

Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu

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Abstract— 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 consumers. This paper analyses consumer perception over the Aavin special reference to the Pollachi 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.

Keywords- Aavin; Consumer behaviour; Dairy products; Milk consumption;

I. INTRODUCTION

Milk is a vital for human growth and development, body maintenance and protection from diseases. Cow milk generally contains between 3 and 4 g of fat/100 g, although values as high as 5.5 g/100 g have been reported in raw milk. Dairy is a vital part of the global food system, providing economic, nutritional and social benefits to a large proportion of the world's population. With up to one billion people living on dairy farms, dairying plays a major role within the economics of numerous communities, regions and countries across the globe. Dairy and dairy products provide livelihood to millions of homes in Indian villages. They supply the quality of milk and milk products to people of both urban and rural areas. Dairying has become an essential secondary source of income for millions of rural families. It enhanced socio-economic development during the 21st Century is throwing up challenging issues like food security, food safety, quality and their linkages with the national and international markets as the demand for food is increasing.

India is the world's largest dairy producer. According to the National Dairy Development Board (NDDB), Indian dairy demand in 2021-22 is estimated to be between 200 to 210 million metric tons. Indian dairy production needs to grow approximately 5 percent per year in order meet NDDB's 2021-22 demand projection. The Indian dairy sector is estimated to

be worth Rs.3.6 lakh crores, according to the Department of Animal Husbandry, Dairy & Fisheries, Ministry of Agriculture, and Government of India. Indian Dairy sector has grown significantly over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. In the year 2015 fluid milk consumption is forecast to increase 4.8 percent to 59.75 million metric tons on population growth and rising incomes, which has resulted in Indian buying more nutritious food, especially milk and dairy products. In Tamil Nadu, major milk contributor is Aavin, a Tamil Nadu-based milk producer's union, procures milk, processes it and sells milk and milk products to consumers. Now, it becomes a leading company for having most consumers in all over Tamil Nadu.

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 behaviour is the behaviour 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)

In competitive and saturated market, a key to success of any business depends on knowing consumer and his consumption patterns and recognizing and understanding factors influencing his decision-making for the purpose of developing an attractive offer of products, supporting services, communication means and other marketing tools that would fit like a glue to customer's needs. (Klaudia Kurajdova) (2015)

The factors affecting consumer's buying behaviour, while buying the dairy products, the variables include packaging, cost, availability, ingredients, product popularity, product quality, product taste, etc., that influence the choice of a brand of milk and milk products.(Ananda Kumar. A & Babu.S) (2014)

II. OBJECTIVES OF THE STUDY

- To assess the level of consumer satisfaction of Aavin milk and dairy products.
- To know reasons for consume the Aavin milk and dairy products in Pollachi.

- To understand the factors influencing consumer behaviour.

III. STATEMENT OF THE PROBLEM

Milk is an essential commodity in life of Indian consumers. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily available, it offered by number of milk brands. The main challenge for marketers is, to create the consumer loyalty by quality, freshness, odour and taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordability.

IV. LITERATURE REVIEW

Rubaina (2010) conducted a research on the customer preference towards dairy products. The study made an attempt to identify the customer's preference towards dairy products and to know about the factors which influence the selection of different brands of dairy products. The study revealed that the company should make survey to know the expectations of the consumers and produce that product in the manner so as to attract more customers towards their brand and advertisement can be done through mass media to increase sales and to educate customers about the product.

Elangovan.N and Gomatheeswaran.M (2015) focused on consumer behaviour towards various brands of milk and milk products. Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. The study was examining the differences in consumer's behaviour with socio and economic characteristics towards brand selection.

Jothi Mary.C (2013) conducted a study on consumer behaviour of Aavin. The study focused on consumer behaviour is a subset of consumer behaviours, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable price brand image, quality of the product, regularity of service. The study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Aavin milk. The consumers are satisfied with quality of Aavin brand compared to other brands.

Ananda Kumar. A and Babu.S (2014) made an attempt to find the factors affecting consumer's buying behaviour, with the focus on dairy products. The variables include packaging, cost, availability, ingredients, product popularity, product quality, product taste, etc., that influence the choice of a brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. The study is useful to the marketers as they can create various marketing programs that they believe will be of interest to the consumers. It can also boost their marketing strategy.

Lokanathan.S (2008) undertook a study on customer satisfaction towards mothers dairy products. The objective of the study was to know the customers ideas, opinion and the satisfaction level towards mother's dairy production. The study found that mother's dairy is a big organization and the market leader in dairy products and has maximum market in milk. The study also found that customers are mostly satisfied with the overall quality of mother's dairy products.

Rangasamy and Dhaka (2008) undertook a comparative on marketing efficiency of Dairy Products for Co-operative and Private Dairy Plants in Tamil Nadu. Their study aimed at comparing the marketing of milk and milk products by dairy plants of co-operative and private sectors in Tamil Nadu. It was found that the marketing cost for toned milk was same in both the dairy plants, whereas it was higher for other milk in the co-operative dairy plant. All the dairy products earn more marketing margins in the private than cooperative dairy plant, except for toned milk. Hence, the marketing efficiency of cooperative dairy plant for all dairy products has been observed relatively less than that of private dairy plant, except toned milk. The study also found that value addition in dairy products should be done without compromising the quality and consumer-oriented market research and development should be accorded greater attention.

V. RESEARCH METHODOLOGY

Aavin milk and dairy consumers are selected as samples of the research study. Milk and dairy products are habitué food system of the humans. The reasons for selecting this topic are number of consumers available in the region and also assess the level of consumer's satisfaction of Aavin milk and dairy products.

A. Methods of Data Collection

Collection of primary data's through questionnaire from the consumers of Aavin. The questionnaire relies on one form of questions alone. The various forms complement each other. As such questions of different forms are included in one single questionnaire. Multiple – choice questions constitute the basis of a structured questionnaire for the purpose of research. Secondary data are the data already been collected and analyzed by someone else. Those data may either be published or unpublished. Published data is published report, records, journals, books etc. Unpublished includes diaries, biographies, private individuals etc, are those data used for research. The consumer satisfaction level on Aavin dairy products are analyses based on the questionnaire by the following methods.

1.Simple Percentage Analysis

This is a method to compare two or more serious of data. It identifies the relationship between the data's.

$$SAA = \frac{\text{No. of Respondents}}{\text{Total no. of respondents}} \times 100 \quad (1)$$

Where, SAA - Simple Average Analysis.

2. Chi- Square Analysis

In order to the chi- square test either as a test of goodness of fit or as a test to judge the significance of association between attributes, it is necessary that the observed as well as theoretical or expected frequencies must be grouped in the same way and the theoretical distribution must be adjusted to give the same total frequency.

$$X^2 = \frac{(o_{ij} - E_{ij})^2}{E_{ij}} \quad (2)$$

Where,

O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column.

E_{ij} = expected frequency of the cell in i^{th} row and j^{th} column.

B. Research Design and Sample Size

The Research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The study notches the consumer satisfaction of Aavin milk and milk products. The sample size of this research is 200 respondents. The sample size is an optimum size take in the total population.

1) Sampling Method

The sampling method is Non-probability sampling under which convenience sampling technique were used.

2) Sample size

200 Respondents were selected from rural and semi-rural areas of Pollachi Taluk of Coimbatore District in Tamil Nadu State.

VI. ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the questionnaire of 200 respondents. The primary data is collected by the way of questionnaires from various age grouped and socio-economic people of Pollachi Taluk of Coimbatore district, Tamil nadu. The questionnaire is prepared through the various levels, awareness about Aavin products and level of satisfaction of respondents. The profile of respondents include age, gender, marital status, place of resident, educational qualification, occupation, family category, size of family, average age of family, monthly income. Percentage and Chi-square methods are using for analysis and interpretation of data.

a) Percentage Method

TABLE I. AGE OF THE RESPONDENTS

| Age | No of Respondents | Percentage |
|--------------|-------------------|------------|
| 15-20 | 12 | 6 |
| 21-30 | 72 | 36 |
| 31-40 | 60 | 30 |
| Above 40 | 56 | 28 |
| Total | 200 | 100 |

Sources: Primary Data

The Table I show the age wise classification of the 200 respondents, 6% of the respondents are belongs to the age group of 15-20 years. 36% of the respondents are between the age group 21-30 years, 30% of the respondents are between the age group 31-40, and 28% of the respondents belong to the age group of above 40. Majority (36%) of the respondents are between the age group of 21-30 years.

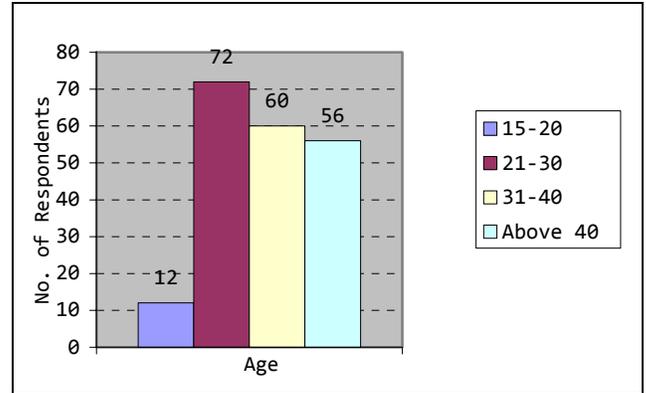


Figure 1. Age of the respondents

The Figure 1 show that the Majority (36%) of the respondents is belongs to the age group between 21- 30.

TABLE II. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

| Educational Qualification | No of Respondents | Percentage |
|---------------------------|-------------------|------------|
| Illiterate | 15 | 7.5 |
| School Level | 61 | 30.5 |
| Graduate | 84 | 42 |
| Post graduate & Above | 40 | 20 |
| Total | 200 | 100 |

Sources: Primary Data

The above table shows the educational qualification of the 200 respondents, 7.5% of the respondents are illiterate, 30.5% of the respondents belongs to school level education, 42% of the respondents have completed graduate level and 20% of the respondents belongs to post graduate and above.

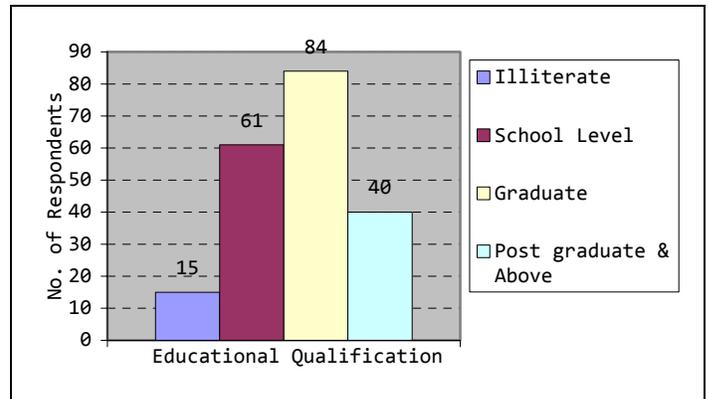


Figure 2. Educational qualification of the respondents.

The Figure 2 shows that the Majority (42%) of the respondents were graduates.

TABLE III. MONTHLY INCOME OF THE FAMILY

| Monthly Income of The Family | No. of Respondents | Percentage |
|------------------------------|--------------------|------------|
| Less than Rs. 10,000 | 64 | 32 |
| Rs. 10,001 - Rs. 25,000 | 87 | 43.5 |
| Rs. 25,001 - Rs. 50,000 | 36 | 18 |
| More than Rs. 50,000 | 13 | 6.5 |
| Total | 200 | 100 |

Sources: Primary Data

The Table III shows the monthly income of the family of the 200 respondents, 32% of the respondents, whose monthly income ranges less than Rs.10,000. 43.5% of the respondents are earning monthly income between Rs.10, 001 to Rs.25, 000, 18% of the respondents whose income ranges between Rs.25,001 to Rs.50,000 and 6.5% of the respondents are earning more than Rs.50,000.

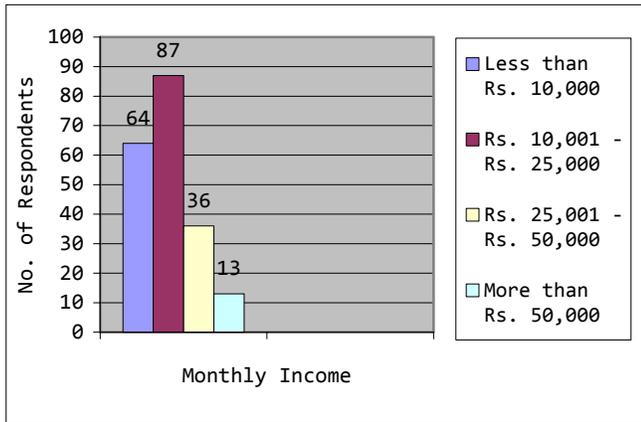


Figure 3. Monthly income of the respondents.

Majority (43.5%) of the respondents who’s earning range between Rs. 10,001 to Rs.25, 000.

TABLE IV. SATISFACTION WITH QUALITY OF AAVIN

| Satisfaction With Quality Of Aavin | No of Respondents | Percentage |
|------------------------------------|-------------------|------------|
| Satisfied | 172 | 86 |
| Not Satisfied | 28 | 14 |
| Total | 200 | 100 |

Sources: Primary Data

The Table IV shows that the satisfaction with quality of Aavin products of the 200 respondents. It indicates 86% of the respondents are satisfied with quality of Aavin products and rest 14% of the respondents are said that not satisfied with quality of Aavin products.

Majority (86%) of the respondents are satisfied with quality of Aavin products.

TABLE V. SATISFACTION LEVEL ON PRICE OF PRODUCT

| Satisfaction With Price of Aavin | No of Respondents | Percentage |
|----------------------------------|-------------------|------------|
| Strongly Agree | 20 | 10 |
| Agree | 47 | 23.5 |
| Normal | 120 | 60 |
| Disagree | 4 | 2 |
| Strongly Disagree | 9 | 4.5 |
| Total | 200 | 100 |

Sources: Primary Data

The Table v reveals the satisfaction level of price of Aavin products of the 200 respondents. It indicates 10% of the respondents are strongly agree with the price of Aavin products, 23.5% of the respondents are agree with the price of Aavin products, 60% of the respondents are specified the normal as the price of Aavin products, 2% of the respondents are disagree with the price of Aavin products and remain 4.5% of the respondents are strongly disagree with the price of Aavin products.

b) Chi-Square test

TABLE VI. LEVEL OF SATISFACTION BASED ON PLACE OF RESIDENCE

H1: There is significant relation between place of resident and level of satisfaction

| Place of Residence | Level of Satisfaction | | | Total |
|--------------------|-----------------------|------------|--------------|------------|
| | Highly Satisfied | Satisfied | Dissatisfied | |
| Village | 51 | 87 | 6 | 144 |
| Town | 5 | 44 | 7 | 56 |
| Total | 56 | 131 | 13 | 200 |

Sources: Primary Data

Degree of Freedom: 2

Calculated χ^2 Value: 16.4399.

Table value: Five percent level- 5.99

The above table indicates the level of satisfaction based on place of residence of 200 respondents, 144 respondents are residing at village. From this table 51 respondents are highly satisfied, 87 respondents are satisfied and rest 6 respondents are dissatisfied.

56 respondents are residing at town. From this, 5 respondents are highly satisfied, 44 respondents are satisfied and remain 7 respondents are dissatisfied.

Thus it inferred that 51 respondents are highly satisfied, under the place of resident out of 144 village residents and total of 200 respondents. Chi- square value is more than the table value at five percent level. Hence the hypothesis is rejected. There is significant relation between place of resident and level of satisfaction of Aavin product. Thus, two attributes such as

place of resident and level of satisfaction are associated and interdependent.

TABLE VII. LEVEL OF SATISFACTION BASED ON GENDER

H0: There is no significant relation between gender and level of satisfaction

| Gender | Level of Satisfaction | | | Total |
|--------------|-----------------------|-----------|--------------|------------|
| | Highly Satisfied | Satisfied | Dissatisfied | |
| Male | 38 | 16 | 7 | 61 |
| Female | 98 | 25 | 16 | 139 |
| Total | 136 | 41 | 23 | 200 |

Sources: Primary Data

Degree of Freedom: 2

Calculated χ^2 Value: 1.8256

Table value: Five percent level- 5.99

The above table indicates the level of satisfaction based on gender of 200 respondents, 61 respondents are gender. From this table 38 respondents are highly satisfied, 16 respondents are satisfied and rest 7 respondents are dissatisfied.139 respondents are female. From this, 98 respondents are highly satisfied, 25 respondents are satisfied and rest 16 respondents are dissatisfied.

Thus it inferred that 98respondents are highly satisfied, under the female category out of 139 female respondents and total of 200 respondents. Chi- square value is less than the table value at five percent. Hence the hypothesis is accepted. There is no significant relationship between gender and level of satisfaction of Aavin product. Thus, two attributes such as gender and level of satisfaction are not associated and independent.

VII. SUGGESTIONS

- All the consumers have wanted more awareness about Aavin products, they are educated or uneducated. The company may improve promotional activities, it establishes their brand among consumers, it induces sale and build image of Aavin.
- Many respondents are satisfied the quality of milk and milk products. Many respondents opinion that the price of the Aavin products is high compare to other brands. They expect the reduction of price of product. If Aavin Company may reduce the price of products where create a positive word-of-mouth communication that improves results of sale.

- The Aavin make effort to satisfy all their consumers. It may provide extra taste, easy availability, and perishability of the products, festival offers and free gift coupons while the consumers purchase the Aavin products.

VIII. CONCLUSION

The paper analysed the consumer behaviour of Pollachi residents. Generally, the consumers change their behaviour 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, taste and other attributes. If the consumers are not satisfied they shift to other brands. However the data shows the consumers buy the Aavin milk for its quality and taste. It has to be point out that milk consumers prefer taste over than the price. Many respondents feel the price of Aavin products is too high than other brands. If the Aavin take necessary steps to satisfy their consumers, it creates invariant place in mind of consumers.

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