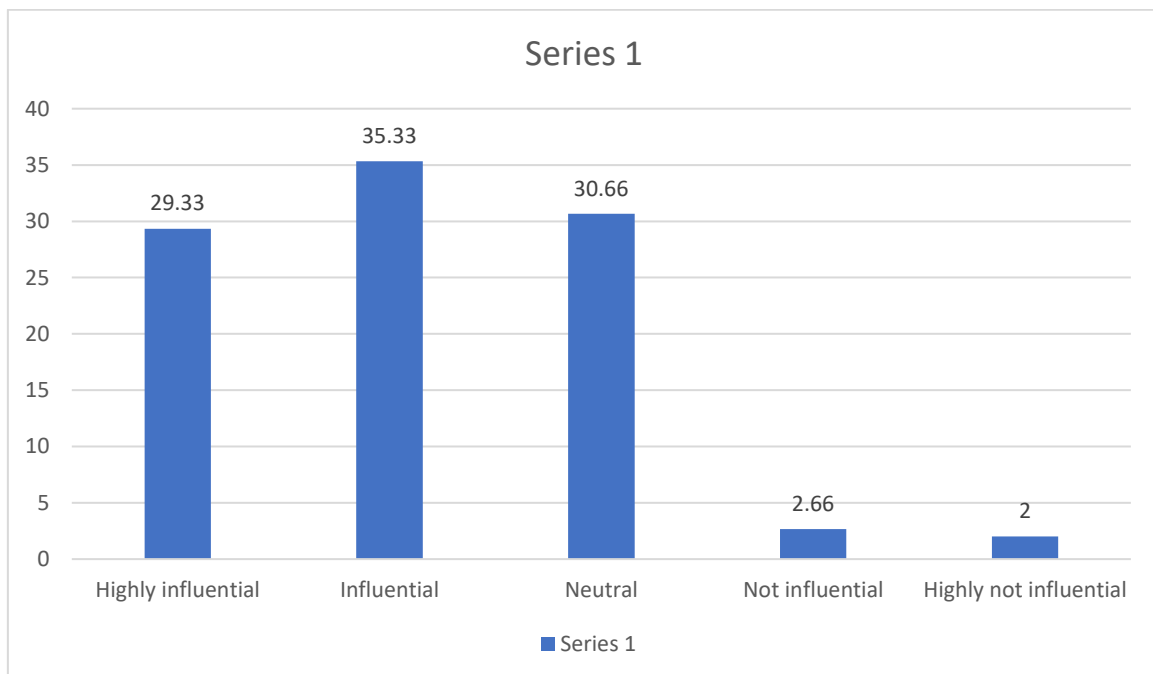


Chart 4.1.18 Factors influencing to buy Aavin Dairy products of respondents (Taste)

Table 4.1.19 Factors influencing to buy Aavin Dairy products of respondents (Quality)

Particulars	No of respondents	Percentage
Highly influential	43	28.66
Influential	61	40.66
Neutral	39	26
Not influential	2	1.34
Highly not influential	5	3.34
Total	150	100

Interpretation

From the above table it is interpreted between Highly influential is 28.66%, Influential is 40.66%, Neutral is 26%, Not influential is 1.34% and Highly not influential is 3.34%.

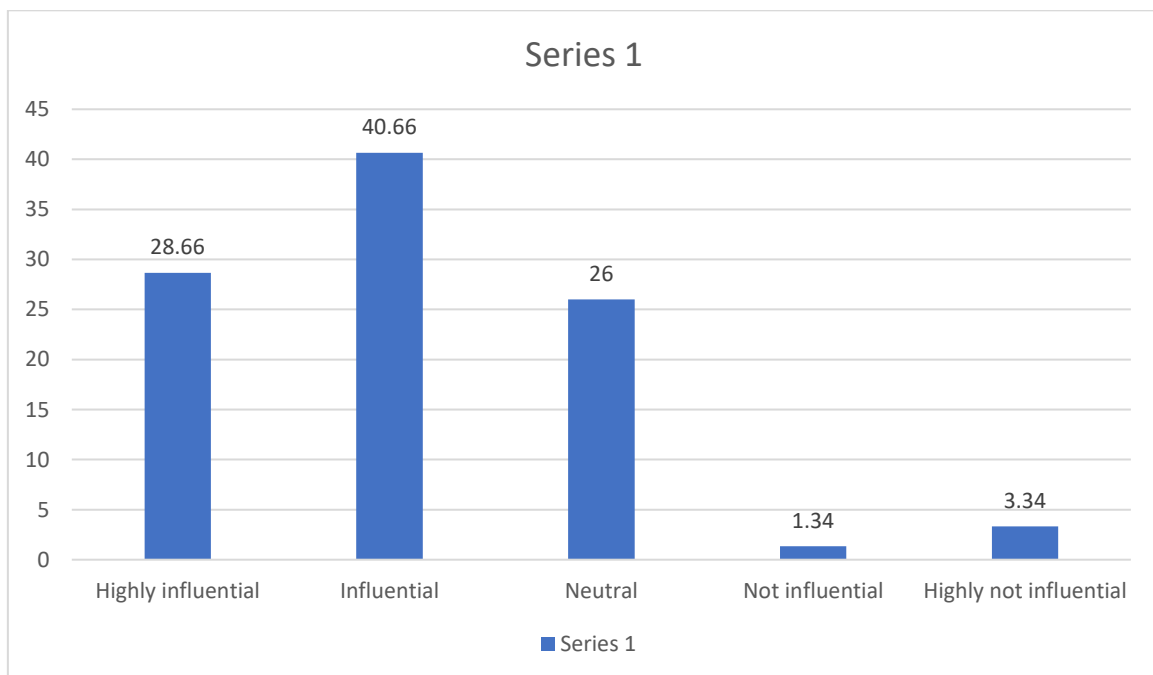


Chart 4.1.19 Factors influencing to buy Aavin Dairy products of respondents (Quality)

Table 4.1.20 Most preferring Aavin products of respondents (Milk)

Particulars	No of respondents	Percentage
Always	117	78
Often	23	15.33
Rarely	7	4.66
Very rarely	2	1.33
Never	1	0.66
Total	150	100

Interpretation

From the above table it is interpreted between Always is 78%, Often is 15.33%, rarely is 4.66%, Very rarely is 1.33% and never is 0.66%.

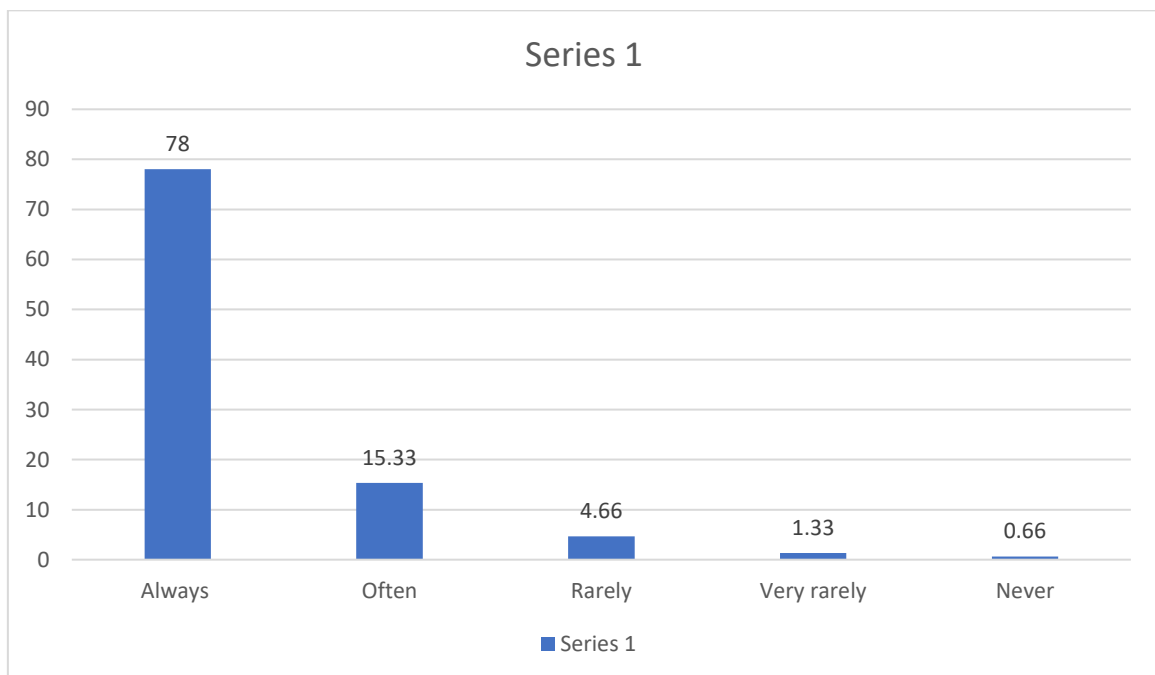


Chart 4.1.20 Most preferring Aavin products of respondents (Milk)

Table 4.1.21 Most preferring Aavin products of respondents (Ghee)

Particulars	No of respondents	Percentage
Always	46	30.66
Often	35	23.34
Rarely	45	30
Very rarely	18	12
Never	6	4
Total	150	100

Interpretation

From the above table it is interpreted between Always is 30.66%, Often is 23.34%, rarely is 30%, Very rarely is 12% and never is 4%.

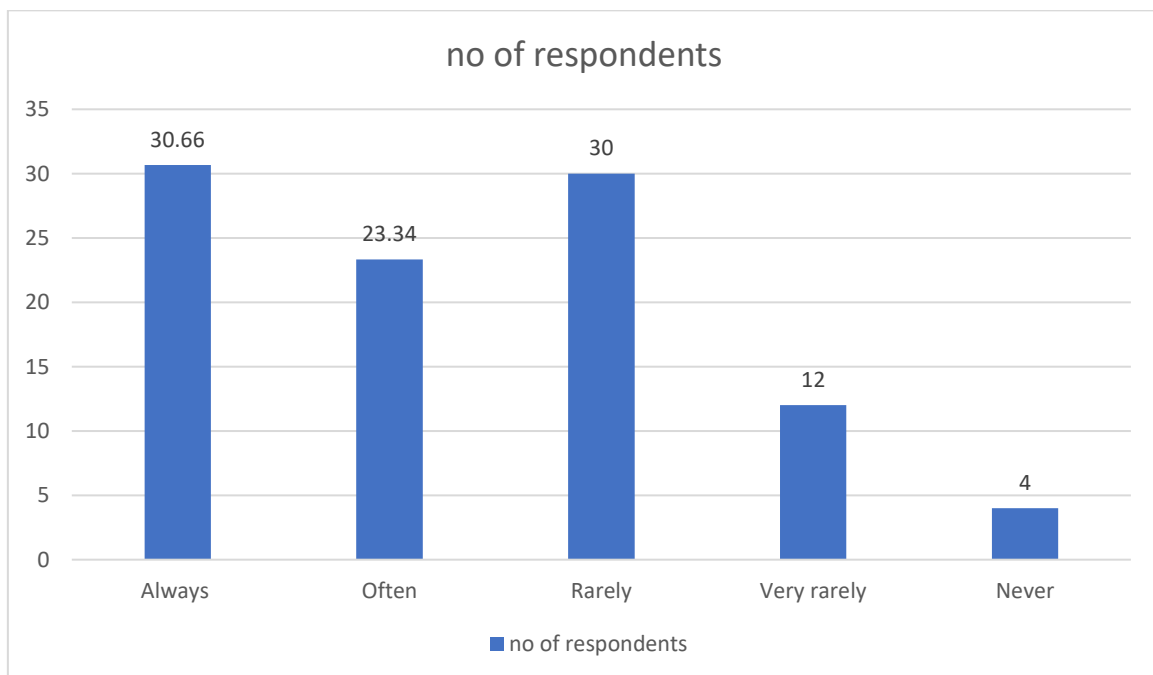


Chart 4.1.21 Most preferring Aavin products of respondents (Ghee)

Table 4.1.22 Most preferring Aavin products of respondents (Curd)

Particulars	No of respondents	Percentage
Always	45	30
Often	37	24.66
Rarely	35	23.34
Very rarely	22	14.66
Never	11	7.34
Total	150	100

Interpretation

From the above table it is interpreted between Always is 30%, Often is 24.66%, rarely is 23.34%, Very rarely is 14.66% and never is 7.34%.

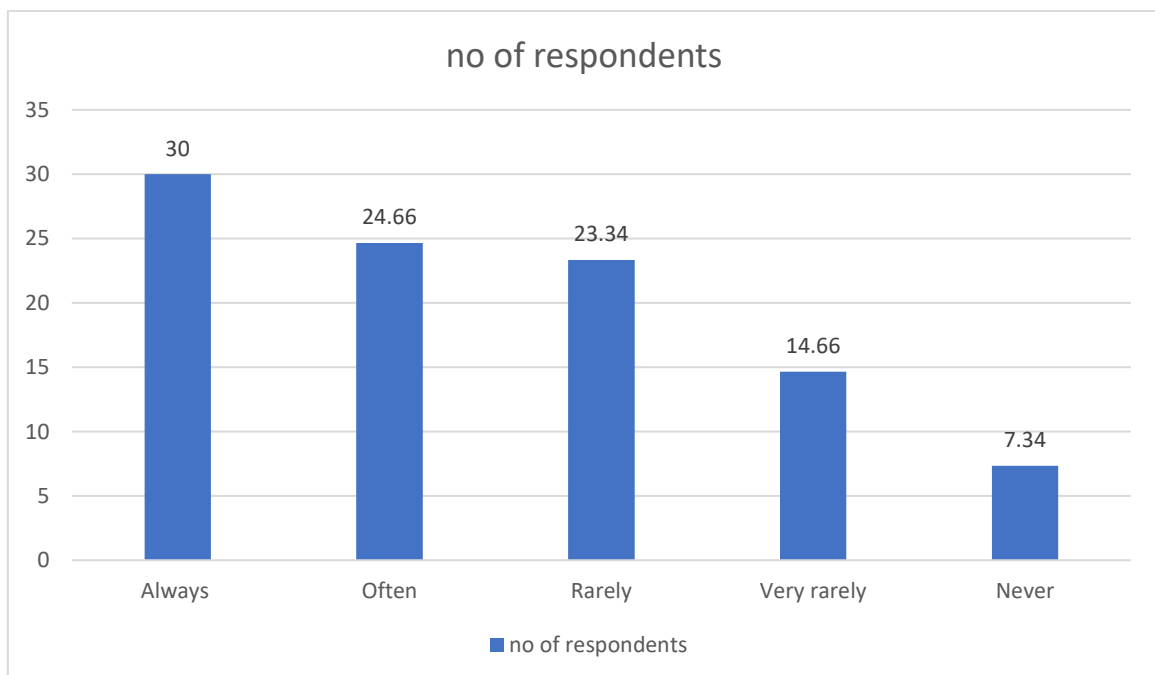


Chart 4.1.22 Most preferring Aavin products of respondents (Curd)

Table 4.1.23 Most preferring Aavin products of respondents (Ice cream)

Particulars	No of respondents	Percentage
Always	53	35.33
Often	29	19.33
Rarely	36	24
Very rarely	24	16
Never	8	5.33
Total	150	100

Interpretation

From the above table it is interpreted between Always is 35.33%, Often is 19.33%, rarely is 24%, Very rarely is 16% and never is 5.33%.

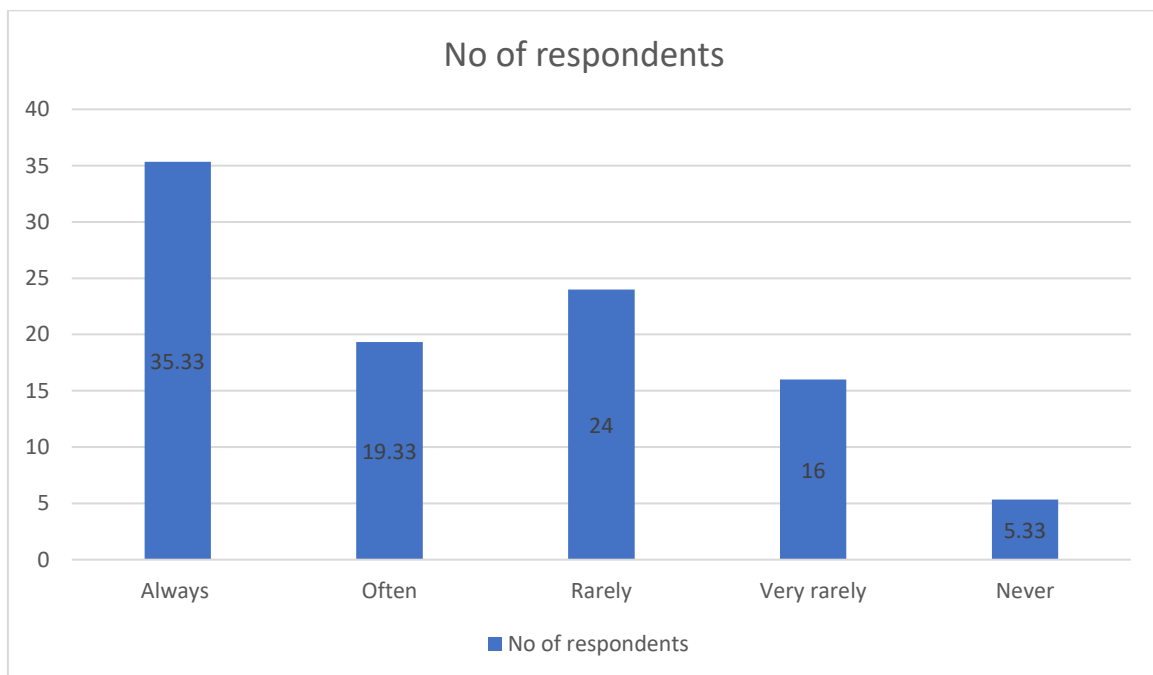


Chart 4.1.23 Most preferring Aavin products of respondents (Ice cream)

Table 4.1.24 Most preferring Aavin products of respondents (Flavored milk)

Particulars	No of respondents	Percentage
Always	43	28.66
Often	36	24
Rarely	38	25.33
Very rarely	20	13.34
Never	13	8.66
Total	150	100

Interpretation

From the above table it is interpreted between Always is 28.66%, Often is 24%, rarely is 25.33%, Very rarely is 13.34% and never is 8.66%.

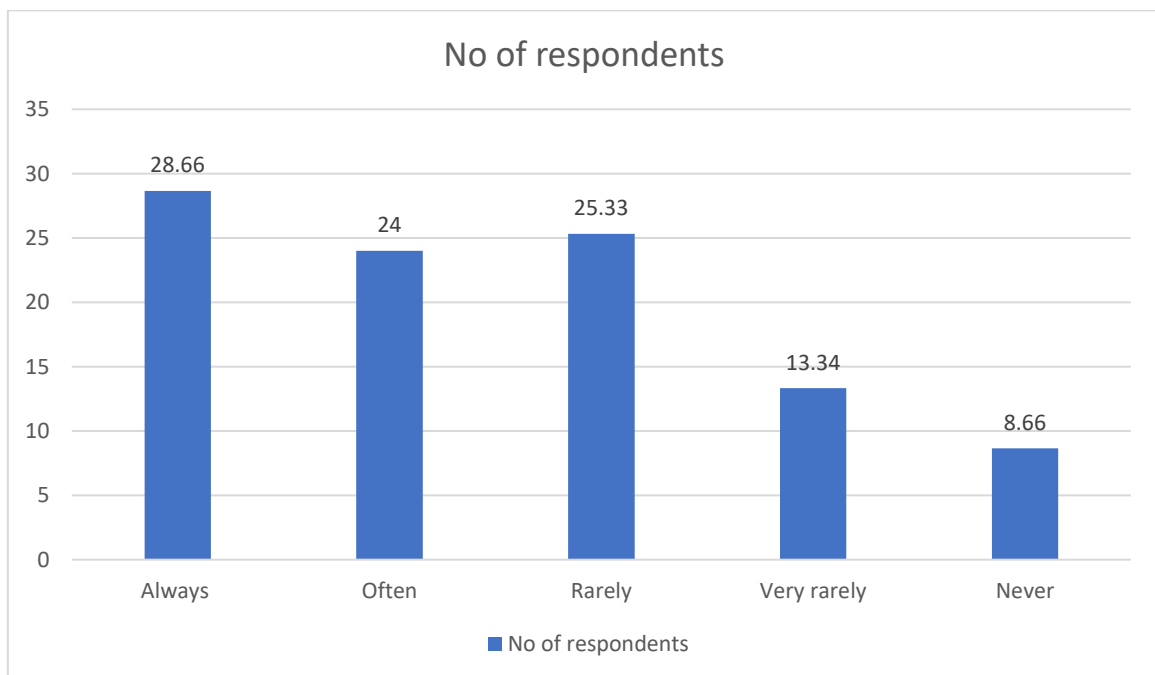


Chart 4.1.24 Most preferring Aavin products of respondents (Flavored milk)

Table 4.1.25 Respondents of Suggest to buy Aavin Dairy product

Particulars	No of respondents	Percentage
Friends	19	12.7
Family	105	70
Neighbour	9	6
Advertisement	15	10
Newspaper	2	1.3
Total	150	100

Interpretation

From the above table it is interpreted between Friends is 12.7%, Family is 70%, Neighbour is 6%, Advertisement is 10 and newspaper is 1.3%.

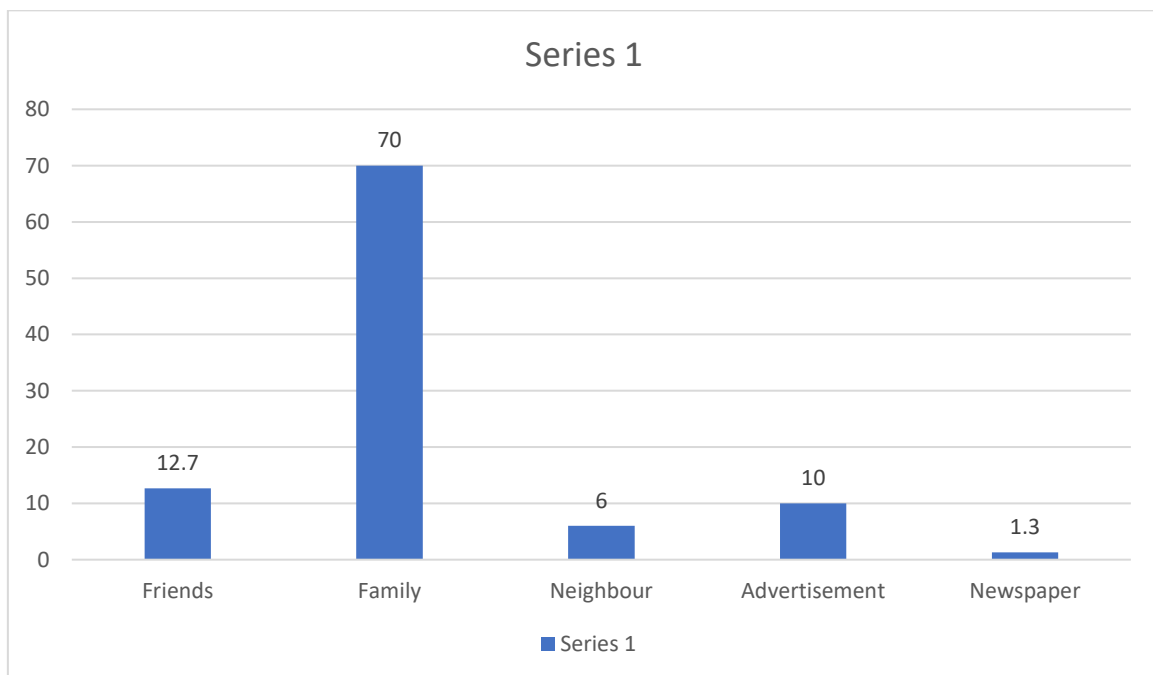


Chart 4.1.25 Respondents of Suggest to buy Aavin Dairy product

Table 4.1.26 Point of purchase of Aavin Dairy products of respondents

Particulars	No of respondents	Percentage
Convenience shop	83	55.3
Aavin dairy booth	54	36
Super market	13	8.7
Total	150	100

Interpretation

From the above table it is interpreted between Convenience shop is 55.3%, Aavin dairy booth is 36%, Super market is 8.7%

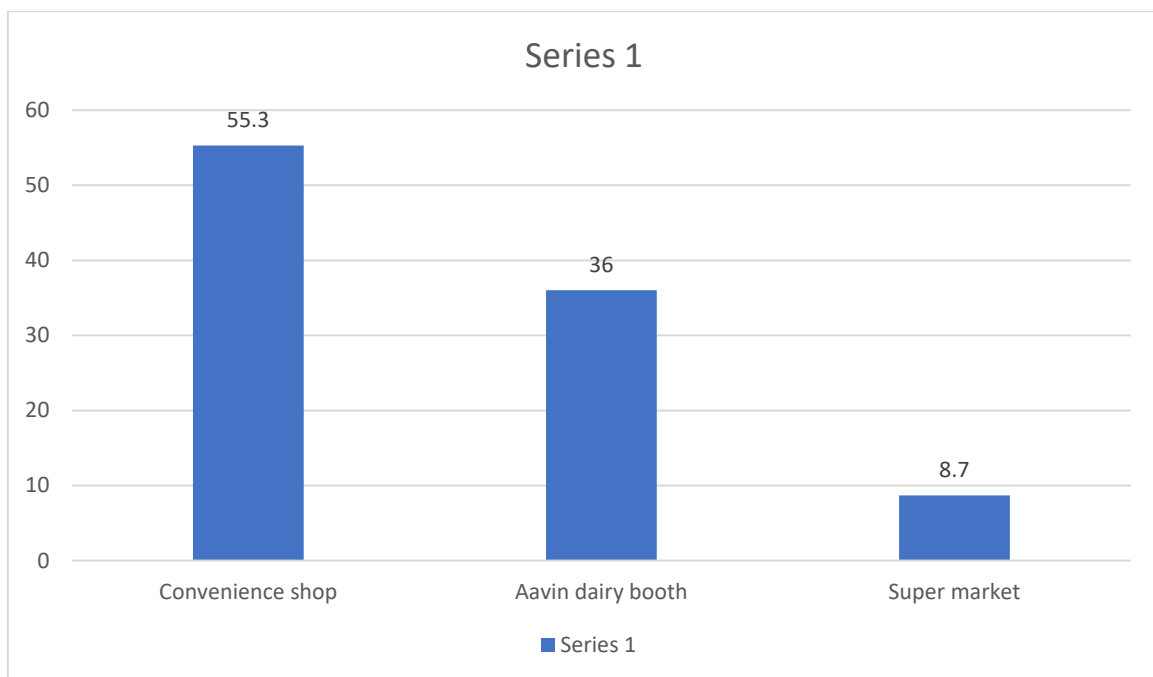


Chart 4.1.26 Point of purchase of Aavin Dairy products of respondents

Table 4.1.27 Products available at Aavin dairy booth of respondents

Particulars	No of respondents	Percentage
Strongly Agree	55	36.7
Agree	74	49.3
Neutral	16	10.7
Disagree	3	2
Strongly Disagree	2	1.3
Total	150	100

Interpretation

From the above table it is interpreted between Strongly agree is 36.7% , Agree is 49.3%, Neutral is 36, Disagree is 2% and Strongly agree is 1.3%.

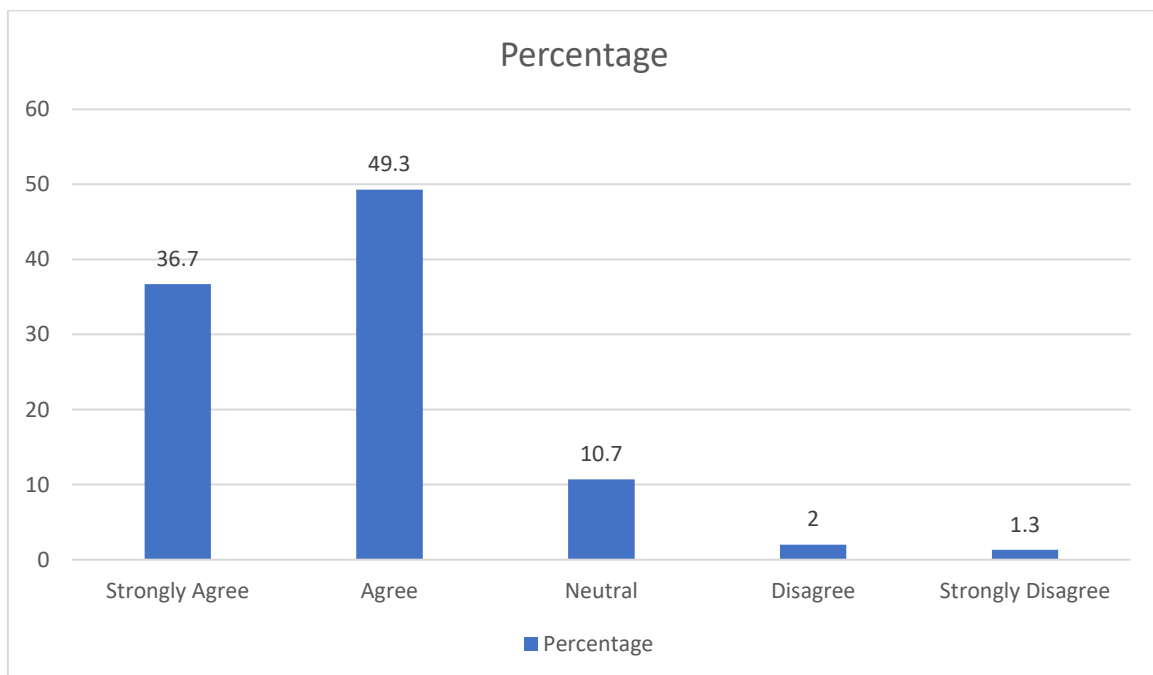


Chart 4.1.27 Products available at Aavin dairy booth of respondents

Table 4.1.28 Satisfaction of aavin dairy products of respondents

Particulars	No of respondents	Percentage
Highly satisfied	61	40.7
Satisfied	75	50
Neither satisfied or dissatisfied	13	8.7
Dissatisfied	0	0
Highly dissatisfied	1	.7
Total	150	100

Interpreted

From the above table it is interpreted between Highly Satisfied is 40.7%, Satisfied is 50%, Neither satisfied or dissatisfied is 8.7%, Dissatisfied is 0% and Highly dissatisfied is 0.7%.

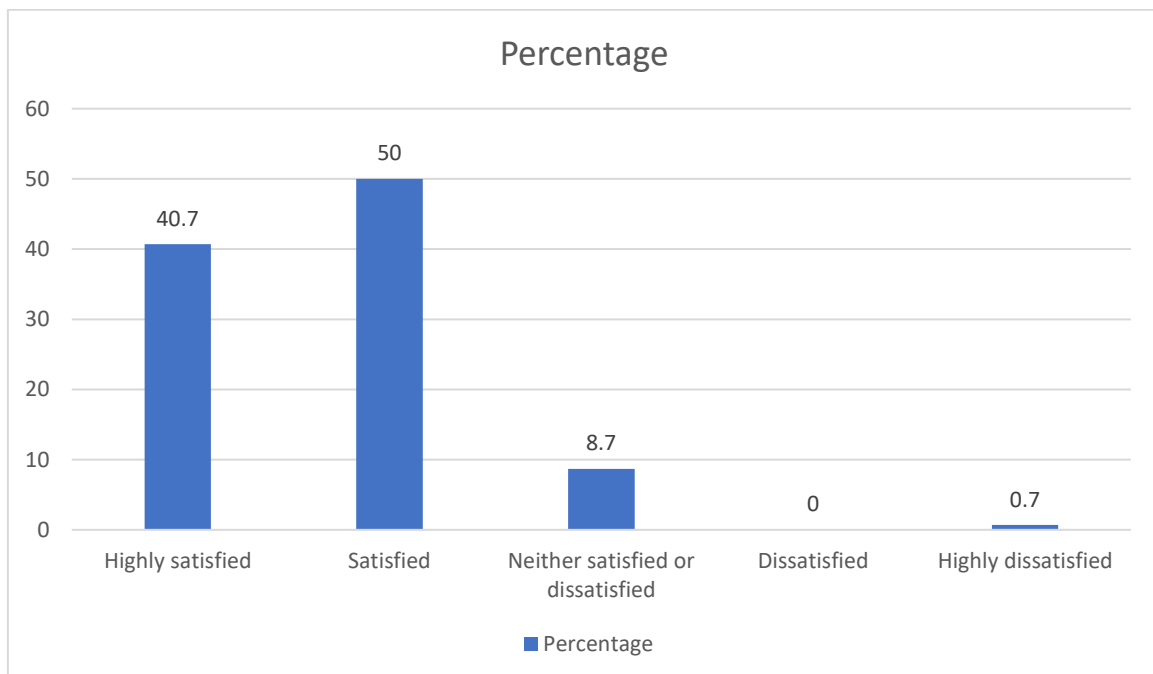


Chart 4.1.28 Satisfaction of aavin dairy products of respondents

Table 4.1.29 Rank Aavin products you prefer most

Particulars	No of respondents	Percentage
5(High)	89	59.34
4	27	18
3	19	12.66
2	6	4
1(Low)	9	6
Total	150	100

Interpretation

From the above table it is interpreted between Rank 1(low) is 6% , Rank 2 is 4%, Rank 3 is 12.66%, Rank 4 is 18 and Rank 5(High) is 59.34%.

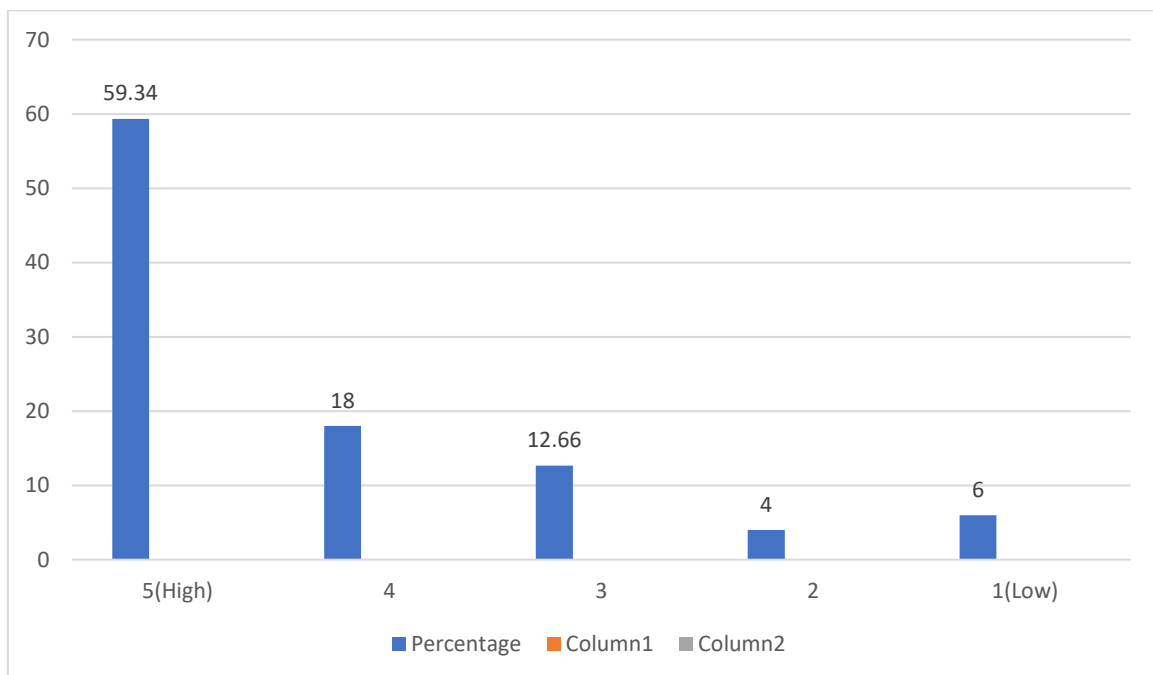


Chart 4.1.29 Rank Aavin products you prefer most

Table 4.1.30 Rating of AAVIN DAIRY PRODUCTS (GHEE)

Particulars	No of respondents	Percentage
1(Low)	12	8
2	15	10
3	52	34.66
4	38	25.34
5(High)	33	22
Total	150	100

Interpretation

From the above table it is interpreted between Rank 1(low) is 8% , Rank 2 is 10%, Rank 3 is 34.66%, Rank 4 is 25.34 and Rank 5(High) is 22%.

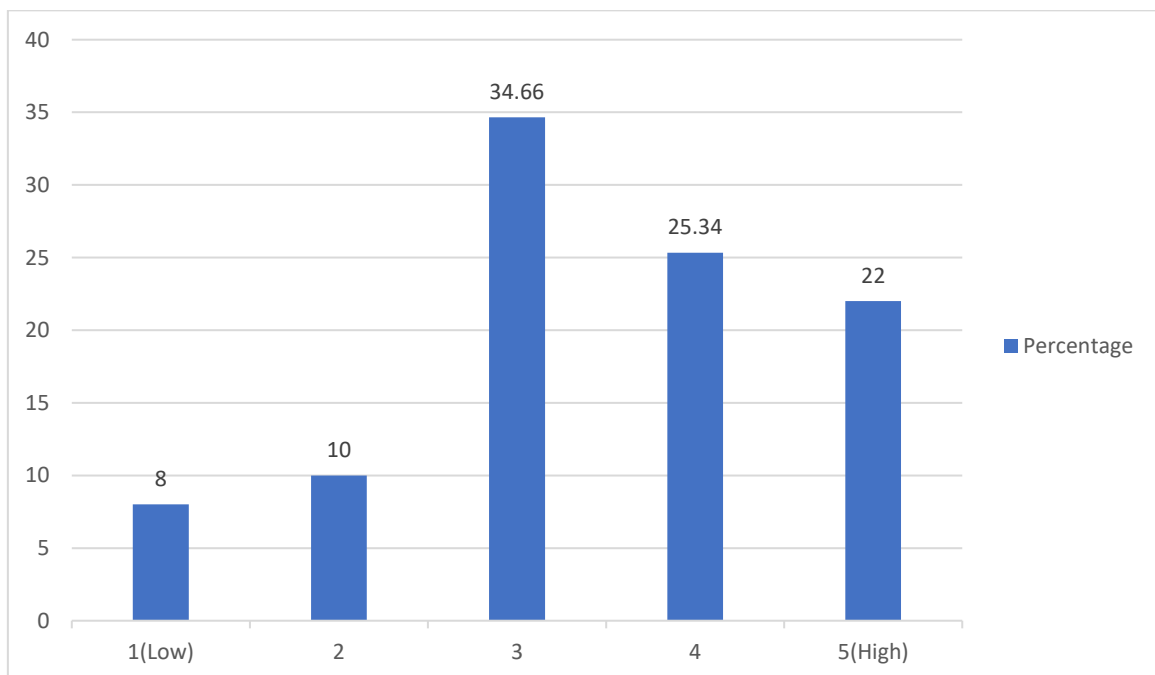


Chart 4.1.30 Rating of AAVIN DAIRY PRODUCTS (GHEE)

Table 4.1.31 Rating of AAVIN DAIRY PRODUCTS (Curd)

Particulars	No of respondents	Percentage
1(Low)	13	8.66
2	11	7.34
3	52	34.66
4	38	25.34
5(High)	33	22
Total	150	100

Interpretation

From the above table it is interpreted between Rank 1(low) is 8.66% , Rank 2 is 7.33%, Rank 3 is 34.66%, Rank 4 is 25.34 and Rank 5(High) is 22%.

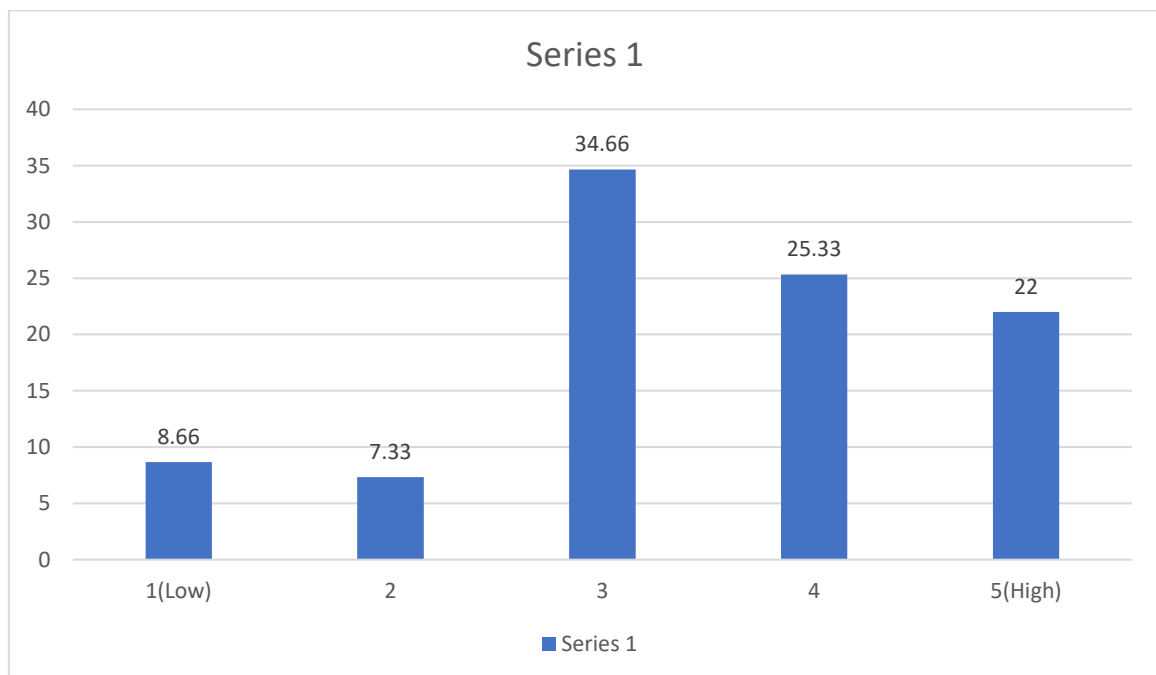


Chart 4.1.31 Rating of AAVIN DAIRY PRODUCTS (Curd)

Table 4.1.32 Rating of AAVIN DAIRY PRODUCTS (ice cream)

Particulars	No of respondents	Percentage
1(Low	9	6
2	14	9.34
3	38	25.34
4	45	30
5(High)	44	29.33
Total	150	100

Interpretation

From the above table it is interpreted between Rank 1(low) is 6%, Rank 2 is 9.34%, Rank 3 is 25.34%, Rank 4 is 30 and Rank 5(High) is 29.33%.

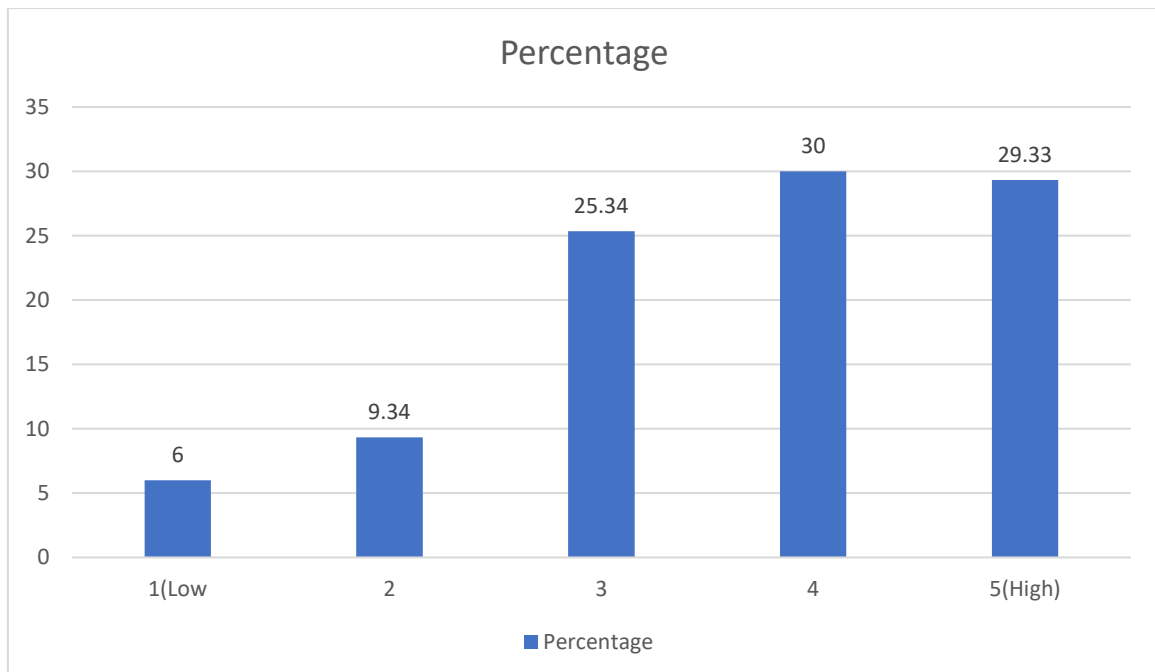


Chart 4.1.32 Rating of AAVIN DAIRY PRODUCTS (ice cream)

Table 4.1.33 Rating of AAVIN DAIRY PRODUCTS(Flavored milk)

Particulars	No of respondents	Percentage
1(Low)	14	9.34
2	13	8.66
3	47	31.34
4	41	27.34
5(High)	35	23.33
Total	150	100

Interpretation

From the above table it is interpreted between Rank 1(low) is 9.34%, Rank 2 is 8.66%, Rank 3 is 31.34%, Rank 4 is 27.34% and Rank 5(High) is 23.33%.

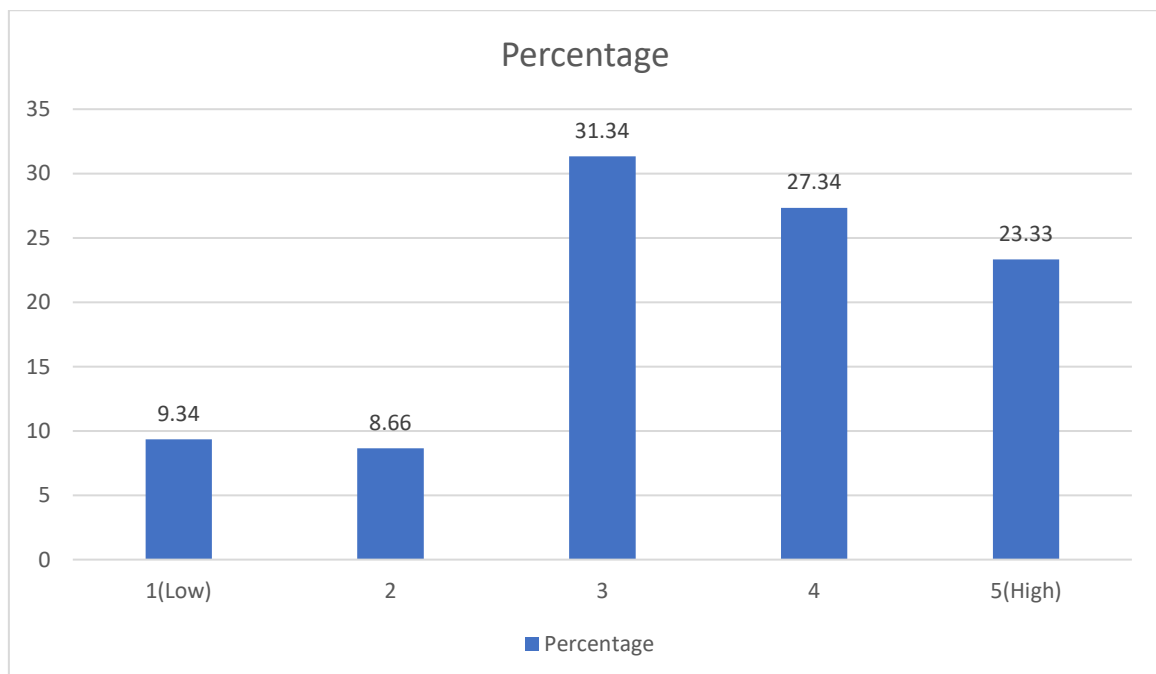


Chart 4.1.33 Rating of AAVIN DAIRY PRODUCTS (Flavored milk)

4.2 ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age in regards to Purchase preference towards price.

H1 (Alternate Hypothesis): There is significant difference between Age in regards to purchase preference towards price.

Table 4.2.1: Showing ANOVA of Price of the product and age

ANOVA					
Price					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.136	4	5.534	3.732	.006
Within Groups	215.038	145	1.483		
Total	237.173	149			

Interpretation:

The table value is 0.006 Which is lesser than P value (0.05)

H1 is Accepted

The result from the analysis shows that there is a significant difference between Age with reference to purchase preference towards price of the AAVIN dairy product.

(Significance = .006 and F=3.732)

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Qualification in regards to purchase preference towards Quality

H1 (Alternate Hypothesis): There is significant difference between Qualification in regards to purchase preference towards Quality

Table 4.2.2: Showing ANOVA of Quality of the product and Qualification

ANOVA					
Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.420	4	6.105	4.805	.001
Within Groups	184.220	145	1.270		
Total	208.640	149			

Interpretation:

The table value is 0.001 Which is lesser than P value (0.05)

H1 is Accepted

The result from the analysis shows that there is a significant difference between Qualification with reference to Purchase preference towards Quality of the AAVIN dairy product.

(Significance = .001 and F=4.805)

4.3 T test

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender in regards to Satisfaction level towards price.

H1 (Alternate Hypothesis): There is a significant difference between Gender in regards to Satisfaction level towards price.

Table 4.3.1: Showing Independent Samples Test price and Gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Price	Equal variances assumed	6.067	.015	1.159	148	.248	.241	.208	-.170	.651
	Equal variances not assumed			1.174	143.663	.242	.241	.205	-.164	.646

Interpretation

The table is 0.248 which is greater than p value (0.05)

H1 is rejected

The result from the analysis shows that there is no significant difference of gender with reference to satisfaction level towards Price of the AAVIN dairy product, Significance = 0.248, T = 1.159.

4.4 Chi Square

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant Association between no of family members and no of litres of AAVIN Milk.

H1 (Alternate Hypothesis): There is a significant Association between No of family members and No of litres of AAVIN milk.

Table 4.4.1: Showing No of family members and No of litres of AAVIN Milk

litres * members Crosstabulation							
Count		members					Total
		3-4 members	5-6 Members	6-7 members	Above 7 members	Below 2 members	
litres	2 litres	18	15	0	1	1	35
	Above 3 litres	3	3	0	0	0	6
	Below 1 Litres	84	23	2	0	0	109
Total		105	41	2	1	1	150

Table 4.4.2: Showing Chi Square test of no of family members and no of litres of AAVIN milk

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.931 ^a	8	.043
Likelihood Ratio	15.345	8	.053
Linear-by-Linear Association	10.563	1	.001
N of Valid Cases	150		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .04.

Interpretation:

The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant Association between No of members and no of litres of AAVIN milk.

CHAPTER 5

FINDINGS AND SUGGESTION

5.1 FINDINGS

- Majority 60.7% of the Age respondents are 21-30 years.
- Majority (56.7%) of the Gender respondents are male
- Majority (45.3) of the Qualification respondents are fall in the category of UG.
- Majority (52.7) of the Occupation respondents are fall in the category of Students.
- Majority (54) of the Income level respondents are fall in the category of No income
- Majority (78.7) of the Martial status respondents are fall in the category of unmarried.
- Majority (70) of the No of family members respondents are fall in the category of 3-4 members.
- Majority (85.3%) of the which dairy products prefer respondents are fall in the category of AAVIN Dairy products.
- Majority (67.3%) of the How long using AAVIN dairy products respondents are fall under the category of Above 7 Years.
- Majority (43.3%) of the types of AAVIN milk respondents are fall in the category of Full cream milk

- Majority (72.7%) of the how many litres using respondents are fall in the category of Below 1Litres.
- Majority (54.7%) of the Quality satisfaction of AAVIN milk respondents are fall in the category of Satisfied
- Majority (45.4%) of the AAVIN suit your budget respondents are fall in the category of Excellent.
- Majority (40.66%) of the Brand influencing to buy AAVIN dairy products respondents are fall in the category of Highly influential
- Majority (41.33%) of the Quantity influencing to buy AAVIN dairy products respondents are Fall in the category of Influential.
- Majority (38.6%) of the Variety influencing to buy AAVIN dairy products respondents are Fall in the category of Influential
- Majority (35.33%) of the Price influencing to buy AAVIN dairy products respondents are Fall in the category of Influential
- Majority (35.33%) of the Taste influencing to buy AAVIN dairy products respondents are Fall in the category of Influential
- Majority (40.66%) of the Quality influencing to buy AAVIN dairy products respondents are Fall in the category of Influential
- Majority (78%) of the Milk preferring AAVIN dairy products respondents are Fall in the category of Always.
- Majority (30.66) of the Ghee preferring AAVIN dairy products respondents are Fall in the category of Always.

- Majority (30%) of the Curd preferring AAVIN dairy products respondents are Fall in the category of Always
- Majority (35.33%) of the Ice cream preferring AAVIN dairy products respondents are Fall in the category of Always.
- Majority (28.66%) of the Flavored Milk preferring AAVIN dairy products respondents are Fall in the category of Always.
- Majority (70%) of the Suggest to buy AAVIN dairy products respondents are Fall in the category of Family.
- Majority (55.3%) of the Point of purchase respondents are Fall in the category of Convenience Shop.
- Majority (49.3%) of the AAVIN dairy Products are available at AAVIN dairy booth respondents are Fall in the category of Agree
- Majority (50%) of the Satisfaction of AAVIN dairy products respondents are fall in the category of Satisfied.
- Majority (59.34%) of respondents fall in the category of rank milk is 5(High)
- Majority (34.66) of respondents fall in the category of rank Ghee is 3
- Majority (34.66) of respondents fall in the category of rank curd is 3
- Majority (30) of respondents fall in the category of rank Ice cream is 4
- Majority (31.34) of respondents fall in the category of rank Ice cream is 3

- The table value is 0.006 Which is lesser than P value (0.05) H1 is Accepted. The result from the analysis shows that there is a significant difference between Price of the product and Age.
- The table value is 0.001 Which is lesser than P value (0.05) H1 is Accepted. The result from the analysis shows that there is a significant difference between Quality of the product and Occupation.
- The table is 0.248 which is greater than p value (0.05) H1 is rejected The result from the analysis shows that there is no significant difference of Price and gender
- The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant Association between No of members and no of litres

5.2 SUGGESTION

- 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 includes sale and induces sale and build image of aavin.
- Many respondents are satisfied the quality of milk and milk product. Many respondents opinion that the price of the aavin products is higher compare to other brands. They except reduction price of products. If aavin company may reduce the price of products where create a positive word of mouth communication that improves results of sale.
- People need more AAVIN dairy booth near by areas, because not all AAVIN dairy products are available in convenience shop.

5.3 CONCLUSION

The Paper analysed the consumer behavior about aavin dairy products in Chennai. Generally, the consumer change the 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 consumer are not satisfied they shift to other brands. However the data shows the consumer buy the aavin products for its quality, taste, quantity and variety. Many respondents feels the price of aavin product is to high than other brands. If the aavin takes necessary steps satisfy their consumers, it creates invariant place in mind of consumers.

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APPENDIX 1(Questionnaire)

1. Gender:

A) Male

B) Female

2. Age:

A) below 20 years

B) 21 – 30 years

C) 31 – 40 years

D) 41- 50 years

E) Above 50 years

3. Qualification:

A) SSLC

B) HSC

C) UG

D) PG

E) Others

5. Occupation

A) Salaried

B) Self employee

C) Professional

D) Student

E) Others

5) Income level

- A) Below 20000
- B) 20000-25000
- C) 25000-30000
- D) Above 30000
- E) No income

6. Martial status

- A) Married
- B) Unmarried

8. Total Number of family members

- A) Below 2 Members
- B) 3-4 Members
- C) 5-6 Members
- D) 6-7 Members
- E) Above 7 Members

9. Which dairy product would you prefer, Out of the following

- A) Aavin
- B) Arockiya
- C) Milk Mist
- D) Amul
- E) Other

10.How long have you been using Aavin products

- A) Below 2 years
- B) 3-4 years
- C) 5-6 Years
- D) 6-7 Years
- E) Above 7 years

11.What type of Aavin milk you can be used

- A)Full cream milk
- B)Standardized milk
- C)Toned Milk

12.How Many litres of Aavin milk you buy for your family daily

- A) Below 1litres
- B) 2 litres
- C) Above 3 litres

13.Are you satisfied with the quality of milk provided by Aavin

- A)Highly satisfied
- b) Satisfied
- C)Dissatisfied
- D)Highly Dissatisfied
- E)Neither satisfied or Dissatisfied

14.Does Aavin Milk suit your budget? If yes means to which extent?

- A)Excellent
- B)Good
- C)Fair

15. Which of the following factors is more influential to buy Aavin products

	Highly influential	Influential	Neutral	Not influential	Highly not influential
Brand					
Quantity					
Variety					
Price					
Taste					

16. Which Aavin products you prefer most

	Always	often	rarely	Very Rarely	Never
Milk					
Ghee					
Curd					
Ice cream					
Flavoured milk					

17. Rank Aavin products you prefer most

	1	2	3	4	5
Milk					
Ghee					
Curd					
Ice cream					
Flavoured milk					

18. Who suggest you to buy this Aavin Products?

- A) Friends
- B) family
- C) Neighbor
- D) Advertisement
- E) Newspaper

19. Point of purchase for Aavin dairy products?

- A) Convenience shop
- B) Aavin Dairy booth
- C) Super market

20.Are you agree that all products are available at Aavin dairy booth

A)Strongly agree

B)Agree

C)Disagree

D)Strongly Disagree

E) Neither Agree or Disagree

21.Are you satisfied with Aavin dairy products

A)Highly satisfied

B)Satisfied

C)Dissatisfied

D)Highly Dissatisfied

E) Neither Satisfied or Dissatisfied

APPENDIX II

ARTICLE – FULL PAPER

A STUDY ON CONSUMER BEHAVIOUR ABOUT AAVIN DAIRY PRODUCTS

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ABSTRACT- India is the worlds largest dairy producer. Indian dairy sectors has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban areas. However, as a larger population migrating from rural areas to cities thus creates greater demand for dairy products. Tamil Nadu state is one of the ten largest milk producing states in india. In the state, Major milk contributor is aavin, a Tamil Nadu based milk producer union, procures milk, process it and sells milk and milk product to consumers. This paper analysis consumer Behavior about Aavin dairy products in chennai. The aim of the study is revealed consumer perception over aavin milk products based on their age, educational qualification and monthly income of the consumers family.

Key Words:- AAVIN; Consumer behavior; Dairy products

I. INTRODUCTION

Milk has been used by humans since the beginning of recorded time to provide both fresh and storable nutritious foods. In some countries almost half the milk produced is consumed as fresh pasteurized whole, low-fat, or skim milk. However, most milk is manufactured into more stable dairy products of worldwide commerce, such as butter, cheese, dried milks, ice cream, and condensed milk.

Indian dairy product overview

India is the world's largest dairy products by volume, accounting for more than 13% of world's total milk production and it also has the world's largest dairy herd. This is because india has 75 million dairy farms, about half of all dairy farms in the world.

India has an edge over many developed countries also because its cost of production is lowest in the world and hence it enjoys a comparative advantage in the product of milk. The only problem with india is high cost of conversion to dairy products. It might be due to lack of scale at both production and processing level.

However, india has merely managed to capture only 1% of global dairy trade despite being the largest milk producer. However, india is a net exporter of all the dairy products except lactose and lactose syrup. Good potential for Indian casein and milk powders, whey cheeses also exist.

Areas of production

Uttar Pradesh, maharashtra, himachal Pradesh, Madhya Pradesh, Punjab, rajasthan, tamil nadu are the major production area dairy products in india.

India facts and figures

India's export of dairy products was 51,421.85 MT to the world for the worth of Rs **1,341.03** crores during the year 2019-2020.

Major export destination (2019-2020) United arab emirates, Bhutan, turkey, Egypt,USA.

II. OBJECTIVES

Primary objective:

- ❖ To investigate the consumer Preference on Aavin dairy products in Chennai.

Secondary Objective:

- ❖ To study the consumer taste and preference of aavin dairy products.
- ❖ To identify the customer satisfaction level on Aavin dairy products.
- ❖ To identify the buying Affordability of consumer in Aavin dairy products.

III. REVIEW OF LITERATURE

K.Parameshwari (2018) conducted a research on an overview of consumer behavior of aavin milk and dairy products with reference to thiruthuraipoondi. The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of Aavin milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of Thiruthuraipoondi Town where Aavin milk is marketed.

Abinaya k (2018), The study that covers the attitude and perception of the consumer's preference for dairy products in Madurai district. This will be of immense use to the marketers in the dairy industry. This study will help the private brands to improve and to bring some innovation in their products which will fulfill the needs and desires of the consumers. Moreover, this study will help the policymakers to frame the policies to improve the productivity of milk based on the increasing demand for milk and dairy products.

P.Balakrishnan (2019): 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 reveal customer preference over aavin milk products based on their age, education qualification, and monthly income of the customer's family.

D.Harish (2019), - 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 Nadubased milk producer's union, procures

milk, processes it and sells milk and milk products to consumers. This paper analyses consumer perception over the Aavin special reference to the Tiruvarur Taluk of Tamil Nadu 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 chi-square test.

M.Manida (2020), In his paper entitled “consumer attitude and perception towards aavin milk” Now days critical situation in Tamilnadu, because every man drink the milk or milk related beverages. In the time milk are originals or included some unwanted products in water, chemicals, and others, myarticle in that milk are satisfied, consumed the milk on Aavin and differ the various milk from local and other brand milk like Arokiya, Amul, Thirumala, Amirtha, heritage, Jersee, total, etc., This article fully focused on avian milk customer only. Sample size of the respondents 250 customers in whole Virudhunagar District. Every customer feels about aavin milk, customer attitude and perception about aavin milk.

IV. Methodology

A research methodology is a systematic plan for conducting research. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research technique and could include both present and historical information. The method in this has undertaken is descriptive research method is adopted. For this study primary and secondary data were collected. The primary data was collected from 150 respondents in Chennai through Questioner by asking the demographical factor and the factors which makes them to buy AAVIN dairy products. Secondary data was collected through refering previous research papers published in online, journals in online. Convenient sampling method is used as sampling technique for the purpose of selecting respondents. The study was carried out from the month of December and terminated at the month of march.

V. Discussion

On completing the project “ A study on consumer behaviour about AAVIN dairy products”, the ANOVA test was done to find out the relation between Age with

purchase preference towards price, occupation with purchase preference towards price. The chi square test was done to find out the relation between no of family members and no of litres buying. The T- TEST was done to find out he relation between gender with satisfaction level towards price. To find out the consumer behaviour the analysis was done with the structure questionnaire with easy understanding and flexible and clear. The analysis was done to find out the purchase preference towards AAVIN dairy products.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age in regards to Purchase Preference towards price

H1 (Alternate Hypothesis): There is significant difference between Age in regards to Purchase preference towards price.

Table 4.2.1: Showing ANOVA of Price of the product and age

ANOVA					
Price					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.136	4	5.534	3.732	.006
Within Groups	215.038	145	1.483		
Total	237.173	149			

Inference:

The table value is 0.006 Which is lesser than P value (0.05) H0 is rejected,

H1 is Accepted

The result from the analysis shows that there is a significant difference between Age with reference to Purchase preference towards price of the AAVIN dairy product.

(Significance = .006 and F=3.732)

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Occupation in regards to purchase Preference towards Quality

H1 (Alternate Hypothesis): there is significant difference between Occupation in regards to purchase Preference towards Quality

Table 4.2.2: Showing ANOVA of Quality of the product and Occupation

ANOVA					
Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.420	4	6.105	4.805	.001
Within Groups	184.220	145	1.270		
Total	208.640	149			

Inference:

The table value is 0.001 Which is lesser than P value (0.05) H0 is rejected,

H1 is Accepted

The result from the analysis shows that there is a significant difference between Occupation with reference to purchase preference towards Quality of the AAVIN dairy product.

(Significance = .001 and F=4.805)

T test

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender in regards to Satisfaction level towards price.

H1 (Alternate Hypothesis): There is a significant difference between Gender in regards to Satisfaction level towards price.

Table 4.3.1: Showing Independent Samples Test price and Gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Price	Equal variances assumed	6.067	.015	1.159	148	.248	.241	.208	-.170	.651
	Equal variances not assumed			1.174	143.663	.242	.241	.205	-.164	.646

Inference

The table is 0.248 which is greater than p value (0.05),

H0 Accepted, H1 is rejected

The result from the analysis shows that there is no significant difference of gender with reference to Price of the AAVIN dairy product, Significance = 0.248, T = 1.159.

Chi Square

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant Association between no of family members and no of litres of AAVIN Milk.

H1 (Alternate Hypothesis): There is a significant Association between No of family members and No of litres of AAVIN milk.

Table 4.4.1: Showing No of family members and No of litres of AAVIN Milk

litres * members Crosstabulation

Count

		members					Total
		3-4 members	5-6 Members	6-7 members	Above 7 members	Below 2 members	
Litres	2 litres	18	15	0	1	1	35
	Above 3 litres	3	3	0	0	0	6
	Below 1 Litres	84	23	2	0	0	109
Total		105	41	2	1	1	150

Table 4.4.2: Showing Chi Square test of no of family members and no of litres of AAVIN milk

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.931 ^a	8	.043
Likelihood Ratio	15.345	8	.053
Linear-by-Linear Association	10.563	1	.001
N of Valid Cases	150		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .04.

Inference:

The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant Association between No of members and no of litres of AAVIN milk.

VI. Conclusion

The Paper analysed the consumer behavior about aavin dairy products in Chennai. Generally, the consumer change the 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 and other attributes. If the consumer are not satisfied they shift to other brands. However the data shows the consumer buy the aavin products for its quality, taste, quantity and variety. Many respondents feels the price of aavin product is to high than other brands. If the aavin takes necessary steps satisfy their consumers, it creates invariant place in mind of consumers.

VII. Reference

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