

# Consumer Satisfaction Towards Packed Milk With Special Reference To Aavin Milk In Coimbatore City

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**Abstract-** Dairy Farming has reliably been the establishment of the Indian financial system through the methods for giving the milk to the whole society. Dairy progress directly affects the poverty demolition since it creates the milk according to the requirement. The adoption on the cultivating part, paying little mind to whether positive or negative, will have a multiplier wave all in all economy. Furthermore, the related division like agribusiness, animal development, and dairy have a noteworthy activity in improving the over each and every fiscal condition of commonplace India. To keep up the ecological evening out, there is necessity for viable and balanced headway of cultivating and cooperated portions. From our first readiness onwards, coordinators have offered require bringing together division for the money related improvement of the country division.

## I. INTRODUCTION

The dairy area has shown expanded advancement in 10 years, and India is known as the biggest milk items makers on the planet. This dairy area is vital for the countries financial development also. Dairy items are a significant piece of one's eating routine in their life. The utilization of milk, yogurts, and many more items starts from adolescence and proceeds through adulthood. Dairy items are a significant part of any human eating regimen, which contains a high measure of phosphate, proteins, calcium, and some more. Milk has been utilized by individuals like new and storable nutritious food. Study of buyers' practices has multi-plural worth like contemplating the connection between needs for food items and everyday apportion taken. They broke down various financial gatherings of high significance, examining multiple impacts of advertising economic attributes upon buyer choice for milk and milk items supply and others.

## STATEMENT OF THE PROBLEM:

Sometimes the packaged milk is not properly packed. The aavin milk may turn sour at sometimes. Compare to other milk, most of the parents preferring aavin milk for their children, because of inadequate supply of aavin milk at necessary time the parents come to get other brand of milk. The consumer's gets suffer because the availability of aavin

milk is supplied only at morning and evening, in between time they are not able to buy aavin milk.

## OBJECTIVES OF THE STUDY:

1. To understand the loyalty of the customers towards the milk products of Aavin.
2. To understand customer's behaviour in choosing the milk and other milk products of Aavin.

## SCOPE OF STUDY:

1. The scope of the study is to identify and analyses the consumer behaviour towards packaged milk with special reference to Aavin milk about their service, price, and quality.
2. This study is used to calculate various opinions of various consumers who are using aavin milk.
3. This will help to know the needs and wants of every individual in the day to day life.

## II. REVIEW OF LITERATURE:

**Rajeshwaran, (2015)** stated that skim milk powder, butter and per capita income had significant influence on milk price in the long and short term. Beef price was found to have a significant long-term influence and finally concluded that few policy areas required attention to augment the much needed growth in milk supply.

**G Shruthi, et al (2016)** in their article entitled "Consumers Perception towards Karimnagar Milk Producing Company Limited, Milk and Milk Products" observed this plan will try to develop the nation's milk profitability, show signs of improvement access to quality feeds and improve rancher access to the sorted out market.

These objectives will be accomplished through exercises that emphasis on developing agreeable participation and developing the arrangement of associations of milk assortment benefits all over India.

**METHODOLOGY USED IN THIS STUDY****DATA COLLECTION:**

Both primary and secondary data was collected for this study.

**PRIMARY DATA:**

In primary data, the data has been collected through the questionnaire.

**SECONDARY DATA:**

The secondary data was collected by going through websites, Marketing journals and articles.

**AREA OF THE STUDY:**

Coimbatore is a city in the south- India state of Tamil Nadu. It is referred as the "Manchester of South India" due to its cotton production and textile industries. Coimbatore is also referred to as the "Pump City" and it supplies nearly half of India's requirements of motors and pumps. The first textile mill came as far back as 1888 after that many textile mills were started and provided many employment opportunities to within as well as neighbouring Districts. The result has been a strong economy and a reputation as one of the greatest industrial cities in South India. There are more than 25,000 small, medium, large scale industries and textile mills are situated. Coimbatore is also famous for foundry and automobile industries; manufacturing of textile industry equipment's, spares, wet grinders and varied engineering goods and services. The development of Hydro electricity from the Pykara Falls in the 1930 led to a cotton boom in Coimbatore. My area of the study in Coimbatore city.

**SAMPLE SELECTION:**

As the population is numerous in the study area 125 respondents were selected in the Coimbatore city from the total population. The respondents were selected by convenient sampling method.

**TOOLS FOR ANALYSIS:**

The collected data will be analysed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools are used.

**1. Simple Percentage Analysis Method.****LIMITATIONS OF THE STUDY:**

The limitations of the study are the following :

1. The research is based on the responses given by the respondents, which may or may not be biased.
2. The research study was conducted within the limited duration of time. So a detailed and comprehensive study could not be made.

**TABLE: SIMPLE PERCENTAGE ANALYSIS**

Factors	Particulars	No. of Respondents	Percentage
Age	Below 18	9	7.2
	Age 18 - 25	103	82.4
	Age 25 - 40	8	6.4
	Above 40	5	5.4
Gender	Female	70	56
	Male	54	43.2
	Prefer not to say	1	0.8
	Others	-	-
Locality	Rural	66	52.8
	Urban	45	36.8
	Semi - urban	13	10.4
Qualification	Student	96	76.8
	Employee	16	12.8
	Business	5	4
	Profession	8	6.4
Buying preference of the respondents	Aavin	109	87.2
	Cavins	7	5.6
	Heritage	3	2.4
	Hatsun	6	4.8
Respondents usage of product in Aavin diary	Milk	86	68.8
	Butter	10	8
	Ghee	16	12.8
	Panneer	13	10.4
Reason for the respondents choose Aavin product over other brand	Quality	62	49.6
	Taste	28	22.4
	Freshness	20	16
	Price	9	7.2
	Quantity	6	4.8

**INTERPRETATION**

This study reveals that Majority 82.4% of the Respondents belongs to Age 18-25 Category. Majority 56% of the respondents belongs to 'Female' category. Majority 52.8% of the respondents are located in rural area. Majority 76.8% of the respondents are students. Majority 87.2% of the respondents prefer Aavin dairy products. Majority 68.8% of

the respondents are consumes Aavin milk. Majority 49.6% of the respondents choose Aavin products for its Quality. Yardley perfume for its Fragrance.

### III. FINDINGS

- Majority 82.4% of the Respondents belongs to Age 18 - 25 Category.
- Majority 56% of the respondents belongs to 'Female' category.
- Majority 52.8% of the respondents are located in rural area.
- Majority 76.8% of the respondents are students.
- Majority 87.2% of the respondents prefer Aavin dairy products.
- Majority 68.8% of the respondents are consumes Aavin milk.
- Majority 49.6% of the respondents choose Aavin products for its Quality.

### IV. SUGGESTIONS

- Aavin should implement a robust quality control system to ensure that their milk products meet high quality standards. This can include regular testing of milk samples, maintaining hygiene standards during production, and ensuring that the milk is stored at appropriate temperatures.
- Aavin can introduce a wider range of milk products to cater to different tastes and preferences. For example, they can offer flavoured milk, lactose-free milk, and organic milk to attract more customers.

### V. CONCLUSION

Aavin milk has a good reputation among the customer. So it can be extended supplying product towards the customers demand for and availability in markets must maintain for the customer to stay in the same aavin brand. From various respondents I have gathered lot of information about aavin milk and position in milk industry. This gives a positive stand to further strengthen its position. In traditional medicine around the world milk is used to treat wide variety of health problems, the research indicated that the majority of the milk customers prefer fresh aavin milk. There is the high demand for aavin milk in Coimbatore city.

### REFERENCES

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