

A Study on Consumer Behavior About Aavin Milk in Salem District

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ABSTRACT

This study examines consumer behavior concerning Aavin Milk, a leading dairy brand in Tamil Nadu, India. The research aims to understand the factors influencing consumer preferences, purchasing patterns, and overall satisfaction with Aavin Milk products. Utilizing a mixed-methods approach, the study combines quantitative surveys with qualitative interviews to gather comprehensive insights. Key findings reveal that brand loyalty, product quality and price competitiveness are significant determinants of consumer choice. This research provides valuable recommendations for Aavin Milk to enhance its consumer engagement and market strategy. This research provides valuable recommendations for Aavin Milk to enhance its consumer engagement and market strategy.

INTRODUCTION

Milk, particularly cow's milk, has been a staple in human diets for centuries, providing a direct source of calcium, protein, and other essential nutrients. It is well-known for its benefits to bone health due to its rich calcium content. Consuming cow's milk supports healthy bone development in children. Numerous clinical studies suggest that increased milk intake can enhance muscle mass and strength during resistance exercise in both younger and older adults. Osteoarthritis, a common knee condition with no current cure, has been linked to slower progression in individuals who drink milk daily.

Since 1998, India has been the world's leading producer and consumer of dairy products, with a consistent increase in the availability of these products. Dairy activities are a crucial component of the rural Indian economy, providing significant sources of employment and income. Over the past five years, the country has seen significant improvement in the per capita availability of milk. To promote milk consumption, manufacturers have introduced new products, including flavored varieties like strawberry etc.,.

Among those, Aavin, a state cooperative, has expanded its milk exports, starting with the introduction of its products in Doha, Qatar. The cooperative has been exploring opportunities to export to Sri Lanka due to high demand and has previously exported to Singapore and Hong Kong. In November 2019, Aavin began exporting ghee to Dubai. In February 2019, one container carrying 15,000 liters of milk and ghee was sent to Doha. The plan is to export three to five containers monthly. To date, Aavin has exported approximately 240,000 liters to Singapore and 10,000 liters to Hong Kong, with a transit time of 25 days. The milk, heated to a specific temperature and packed in tetra packs in Chennai, remains fresh for several months during transit. There is increasing demand for Aavin's ghee in Gulf countries, including Kuwait.

Thus, Aavin, stands in contrast to other milk brands from the private sector. Consequently, effective marketing strategies are crucial for promoting milk products [1-10]. Thus, this study aims to gather consumer

opinions on various aspects of AAVIN milk, including price, quality, packaging, availability, and sales in Salem District.

2. REVIEW OF LITERATURE

Jon 2017 discussed about the current challenges faced by dairy producers regarding US milk marketing cooperatives. In recent years, the number of outlets for dairy producers to sell their milk has decreased. Despite a decline in the number of U.S. dairy farms, milk production and dairy cow numbers have increased, creating a daunting situation for small to medium-sized producers. The usual laws of supply and demand appear reversed, adversely affecting the industry. With surplus inventories in all categories except butter and cheese and a decline in consumption of most other milk categories, dairy producers are encountering significant challenges beyond their control. Nevertheless, many dairy farmers continue their work out of passion, as long as they remain financially viable.

Balakrishnan (2019) analyzed the customer preferences for Aavin milk products, with a special focus on the Nilgiri district. The aim of the study is to reveal customer preferences for Aavin milk products based on factors such as age, educational qualifications, and the monthly income of the customers' families.

In 2019, Harish analyzed consumer perceptions of Aavin milk products, focusing specifically on Tiruvarur Taluk in Tamil Nadu. The study aimed to reveal consumer perceptions based on factors like age, monthly income of the consumers' families etc.,. Additionally, it assessed the level of satisfaction with Aavin milk products using the chi-square test.

A research was conducted on a sample of one hundred consumers and analyzes customer satisfaction towards packaged milk using primary data [11.12].

3. OBJECTIVES OF THE STUDY

The objectives of this study includes

- To analyze customer awareness regarding Aavin milk
- To study the customer preference in purchasing of Aavin milk
- To study the customer satisfaction towards consumption of Aavin milk and the problems faced by them.

4. RESEARCH METHODOLOGY

This study utilized both primary and secondary data sources for analysis. Primary data collection was conducted through direct interviews using a questionnaire. Secondary data sources included journals, books, internet sources etc.,

4.1 Sampling design

100 customers were selected based on convenience sampling method over Salem District.

4.2 Tools for analysis

For an in-depth analysis of the study, the following statistical techniques were employed.

- Descriptive study
- Chi Square analysis
- ANOVA

4.3 Descriptive Analysis

Table 1 presents the age wise distribution of the respondents selected for this study.

Table 1. Age based Categorization

Age	Respondents	Percentage
Below 25	12	12
25 to 45	33	33
45 to 65	34	34
65 above	21	21
Total	100	100

Table 1 and Figure 1 reveals that among the total respondents, 34 are in the age group of 45 to 65 years, 33% are in the 25 to 45 years group, 21% are above 65 years and 12% are below 25 years. This indicates that the majority of the respondents belong to the 45 to 65 years age group.

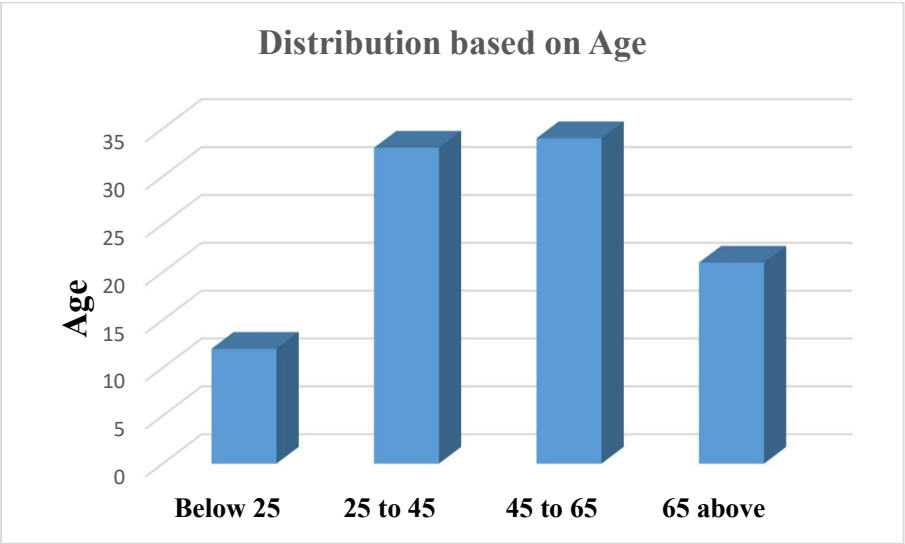


Figure 1. Age based Categorization

Table 2 and figure 2 presents the gender demographics. Table 2 shows that among the total respondents, 46 are male and 54 are female.

Table 2. Gender Demographics

Gender	Respondents	Percentage
Male	46	46
Female	54	54
Total	100	100

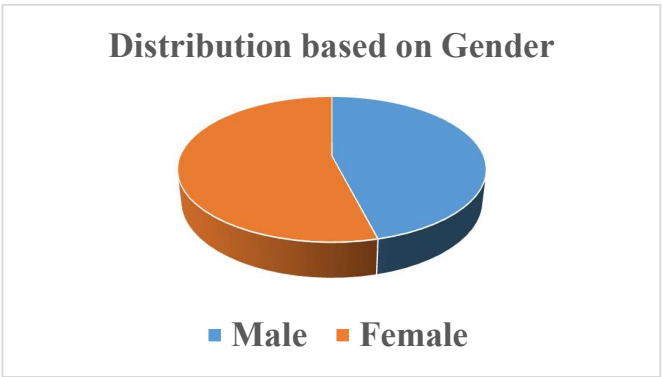


Figure 2. Gender Demographics

Table 3. Distribution based on marital status

Marital status	Respondents	Percentage
Married	78	78
Unmarried	22	22
Total	100	100

Table 3 indicates that among the total respondents, 78 are married, while 22 are unmarried.

Table 4. Distribution based on Education

Education	Respondents	Percentage
Below Primary	22	22
School Education	34	34
Degree	44	44
Total	100	100

Table 4 reveals that among the total respondents, 44 are degree holders, 22 have no formal education and 34 have education up to school level.

Table 5. Monthly Income wise distribution

Monthly Income (Rs)	Respondents	Percentage
upto 20000	9	9
20000 - 30000	25	25
30000 - 40000	27	27
40000 and above	39	39
Total	100	100

It is found from table 5, about 39% have income level above Rs. 40,000, 27% have income level between 30,000 to Rs. 40,000, 25% have income level between 20,000 to 30,000, 9% have income level up to Rs. 20,000.

Table 6. Source of awareness about Aavin milk

Source of awareness	Respondents	Percentage
Advertisement	21	21
Friends & relatives	33	33
Vendors	46	46
Total	100	100

Table 6 and figure 3 illustrates that 21% are aware through advertisements, 33% are aware through vendors, and 46% are aware through friends and relatives. This indicates advertisements are the primary source of awareness for the respondents.

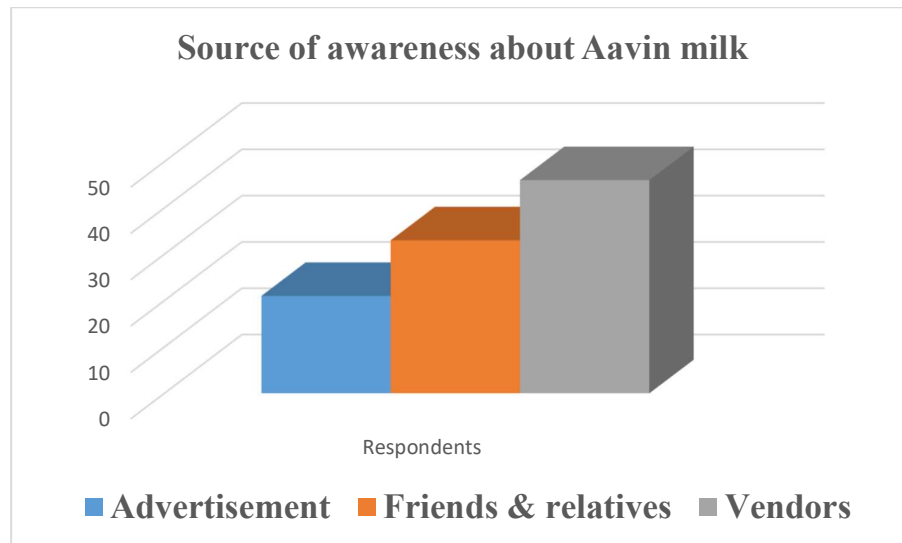
**Figure 3. Source of awareness about Aavin milk**

Table 7. Awareness about toned milk (blue Colour)

Toned Milk (blue Colour)	Respondents	Percentage
Very high	21	21
High	36	36
Moderate	16	16
Low	15	15
Very low	12	12
Total	100	100

Table 7 indicates that 21% have a very high level, 16% have a moderate level, 15% have a high awareness level, 12% have a very low and 15% have a low awareness level.

Table 8 . Awareness about double toned milk (Magenta Colour)

Double Toned Milk	Respondents	Percentage
Very high	22	22
High	37	37
Moderate	15	15
Low	17	17
Very low	9	9
Total	100	100

Table 8 indicates that, 22% have a very high level, 15% have a moderate level, 37% have a high awareness level, 9% have a very low and 17% have a low awareness level.

Table 9. Awareness about standardized milk (Green Colour)

Standardized milk	Respondents	Percentage
Very high	38	38
High	20	20
Moderate	12	12
Low	17	17
Very low	13	13
Total	100	100

Table 9 indicates that, 38% have a very high level, 20% have a moderate level, 12% have a high awareness level, 17% have a very low and 13% have a low awareness level

1.

2. Table 10. Problems challenged by the respondents

Problems	Respondents	Percentage
Late delivery	21	21
Milk Leakage from packet	15	15
lack of ghee	37	37
Unpleasant flavor	17	17
Decay of milk	10	10
Total	100	100

Table 10 shows that 15 individuals encountered milk leakage from the packet, 10 experienced milk decay, 21 faced late delivery, 17 dealt with unpleasant-tasting milk, and 21 noted the absence of ghee.

4.4 Chi-Square Analysis

Factors utilized in this analysis are categorized into two groups, organizational factors and related factors. Each personal factor is considered with the related factors and a chi-square test is performed at a significance level of 5%. The ensuing findings are presented alongside with hypotheses and interpretations.

Hypothesis: There is no significant difference between the personal factors and awareness about Aavin milk.

Table 11. Chi-square Analysis

Factors	Chi-square values	Implication
Age	164.41	S
Gender	28.97	S
Marital Status	10.49	S
Education	55.14	S
Income	89.13	S

* S-Significant; NS- Not Significant
(p value >0.05)

From the results, it is observed that the null hypothesis is rejected for factors. Thus, it is concluded that the personal factors can significantly impact the awareness about Aavin milk.

4.5 Analysis of Variance (ANOVA)

ANOVA technique is employed to test the equality of multiple means. Here, ANOVA is employed to compare the mean scores across the different personal characteristics of customers on various aspects influencing the satisfaction level towards Aavin milk.

Hypothesis: There is no significant difference between the personal factors and satisfaction level of customers.

Table 12 details the personal factors, sources of variation, degrees of freedom (DF), sum of squares (SS), mean SS, 'F' & 'p' value and their significance related to opinions about the advertisement for Aavin milk.

From Table 12, it is observed that the null hypothesis is accepted in one case and is accepted in the other cases.

This indicates that there is a significant difference between the personal classifications of respondents specifically age, regarding their satisfaction levels with Aavin milk.

Table 12. ANOVA Analysis

Factors	Source of Variation	DF	SS	Mean SS	F	p	Implication
Age (years)	Between Groups	3	1.121	0.453	3.142	0.025*	S
	Within Groups	96	31.413	0.126			
	Total	99	32.534				
Gender	Between Groups	1	0.238	0.247	2.331	0.153	NS
	Within Groups	98	43.274	0.187			
	Total	99	43.512				
Marital status	Between Groups	1	0.002	0.003	0.027	0.721	NS
	Within Groups	98	42.549	0.128			
	Total	99	42.551				
Education	Between Groups	3	0.427	0.139	1.376	0.256	NS
	Within Groups	96	53.079	0.117			
	Total	99	53.506				
Income	Between Groups	3	0.013	0.048	0.070	0.976	NS
	Within Groups	96	52.537	0.118			
	Total	99	52.55				

5. DISCUSSION

From the above analysis, it can be concluded that all the personal factors considered in the study significantly influence the source of awareness of Aavin milk, the type of milk chosen, and the quantity of milk purchased per day. Based on the study results, the following recommendations are summarized:

The study reveals that only a small number of respondents have a high opinion of the purity, brand value, trust, and quality of Aavin milk. This indicates a need for the government to take adequate steps to preserve the

milk through better pasteurization methods, adequate chilling, and other techniques to ensure better quality until the milk reaches the customers.

The study also infers that only forty percent of the customers are satisfied with the price of Aavin milk and its distribution system, indicating that the majority are not satisfied. The frequent price increases by the government for Aavin milk set a precedent for other competitors, who also raise their prices accordingly. This situation indirectly promotes the increase in the sale prices of other milk brands and benefits unbranded milk vendors to some extent. Therefore, it is recommended that the government review its pricing strategy and consider the broader market impact to ensure customer satisfaction and market stability.

6. CONCLUSION

This study on consumer behavior regarding Aavin Milk offers significant insights into the preferences, purchasing habits and overall satisfaction of its consumers. With rising health awareness, consumers increasingly prefer milk products that are perceived as healthy and nutritious. Aavin Milk's focus on quality assurance and nutritional value has positively influenced consumer preferences. Enhanced visibility through advertisements, promotions and availability in various retail formats, including local stores and online platforms, has contributed to its accessibility and consumer convenience. Thus, Aavin Milk's strong brand loyalty, quality products, and effective pricing strategies have solidified its market presence. By focusing on innovation, targeted marketing, expanded distribution, and sustainability, Aavin Milk can continue to thrive in the competitive dairy market while meeting consumer expectations and fostering long-term loyalty.

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