

A Study on Consumer Behaviour about Aavin Dairy Products

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Abstract: *This study investigates consumer behaviour concerning Aavin dairy products, aiming to provide insights into consumer preferences, purchase patterns, and factors influencing their choices. With the dairy industry being highly competitive, understanding consumer behaviour becomes crucial for companies like Aavin to tailor their marketing strategies effectively. Employing a mix of qualitative and quantitative research methods, including surveys, interviews, and data analysis, this study delves into various aspects such as brand perception, product satisfaction, pricing sensitivity, and demographic influences on consumer choices. The findings contribute to enhancing marketing strategies and product development initiatives for Aavin, ultimately fostering greater consumer engagement and loyalty in the dairy market.*

Keywords: Consumer Behaviour, dairy products, Marketing strategies

I. INTRODUCTION

Consumer behaviour plays a pivotal role in shaping the success trajectory of any product or service in the market. Understanding the intricacies of consumer preferences, motivations, and decision-making processes is imperative for businesses to devise effective marketing strategies and product development initiatives. In this context, the dairy industry stands as a significant sector wherein consumer behavior exerts a profound impact on product acceptance, brand loyalty, and market penetration.

Aavin Dairy, a prominent player in the dairy industry, has been catering to the diverse needs and preferences of consumers with its wide array of dairy products. From milk and curd to butter and ice cream, Aavin has established itself as a trusted brand synonymous with quality and reliability in the minds of consumers across various segments. However, in the dynamic landscape of the dairy market, understanding consumer behaviour regarding Aavin's products becomes indispensable for sustaining its competitive edge and fostering long-term growth.

This study aims to delve into the intricacies of consumer behaviour concerning Aavin dairy products. By examining factors such as consumer preferences, perceptions, purchasing patterns, and brand loyalty, this research endeavours to provide valuable insights that can inform marketing strategies, product development endeavours, and overall business decisions for Aavin Dairy. Through a comprehensive analysis of consumer behaviour, this study seeks to shed light on the factors driving consumer choices and satisfaction levels, thereby facilitating Aavin's quest for market leadership and consumer-centric innovation.

PRODUCTS OF AAVIN

Ghee varieties	GHEE (TIN) 15KG GHEE (JAR) 5LTR GHEE (TIN) 1LTR GHEE (JAR) 1LTR GHEE (CARTON) 1LTR GHEE (TIN) 500 ML GHEE (JAR) 500 ML GHEE (CARTON) 500ML GHEE (JAR) 200ML
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	GHEE (SACHET) 25ML GHEE (JAR) 5KG GHEE (JAR) 1KG GHEE (JAR) 500GM GHEE (JAR) 200GM
Skimmed Milk Powder	Carton -500gms Poly Bag - 1kg Bulk Bag - 25kg
Cheese	200gms/400gms
Flavored Milk	Tetra Pak & bottles200ml strawberry cardamom chocolate Pineapple Pista
UHT Milk	1000 ml (Tetra Brik Aseptic Package) 500 ml (Tetra Fino Aseptic Package)
Ice-creams Vanilla, Strawberry, Chocolate, Pineapple, Blackcurrant, Pista, Badham, Choco Risen, Mango, Butter Scotch, Tutti Frutti, Sugar Free Ice creams	Cups50gms/100gms/500gms / 1lit / 1 gallon Sticks Cones
Milk Sweets Gulab Jaamun, Mysore pak, Dates Khoa	Cartons - 250 gms/500gms/1kg
Butter	Salted - 200gms / 500gms /20kg Plain - 200gms / 500gms /20kg
Masala Butter Milk & Lassi Yoghurt	Sachet -200ml 100 ml
Mango Drink – Maavin	200 ml (Tetra Brik Aseptic Package)
Milk Khoa	Packets - 25gms /50gms /100gms/250gms/500gms Bulk – Un sugared
Panneer	200gms
CURD	200 ml sachet& 200 GMSCUP(Probiotic)

Aavin endeavours to sell milk and milk products at most reasonable prices to its customers.

II. REVIEW OF LITREATURE

1. Karthikeyan. P (2021), “Consumer satisfaction towards Aavin Milk products” It reveals that the majority of the respondent made their purchases through the agent of the unions, Reasonable price, good quality, adequate quality, convenient packing and correct weightiest are found to be the prominent for preferring for Aavin milk products. Proper education and training should be given to milk producers and seller were the main suggestions given by the respondents.

2. Hanishkanthraja. G, Subburaj. B (20201),“Consumer preference towards Aavin brand” The consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Milk producers must meet consumers' demand for milk on the basis of Maintenance of good quality and purchase return policy, creation of awareness of Aavin’s product should on timely basis be concentrated more in order to meet out the global competitive market.

3. Dhanya. K, Venkatesa Planichamy. N (2021),“ A Study on Customer buying behavior towards Aroma Milk products” This product has a good reputation among the customers, so it can be extended supplying products towards the customers demand for and availability in markets must maintained for the consumer to say in the same Aroma Brand. Industry can target that segment and use it as an opportunity

4. Natalie (2019) examined the influence of marketing mix influence on consumer buying behavior with respect to selected dairy companies in Port Elizabeth, South Africa. Personal interviews were conducted in different super markets to investigate perceptions of milk, the brand purchased and how consumers use milk. The study indicated that people purchasing milk were very price conscious. Respondents almost showed no brand loyalty. However, respondents indicated that they were aware of the health benefits of drinking milk, although most used milk predominantly to whiten their tea and/or coffee. Findings reflect the unhealthy perception people have about milk. Many regard it as a child’s drink and others perceive it as fattening. Decreasing consumption figures indicate that there has been little effort or success from the dairy industry to change consumer perceptions of milk.

5. Klaus et al. (2020) in their study argues that consumer quality perception of dairy product is characterized by four major dimensions: hedonic, health – related, convenience – related and process-related quality. Two of these viz., health and process related quality, are credence dimensions, i.e. a matter of consumer trust in communication provided. Drawing on five different empirical studies on consumer quality perception of dairy products, three issues related to the communication on credence quality dimensions are discussed: Providing credible information, the role of consumer attitudes, and inference processes in quality perception. Organic products, functional products and products involving genetic modification are used as examples.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research design is used to obtain this study

Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation.

SOURCE OF DATA

Two sources of data are mainly used in this study they are

- Primary data
- Secondary data

Primary data collection:

The primary data was collected from the respondent of 150 from different Area of Chennai through questionnaire framed by the factors of consumer behavior about AAVIN dairy products.

Secondary data collection:

This data is which have already been collected, tabulated and presented by someone in the form of journals, magazines, study in internet ect, we used that for data collection POPULATION.

The study is about Consumer behavior about AAVIN dairy products. Population of this study will be those consumers buying AAVIN dairy products in Chennai.

SAMPLE SIZE

The number of samples which were used for this study was 150

SAMPLING TECHNIQUE

Convenience sampling method Were used for this study

PERIOD OF STUDY

It was a three-month study from January to March

ANALYTICAL TOOLS

The techniques used for analysis are

Percentage analysis

Independent T test

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IV. DATA ANALYSIS AND INTERPRETATION

H0 (Null Hypothesis): There is no significant difference between Age in regards to Purchase preference towards price.
H1 (Alternate Hypothesis): There is significant difference between Age in regards to purchase preference towards price.

Table 1: Showing ANOVA of Price of the product and age

ANOVA					
Price					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.136	4	5.534	3.732	.006
Within Groups	215.038	145	1.483		
Total	237.173	149			

Interpretation:

The table value is 0.006 Which is lesser than P value (0.05) H1 is Accepted The result from the analysis shows that there is a significant difference between Age with reference to purchase preference towards price of the AAVIN dairy product. (Significance = .006 and F=3.732).

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Qualification in regards to purchase preference towards Quality

H1 (Alternate Hypothesis): There is significant difference between Qualification in regards to purchase preference towards Quality

Table 2: Showing ANOVA of Quality of the product and Qualification

ANOVA					
Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.420	4	6.105	4.805	.001
Within Groups	184.220	145	1.270		
Total	208.640	149			

Interpretation:

The table value is 0.001 Which is lesser than P value (0.05) H1 is Accepted The result from the analysis shows that there is a significant difference between Qualification with reference to Purchase preference towards Quality of the AAVIN dairy product. (Significance = .001 and F=4.805)

T test

H0 (Null Hypothesis): There is no significant difference between Gender in regards to Satisfaction level towards price.
H1 (Alternate Hypothesis): There is a significant difference between Gender in regards to Satisfaction level towards price.

Table 4.3: Showing Independent Samples Test price and Gender
Independent Samples Test

Levene's Test for Equality of Variances			t-test for Equality of Means							
F		Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Price	Equal variances assumed	6.067	.015	1.159	148	.248	.241	.208	-.170	.651
	Equal variances not assumed			1.174	143.663	.242	.241	.205	-.164	.646

Interpretation

The table is 0.248 which is greater than p value (0.05) H1 is rejected The result from the analysis shows that there is no significant difference of gender with reference to satisfaction level towards Price of the AAVIN dairy product, Significance = 0.248, T = 1.159.

Chi Square HYPOTHESIS

H0 (Null Hypothesis): There is no significant Association between no of family members and no of litres of AAVIN Milk.

H1 (Alternate Hypothesis): There is a significant Association between No of family members and No of litres of AAVIN milk.

Table 4.4: Showing No of family members and No of litres of AAVIN Milk

		members					Total
		3-4members	5-6Members	6-7members	Above7 members	Below2 members	
litres	2litres	18	15	0	1	1	35
	Above3 litres	3	3	0	0	0	6
	Below1Litres	84	23	2	0	0	109
Total		105	41	2	1	1	150

Table 4.5: Showing Chi Square test of no of family members and no of litres of AAVIN milk

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.931 ^a	8	.043
Likelihood Ratio	15.345	8	.053
Linear-by-Linear Association	10.563	1	.001
N of Valid Cases	150		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .04.

Interpretation:

The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant Association between No of members and no of litres of AAVIN milk

V. FINDINGS

- The table value is 0.006 Which is lesser than P value (0.05) H1 is Accepted. The result from the analysis shows that there is a significant difference between Price of the product and Age.
- The table value is 0.001 Which is lesser than P value (0.05) H1 is Accepted. The result from the analysis shows that there is a significant difference between Quality of the product and Occupation.
- The table is 0.248 which is greater than p value (0.05) H1 is rejected The result from the analysis shows that there is no significant difference of Price and gender
- The p-value is 0.043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant Association between No of members and no of liters.

VI. SUGGESTION

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 includes sale and induces sale and build image of aavin.

Many respondents are satisfied the quality of milk and milk product. Many respondents' opinion that the price of the aavin products is higher compare to other brands. They except reduction price of products. If aavin company may reduce the price of products where create a positive word of mouth communication that improves results of sale. People need more AAVIN dairy booth nearby areas, because not all AAVIN dairy products are available in convenience shop.

VII. CONCLUSION

The Paper analyzed the consumer behavior about aavin dairy products in Chennai. Generally, the consumer changes the behavior frequently based on new trend and fashion. They well know their needs and wants, so gather information about products and compare its price, quality, taste and other attributes. If the consumer is not satisfied, they shift to other brands. However, the data shows the consumer buy the aavin products for its quality, taste, quantity, and variety. Many respondents feel the price of aavin product is to high than other brands. If the aavin takes necessary steps satisfy their consumers, it creates invariant place in mind of consumers.

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