

CONSUMER PERCEPTION TOWARDS POINT OF PURCHASE OF AAVIN BRAND WITH SPECIAL REFERENCE TO MADURAI DISTRICT COOPERATIVE MILK UNION

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Abstract: *In order to assess the Consumer Perception towards Point of Purchase of Aavin Brand with Special reference to Madurai District Cooperative Milk Union a surveillance study was conducted. 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.*

Key words: *Dairying, Milk, Customer, Perception, Point of sale*

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Introduction:

Indians are predominantly vegetarians. Where, milk and milk products occupy a significant place in the people's diet. Indians have knowledge on usage and consumption of milk and allied products over number of decades and play a pivotal role in the development of our economy. India has the world largest cattle population with best breeds of cattle and buffaloes. The India's dairy sector yields an annual production of 120 million metric tonnes which is the largest in the world. The Point of Purchase of any product plays a vital role in the sales of the product. Customer buys the products based on the convenience, ambience and service provided by the point of purchase.

The consumer is the one who pays to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. (Schiffman.G and Kanuk) (2008)

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. (*Marketing Management Philip Kotler –Millennium edition*).

Point of Purchase:

A point of purchase (POP) is a place where sales are made on a macro-level, a point of purchase may be a mall, market or city. On a micro-level, retailers consider a point of purchase to be the area surrounding the counter where customers pay. It is also known as "point of sale."(www.Investopedia.com)

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Literature Review

Several studies have confirmed that using merchandising techniques in the store can stimulate sales of a product (Chevalier, 1975; Wilkinsonetal., 1982; and Mouchoux, 1991;

Narasimhanetal., 1996; Inmanetal.,2009; Bezawadaetal.,2009).

This Phenomenon is perfectly logical from the perspective of consumer behavior. For example, The Integrated Theory of Consumer behavior by Sheth(1983)

Distinguished a previous planning that includes the selection of stores and a later phase focused on behavior at the point of sale. This last phase shows that consumers may change initially planned purchases or deciding new purchases during their visit and that's stimulus at the store can influence these changes significantly (CricqandBrue1,1975;Díez DeCastroetal.,2006).

Its Importance increases if it is taken into account the proportion of unplanned purchases tend to be increasing (Bezawadaetal., 2009;Inmanetal.,2009;Bell etal., 2011).

These Merchandising techniques influence the early stages of the formation of the choice of purchase: exhibition, knowledge and perception (Evan etal.,2006;Amstrong andKotler,2007), obtaining a higher probability that the product was taken into consideration, evaluated and finally acquired. In fact, they can influence remembering a forgotten need, awakening an unknown need or managing the impulsive purchase (Inman etal., 2009).This effect is boosted because consumers tend to assume that the product which is supported by a merchandising action includes some promotion or price advantage; this fact can be interpreted as a clear example of Learning Theory or Conditioned Reflex by Pavlov (1927). The stimulus at the point of sale can be different types(Cricq and Brue1, 1975; Wilkinson et al., 1982; Buttle, 1984;Cooper et al., 1996; Díez-De Castro et al., 2006). This factimplies the need to analyze separately the role each one plays in the response on consumer purchase. In particular, it is interesting to analyze separately and comparatively the role of two types of special presentation of products at the point of sale: in end of aisle and island in the main aisles. Most of previous research has interpreted them as a singlestimulus type (display). However, they have different characteristics (Samson and Little, 1988; Díez-De Castro et al.,2006; Varley, 2006)

Statement of Problem

Most of the consumers of packaged milk in India comprise of population in urban areas. Most of them are literate and it is assumed that they have knowledge about what ingredients are added, how the milk is processed and packaged along with the possible hazards of packaged milk consumption. But still it is commonly perceived that majority of them purchase packaged milk because of non-availability of loose milk and because package milk is convenient for purchase. Moreover the customers also prefer the brand of milk by seeing the ambience and convenience Point of purchase This study attempts to find out the actual perception of consumer towards Point of Purchaseof Aavin milk and factors affecting the purchase of Aavin milk.

Objective of Study

- To analyze the major factors influencing the perception of customers about Point of purchase
- To find out the effect of relationship between customer perception on Point of Purchase and Milk Purchase in Madurai District.

Materials and Methods

Methods of Data Collection

Among the Consumers of Aavin products Madurai District Milk producers Cooperative Union Limited 120 samples were selected for the study. The samples, were taken from the five zones viz., Annanagar, Bibikulam, Central, Arapalayam and Palanganatham which covers all types of consumers from rural area to Urban mixed class society and labour area around Madurai city. A fraction of the population is being investigated in all the five zonal areas of Madurai district,. In order to give equal representation of sample units to all zones, a sample of 24 customers were chosen as respondents from each zone in Madurai. The sampling method was Non-probability sampling under which Convenience sampling technique were used.

Methods of Data Collection

Primary data and Secondary data

Primary data was collected through a pre tested interview schedule and the data were collected through personal Interview method among the consumers .of MDCMPU. Secondary data were collected from various sources related to MDCMPU such as records, journals, books, internet etc.

Tools used for Data analysis

The collected data were coded, tabulated, classified and further categorized for systematic statistical analysis. The statistical tools like mean score ranking and multiple regression were used for analysis of data. The results were interpreted accordingly.

Mean score ranking

The **Mean rank** of a score is the percentage of scores in its frequency distribution that are equal to or lower than it. The mathematical formula is

$$\frac{c_l + 0.5f_i}{N} * 100$$

where c_l is the count of all scores less than the score of interest, f_i is the frequency of the score of interest, and N is the number of examinees in the sample. If the distribution is normally distributed, the percentile rank can be inferred from the standard score. (Rsearch Methodology by Krishnaswamy and Appaayyer Pearson Publication)

Multiple Linear Regression:

Multiple linear regression attempts to model the relationship between two or more explanatory variables and a response variable by fitting a linear equation to observed data. Every value of the independent variable x is associated with a value of the dependent variable y . (The population regression line for p explanatory variables x_1, x_2, \dots, x_p is defined to be $\mu_y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \dots + \beta_px_p$. This line describes how the mean response μ_y changes with the explanatory variables. (Statistical Methods for the Social Sciences by Alan agersati 2014 5th edition)

ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the Interview Schedule given to 120 respondents from various age grouped people of Madurai district, Tamilnadu.

Analysis and Interpretation

The result of analysis and interpretation of empirical data based on the questionnaire given to 120 respondents from various age grouped people of Madurai district, Tamilnadu.

Table I
Perception on Point of Purchase

SI.No	Particulars	Mean score	Ranking
1.	Wide range of products are available	1.67	X
2.	Located Nearer to residence	3.13	VII

3.	Good/Friendly salesmanship	4.06	IV
4.	Good environment/ ambience inside the store	2.98	VIII
5.	Availability of door delivery facility	3.37	VI
6.	There is scope for required quantity	4.40	II
7.	Deliver right items to the right locations	4.77	I
8.	Product availability throughout the day	2.80	IX
9.	Availability of required quantity	3.85	V
10.	Increased customer care	4.22	III

Among these points “Deliver right items to the right locations”, “There is scope for required quantity, Increased customer care are the three major prime important reasons attributed towards point of purchase. “Wide range of products are available” fetch least result

Table II

Multiple regression analysis between perceptions on Point of Purchase with monthly expenses on milk purchase by the consumers.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947 ^a	.897	.887	.20559

- a. Predictors: (Constant), Customer care, Wide range of products, Right item to right location, Product availability throughout the day, Scope of right quantity, Nearer to residence, Door delivery facility, Good Environment/ Ambience, Required quantity, Good/ Friendly salesmanship
- b. Dependent Variable: monthly expenses on milk purchase by the consumers.

Inference:

From the model summary table the R value of 0.897 implies that the model have good prediction. R^2 value of 0.805 implies that 80.5 percent variation on depend variable(milk sales turnover). When independent variables changes. The adjusted R^2 value of 0.779 confirmed the interpretation.

Table III
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40.056	10	4.006	94.766	.000 ^b
	Residual	4.607	109	.042		
	Total	44.663	119			

- a. Dependent Variable: Monthly expenses on milk purchase by the consumers.
- b. Predictors: (Constant), Customer care, Wide range of products, Right item to right location, Product availability throughout the day, Scope of right quantity, Nearer to residence, Door delivery facility, Good Environment/ Ambience, Required quantity, Good/ Friendly salesmanship

Inference: The F - ratio in the above annova table has been used to test the fitness of the overall regression model. The table value indicated that the independent variables are significantly predicting dependent variable $F(9,68) = 31.224$ and therefore model is very good fit.

Table IV

The effect between perceptions on Point of Purchase with monthly expenses on milk purchase by the consumers.

SI.No	Perception on Point of Purchase	Regression Coefficients	Standard Error	T value	Significance
	Milk purchase (Constant)	-.462	.545	.848	.398
X1.	Wide range of products are available	.185	.072	2.547*	.012

N=120

X2.	Located Nearer to residence	-.029	.080	-.363	.717
X3.	Good/Friendly salesmanship	-.193	.072	-2.686**	.008
X4.	Good environment/ ambience inside the store	.072	.076	.944	.347
X5.	Availability of door delivery facility	.246	.061	4.071**	.000
X6.	There is scope for required quantity	-.052	.054	-.968	.335
X7.	Deliver right items to the right locations	.247	.148	1.661	.100
X8.	Product availability throughout the day	.605	.060	10.017*	.000
X9.	Availability of required Quantity	-.178	.074	-2.409*	.018
X10.	Increased customer care	-.017	.075	-.221	.825

*. Regression is significant at the 0.05 level (2-tailed).
 **. Regression is significant at the 0.01 level (2-tailed).

$$\text{Equation: } (Y = 0.462 + 0.18X1 - 0.03X2 -$$

$$0.19X3 + 0.07X4 + 0.25X5 - 0.05X6 + 0.25X7 + 0.60X8 - 0.18X9 - 0.02X10)$$

Conclusion:

From the above table it is evident that the variables viz., wide range of products(x1) good/friendly salesmanship(x3) door delivery facility(x5) product availability throughout the day(x8) required quantity(x9) have a close association with monthly expenses on milk purchase by the consumers. The variables viz., located near residence(x2) scope for required quantity(x6) and delivered at right time(x7) and increased customer care(x10) found to have non significant. Generally, the consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Today's Customer even look at the ambience of the selling point and the service provided by them so Aavin should concentrate on improving the ambience of Point of sale and cleanliness of the point of sale like those of private players and provide more service as said in the result.

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