



A Study On Customer Perception And Preferences Towards Aavin Milk Products With Special Reference To Villupuram District

PRAVEENA E

Manakula Vinayagar Institute of Technology

ABSTRACT:

The study of customer perception and preferences towards Aavin products is pivotal in understanding the dynamics of consumer behavior in the dairy industry. Aavin, a prominent dairy brand in India, has established a significant market presence with its wide range of dairy products. This research aims to explore how customers perceive Aavin products and what factors influence their preferences. Aavin, the premier dairy cooperative in Tamil Nadu, significantly contributes to the well-being of its customers through the provision of high-quality dairy products. This paper examines Aavin's multi-faceted contributions, highlighting its impact on consumer health, economic support for local farmers, and commitment to quality and affordability.

Keywords: Aavin, Aavin Milk Products, customer perception, customer preferences, quality, product variety, customer satisfaction

INTRODUCTION:

The dairy industry in India plays a crucial role in the national economy and in providing essential nutrition to millions of consumers. Among the myriad dairy cooperatives in the country, Aavin stands out as a key player in Tamil Nadu, renowned for its wide array of milk and dairy products. Understanding customer perception and preferences towards Aavin milk products is vital for both the cooperative and the broader dairy sector, as it offers insights into consumer behavior, satisfaction, and areas for potential improvement.

Customer perception encompasses the opinions, attitudes, and beliefs that consumers hold regarding Aavin products. These perceptions are influenced by factors such as product quality, taste, packaging, availability, pricing, and brand reputation. Aavin's commitment to delivering high-quality, fresh, and nutritious dairy products has cemented its position as a trusted brand in Tamil Nadu. Consumer preferences refer to the choices made by customers among various Aavin products, including different types of milk (such as full cream, toned, and double toned), butter, ghee, curd, ice cream, and other value-added dairy products. These preferences are shaped by individual tastes, health considerations, price sensitivity, and convenience.

This paper aims to investigate the perceptions and preferences of customers towards Aavin milk products. It will delve into the factors that influence consumer attitudes, the level of satisfaction with Aavin products, and the specific attributes that drive preference for certain items over others. The findings from this research will not only benefit Aavin by highlighting strengths and identifying areas for improvement but also offer valuable insights for other dairy cooperatives and industry stakeholders. By aligning their offerings more closely with consumer expectations, dairy producers can enhance customer loyalty, increase market share, and contribute to the overall growth and development of the dairy industry in India.

OBJECTIVE OF THE STUDY:

- To examine the factors influencing customer perception and preferences of Aavin milk dairy.
- To find out the level of satisfaction of consumer in respective attributes of Aavin products.

REVIEW OF LITERATURE:

Marketing and Brand Image:

Solomon et al. (2012) discuss the importance of consumer-oriented marketing strategies in building strong customer relationships. Aavin's marketing campaigns emphasize quality, local sourcing, and the nutritional benefits of their products. These efforts help in building a robust brand image and fostering consumer trust and loyalty. By engaging with the community and highlighting these key attributes, Aavin successfully aligns its marketing strategies with consumer expectations and preferences.

Consumer Behavior and Preferences:

Research by Sreekumar and Geetha (2015) on consumer behavior in the dairy sector indicates that brand reputation, product quality, and pricing are significant factors influencing purchase decisions. Consumers tend to exhibit strong loyalty towards brands that consistently deliver on these parameters. Aavin's strong consumer base in Tamil Nadu can be attributed to its consistent focus on quality, community engagement, and affordability, which align with the key drivers of consumer preference identified in the literature.

Quality and Perceived Value:

Kotler and Keller (2016) emphasize that perceived quality is a key determinant in consumers' purchase decisions and brand loyalty. High-quality standards foster trust and repeat purchases, which are essential for brand success. Singh and Pandey (2018) found that in the Indian dairy market, consumers prioritize freshness, taste, and nutritional value. Aavin's commitment to maintaining stringent quality standards aligns with these findings, making it a preferred choice among consumers in Tamil Nadu. The emphasis on quality assurance, from procurement to packaging, enhances the overall perceived value of Aavin products.

SCOPE OF THE STUDY:

- A better understanding of consumer needs and wants help the company to plan the marketing strategies accordingly and help in strengthening the brand image.
- Studying and identifying customer perception and preferences will help them to know how individual customer select, buy and use the product and services based on their needs and wants.

Try To carry out survey questionnaire was designed. Data was collected by preparing questionnaire and getting it filled with the help of Google form.

- **Sample size:** 406
- **Duration:** The survey takes two months (September to November 2023)
- **Sampling Technique:** Probability Convenient Sampling
- Primary data was collected through Survey method and secondary data collected through Research papers, websites, magazine etc.
- Data is analysed using **SPSS software**.

DATA ANALYSIS:

TABLE - 1 Showing Preference of Milk Products by the Respondents

Particulars	Frequency	Percent
Ghee	81	20%
Butter	63	16%
Ice – cream	93	23%
Curd	44	11%
Milk Peda	71	17%
Butter Milk	54	13%
Total	406	100%

Interpretation:

From the above table it is shown that 20% of respondents prefer ghee, 16% of respondents prefer butter, 23% of respondents prefer Ice – cream, 11% of respondents prefer curd, 17% of respondents prefer Milk Peda and 13% of respondents prefer Butter Milk as their preference of Milk products.

TABLE - 2 Showing opinion of Respondents regarding Monthly Income and Aavin Milk Products Expectation

CHI – SQUARE CALCULATION:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.719E2 ^a	12	.000
Likelihood Ratio	544.124	12	.000
Linear-by-Linear Association	267.537	1	.000
N of Valid Cases	406		

Source: **Primary Data**

0.05 % Significance Value

Data Interpretation:

From the SPSS, it is generated that the significant value that is 0.00 which is greater than 0.05 level of significance and the tabulated value is 21.026, so the **Null hypothesis is accepted** and Alternate hypothesis is rejected. There is no significant association between monthly income and Aavin products expectations for the customer.

TABLE – 3 Showing opinion of respondents regarding Aavin Milk products availability and On Time

CORRELATION ANALYSIS:

R = 0.841

From the SPSS output generated, the correlation value is 0.841 and the significant values is 0.00 which is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted.

		AVAILABILITY OF MILK	AVAILABILITY MORNING AND EVENING
AVAILABILITY OF MILK	Pearson Correlation	1	.841**
	Sig. (2-tailed)		.000
	N	406	406
AVAILABILITY MORNING AND EVENING	Pearson Correlation	.841**	1
	Sig. (2-tailed)	.000	
	N	406	406

Data Interpretation:

From this analysis, it is shown that positively correlated. Thus, it is a significant relationship between availability of Aavin milk products and available on time morning and evening to the respondents.

TABLE – 4 Showing Respondents showing opinion on type of changes what they expect in Aavin Products

WEIGHTED AVERAGE MEAN CALCULATION:

$$x = \frac{WX}{W}$$

Weight		4	3	2	1		
Factors	Weight (W)	Price	Quality	Packaging	Variety	Total	Rank
Milk	X1	192	108	89	17	406	1
	X1w	768	324	178	17	1287	
Ghee	X1	132	168	79	27	406	2
	X1w	528	504	158	27	1271	
Butter	X1	133	122	90	61	406	5
	X1w	532	366	180	61	1139	
Ice - cream	X1	116	119	48	123	406	7
	X1w	464	357	96	123	1440	
Curd	X1	83	190	103	30	406	6
	X1w	332	570	206	30	1138	
Milk Peda	X1	134	113	121	38	406	4
	X1w	536	339	242	38	1155	
Butter Milk	X1	132	136	86	52	406	3
	X1w	528	408	172	52	1160	

Data Interpretation:

From this table it is analysed that most of the respondents ranked Milk as first, Ghee as second, Butter Milk as third, Milk Peda as fourth, Butter as fifth, Curd as sixth and Ice – Cream as seventh for the type of changes expected in Aavin Products.

FINDINGS AND SUGGESTION:

- From the Chi - square analysis, it has found that the significant value that is 0.00 which is less than 0.05 level of significance, so the null hypothesis is rejected and alternate hypothesis is accepted so it has been suggested that there may be standardized pricing policy to be followed and it results many customers may afford to buy Aavin Milk products.
- From the weighted average analysis, it is noted that most of the respondents ranked Milk as first, Ghee as second, Butter Milk as third, Milk Peda as fourth, Butter as fifth, Curd as sixth and Ice – Cream as seventh for the type of changes expected in Aavin Products what the respondents expects more in Aavin products from the company it results in providing attractive seasonal offers and discounts on milk and milk products will be given to promote the sale of Aavin products.

CONCLUSION:

This study identified that the perception and preference level of customers towards Aavin milk products. Customer perception is defined as the customer's view or opinion about the particular product or brand which may either be positive or negative. Customer preferences are expectations, likes, dislikes and inclinations that drive customer purchasing decisions. Hence, it has been concluded that the Aavin should focus on improving availability with respect to quantity of milk products in each outlet and cost reduction towards some types of milk / Milk Products preferred by the Customers.

REFERENCE:

- PANNER SELVAM. R, "Research Methodology", New Delhi, PHI Learning Pvt. Ltd, 2004.
- PHILIP KOTLER, KEVIN LANE KELLER, "Marketing Management", Pearson India Education Services Pvt. Ltd. Copyright, 2016.
- RAJAN SAXENA, "Marketing Management", New Delhi, Tata McGraw – Hill Education Pvt. Ltd. Copyright, 2009.
- PHILIP R. CATEORA, JOHN L. GRAHAM, PRASHANT SALWAN, "International Marketing", New Delhi, Tata McGraw – Hill Publishing Company Ltd, 2009.
- NARESH K. MALHOTRA, "Marketing Research", Pearson Education, Inc. 2007.

