

# A Study On Consumer Preferences To Aavin Products

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## I. INTRODUCTION

Consumer preference refers to the way consumers select products and services based on their needs, tastes, income, and purchasing behaviour. Understanding consumer preferences is essential for organizations seeking to improve customer satisfaction and business performance. The dairy industry has become highly competitive due to changing consumer lifestyles, increasing health awareness, and the presence of multiple brands in the market. Aavin, operating under the Tamil Nadu Cooperative Milk Producers' Federation Limited (TCMPF), is one of the most trusted dairy brands in Tamil Nadu and offers a wide range of dairy products. This study aims to examine consumer preferences towards Aavin products and identify factors influencing purchasing decisions, satisfaction, and brand loyalty.

## II. NEED FOR THE STUDY

- To understand consumer expectations regarding Aavin products.
- To identify factors influencing purchase decisions.
- To analyse customer satisfaction levels.
- To examine reasons for consumer preference towards Aavin products.

## III. SCOPE OF THE STUDY

- To study consumer preference towards Aavin dairy products.
- To understand factors affecting buying behaviour.
- To evaluate customer satisfaction.
- To provide suggestions for improving consumer satisfaction and loyalty.

## IV. REVIEW OF LITERATURE

Kumar and Sharma (2023) identified product quality and freshness as the major determinants of consumer preference in dairy products. Ramesh and Devi (2022) found that taste, nutritional value, and availability significantly influence purchasing decisions. Singh (2022) emphasized the importance of quality, pricing, and packaging in customer satisfaction. Recent studies on Aavin products revealed that affordability, quality, freshness, brand image, and customer satisfaction positively influence consumer loyalty and purchasing behaviour. The literature suggests that quality,

availability, price, packaging, and brand trust are the primary factors affecting consumer preference in dairy products. ♦

## V. RESEARCH DESIGN

The study adopted a descriptive research design. Primary data were collected through a structured questionnaire from consumers of Aavin products. Convenience sampling was used, and the sample size consisted of 90 respondents. Statistical tools such as Percentage Analysis, Chi-Square Test, and Correlation Analysis were used for data analysis. ♦

## CHI-SQUARE TEST

Hypothesis

H<sub>0</sub>: There is no significant association between gender and consumer expectations towards Aavin products.

H<sub>1</sub>: There is a significant association between gender and consumer expectations towards Aavin products.

Result

Particular	value
Calculated chi-square test value	2.953
Degree of Freedom	4
P-value	0.566
Level of Significant	0.05

Inference

Since the p-value (0.566) is greater than 0.05, the null hypothesis is accepted. There is no significant association between gender and consumer expectations towards Aavin products.

## VI. FINDINGS AND IMPACT OF THE STUDY

The study reveals that consumers have a positive perception of Aavin products. Milk is the most preferred product category among consumers. Product quality, freshness, hygiene, taste, and affordability significantly influence purchasing decisions. Consumers trust Aavin due to its reliability and consistent quality. The study also found a strong positive relationship between product quality and

customer satisfaction. However, promotional activities, outlet accessibility, and product availability require further improvement to strengthen customer loyalty and market competitiveness.

## VII. SUGGESTIONS

- Improve product availability across all regions.
- Increase the number of Aavin outlets.
- Introduce attractive promotional offers.
- Strengthen advertising and digital marketing activities.
- Maintain consistent product quality.
- Introduce innovative dairy products based on consumer preferences.

## VIII. CONCLUSION

The study concludes that consumers generally have a favorable opinion of Aavin products. Product quality, freshness, hygiene, taste, and availability are the major factors influencing consumer preference and satisfaction. Maintaining high standards of quality and implementing effective marketing strategies will help Aavin strengthen its market position, improve customer loyalty, and achieve long-term growth in the dairy industry.