

Consumer Attitude towards Aavin Milk Packed in Coimbatore City

Hari Krishnan.V,¹ Hariharan. S²

Associate Professor

Department of Commerce

Sri Krishna Adithya College of Arts And Science

Corresponding Author's Email: - drcamayilsamy@gmail.com¹

Abstract

Tamil Nadu is the one of the tenth largest milk producing state in India. The goal of the study is to know the consumers behavior towards Aavin milk. The main objective of this study is to find out the prominent reason on consumer satisfaction towards Aavin milk. To identify the factors influencing the level of satisfaction towards Aavin milk. To identify the problems faced by the consumer while using Aavin milk. Tools used in this project is simple percentage analysis. Some of the consumers suggestion is to improve the packaging of the Aavin milk. Most of the customers suggestion is to reduce the price of the Aavin milk products. From this study it is concluded that most of the consumer are satisfied with Aavin milk. From various respondents the research has gathered lot of information's about Aavin milk. The data shows the consumer buy the Aavin milk for its quality, purity, and taste.

Keywords: *Milk purchasing, Consumer buying behavior.*

INTRODUCTION

Milk is a good source of many essential nutrients, including calcium, protein, and vitamin D. Many people see it as a vital part of a balanced diet. Sources of milk and milk products includes cow, sheep, camel, and goat. Milk's healthfulness depends on the type of milk they consume.

Pasteurized milk that is high in protein, low in fats, and free from unnecessary additives can be healthful for many people. Milk is a fundamental for human development and advancement, body support and insurance from infections. Milk item give work to a great many homes in Indian town .Now, it becomes a

leading company for having most consumers in all over Tamil Nadu. Aavin milk brand is the central part that leads in the endlessly milk items deal among purchasers and derived that taste and quality affected shoppers to buy Aavin milk and further proposed that decrease of cost, additional taste, simple accessibility and nature of the item, celebration offers and unconditional present coupons while buying could fulfill the purchasers and further more increment the deals. Larger part of the example responses knew and purchase the Aavin items. The ideas given by them were decrease of cost, safeguarding and quality ought to increment lastly they uncovered that 250 ml parcel size ought to be made accessible for the comfort of shoppers.

Statement of the Problem

Sometimes the packaged milk are not properly packed. The aavin milk may turns sour at sometimes. Compare to other milk, most of the parents preferring aavin milk for their children, because of inadequate supply of aavin milk at necessary time the parents come to get other brand of milk. The consumers gets suffer because the availability of aavin milk is supplied only at morning and evening, in between time they are not able to buy an aavin milk.

REVIEW OF LITERATURE

Singh and Singh (1994) in their study on the outline of milk consumption in urban and rural areas of Ludhiana district in Punjab, conclude that the direct consumption of milk was more in rural than in urban areas. The proportion split of domestic consumption was higher in summer seasons as compared to winter season both in urban and rural areas.

Riyaz Mohammed (2003) conducted a study on comparison of Aavin, Arokya and Sakthi milk with special reference to Coimbatore city with a sample size of 150 responses drawn on convenience sampling method. The study aimed to understand the consumer preference of branded milk; expectation of consumers regarding the features of the branded milk; effective media for branded milk and impact of packing of the branded milk. The findings of the study revealed that the Aavin brand of milk preferred for its purity, quality and price but the advertisement campaign, home delivery, non availability in retail outlets were the points of dissatisfaction when compared to the milk brands Arokya and Sakthi. Even though these brands claimed that package of milk in polyethylene packs were safe, it was still found to be unhealthy.

Scope of the Study

The scope of the study is to identify and analyse the study on consumer behavior towards packaged milk with special reference to Aavin milk about their service, price, quality. Aavin milk is one of the important milk which is used in all over the world.

Consumer buying behavior is an important element in the marketing activity. This study is used to calculate various opinions of various consumers who is using aavin milk. This shows the purchasing level of the aavin milk. This will help to know the needs and wants of every individual in the day to day life.

Objectives

- To assess the level of consumer satisfaction of Aavin milk
- To know the reason for consuming Aavin milk.
- To examine consumer preference towards Aavin milk.
- To know which color of packaged milk is mostly preferred by customers.

Research Methodology

- Simple percentage analysis Simple percentage analysis refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

DATA ANALYSIS AND INTERPRETATION

Interpretation:

From the above table, out of 122 respondents 40.2% of response is for 2% and 25.4% of response is for 3% and 23.8% of response is for 5% and 10.7% of response is for 10% Most (40.2%) of the respondents answered 2%

Table 1 The table showing how many percentage of fat is there in aavin milk

	Number of respondents	Percentage
2%	49	40.2%
3%	31	25.4%
5%	29	23.8%
10%	13	10.7%
Total	122	100%

Chart 1

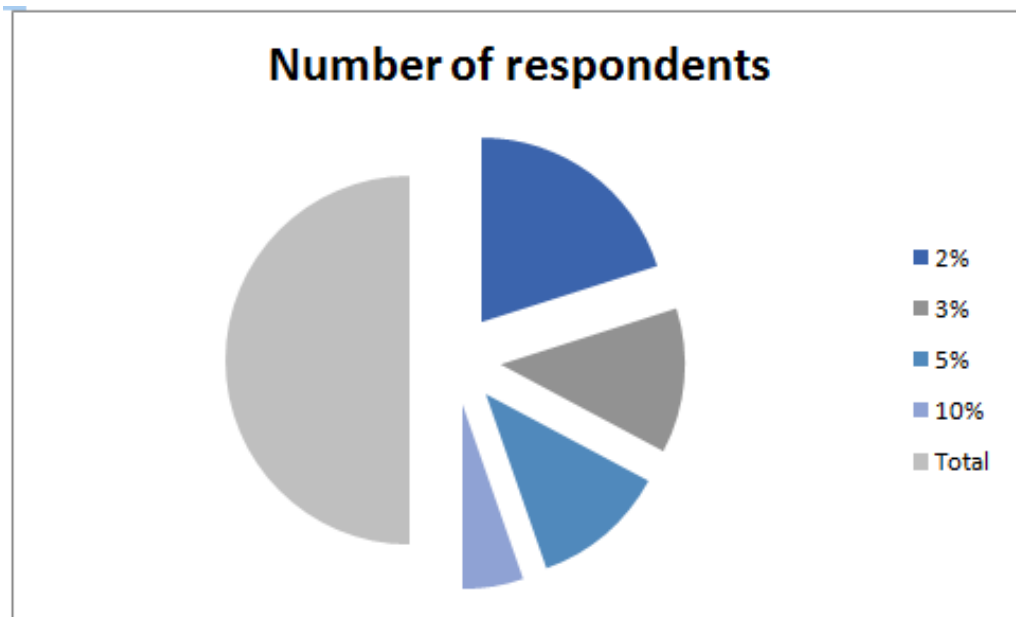


Table 2 The table showing if their budget suits for aavin then to which extend

Option	Number of respondents	Percentage
Excellent	68	55.7%
Good	25	20.4%
Fair	18	14.7%
Average	11	9.2%
Total	122	100%

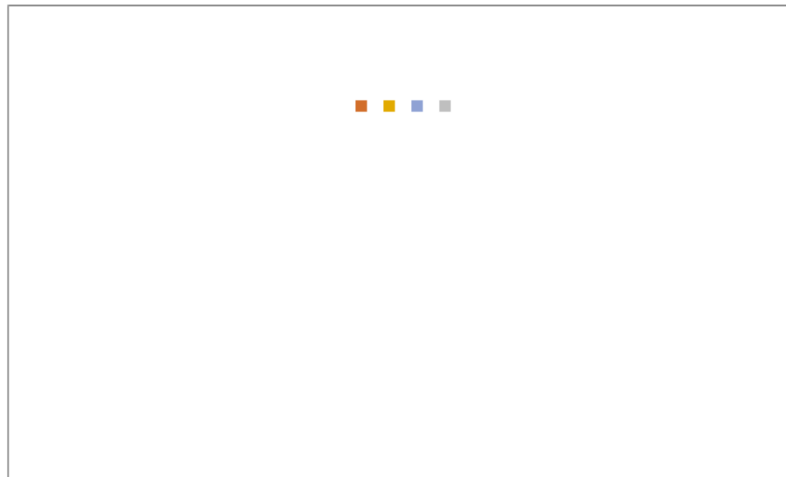
Interpretation:

From the above table, out of 122 respondents 55.7% of response is for excellent and 20.4% of response is for

good and 14.7% of response is for fair and 9.2% of response is for average.

Majority (55.7%) of the respondents gives excellent for aavin milk suits their budget

Chart 2



Findings :

- Most (40.2%) of the respondents answered 2%
- Majority (55.7%) of the respondents gives excellent for aavin milk suits their budget

Suggestions:

- Aavin milk can improve the packing.
- Aavin can offer free gifts, it may be offered for improving the sales.
- To avoid the competition the market price of the aavin should be reduced.
- The depot sales man are selling milk at a higher price than the price printed on the packing, they should be strictly warned and punishment should be given to such sales man.
- Effective measures should taken for making aavin milk available at all the time.
- To achieve food safety in aavin milk advanced testing facilities and purity

certification methods should be adopted.

CONCLUSION

Aavin milk has a good reputation among the customer. So it can be extended supplying product towards the customers demand for and availability in markets must maintain for the customer to stay in the same aavin brand. From various respondents I have gathered lot of information about aavin milk and position in milk industry. This gives a positive stand to further strengthen its position. In traditional medicine around the world milk is used to treat wide variety of health problems, the research indicated that the majority of the milk customers prefer fresh aavin milk. There is the high demand for aavin milk in Coimbatore city. The motto of aavin is “To Serve The Public” with rewarded quality of milk and with good quality at the reasonable price. The

organization is having good co-ordinary relationship with primary cooperative society its members, staffs, of the union and the customer. I conclude aavin is the market leader in milk industry.

REFERENCE:

1. Singh and Singh (1994),
“Economic aspects of milk consumption in urban and rural areas of Ludhiana district in Punjab” Indian Dairyman 46 (7):403-410
2. Riyaz Mohammed (2003), a consumer behavior towards various branded and non-brand milk with special reference to Coimbatore city. Imperial journal of interdisciplinary research, 2 (12), 1582-1586