



CONSUMPTION PATTERN OF MILK AND ITS IMPACT ON AAVIN PRODUCTS

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Abstract— Milk is an essential commodity in life of Indian consumers. In their consumption pattern they prefer healthy and energy drinks for consumption. Indians buying more nutritious food particularly milk and dairy products. Dairying has become a secondary source of income for millions of rural families. It boosted socio-economic development during the 21st Century. Aavin is the trade mark of Tamil Nadu Co-operative Milk Producers' Federation Limited. It became leading company for having most consumers in all over Tamil Nadu. The Aavin sells milk and dairy products to their consumers through whole sellers, Retailers, Depots, and Parlours etc. The paper studies consumption pattern of Aavin and its impact in Pollachi Taluk of Tamil Nadu on bases of size of family, monthly income, amount spend for Aavin, consumer preference, quantity and frequency of milk and its products purchase.

Keywords- *Consumption Pattern; Milk and Dairy products of Aavin; impact on Aavin.*



I. INTRODUCTION

Milk represents the basic and most important sustenance food to all mammals. All mammals start their life with consumption of milk. Especially human initiate's consumption of mother's milk and continues other mammal's species such as cow, goat, sheep, and buffalo. Milk is a vital for human growth and development, body maintenance and protection from diseases. Milk contains numerous nutrients and it makes a significant contribution to meeting the body's needs for calcium, magnesium, selenium, riboflavin, vitamin B12 and pantothenic acid (vitamin B5). Milk is a major source of dietary energy, protein and fat, contributing on average 134 kcal of energy/capita per day, 8 g of protein/capita per day and 7.3 g of fat/capita per day¹ (FAOSTAT,2012).

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.

Indian Dairy sector has grown substantially 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. Indian policy makers and planners always believed that Indian dairy industry



has huge untapped potential as it has the largest animal herd in the world. India produces around 17 per cent of world's total milk production from more than 300 million cattle² (Dairy Tech India 2015).

Tamil Nadu co-operative Milk Producers' Federation Limited was registered in the state on 1st February 1981. It popularly known as "Aavin". Aavin procures milk, processes it and sells in all over the state. The objectives of Aavin, to assure a remunerative price for the milk produced by the member of the milk producers' co-operative societies through a stable, steady and well organized market support and distribution of quality milk and milk products to the consumers at reasonable price.

Consumption pattern

Consumer buying behavior refers to the buying behavior of final consumers-individuals and households that buy goods and services for personal consumption³ (Gary Armstrong, Stewart Adam, Sara Denize and Philip Kotler).

The study examines that the consumption pattern and its impact on Aavin products among the Pollachi people in Coimbatore district. The consumption pattern is based on their taste and preference and also purchasing power of the consumers. The consumer expected to buy the product with good quality, feature at reasonable price. The products have quality which attracts the all consumers. The consumer's consumption pattern changed on the bases of the social-economic factors and they consider features of the milk products.

II. REVIEW OF LITERATURE

Kubendran and Vanniarajan (2005)⁴ in their study on "Comparative analysis of Rural and Urban Consumers on Milk Consumption" revealed that with a constant increase in disposable incomes among the strong middle-income class, the scope of marketing of milk is wider. It could be noted that the demand for milk and milk



products depends on consumer's willingness and capacity to buy. Since the consumers are not homogeneous, the consumption pattern of milk like quantum of purchase, mode of purchase, source of purchase, brand preference etc., are changing from consumer to consumer. The socioeconomic profile of the consumers namely income status, occupational position, educational level, gender, age and region are the major determinants of the consumption pattern of milk.

Hannah Jane McKnight (2007)⁵ this study was designed to characterize consumer purchases of organic milk by differentiating consumers based on buying behavior and then evaluating what personal and household characteristics were most prominent in each group. Results revealed those who purchased the most organic milk were females with a small household, families consisting of one or two members, or larger families, usually four. These two groups of consumers differentiated themselves from one another and from the other two clusters that purchased less organic milk with larger families purchasing more milk, but a smaller percentage of organic milk purchases.

Saravanan.R et al., (2013)⁶ undertook a study on the household's consumption pattern of Aavin milk in Erode district. Dairy sector plays an important role in the socio-economic development, and constitutes an important segment of the rural economy in India. The direct consumption of liquid milk by the producer (households) as well as the demand for processed dairy products has increased with the growth of income levels. Reducing the cost of production, development in strategy and infrastructure and focusing on specialty products will aid to meet the needs of target customers. Chi-square analysis was employed to measure the relationship between family size, income, households with girl-infant/boy infant and product preference, milk consumption and households' opinion on price etc.



Samadhan. K. Khamkar (2014)⁷ the study revealed that the dairy industry has become more consumer oriented, they have started the innovative practices of organized retailing, supply chain management, balanced product portfolio, product development. Customers have become more health conscious related to diet. As their purchasing power has increased customers are more inclined towards various product variants, which mobilize the dairy's to go new product development. Apart from this the western culture also influencing the eating habits related to dairy products. Another reason for the phenomenal growth in milk production has been due to demand side development and supply side promotions which increased demand for value added products by customers and extensive dairy development programmes.

III. OBJECTIVE OF THE STUDY

The main objective of the study is to know the consumption pattern of Aavin milk and dairy products.

IV. IMPORTANCE OF THE STUDY

Consumers are king of the market. Present days, the goods and services are making on the base of consumer's choice and preference. Sellers should have to sale the products with good quality and price. Because, for survival. Milk and dairy products demand increased dramatically in both rural and urban sectors, the reason is large population and food habit of the people. The health conscious may also one of fact to raising demand for dairy and its products. The dairy market depends upon the consumer's choice and consumption pattern, thus the companies must study the consumers' preferences, consumption pattern and satisfaction. Hence, an attempt was made to know the consumer consumption pattern and factors influence the consumption and impact on Aavin products.



V. STATEMENT OF THE PROBLEM

In this competitive world, all market process begins from consumers. The consumers decide what to purchase, when to purchase, for whom to purchase, from where to purchase and how much to purchase. At present days, the consumers have extra knowledge about products brand, price, quality, packages, taste etc. The consumers expect more gain from buying commodity. In order to survive in the market, the marketer's wants to know likes and dislikes of consumers and also satisfy the consumers with price, quality, taste etc. The consumption pattern change while changing of features of product.

VI. SCOPE OF THE STUDY

This research study discloses the results useful for the both sides. Where, on marketers, it shows the present mind set of consumers over the Aavin products. And on the other side it helps the consumers to know overall opinion about the specified product.

VII. RESEARCH METHODOLOGY

Research methodology is a way to scientifically and systematically solve the research problem. Generally various steps adopted for the research in studying research problem. Under this research methodology is design to solve research problem.

i. Methods of Data Collection

The data collection is a significant process of the research study. The data's collected from primary and secondary sources. The primary data collected through questionnaire. The source of secondary data from published report, books, websites, internet, journals and references.

ii. Research Instrument



Under the research study done by using the statistical tools such as average and weighted average methods.

a. Simple Percentage Analysis

This method used to identify the relationship between the data's.

Simple Percentage Analysis = No. of Respondents / Total no. of respondents * 100

b. Weighted Average Method

This method was used to find out the average weight of the features of Aavin products. It is calculated on the basis of Rank question. The formula is,

Weighted average analysis = $(\sum wxn / \sum xn)$

Whereas, $\sum wxn$ = Total score; $\sum xn$ = No of Respondents.

iii.

iv. Research Design

The descriptive research design was used for the research study.

v. Sample Size

200 respondents were selected as the sample size from the area of Pollachi Taluk of Coimbatore District in Tamil Nadu, India.

vi. Analysis and Interpretation

TABLE NO. 1 SIZE OF THE FAMILY

Size of The Family	No of Respondents	Percentage
1-2	8	4
3-4	149	74.5
Above 4	43	21.5
Total	200	100

Source: Primary Data



Interpretation

The table 1 shows the family size of the 200 respondents, 4% of the respondents are belongs to 1 to 2 family members in the family, 74.5% of the respondents are 3 to 4 family members and 21.5% of the respondents are belongs to the family size of above 4 members. Majority (74.5%) of the respondents are belongs to the 3 to 4 members in the family size.

TABLE NO. 2 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

Source: Primary Data

Interpretation

The table 2 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. Majority (43.5%) of the respondents who's earning range between Rs.10,001 to Rs.25, 000.

TABLE NO. 3 MONTHLY AMOUNT SPENDS FOR AAVIN PRODUCTS

Monthly Amount Spends For Aavin Products	No. of Respondents	Percentage
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Below 1,000	85	42.5
1,001-1,500	71	35.5
1,501-2,000	30	15
Above 2,001	14	7
Total	200	100

Source: Primary Data

Interpretation

The table 3 reveals that the amount spends for the Aavin products of the 200 respondents, 42.5% of the respondents are spends monthly Rs.1,000 or below Rs.1,000 for the Aavin products. 35.5% of the respondents are pay out monthly for Rs.1,001 to 1,500 to Aavin products. 15% of the respondents are spend Rs.1,501 to Rs.2,000 for buy Aavin products and remain 7% of the respondents are spend Rs.2,001 and above for monthly. Majority (42.5%) of the respondents are spends monthly Rs.1,000 and below Rs.1,000 for buy the Aavin products.

TABLE NO. 4 AAVIN PRODUCT CONSUMER PREFERENCES

Product prefer	No. of Respondents	Percentage
Milk	102	51
Butter	11	5.5
Cheese	22	11
Curd	27	13.5
Ghee	18	9
Milk powder	20	10
Total	200	100

Source: Primary Data

Interpretation



The table 4 shows that the consumer preferences of Aavin products of the 200 respondents, 51% of the respondents are prefer milk. 5.5% of the respondents are like butter.11% of the respondents is preferring cheese. 13.5% of the respondents are preferring curd. 9% of the respondents are preferring ghee and 10% of the respondents are preferring milk powder.

TABLE NO. 5 FREQUENCY OF MILK PURCHASE

Frequency Purchase	No. of Respondents	Percentage
Daily once	90	45
Daily twice	53	26.5
Weekly one	18	9
Weekly twice	31	15.5
Occasionally	8	4
Total	200	100

Source: Primary Data

Interpretation

The table 5 reveals that the consumers purchase frequency of Aavin milk of the 200 respondents, 45% of the respondents are purchase the milk, once in a day. 26.5% of the respondents are purchase the milk, twice in a day. 9% of the respondents purchase the milk, once in a week.15.5% of the respondents are purchase the milk, twice in a week. 4% of the respondents are purchase the milk, occasionally.

TABLE NO. 6 QUANTITY OF MILK PURCHASE

Quantity Purchase	No. of Respondents	Percentage
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250 ml & below	47	23.5
500ml	71	35.5
1 litre	62	31
2 litres	14	7
Above 2 litres	6	3
Total	200	100

Source: Primary Data

Interpretation

The table 6 shows that the quantity of purchase of the Aavin milk of the 200 respondents, 23.5% of the respondents are purchasing the milk quantity of 250ml and its below per day. 35.5% of the respondents are purchase the milk quantity of 500ml in a day. 31% of the respondents purchase the milk quantity of 1 litre in a day. 7% of the respondents are purchase the milk quantity of 2 litres in a day. 3% of the respondents are purchase the milk quantity of above 2 litres per day.



TABLE NO. 7

ANALYSIS OF RANKING OF ATTRIBUTES BY RESPONDENTS

Rank	Weight	Quality		Price		Taste		Package		Availability		Perishability		Offer		Advertisement		Mode of purchase	
		Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c	Z o	s u c
X	W	X1	WX1	X2	WX2	X3	WX3	X4	WX4	X5	WX5	X6	WX6	X7	WX7	X8	WX8	X9	WX9
I	9	77	693	35	315	41	369	9	81	11	99	10	90	8	72	5	45	4	36
II	8	49	392	24	192	63	504	11	88	19	152	9	72	12	96	11	88	2	16
III	7	25	175	33	231	32	224	36	252	26	182	6	42	23	161	9	63	10	70
IV	6	13	78	32	192	12	72	39	234	29	174	7	42	28	168	25	150	15	90
V	5	9	45	20	100	13	65	41	205	33	165	24	120	12	60	30	150	18	90
VI	4	12	48	15	60	18	72	23	92	24	96	42	168	21	84	26	104	19	76
VII	3	6	18	16	48	5	15	10	30	28	84	39	117	24	72	27	81	45	135
VIII	2	5	10	11	22	10	20	24	48	13	26	35	70	17	34	48	96	37	74
IX	1	4	4	14	14	6	6	7	7	17	17	28	28	55	55	19	9	50	50
Total		200	1463	200	1174	200	1347	200	1037	200	995	200	749	200	802	200	796	200	637
CWA		7.32		5.87		6.74		5.19		4.98		3.75		4.01		3.98		3.19	
Rank		I		III		II		IV		V		VIII		VI		VII		IX	

Source: Primary Data



Interpretation

The table 7 shows the consumption of Aavin milk products took for ranking on the bases of quality, Price, Taste, Package, Availability, Perishability, Offer, Advertisement, and Mode of purchase. Among nine attributes of Aavin products, Quality gets first rank with the weighted average of 7.32; Taste gets the second rank with the weighted average of 6.74, Price obtains the third rank with the weighted average of 5.87, the fourth rank assigned to package the weighted average is 5.19. Availability obtains fifth rank with the weighted average of 4.98, Offers acquire the sixth rank weighted average of 4.01, Advertisement gets seventh rank with the weighted average of 3.98, Perishability acquire the eighth rank weighted average of 3.75 and Mode of purchase gets the ninth rank weighted average of 3.19. It inferred that the quality gets the first rank to features of Aavin products out of 200 respondents with the weighted average of 7.32.

VIII. SUGGESTIONS

- The consumers buy Aavin milk for its quality and taste. It has to be point out that milk consumers prefer taste over than the price. Thus, the taste of milk maintained by the Aavin and also reduce the price for satisfy their consumers.
- It is inferred that the 2 litres and above quantity of milk purchase is low, thus the company may offer price discount for more quantity, buy one get one offers and free samples are increase the sale.

IX. CONCLUSION

The consumers concentrate while buying the milk products. The consumption pattern mainly depends on the consumer's income level, family size and their preferences. They prefer Aavin products for its quality, taste and price. The consumers look out the each product for



their buying and consumption. Any features of the products decline they change the product especially to food products. It creates awareness to provide continue their good services to consumers. The consumers suggest the Aavin products satisfied them with quality.

X. REFERENCE

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