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Customer Satisfaction Towards Aavin Dairy Product in Coimbatore City

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A B S T R A C T

This study investigates the levels of customer satisfaction with Aavin dairy products within the urban landscape of Coimbatore City. With an emphasis on understanding consumer preferences, product quality, pricing, and distribution, the research employs a mixed-method approach, combining surveys and in-depth interviews with a diverse customer base. The findings reveal key factors influencing customer satisfaction, shedding light on opportunities for product improvement and strategic marketing. The study contributes to both academic and practical understandings of customer satisfaction within the dairy industry, aiding Aavin in enhancing its market presence and satisfying the evolving demands of consumers in Coimbatore City.

Keywords: customer satisfaction, Aavin, Dairy product, Coimbatore City, product quality, pricing, product availability, statistical analysis.

1. Introduction of the study

Welcome to the world of Aavin Dairy Products, where we strive to bring you the best in quality, freshness, and taste. Our commitment to customer satisfaction is paramount, and we take pride in providing you with nutritious and delicious dairy products that meet your every need. Aavin Dairy Products is a household name in Tamil Nadu, known for its range of milk, curd, butter, ghee, and other dairy products. With a strong focus on quality, purity, and hygiene, we ensure that our products are sourced from the best farms and processed using state-of-the-art technology to retain their natural goodness.

 We understand that customer satisfaction is key to our success, and we go the extra mile to make sure that our products not only meet but exceed your expectations. Whether you are looking for fresh and creamy milk for your morning tea or delicious and healthy yogurt for your snacks, we have got you covered.

At Aavin, we believe that our customers are our biggest assets, and we are committed to providing you with a seamless shopping experience.

1. Statement of the problem

Aavin Coimbatore union plays a vital role in marketing. The success of the Milk and dairy products depends not only, the marketing but also the customers‟ behavior pattern towards their product. To have better marketing the union needs a maximum in spiration from the customer side. If marketing is done without the execution of customer, it cannot run success fully for a long period of time.

2. Objectives of the study

☐ To know the customer satisfaction level on quality of Aavin diary product.

☐ To study the customer opinion about the Aavin brand image with competitor.

☐ To study the availability of Aavin diary product.

4. Scope of the study

☐ There is no significant relationship between gender of the respondents and overall satisfaction of Aavin dairy product.

☐ There is no significant relationship between reason for using the product and overall satisfaction of Aavin dairy product.

☐ There is no significant relationship between brand features and overall satisfaction Of Aavin dairy product.

3. Research Methodology

The methodology of the study includes:

☐ Area of the study

☐ Source of data

☐ Sample size

☐ Statistical tools

5.1 Area of Research

The area of the study is about Coimbatore.

5.2 Nature of Data

Primary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Aavin Dairy product of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by the responds of the respondents.

5.3 Sources of Data

The data collected must be processed and analysed as part of the timeline for developing the research plan. The term "analysis" refers to the evaluation of the data collected by the researchers using primary and secondary data, as well as the measurement of it is using tools and techniques.

• Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal and online method with the help of questionnaire.

5.4 Sample Size

Information has been collected from 125 respondents of Coimbatore city comprising both male and female.

6. Review of Literature

☐ Sathya (2022) conducted research on 'consumer satisfaction towards behavior of buying dairy products in Tirupur.' The aim of the study is to investigate the consumer purchase intention towards the dairy products and to analyze the factors influence the consumer buying behavior. The tool of the research are percentage analysis, descriptive analysis, and graphical analysis by conducting by survey around 100 respondents. To conclude that the research was useful to understand the consumer buying behavior towards dairy products in Tirupur.

☐ Karthick (2021) conducted 'A study on consumer behavior about Aavin dairy products.' This study analyzed the consumer behavior about Aavin dairy products in Chennai. In this research they used descriptive research method by collected 150 respondents through questionnaire in Chennai. To conclude that the consumer behavior was commonly fluctuating on the basis of latest trends and fashion. According to the data customer prefer Aavin products for its purity and taste. Most of the respondents said that the Aavin products price is excessive than the other dairy companies. If Aavin productions satisfy their customers by taking required steps , it build a constant place in the mind of customers.

☐ Balakrishnan (2019) conducted research on A Study on Customer Preference towards Aavin milk products. This study made an attempt to understand the concept of loyalty of the consumers relating to the Aavin milk products and to find the customer's expectations relating to the Aavin milk products and to determine the production of Aavin products and to understand customer's behavior in relation to the milk and other dairy products of Aavin. The study discovered that the customers are highly satisfied with the overall quality of Aavin dairy products.

☐ Amanda Norris, John Cranfield (2019) in his study captioned," Consumer preference on Dairy market", said that dairy products available in market will respond to the consumer if there is increased presence of imported dairy products in the Market.

☐ D Harish (2019), - 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 Tiruvarur 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.

☐ K.Parameshwari (2018) conducted a research on an overview of consumer behavior of aavin milk and dairy products with reference to Thiruthuraipoondi. The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of Aavin milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of Thiruthuraipoondi Town where Aavin milk is marketed.

7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper they didn't analyse about difference between various demographic factors with customer satisfaction. In this study I made a survey about difference between satisfaction level of consumers about bike and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analysed in my research.

8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is;

• Simple percentage method

8.1 Simple Percentage method

Table no 1

Table showing gender wise classification.

S. No	Particulars	No of respondents	Percentage
1.	Male	58	46.4%
2.	Female	67	53.6%
	Total	**125**	**100%**

Interpretation:

  The above table shows the gender wise classification of the respondents out of the total 125 respondents 58 male respondents who comprising 46.4%

and 67 female respondents who comprising 53.6%. Hence it can conclude that Majority 53.6% of the respondents belong to Female Gender.

Table no: 2

Table showing the Age group of the respondents.

S. No	Particulars	No of respondents	Percentage
1.	Below 20	9	7.2%
2.	20-30	72	57.6%
3.	30-40	31	24.8%
4.	Above 40	13	10.4%
	Total	**125**	**100%**

Interpretation:

The above table shows that 7.2% of the respondents are below 20 years old, and 57.6% of the respondents are between 20-30 years old, and 24.8% of the   respondents are between 30-40 years old, and 10.4% of the respondents are between above 40 years old. Hence it concluded that Majority 57.6% of the respondents are age between 20-30 years old.

Table no 3

Table showing the occupation of the respondents

S. No	Particulars	No of respondents	Percentage
1.	Student	41	32.8%
2.	Employed	38	30.4%
3.	Business	12	9.6%
4.	Home Maker	34	27.2%
	Total	**125**	**100%**

Interpretation:

The above table shows that 7.2% of the respondents are below 20 years old, and 57.6% of the respondents are between 20-30 years old, and 24.8% of the respondents are between 30-40 years old, and 10.4% of the respondents are between above 40 years old. Hence it concluded that Majority 32.8% of the respondents are Home Maker.

Table No: 4

Table Showing the quality of Aavin dairy product respondents.

S. No	Particulars	No of respondents	Percentage
1.	Very Satisfied	7	5.6%
2.	Satisfied	86	68.8%
3.	Neutral	14	11.2%
4.	Unsatisfied	18	14.4%
	Total	**125**	**100%**

Interpretation: The above table shows that 5.6% of the respondents are Very satisfied, and 68.8% of the respondents are Satisfied, and 11,2% of the are Neutral, and 14.4% of the respondents are Unsatisfied. Hence it concluded that Majority 68.8% of the respondents are quality of aavin dairy product is Satisfied.

9. Findings and Suggestions

Percentage Analysis

> ➤ The majority (53.6%) of the respondents are belong to Female.

> ➤ The majority (57.6%) of respondence are age between 20-30 years old.

> ➤ The majority (32.8%) of respondents are collected from the Student.

> ➤ The majority (68.8%) of the respondents are quality of aavin dairy product quality is Satisfied.

Suggestions

> ➤ It's great to see that a majority of the respondents are aware of the Aavin brand before taking the survey, and they also find it easy to find Aavin dairy products in their local stores. Most of them are satisfied with the availability and affordability of the products.

> ➤ It's also worth mentioning that a significant proportion of the respondents are likely to recommend Aavin dairy products to their friends and family.

> ➤ Distribution of Aavin milk was also extended to rural and all areas

> ➢ The Govt. should concentrate on starting number of aavin milk booth for distribute the product to final consumers. It will decrease the distribution cost

Conclusion

> ➢ Most of the rural people are not getting aavin dairy product in rural area. so that they are not aware of knowing aavin dairy products. Make more availability of aavin dairy in rural area. Keeping this in view to increase more booth and dairy product in rural area.

> ➢ Aavin milk has a good reputation among the customers so it can be extended to supply rural also. From various respondents the researcher has gathered lot of information about satisfaction of Aavin dairy product that. Aavin milk is already enjoying Number one position in dairy Industry; this gives a positive stand to further strengthen its position. The researcher concludes that "Aavin is the market leader in dairy Industry**".**

Reference

> ➢ Sathya (2022). "Consumer satisfaction towards behavior of buying dairy products in Tirupur." International Journal of Management Studies, Vol. 9, No. 2, pp. 45-55.

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Annexure

1. Gender

A) Male

B) Female

2. Age

A) Below 20

B) 20-30

C) 30-40

D) Above 40

3. Occupation

A) Student

B) Employee

C) Business

D) Home maker

4. What is your overall satisfaction with the quality of Aavin Dairy Product

A) Very satisfied

B) Satisfied

C) Neutral

D) Unsatisfied

5. How Frequently do you purchase Aavin Dairy Product

A) Daily

B) Once a week

C) Twice a week

D) Once a month

6. How would you rate the freshness of Aavin Dairy Product.

A) Excellent

B) Good

C) Average

D) Poor

7. How would you rate the taste of Aavin Dairy Product

A) Excellent

B) Good

C) Average

D) Poor

8. What is your overall opinion of the quality of Aavin Dairy Product.

A) Excellent

B) Good

C) Average

D) Poor

9. Have you heard of the Aavin brand before

A) Yes

B) No

C) May be

10. How would you rate Aavin brand compared in terms of.

A) Product quality

B) Customer service

C) Brand reputation

D) Price

11. Have you ever purchase a product from the Aavin brand.

A) Yes

B) No

C) May be

12. Which of the following words would you use to describe the Aavin brand.

A) Innovative

B) Reliable

C) Trust worthy

D) Affordable

13. How would you rate the Aavin brand compared to its competitor in terms of overall brand

Image

A) Much better

B) Somewhat better

C) About the same

D) Somewhat worse

14. Which Aavin Dairy Product do you typically purchase.

 A) Milk

 B) Curd

 C) Butter

 D) Cheese

15. How easy is it for you to find Aavin Dairy Product in your local area.

 A) Very easy

 B) Somewhat easy

 C) Neutral

 D) Somewhat difficult

16. How satisfied are you with the availability of Aavin Dairy Product in your local area.

 A) Very satisfied

 B) Satisfied

 C) Neutral

 D) Unsatisfied

17. How Frequently do you find Aavin Dairy Product in your local store.

 A) Always

 B) Frequently

 C) Occasionally

 D) Rarely

18. Do you think that Aavin Dairy Product are priced competitively compared to other brand

 A) Yes

 B) No

 C) Not sure

19. How likely are you to recommend Aavin Dairy Product to a friend and family members.

 A) Very likely

 B) Somewhat likely

 C) Neutral

 D) Somewhat unlikely