



A STUDY ON CONSUMER BEHAVIOUR ABOUT AAVIN DAIRY PRODUCTS

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ABSTRACT- India is the world's largest dairy producer. Indian dairy sectors have 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, processes it and sells milk and milk products to consumers. This paper analyses consumer behavior about Aavin dairy products in Chennai. The aim of the study is to reveal 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 referring 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 Lower Upper
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					
		3-4 members	5-6 Members	6-7 members	Above 7 members	Below 2 members	Total
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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