Journal of the Gujarat Research Society

Is hereby awarding this publication certificate to

Dr. RM. CHANDRASOODAN

In recognition of the publication of the paper entitled

CONSUMERS' SATISFACTION TOWARDS AAVIN MILK

Published in JGRS Journal, Vol. 21, Issue 16, December 2019

Editorial Board
Journal of The Gujarat Research Society

CONSUMERS' SATISFACTION TOWARDS AAVIN MILK

[1]Dr.RM.CHANDRASOODAN, [2]Dr.B.MARISAMY

[1,2]*Assistant Professor,*
PG & Research Department of Commerce,
Arumugam Pillai Seethai Ammal College, Tiruppattur,
Sivagangai Disrtict.

Abstract

In the present days milk is most important food for all categories and convenience drink to human life. This study has attempted to carry out as an investigative study in all level of respondents. A convenience sampling technique has been used to select 140 respondents as a sample size. To gather information from the respondents, questionnaire has been used as data collection tool. Opinion of respondents regarding demographic opinions and rank them their opinion about Aavin milk products. This paper highlights the opinion of the consumers. Percentage analysis, chi-square Test and garret ranking technique have been applied to test hypotheses framed in this study as well.

Key words: *opinion, satisfaction and influencing.*

Introduction

Milk is one of the nature's most nearly perfect foods. Milk contains proteins, fats, sugars and variety of mineral substances and vitamins. Milk and milk products form an important source of animal protein and enrich the nutritional status of diet. Milk has been recognized as an indispensable food for mankind. Milk constitutes the most important source of nourishment for both vegetarians and non-vegetarians. "Its importance to the consumers is next only to that of their stable food"[1].

The market scenario is changing fast. A rise in household incomes has led to a metamorphosis of smaller rural markets. There has been a significant increase in middleclass families and migration from rural areas to smaller developing towns. All this has resulted in the emergence of growing markets and demand in smaller towns across the country. The future of India's dairy industry will have to be built on quantity and quality alone[2]. The goal for dairy development in the eleventh five-year plan was to achieve a growth of at least 5 per cent annum[3]. With globalization and entry of big players in the organized sector, the challenge before the

Indian dairy industry is to manage the growth in production, processing and marketing without harming harbinger of this growth - the small farmer who is the most competitive milk producer in the world[4].   In rural-parts of country, dairy is the second and important occupation Maharashtra is ranked seventh as far as milk collection is concerned[5]. The changing marketing trend will see the shift from generic products to the packaged quasi regular & premium brands. The national brands will gradually edge out the regional brands or reduce their presence. The brand image can do wonders to a product's marketing[6].Amul, with its strong brand equity, has been able to sustain a strong position in the Indian market To ensure the same success and leadership position in the market, Amul is working on its home delivery concept with the help of a wide network of Amul preferred Outlets and Amul Cyber store[7].

Scope of the Study

The study will bring to light the consumer satisfaction towards Aavin milk services and the problem faced by the consumer. The outcomes of the result would pave the way for evolving suitable solution for promoting the service the customer.

Objectives of the Study

The following are the main objectives of the present study.
1) To identify the consumer demographic variables on aavin products.
2) To study the consumers socio economic factor about aavin products
3) To know the level of satisfaction of consumers towards aavin products.
4) To find out suggestion to improve the aavin products in order to satisfy the consumers.

Need for the Study

Indian dairy sector is likely to face major challenges form globalization not because of inefficiency in production, but also due to unfair trade practices and certain other implements like protection measures taken by developed countries to dairy industry. The European Union (EU) and the United States protect their dairy industry through various kinds of subsidies and support to dairy farmers and exporters. The value of subsidy for milk begins given by OECD countries (0ver US dollar 50 billion) is nearly two and a half time the total value of milk produced in India. Thus there is an imminent threat of cheap imports of dairy products.

Flow of institutional credit and insurance cover to dairy sector is poor partly because of procedural complexities, inordinate delays and higher transaction costs. This issued need to be addressed and sorted out. There is a large gap in the producer and the consumer price and milk. Apparently this indicates either inefficiency in processing, larger share of the intermediaries and high transaction costs in collection, processing and distribution of dairy products.   The

_____

processing and marketing costs and margins need to be reduced to benefit both the producers as well as consumers.

Hypotheses

The following hypotheses are framed and analysed in this study

HO: There is no significant relationship between the age, gender, marital status, educational qualification, occupation, monthly income, size of the family and number of children in the family of the respondents and their level of satisfaction.

Limitations of the study

1. Due to time constraints, the researcher has restricted his study.
2. The study aims at consumer satisfaction of milk aspects only.
3. The study has been limited to a period.

Period of study

The present study covered from October 2019 to November 2019.

Review of litrature

Arora Shweta (2013)[8] in his study "Economics of production and marketing of milk products in cooperative sector" concluded that the study was conducted in Rudrapur and Khatima blocks of the district U.S. Nagar. Ghee and paneer were the two milk products whose study was made in cooperative sector. The cooperative milk product producers are skilled at sales and distribution levels, Customer oriented market research and development should be accorded higher attention by the cooperative sector so as to attract consumer preferences.

Babu (2013)[9] in his study titled "Comparative analysis of distribution cost of milk and milk products in organized sector of Tamil Nadu" revealed that the distribution cost of milk and milk products in Salem District of Tamil Nadu in the private sector was studied. The distribution cost was lower for the co-operative dairy plant for butter only whereas the distribution cost of toned milk, standardized milk, full cream milk, ghee and Skim Milk Powder was lower for the private dairy plant. The private dairy plant in cursless expenditure on salary of staff and cost of transportation as compared to the cooperative dairy plant.

Merlin Sealer Sing(2013)[10] in his study titled" Essential and commercial nature of Aavin milk in Tamilnadu with special reference to Kanyakumari and Coimbatore districts" that brand names "Aavin milk" and "Aavin by products" are very popular brands among the people mainly because of adulteration free production and also doctors recommend it to the patient .In Kanyakumari district 74 percent of the respondents accepted that there is very high demand and 22 percent high demand for this product. Butin Coimbatore district 73 percent respondents state

_____

that there is a high demand and 13percent say that there is very high demand for milk and by product.

Arul and kannan (2013)[11] in their study present the evolution of brand preference of milk among customers in Salem City. Though the price of all branded milks are at par, the customers prefer a particular brand due to some reason. it may be because of the price, quality, service or advertisement provided by branded milks. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programs that can influence consumer decision to purchase its products.

Methodology

The validity of any research depends upon the reliability of the data. The study used both primary and secondary data. Primary data was obtained from the consumers of selected sample respondents in the study consumers of selected sample respondents in the study area. Convenience Sampling Technique method was followed for selecting the respondents from the study area. Hundred and forty respondents were selected. Well-structured questionnaire was used to collect primary data from the respondents. Field survey technique was employed for collecting the data. The data collected were classified into suitable tabular forms for every analysis and interpretation. The statistical tools like percentage analysis, garret rank techniques and chi-square test were used for the systematic analysis. Besides the primary source, secondary data was also collected from the leading journals, magazines and records maintained by the statistical division of Co-operative Societies.

Sampling Size

The sample size chosen for the study is 140, all constituting the customers.

Analysis and Interpretation

The data collected are grouped, classified and tabulated with the help of a computer. The statistical data namely, percentage analysis, chi-square test, garret ranking are used so as to facilitate fast analysis and easy interpretation. garret ranking

Table 1.1

Demographic Profile and Influencing Factors of Consumers

S. No	Factors	Classification	No. of Respondents	Percentage (%)
1	Gender	Female	90	64.29
2	Age	21-30 Years	55	39.28

3	Marital Status	Married	76	54.28
4	Occupation	Private Employee	30	21.43
5	Educational Qualification	Post-graduate Level	44	31.43
6	Income	More than ₹10,000	64	45.72
7	Family Size	4 to 5 Members	73	52.14
8	Source of Knowledge	Advertisement	67	47.86
9	Reason for Prefer	High quality	36	25.72
10	Time of Purchase	Morning	48	34.29
11	Place of Purchase	Shop	70	50.00
12	Types of Aavin Milk	Green (Green Magic)	49	35.00
13	Quantity of Milk Purchase	500ml to 1000 ml	54	38.57
14	Amount Spending	₹400- ₹700	60	43.85
15	Mode of Payment	Daily	65	46.43
16	Price of the Aavin Milk	Normal	82	58.57
17	Purchasing Decision	Brand Reputation	50	35.71
18	Varieties of Using Aavin Milk	Standardized	79	56.42

Chi-square Test

Personal Factors and their Level of Satisfaction towards the Supply Aavin Milk

	Factor	Calculated Value of χ^2	Table Value of χ^2 0.05	Result
19	Gender	0.026	5.991	Accepted
20	Age	0.3349	12.6	Accepted
21	Marital Status	0.07	5.991	Accepted
22	Occupation	0.060	12.6	Accepted
23	Educational Qualification	0.063	12.6	Accepted
24	Income	0.11	9.49	Accepted
25	Family Size	0.034	9.49	Accepted

Aavin Milk –Garrets Ranking

Factors		Total score	Average	Rank
26	Price	8443/140	60.30	I
27	Availability	7272/140	51.9	III
28	Quality	7416/140	52.97	II
29	Delivery of the product	6375/140	45.53	VII
30	Brand name	6582/140	47.01	VI
31	For protecting health	6952/140	49.65	IV
32	Richness or tea or coffee	6816/140	48.68	V

Source: Primary Data.

_____

Major Findings

1. 64.29% of the respondents are female.
2. 39.28% of the respondents are comes under the age group of 21-30 years.
3. 54.28% of the respondents are married.
4. 21.43 per cent quantum of Aavin milk was consumed by Private Employee categories.
5. 31.43% of the respondents are Post-graduate Level.
6. More than ₹10,000 monthly income earners may consume more quantum of Aavin milk 45.72 per cent than all other income groups.
7. 4 to 5 Members category may consume more 52.14 per cent quantity of Aavin milk.
8. 47.86 per cent of the respondents know about Aavin milk through advertisement
9. Most of the respondents 25.72% are using Aavin milk for high quality.
10. 34.29% are purchasing the Aavin milk only for Morning.
11. 50% are purchase Aavin milk form shop.
12. 35% are like Green (Green Magic)
13. Most of the respondents have been purchasing 500 ml to 1000 ml per day.
14. 43.85% spend monthly ₹400- ₹700 for Aavin milk.
15. 46.43% of the respondent's mode of payment of Aavin milk is Daily.
16. 58.57% of the respondents' opinion is normal price of Aavin milk.
17. 35.71% of the respondents are influenced by Brand Reputation.
18. 56.42% of the respondents are used Standardized.
19. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the gender of the respondents and their level of satisfaction towards the supply of Aavin Milk.
20. The null hypothesis is accepted Hence it is concluded that there is no significant relationship between the age of the respondents and their level of satisfaction towards the supply of Aavin Milk.
21. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the marital status of the respondents and their level of satisfaction towards the supply of Aavin Milk.
22. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the occupation of the respondents and their level of satisfaction towards the supply of Aavin Milk.
23. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the educational qualification of the respondents and their level of satisfaction towards the supply of Aavin Milk.
24. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the monthly income of the respondents and their level of satisfaction towards the supply of Aavin Milk.

25. The null hypothesis is accepted. Hence it is concluded that there is no significant relationship between the size of the family of the respondents and their level of satisfaction towards the supply of Aavin Milk.

26. The average scores are ranked according to their values. The first rank given to "Price" and the last rank is given to "delivery of the product". It is inferred that price is the primarily opinion.

Suggestions:

The following suggestions are made:

1. To meet the requirements of the people from different segments sachets of 100 ml and 1000 ml may be introduced.

2. During the last two years the milk procurement of the union is on the increasing side. So steps may be taken to supply the excess milk to the noon meal scheme through Government of Tamil Nadu.

3. Due to changes in food habits, the availability of refrigerators and both the breed winners of the family employed the requirement of milk is more. The round the clock supply milk booths will increase the sales considerably.

4. At the selling points there should be cordial treatment for the consumer. Training and motivation may be given to the milk booth operators. They may be provided with rain coats, emergency lights, and booths with electricity facilities.

5. The quality of the milk could be improved

6. Now milk is sold by the union in particular point only. The door delivery system may be introduced for increasing the sales.

7. In addition to sale curd, ghee and butter in booth.

Conclusion

From the present study, the change in purchase decisions was due to marketing- related factors such as factors such as availability, advertisement, product quality and variety price of the products. In earlier studies, it was found that changes in demographic pattern, education, income structure, lifestyle, changing aspirations, cultural orientation increasing awareness about nutritive value, changes in consumer behavior, introduction of new technologies, new expectations, of consume and other such factors influenced the demand for Aavin milk. The present study shows that there is no correlation between the demographic characteristics as age, income, occupation and educational qualification of the customers and the reasons due to which the respondents made a change in their purchase decision of Aavin milk. The study revealed that a majority the respondents purchased Aavin milk from shop. Some respondents preferred to purchase from company retail outlets and milk shoppers. So, the dairy units should strengthen their existing distribution channel and should also add new channel members to their existing distribution channel. The dairy units can start the retail outlets in the urban areas where all the products of the

_____

company offering different varieties can be sold. This will help to improve the brand image of the company as well as products.

There is a need to think about brand positioning and hence, it is required that companies position all their product variants with blanket family names so as to differentiate them from the competitors' brands. Brand positioning should be done by keeping in mind the target customers, their requirements, lifestyles, behavioral aspects and other influencing factors. The companies should develop their unique logo, mascot, or symbol that can be identified with their brand, the Aavin milk companyis required to build their brand with the help of packaging, point of purchase advertising, delivery vehicles, retail, outlets, marketing communication, and sponsorships. Finally the study concludedthat the Aavin consumers are fully satisfied with their products and services.

Bibliography:
1. Philip Kotler - " Marketing management analysis, planning, Implementation and control"
2. Kothari (2002) second edition " Research Methodology Methods and techniques". pp. 15-25
3. Peter .B.Bennet and Harold .H. Dassarajan - " Consumer behaviours".
4. R.S.N.Pillai and Bhagavathi - " Modern Marketing Management Principle and Practices"
5. Bedi, MS. "Dairy Development marketing and Economic growth". Deep and Deep publications, New Delhi; 1987(P-l 1)
6. An extract from the Report of the working Group on Animal Husbandry and Dairying for the Eleventh five year plan (2007), set up by Planning Commission, Government of India, Complied by the Chairman - Working Group, Dr. N.R. Bhagin, Vice President, IDA.' Indian Dairyman, Vol.59, Issue, p. 241
7. Gupta P.R. (2007) . 'Managing Growth Is The Challenge.' Dairy India, Gupta Publisher, Delhi, p. 15.
8. Gokhale Jaideep (2005) . 'Aseptic Packaging of Milk Growth & Development in India.' Indian Dairyman, Vol.57, Issue 12, pp. 92-93.
9. Desai subash. The progress Flows, Kollapur Plus, Times Of India, June 9,2009,P.4
10. Shankar Ravi (2004) . 'Indian Dairying - Vision 2020: Policy Initiatives For Excellence.' Indian Dairyman, Vol. 56, Issue 10, p. 54
11. Parekh M. A. (2011). 'GCMMF: Preempting Competition With An Innovative Business Model.' Indian Journal of Marketing, Vol. 41, Issue 8, p.27.
12. Arora Shweta, Bhogal T.S."Economics of production and marketing of milk products in cooperative sector" Asian Journal of Dairying & Foods Research Year : 2013, Volume : 32, Issue : 3 PP195-198
13. Babu D., Verma N.K., Kumar R. Senthil, Meena P. C."Comparative analysis of distribution cost of milk and milk products in organized sector of Tamil Nadu"., Asian Journal of Dairying & Foods 2013, Volume : 32, Issue : 3 pp173-179

_____

14. Merlin Sealer Sing, J(2013) " Essential and commercial nature of Aavin milk in Tamilnadu with special reference to Kaniyakumari and Coimbatore districts" Dissertation, Department of commerce, Manonmaniam Sundaranar university Tirunelveli

15. Arul.R Kannan.P "A study on consumer behaviour Aavin milk and milk products with special reference to Salem district", Intercontinental Journal Of Marketing Research Review peer Reviewed Journal Of Inter-Continental Management Research Consortium1volume 1, issue6 (August, 2013).