



## **A Study on Consumer Behaviour towards AAVIN Dairy Products**

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### **ABSTRACT:**

This study aims to analyze consumer behavior towards Aavin dairy products, focusing on key factors influencing purchasing decisions, brand perception, and customer satisfaction. Aavin, a prominent state-run dairy brand in Tamil Nadu, enjoys a significant market presence due to its affordability, product range, and perceived quality. The research explores consumer preferences, buying patterns, and the impact of demographic variables such as age, income, and occupation on product choice. Primary data was collected through structured questionnaires from a diverse group of respondents. The findings indicate that factors such as product quality, price, availability, and brand trust play a crucial role in shaping consumer attitudes towards Aavin. The study also highlights areas for improvement in marketing and product development to better meet evolving consumer expectations. This research provides valuable insights for Aavin to enhance its market strategy and strengthen consumer loyalty in an increasingly competitive dairy market.

**Keywords :** Consumer Behaviour , Aavin Dairy Products , Brand Perception , Customer Satisfaction , Purchasing Decisions , Dairy Market , Product Quality , Brand Loyalty , Marketing Strategy , Consumer Preferences , Tamil Nadu , State-run Dairy , Buying Patterns , Demographic Factors , FMCG Sector

### **1.INTRODUCTION OF THE STUDY:**

Milk is a nutrient-rich drink that offers essential vitamins, minerals, and proteins with relatively low calories. It is widely consumed as a beverage and used in drinks like hot chocolate. Cow's milk is most common in Western countries, though milk from goats, sheep, camels, and buffalo is also used. It contains fats, proteins, sugars, and added vitamins like A and D. Pasteurization and refrigeration help prevent spoilage. Milk fat can be removed to produce low-fat or skimmed milk. Packaged milk is popular today for its hygiene, quality, and easy availability. Many prefer skimmed milk due to concerns about cholesterol. Brands like Aavin in India provide pasteurized milk to urban areas. Milk remains a key part of diets, especially among vegetarians and older adults.

### **2. STATEMENT OF PROBLEM:**

Milk is an essential commodity in life of Indian consumers. They prepare healthy and energy drinks for consumption. The main challenging for marketers is, to create the consumer loyalty by quality, freshness odour and taste. Marketers are 2 necessary to known the consumers response to wards their own brand milk and dairy products of its availability, acceptability and affordability. In India, the consumer of the packed milk are largely located in urban area in most of them are assumed to be literate. Also the consumers are believed that they have knowledge on packaging process, ingredience added as preservatives and the hazards caused while consuming the processed and packed milk.

### **3. OBJECTIVE OF THE STUDY:**

- ✓ To understand the factors influencing consumer of Aavin milk.
- ✓ To identify the factors influencing of Aavin and its products.

### **4. SCOPE OF THE STUDY:**

- ✓ The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugar and variety of minerals substance and vitamins. Dairy industry providing regular employment and income to the people. Consumer behaviour is helping in understanding the purchase behavior and preference of different consumers. Consumer differ in terms of sex, education, occupation, income, I have started this project to know about the sales accepts of Aavin situated at Coimbatore.
- ✓ I have attained a lot of information which includes production, sales, profit, loss etc. In this project I have also took effect to know about the people welfare development and quality of milk. Family set up, religion, nationality and social status. India with a large and young population

has a great demographic advantage. The average age of 125 billion-strong Indian population will be 29 years in 2020, even younger than 37 years of China and the US.

## 5. REVIEW OF LITERATURE

1. **NAVEEN VENKATA PRASANA (2003)** carried out a study on customer satisfaction rate towards Aavin milk in Coimbatore. The Non profitability convenience sampling was adopted to draw a sample of 150 respondents. The study focused on ascertaining consumer Preference in purchase of Aavin brand milk and analyzing the perceived differences of various brand of milk on key attributes and also on identifying measures for improving customer satisfaction. Purity, taste, thickness, price, availability, service of agents and place of purchase were the criteria used in the Study. It was found that Aavin brand of milk was rated high for purity, taste and thickness. Attributes like Availability, price and service of agents were also rated good.
2. **RIYAS MOHAMMED (2003)** conducted a study on comparison of Aavin, Arokiya, Sakthi milk with special reference to Coimbatore city with a sample size of 150 respondents drawn on convenience sampling method. The study aimed to understand the consumer preference of branding milk; expectation impact of packing of bundled milk. The finding of the study revealed that the Aavin brand of milk preferred for its purity, quality and Price, But the advertisement campaign, home delivery, non-availability in retail outlets were the points of dissatisfaction when compared to brand of Arokiya and Sakthi. Even though these brands claimed that package of milk in polyethylene packs were safe, it was still found to be unhealthy.
3. **C GNANA DESIGAN (2004)** in this Article, "Protection and Marketing of Aavin milk and milk products – "A study has suggested that to improve the economy of the villages, the government should take immediate steps to provide loans at lower interest rate of purchase of milk animals and to compete in global Market, Indian milk producers have to ensure the quality of milk and milk products in international standards. Further he added that to adopt farm coolers for instant cooling of milk at village level.
4. **SATHYA S (2005)** in her study "consumer awareness and brand preference for health drinks" found that the brand attitude of consumers of health drinks depends on the benefits expected from it and studied the consumer awareness about various brands of health drinks and brand loyalty of health drinks. The study also concentrated on consumer purchase decision for health drinks are influenced by a number of quality factor, which lead to select a particular brand in preference to others.

## 6. COMPANY OVERVIEW:

Aavin, the Tamil Nadu Cooperative Milk Producers' Federation Limited (TNCMPFL), was established in 1972 and has played a crucial role in the dairy sector. It operates as an apex body overseeing a three-tier cooperative structure across the state. The organization focuses on ensuring fair milk procurement prices for farmers and making significant investments in dairy infrastructure from primary dairy cooperative societies to state-level federations. Aavin's first dairy plant was set up in Chennai in 1972, and by 1981, it adopted the 'Anand' pattern under the guidance of Dr. Verghese Kurien. Tamil Nadu has witnessed substantial growth in milk production, with per capita availability increasing from 169 gm/day in 1993-94 to 268 gm/day in 2017-18. This growth is attributed to rising milk production, increasing per capita income, evolving food habits, and expanding export opportunities. The cooperative has continuously expanded its operations, recently increasing milk sales by 7 lakh liters, from 23 lakh liters in 2019-20 to 30 lakh liters by 2024. Aavin has also introduced fortified milk under the brand "Green Magic," enriched with Vitamin A and 15 D, to promote public health. The organization offers a range of dairy products, including various types of milk (toned, double-toned, standardized, and full cream), along with curd, buttermilk, lassi, ice creams, and traditional sweets like khoa, Mysore Pak, and gulab jamun. To support farmers and enhance productivity, Aavin has introduced incentive programs, distributing over ₹6.38 crores in financial incentives between December 2023 and May 2024. This strategy has significantly increased daily milk procurement, rising from 1.08 lakh liters per day in December 2023 to 1.64 lakh liters per day by mid-2024.

## 7. DATA ANALYSIS AND INTERPRETATION:

**TABLE 4.2.1**  
**TABLE SHOWING THE RELATIONSHIP BETWEEN THE GENDER**  
**AND HOW OFTEN THEY PURCHASE AAVIN PRODUCTS**

Gender/Frequency	Daily	Weekly	Occasionally	Rarely	Never	Total
Male	47	36	42	22	3	73
Female	47	36	42	22	3	78
Total	94	72	84	44	6	150

**CALCULATION OF X2**

O	E	(O-E)	(O-E)sq
47	45.36	1.64	2.69
36	34.56	1.44	2.07
42	40.56	1.44	2.07
22	21.12	0.88	0.78
3	2.88	0.12	0.01
47	48.64	-1.64	2.69
36	37.44	-1.44	2.07
42	43.44	-1.44	2.07
22	22.88	-0.88	0.78
3	3.12	-0.12	0.
<b>300</b>	<b>300</b>	<b>0</b>	<b>15.23</b>

$$\begin{aligned}
 \text{CHI-SQUARE VALUE} &= \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}} \\
 &= \frac{15.23}{300} \\
 &= 0.0407
 \end{aligned}$$

$$\begin{aligned}
 \text{DEGREE OF FREEDOM} &= (\text{ROW} - 1) * (\text{COLUMN} - 1) \\
 &= (4 - 1) * (4 - 1) \\
 &= 9
 \end{aligned}$$

CALCULATION VALUE X2 = 0.0407

TABLE VALUE = 9.488

**INTERPRETATION**

The Chi-Square test results show a calculated  $\chi^2$  value of 0.407, which is much lower than the critical value of 9.488 for 4 degrees of freedom at a 0.05 significance level. Therefore, we fail to reject the null hypothesis, indicating that gender does not significantly affect the frequency of Aavin product purchases. Both male and female respondents show similar buying behaviour's. Further research with a larger sample or additional variables could offer more insights.

**8. FINDINGS, SUGGESTION, CONCLUSION****FINDINGS :**

The study revealed that a significant portion of consumers (31.3%) purchase Aavin products on a daily basis, indicating strong brand usage and loyalty. Among the various dairy items offered by Aavin, milk was the most commonly used product, preferred by 40% of the respondents, followed by curd (29.3%) and ghee (28%). When it comes to factors influencing purchase decisions, availability (28%), price (26%), and product quality (26%) emerged as the most critical elements. A considerable majority of consumers expressed satisfaction with Aavin products, with 30.7% stating they were very satisfied and 26.7% satisfied overall. Additionally, more than half of the respondents (54.7%) indicated they would definitely recommend Aavin products to others, reflecting a strong positive perception of the brand.

In terms of brand image, 35.3% of respondents associated Aavin with quality products, while 29.3% appreciated its affordability and 24.7% recognized it as a trustworthy brand. The perception of Aavin's brand image compared to other dairy brands was notably favorable, with 31.3% rating it as very strong and 30% as strong. Despite the overall positive reception, the study also identified areas where Aavin could improve. Consumers suggested enhancing product quality (33.3%), improving packaging (26%), and offering more variety in products (23.3%) to better meet customer expectations and preferences.

#### **SUGGESTION :**

Based on the findings, it is suggested that Aavin should focus on improving the consistency and quality of its products to maintain consumer trust and satisfaction. Investing in modern and hygienic packaging would help improve product appeal and convenience, especially in competitive urban markets. Additionally, expanding the variety of dairy products and introducing innovative options could attract new customers and retain existing ones. Aavin should also strengthen its supply chain and ensure better product availability across regions, which was a notable factor influencing purchase decisions. Promoting its brand through word-of-mouth and targeted advertising may further enhance consumer awareness and loyalty.

#### **CONCLUSION :**

The study concludes that Aavin enjoys a favorable position in the minds of consumers, largely due to its product quality, affordability, and strong brand trust. Regular usage and positive word-of-mouth reflect high consumer satisfaction. However, to sustain its growth and compete effectively with other dairy brands, Aavin must address specific consumer expectations such as improving product quality, enhancing packaging, and diversifying its offerings. By aligning its strategies with consumer feedback and modern market demands, Aavin can continue to strengthen its brand image and expand its customer base in the dairy industry.