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## **A Study on Impact of Buying behaviour towards Aroma Products with Special Reference to Coimbatore City**

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### **INTRODUCTION**

Perception is the process by which individuals select, organize and interpret stimuli into a meaningful and coherent picture of the world. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention.

In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs.

Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behaviour therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

Perception has strategy implications for marketers because consumers make decisions based on what they perceive rather than on the basis of objective reality. Consumers' selections of stimuli from the environment are based on the interaction of their expectations and motives with the stimulus itself. As individuals have perceived images of themselves, they also have perceived images of products and brands.

The perceived image of a product or service is probably more important to its ultimate success than are its actual physical characteristics. Products and Services that are perceived distinctly and favourably have a much better chance of being purchased than products or services with unclear or unfavourable images.

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### **OBJECTIVES OF THE STUDY**

- To determine Consumers' perception towards Aroma milk.
- To study the effectiveness of service offered by Aroma
- To understand consumer buying behaviour of consumers.
- To understand and study the impact of competitors on customers of Aroma.
- To determine the satisfaction level of customers towards Aroma.

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### **SCOPE OF STUDY**

The scope of the project is to know the consumers' perception towards Aroma in recent trends. The study will help the company to understand the behaviour of individual while purchasing Aroma. The study will help the company to make strategies to improve their services to meet customers' expectation.

The study will help the company to know the expectation of company.

### **STATEMENT OF THE PROBLEM**

The first in research is formulating a research problem. It is the important stage in applied research, as poorly defined problems will not yield useful result. It is rightly said, "a problem well defined is half-solved". Poorly defined problems cause confusion and do not allow the research to develop a

good research design. The problem identified for the study is to find out the attitude and perception of the consumers towards Aroma milk and milk products.

### RESEARCH METHODOLOGY

The study is descriptive in nature. Descriptive study is taken up when the researcher is interested in knowing the present status regarding the particular area of interest. The conclusion is arrived from the collected data. Statistical tools are to be used for the analysis of collected data from the survey. As through a detailed study only the objectives can be achieved. By this the result can be achieved easily and detailed form. The area at which the study conducted was Coimbatore city. The number of samples collected for the study is 101 consumers.

### STATISTICAL TOOLS USED FOR ANALYSIS

- Percentage Analysis
- Chi Square Test
- Rank Analysis

### LIMITATIONS OF THE STUDY

1. The study was limited to a particular areas of Coimbatore city, therefore the findings and conclusions are valid only for these areas.
2. The collection of data finds some difficult, due to lack of co-operation from some respondents.
3. Since the research study has to be completed within a specified period, a small segment of the customers has been taken.

### REVIEW OF LITERATURE

1. **Awng D (June 2008)** the study was quantitative research using survey questionnaires to collect data from 400 shoppers in Bangkok areas.

2. **M. Radhakrishnan (2010)** aims to analyse the Consumer Perception towards Private Label Brands on Big Bazaar, Coimbatore.

3. **Nissar Mohammed.S (May 2012)** From one survey conducted on the customers' perception towards the marketing mix of Big Bazaar the following can be concluded regarding the P's

4. **Kiresur (2012)** had concluded that dairying is an important subsidiary occupation to raise the family income along with crop production, particularly for the small and medium farmers and even the landless and agricultural labourers.

### ANALYSIS AND INTERPRETATION

#### CHI SQUARE TEST

TABLE NO. 1

TABLE SHOWING THE COMPARATIVE RELATIONSHIP OF AGE AND OCCUPATION

AGE	OCCUPATION					TOTAL
	PRIVATE	GOVERNMENT	BUSINESS	HOME MAKER	STUDENT	
10-20	2	2	0	0	29	33
21-30	5	2	4	8	22	41
31-40	2	7	3	5	0	17
40 ABOVE	5	1	2	2	0	10
<b>TOTAL</b>	14	12	9	15	51	101

Chi square value ( $\sum$ ) = (Observed value-expected value)<sup>2</sup> /expected value

= 30.2686

Degree of freedom=(Row-1) \*(column-1)

= (5-1) \*(4-1) =4\*3=12

Calculated value of  $\chi^2=30.2686$

Table value=21.026

### INTERPRETATION

In the above comparative analysis, the calculated value (30.2686) is less than table value (21.026) at 5% level of significance. Hence null hypothesis is accepted.

Thus, there is no significant relationship between occupation and period of usage by respondents.

TABLE NO. 2

TABLE SHOWING THE COMPARATIVE RELATIONSHIP OF AGE AND USUALLY PURCHASE OF AROMA PRODUCTS

AGE	USUALLY PURCHASE OF AROMA PRODUCTS					TOTAL
	MILK	CURD	GHEE	BUTTER MILK	ICE CREAM	
10-20	15	8	4	2	4	33
21-30	19	10	3	4	6	42
31-40	5	3	4	4	0	16
ABOVE 40	2	3	3	2	0	10
<b>TOTAL</b>	41	24	14	12	10	101

Chi square value  $(\sum) = (\text{Observed value}-\text{expected value})^2 / \text{expected value}$

= 62.6880

Degree of freedom=(Row-1) \*(column-1)

= (5-1) \*(4-1) =4\*3=12

Calculated value of  $\chi^2=62.6880$  Table value=21.026

### INTERPRETATION

In the above comparative analysis, the calculated value (62.6880) is less than table value (21.026) at 5% level of significance. Hence null hypothesis is accepted.

Thus, there is no significant relationship between occupation and period of usage by respondents.

### RANK ANALYSIS

TABLE NO. 1

KEEPING AROMA PRODUCTS INCONSIDERATION RATE, THE FOLLOWING FACTORS OUT OF FIVE.

PARTICULARS	1	2	3	4	5	TOTAL
PRICE	42	18	20	14	7	101
QUALITY	28	35	16	12	10	101
DURATION	26	28	30	10	7	101
AVAILABILITY	28	26	24	13	10	101
PACKAGING	29	23	22	18	9	101

### INTERPRETATION

From the above table 42 respondents gave rank 1 for price, 35 respondents gave rank 2 for quality, 28 respondents gave rank 3 for duration, 28 respondents gave rank 4 for availability and 29 respondents gave rank 5 for packaging.

Hence the majority of 42 respondents gave top priority to price.

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**FINDINGS:**

The majority of 40.6% of the respondents are in the age of 21-30.

The majority of 52.5% of the respondents are female.

The majority of 66.3% of the respondents were earning in the amount between 0- 21000.

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The majority of 86.1% of the respondents were heard about the aroma products.

The majority of 38.6% of the respondents are consuming the aroma products.

The majority of 29.7% of the respondents know through advertisement.

**CHI-SQUARE ANALYSIS**

There is no significant relationship between occupation and period of usage by respondents.

There is no significant relationship between occupation and period of usage by respondent

**RANK ANALYSIS**

Hence the majority of 42 respondents gave top priority to price.

Hence the majority of 46 respondents gave 5 out of 5 for ambience in aroma.

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**SUGGESTIONS**

1. Aroma is branded product; therefore, customers have a view that company is adding preservatives in the products. So, company have to take necessary actions to change their view.
2. Aroma should increase quality of toned milk.
3. The customers might switch to the competitor's product if Aroma charges high price so in order to argument brand loyalty should charges reasonably.
4. Even though, the customers are fairly satisfied with its price, quantity and quality necessary steps should be taken to upgrade the satisfaction level of customers to maintain market stability.
5. Create more awareness about Aroma products through print and visual media.
6. As consumer preference and taste fluctuate from time to time, a market analysis should be carried out at regular intervals to monitor the changing needs and taste of the consumers.
7. More Aroma stall should be set up to reduce the dependency on retailers.
8. Aroma should bring varieties in the packing of curd.

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**CONCLUSION**

The major purpose of marketing is to satisfy human needs by delivering products of various types of buyers when and where they want them and at a reasonable price. Product available at right time will make customer satisfied. Customers satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance he expects of it. Complete customer satisfaction is achieved by understanding customer requirements and delivering superior quality goods and services. The problem identified for the study is to find out the attitude and perception of the consumers towards AROMA milk and milk products. The main objective is to understand and study the impact of competitors on customers of Aroma and to determine the satisfaction level of customers towards Aroma.