

A Study on Consumer Satisfaction Towards Aavin Milk In Madurai District

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Abstract- *The Madurai District Co-operative Milk Producer's Union Ltd, is popularly known as Madurai Aavin. This is one of the largest dairies in the southern part of Tamil Nadu. Madurai Aavin was started during the year 1967 as Madurai Milk Project. The project and the dairy machinery were funded by the UNICEF under New Zealand free from Hunger campaign committee. The members of this Co-operative unit are the Milk producers' Coop society at the village level in both Madurai and Theni Districts.*

Keywords- Aavin production, Consumers, Milk producers

About The Company

The Dairy Development Department was established in Tamilnadu. The administrative and statutory controls over all the milk cooperatives in the state were transferred to the Dairy Development Department on 1.8.1965. The Commissioner for Milk production and Dairy Development was made as the functional Registrar under the Tamilnadu Cooperative Societies Act. With the adoption of 'Anand pattern' in the state of Tamilnadu, Tamilnadu Co-operative Milk Producers' Federation Limited was registered in the state on 1st February 1981. The commercial activities of the Department such as Milk procurement, processing, Chilling, packing and sale of milk to the consumers etc., hitherto dealt with by the Tamilnadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamilnadu Co-operative Milk Producers' Federation Limited, popularly known as "Aavin". In the wake of liberalization policy, Private dairies have also entered into the field of dairying. As per the direction of the Hon'ble Chief Minister of Tamilnadu high priority has been given for improving the performance of milk Co-operative by adopting a systematic approach and proper strategy in Milk Co-operatives. Significant achievement has been made by Milk Producers' Cooperative Societies, Unions and Federation in the state of Tamilnadu. The cattle population in India is approximately 15% of total cattle population in the world. India stood no. 1 position in milk production. Tamilnadu is one of the leading states in milk production. The milk production in Tamilnadu per day is 145.88 Lakh litres.

I. INTRODUCTION

Milk is a vital for human growth and development, body maintenance and protection from diseases. Cow milk generally contains between 3 and 4 g of fat/100 g, although values as high as 5.5 g/100 g have been reported in raw milk. Dairy is a vital part of the global food system, providing economic, nutritional and social benefits to a large proportion of the world's population. With up to one billion people living on dairy farms, dairying plays a major role within the economics of numerous communities, regions and countries across the globe. Dairy and dairy products provide livelihood to millions of homes in Indian villages. They supply the quality of milk and milk products to people of both urban and rural areas. Dairying has become an essential secondary source of income for millions of rural families. It enhanced socio-economic challenging issues like food security, food safety, quality and their linkages with the national and international markets as the demand for food is increasing. India is the world's largest dairy producer. According to the National Dairy Development (NDDB), Indian dairy demand in 2021-22 is estimated to be between 200 to 210 million metric tons. Indian dairy production needs to grow approximately 5 percent per year in order meet NDDB's 2021-22 demand projection. The Indian dairy sector is estimated to be worth Rs.3.6 lakh crores, according to the department of Animal Husbandry, Dairy & Fisheries, Ministry of Agriculture, and Government of India. Indian Dairy sector has grown significantly over the years.

Importance of the Study

The study is carried out understand the level of consumer satisfaction Aavin milk. Users in Madurai District the study makes an attempt to know the awareness level of customers about the service. So the study can be useful to know more about the Aavin products and various services provide by it. The study tries to give a detailed picture about the Aavin milk. The information gathered through the study could be useful to the company to the formulate future practices and strategies to attract customers. The geographic

scope of the study is limited to Aavin milk in Madurai District.

Aavin

Aavin is the trademark of Tamil Nadu Co-operative Milk Producer's Federation Limited, a Tamil Nadu-based milk producer's milk, processes it and sells milk and milk products to consumers.

Madurai Dairy

The Madurai District Co-operative Milk Producers' Union Ltd was started during the year 1967 and the same has been registered under Tami Nadu Co-operative Socioeties Act as a District level Union in the year 1982. The area of operation of the Union is Madurai and Theni District. The objective of the Union is to carry out activities conducive to the economic development of agriculturists, agricultural tenants and laborers by effectively organizing the production, processing and marketing of milk commodities. The demand for milk and milk products are on the rise. The milk arrivals in the dairy are also increasing. The Union plans for the expansion of the dairy handling and fine tuning the existing Infrastructure and equipment's. The Union also replace the old machineries with the state of the art packing machineries to improve the sales. The Union is also envisaging creating infrastructure to save on energy cost.

MILK PRODUCTS OF AAVIN

Aavin produces 4 varieties of milk.

- Toned milk (3% fat)
- Doubled toned milk (1.5% fat)
- Standardized Milk (4.5% fat)
- Full Cream Milk (6% fat)

OBJECTIVES OF THE STUDY

1. To study the consumer taste and preference of Aavin milk products.
2. To analyse the customer opinion about the brand image.
3. To know the customers satisfaction level regarding the Aavin milk.

STATEMENT OF THE PROBLEM

Milk is an essential commodity in life on Indian consumers. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily available, it

offered by number of milk brands. The main challenge for marketers is, to create the consumer loyalty by quantity, freshness, taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordability.

II. REVIEW OF LITERATURE

- **KARTHICK E , DR. NITHYA** (2021) "A Study on Consumer Behaviour About Aavin Dairy Products" India is the worlds largest dairy producer. Indian dairy sectors has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban areas. However, as a larger population migrating from rural areas to cities thus creates greater demand for dairy products. Tamil Nadu state is one of the ten largest milk producing states in india. In the state, Major milk contributor is aavin, a Tamil Nadu based milk producer union, procures milk, process it and sells milk and milk product to consumers. This paper analysis consumer Behavior about Aavin dairy products in chennai. The aim of the study is revealed consumer perception over aavin milk products based on their age, educational qualification and monthly income of the consumers family.
- **B. Arun Nithish , Mrs. P. Dhanya** (2020) in his the study "A Study on Customer's Satisfaction Towards Aavin Milk With Special Reference to Tirupur City", Milk is a vital part of the global food system and also vital for human growth and development. It maintains our body and protects us from various diseases. The economic outlook and the process of absorbing nutrients from food and processing them in the body in order to grow healthy, benefits to a large proportion of the world's population. In India, dairy and dairy products are needed to an unspecified very large number of people in the village. It has become one of the sources of income for the Indian rural families in addition to the traditional agricultural products. The study was conducted in Tiupur city. A sample size of 120 respondents. Quality has been ranked 1 according to the customers satisfaction.
- **Vishnu M M, Romeo M** (2019) "A Study on Customer Satisfaction And Buying Behaviour Towards Aavin Milk Products With Special Reference to Coimbatore City "Milk is nutrient rich food that provides a large number of nutrients relative to the calories consumed milk is delicious as a beverage and can be used as a base for other drink such as hot chocolate. The milk of domesticated animal's also important food source for humans. Major consumption of milk in western countries is from cows: other important source includes sheep's, goats, water buffalo and camels. Aavin is the trade mark of Tamilnadu

co-operative milk producer's federation limited, a Tamilnadu based milk producers union. Aavin procures milk, process it and sells milk and milk products to consumers. The commissioner for milk production and dairy development was made as the function register under the Tamilnadu cooperative societies act

- **Abinaya K , Santhi A**(2018) in his study titled “A study on customer preference on the dairy products in Madurai district, Tamil Nadu” India, one of the developing economies where agriculture is a predominant occupation of a large number of masses. Agriculture in India is a gamble of monsoon. Though it provides employment to nearly 50% of the population, the farmers are in plightful situations. The farmers are poor and debt-ridden. They commit suicides as unable to cope up the adversaries of man and nature. In such a scenario they need to have another option of earning. Dairy provides the way to come out from the adverse situations. In the present research, article efforts are made to highlight the dairy business as one of the promising allied sectors of agriculture.
- **HANISHKANTHRAJA.G, DR.B.SUBBURAJ** (2018) “Consumer Perception Towards Point of Purchase of Aavin Brand With Special Reference to Madurai District Cooperative Milk Union” In order to assess the Consumer Perception towards Point of Purchase of Aavin Brand with Special reference to Madurai District Cooperative milk Union a surveillance study was conducted. The prime reason for consumer preference of Aavin brand is “Good quality” followed by “Correct quantity and Maintenance of quality”. “Dependable Advertisement” fetch the least rank. The relationship between the consumer preference and monthly expenses on milk indicated a significant response on the variables viz., reasonable price(x1) correct weight(x2) convenient sales point(x3) good quality(x5) convenient packing(x6). The variables viz., Adequate quality(x4) maintenance of quality(x7) purchase policy(x8) dependable advertisement(x9) and product information(x10) did not influence and showed non- significant. It can be concluded from the study, that the consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product.

III. RESEARCH METHODOLOGY

Methodology is the way to solve the research problems systematically. It may be understood as a science of studying how research is done scientifically. The selected a particular place randomly survey. Fundamental to the success of any format marketing research project is sound research design. A good research has the characteristics viz., problem definition

specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected. A research design and simply the framework or plan for the study .

Data Sources

Primary Data:

The primary data was collected from the Aavin milk users, through structured questionnaire and discussion with the Aavin milk users.

Secondary Data:

Apart from primary data, the secondary data is being collected through Text Book, Journal, Reports and websites.

Sample Size:

Most of them were used Aavin milk in day-to-day life. Out of these, the researchers were selected 200 users of Aavin milk.

Aavin milk and dairy consumers are selected as samples of the research study. Milk and dairy products are habitue food system of the humans. The reasons for selecting this topic are number of consumers available in the region and also assess the level of consumer's satisfaction of Aavin milk and dairy products.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
qualification	2.3200	.93547	50
satisfaction level	2.1000	1.23305	50

The above Table explains the Descriptive Statistics of qualification and satisfaction level. Qualification and satisfaction level of positive correlation for consumer satisfaction Aavin Milk. Null hypothesis accepted, alternative is rejected hypothesis. The consumer satisfaction Aavin Milk be calculated the sum of correlation. The Descriptive Statistics between qualification and satisfaction level stander deviation .93547 and 1.23305.

Correlations

		qualification	satisfaction level
qualification	Pearson Correlation	1	.025
	Sig. (2-tailed)		.864
	N	50	50
satisfaction level	Pearson Correlation	.025	1
	Sig. (2-tailed)	.864	
	N	50	50

The above Table explains the correlations of qualification and satisfaction level. qualification and satisfaction level of positive correlation for consumer satisfaction Aavin Milk. The consumer satisfaction Aavin Milk be calculated the sum of correlation. The correlation between qualification and satisfaction level Pearson correlation sig .864.

Descriptive Statistics

	Mean	Std. Deviation	N
usage of brand	2.2200	.76372	50
product price	2.1000	.54398	50

The above Table explains the Descriptive Statistics of usage of brand and product price. Null hypothesis accepted, alternative is rejected hypothesis. The consumer satisfaction Aavin Milk be calculated the sum of correlation. The correlation between usage of brand and product price stander deviation .76372and .54398.

Correlations

		usage of brand	of product price
usage of brand	Pearson Correlation	1	.044
	Sig. (2-tailed)		.760
	N	50	50
product price	Pearson Correlation	.044	1
	Sig. (2-tailed)	.760	
	N	50	50

The above Table explains the correlations of usage of brand and product price. usage of brand and product price of positive correlationfor consumer satisfaction Aavin Milk. The consumer satisfaction Aavin Milk be calculated the sum of correlation. The correlation between purpose of visit and time travel Pearson correlation sig .760.

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Qualification	50	2.3200	.93547	.13230
consumption period	50	3.5800	.53795	.07608

The above Table explains the T test (**One-Sample Test**) of Qualification and consumption period. The consumer satisfaction of Aavin Milk be calculated the sum of test value. Standard Deviation value of Qualification.93547and consumption period.53795.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Qualification	17.537	49	.000	2.32000	2.0541	2.5859
consumption period	47.057	49	.000	3.58000	3.4271	3.7329

The above Table explains the T test (**One-Sample Test**) of Qualificationand consumption period. The consumer satisfaction of Aavin Milk be calculated the sum of test value. Qualification and consumption period sig (2 tailed) value is .000. mean difference value of Qualification2.32000and consumption period3.58000.

IV. CONCLUSION

There are 17 District Cooperative Milk Producers’ Unions functioning in the state of Tamil Nadu covering 30 Districts. There are 15 Dairies in District Co-operative Milk Producers’ Unions with an installed processing capacity of 19.42 lpd. There are 36 chilling center’s (functional) in district co-operative milk producer’s unions with installed chilling capacities of 13.55 lpd. Most of the rural people especially women make their livelihood by rearing milch animals and by supplying milk to co-operatives. Keeping this inview and to improve the rural economy and to enhance the personal income ofthe stake holder 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 Aavin milk’s buying behavior. Aavin milk is already enjoying number one position in milk industry; this gives a positive stand to further

strengthen its position. The researcher concludes that Aavin is the market leader in milk industry.

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