

## Consumer Attitudes Towards Aavin Products in Sivagangai Town



Commerce

KEYWORDS : - Consumer, Consumer Behavior, Milk, Perception, Product

K. Muneeswaran

Research Scholar in Commerce, Manonmaniam Sundaranar, University, Tirunelveli-627012

### ABSTRACT

*Consumer attitudes towards Aavin products in Sivagangai Town, Sivagangai District, Tamilnadu. This study helps to suggest suitable recommendation to improve the consumer's attitudes towards Aavin products in Sivagangai town. The following are the main objectives of the study to find out the consumer preference towards Aavin Products to find out the satisfaction of the respondents regarding various aspects of Aavin products to analysis the different aspects of consumer perspectives of the availability of Aavin products. The present study is based on the both primary and secondary data. The primary data has been collected through a well structured questionnaire. The sample size taken for the study is 150 fixed arbitrarily. To study detail percentage is calculated on different basis, percentage is calculated on the basis of age, sex, education, monthly income and chi-square test. Aavin products is one of the major quality food items. The research indicated that the majority of the Aavin consumers fresh products including milk, the motto of Aavin is "To serve the public" with rewarded quality of products and with good quality at a reasonable price.*

### INTRODUCTION

Milk is an essential item used by the people as vegetarian diet. More consumption of milk depends not only on its factors but also on the availability of children and also by practice of taking coffee, tea etc. The chief factors which influence of the consumption of milk are availability level of income of people and prices. Milk is not only an essential item but also most frequently and commonly used by the people. The milk and dairy products markets has been driven by trends evident in the wider food market. Health remains a major consideration and activity has focused on the introduction established products with improved health profiles. Functional to make gains. Furthermore as consumer are taking a greater, interest in products provenance, attention has been focused on organic and regional products.

### DAIRY PRODUCTS IN INDIA – OVERVIEW :

India is the largest producer of milk in the world and dairy farming is the single largest contributor to India's GDP, apart from being the biggest source of employment. Dairy farming is a critical part of the Indian economy as its importance stems from the three important factors. First of all it provides income for small and marginalized farmers, second milk and its products are a critical part of our diet, and third dairy farming complements other forms of agricultural activity. As far as cow's milk production is concerned USA rank first, followed by India, China, the Russian Federation. Brazil and Germany respectively. Dairy development in India has been most spectacular in recent years while chief contributing factors to their achievement is the "ANAND PATTERN" of dairy cooperative. Considered as a whole it consist of three very important elements, milk production procurement and marketing, India is the second largest producer of milk in the world and has highest cattle population in the world.

- v The country is the largest milk producer all over the world around 100 million MT
- v 1/5<sup>th</sup> of the world bovine population.
- v Milch animals (45 percent indigenous cattle , 55 percent buffaloes, and 10 percent cross bred cows)
- v Immensely low productivity, around 1000kg/year (world average 2038 kg/year)
- v Large number of un productive animals, low genetic potency, poor nutrition and lack of services are the main factor for the low productivity.
- v There are different regions – developed, average, below average (eastern states of Orissa, Bihar and North East region) in the dairy industry.

### DAIRY DEVELOPMENT IN TAMILNADU

Dairy development activities in Tamilnadu started earlier in 1920. The first co-operative dairy was set up in Chennai city during the year 1927. The state dairy development department in state was established in the year 1958. The first modern dairy plant in the capacity to handle 50,000 liters per day pasteurized milk was established in the year 1963 at Madhavaram near

Chennai with the aid from New Zealand. The state department for dairying started milk procurement through organized village co-operatives in the year 1962. Prior to the inception of Sivagangai Dairy milk and milk products were distributed to the Sivagangai town consumers by the Sivagangai co-operative milk supply union limited, which was established in 1943, with the functional assistance from the United Nations International Children's Emergency Fund (UNICEF) the Tamil Nadu Dairy Development Corporation took over the activities of the Sivagangai District Co-operative milk products union limited. It was started functioning from 13<sup>th</sup> April 1983. The main objectives of the Dairy Development Department first to assure a remunerative price for the milk produced by the milk products societies through assessable, steady second well organized market support, third distribution of milk, fourth milk products at reasonable prices to the consumers.

### STATEMENT OF THE PROBLEM

Dairy industry in India is a fast growing an expanding one. Studies Consumer's attitude and satisfaction on various product of Aavin will definitely help in future growth and development in the right direction. The researcher proposes to undertake a study on wide topic, which embraces in its fold the number of products produced and marketed by the Tamil Nadu Dairy Development Corporation under the brand name "Aavin". This study proposes to find out the attitude of consumer towards Aavin products such as milk, butter, ghee, milk powder, flavored milk. Today India ranks first in the world production, irrespective of the lifestyle, income status, religious, and the status of the society to which the people belong milk and milk product have become necessity, Hence the present study has been undertaken keeping this aspect in view. Hence this is the topic "Consumer attitude towards Aavin Products in Sivagangai Town".

### OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- v To analyze the different aspects of consumer perspective of the availability of Aavin products.
- v To find out the consumer preference towards Aavin products.
- v To find out the consumer attitudes towards opinion regarding the quality of Aavin milk.

### OPERATIONAL DEFINITION CONCEPT

#### Consumer

A consumer is a person who buys things or uses services.

#### Consumer Behavior

Those acts of individuals, goods, and services, including the decision process that proceeds and determines these acts.

#### Milk

Milk may be define as the normal secretion of the mammary glands. Milk consists of fat, lactage, protein and vitamin. Milk is

a perishable and by hygienic food in the world.

**Product**

Product is defined as a set of tangible and intangible attributes including packaging, colour, price, manufacturer's prestige, and retailer's prestige and manufactures and retailers services which the buyer may accept.

**METHODS OF DATA COLLECTION**

The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the consumer and Aavin Products Vendors. The primary data has been collected through a well-structured questionnaire. The secondary data required for this study has been collected from various books, journals and magazines related with milk production.

**SAMPLING METHODS**

The universe consists of various categories of people with respect of age, income and education. The complete details of the universe are not available and hence convenient sampling methods are used for this research.

**SAMPLE SIZE**

For the purpose of this study 150 respondents were selected and data was collected through questionnaire. For the purpose of selection of respondents, convenient technique was adopted to study in detail, the consumer attitude towards Aavin products by the simple statistical tools such as average, percentage of calculated on different basis of age, sex, education and monthly income and chi-square test.

**AREA OF THE STUDY**

For the study "Consumer attitude towards Aavin Products in Sivagangai Town" respondents was interviewed. The area covered for the study was Sivagangai Town, Sivagangai District.

**PERIOD OF THE STUDY**

The primary data was collected during month of December 2012 to April 2013.

**ANALYSIS OF DATA**

**TABLE - 1**

**GENERAL PROFILE OF THE RESPONDENTS**

Factors	Classification	No. of Respondents	Frequency
Gender	Male	60	40.00
	Female	90	60.00
Age	Below 20	15	10.00
	20 to 40	45	30.00
	41 to 60	60	40.00
	Above 60	30	20.00
Educational Qualification	Illiterate	25	16.67
	Upto School Level	32	21.33
	Graduate	48	32.00
	Professional	18	12.00
	Others	27	18.00
Family Size	Less than 3 members	58	38.67
	3 to 6 members	47	31.33
	Above 6 members	45	30.00
Occupation	Government Employee	70	46.67
	Private Employee	31	20.67
	Business / Profession	35	23.33
	Unemployed	14	9.33

Income Level	Less than Rs.5000	35	23.33
	Rs.5,000 to Rs.10,000	46	30.67
	Rs.10,000 to Rs.15,000	58	38.67
	Above Rs.15,000	11	7.33

Source : Primary Data

**Inference :**

Reference to the personal profile of the consumer in the above Table 1 show that the 60 per cent of the respondents belong to the female category, to the age of the group majority in 41 to 60 years, 32 per cent graduate level, 38.67 per cent of the respondents belong to family size less than 3 members and 46.67 per cent of the respondents belong to the Government Employee and followed by Business / Profession People and 38.67 per cent of the respondents belong to income level Rs.10,000 to Rs.15,000.

**SOURCE OF GETTING AAVIN MILK PRODUCTS**

According to taste and convenience, a consumer can select a particular source. So it is necessary to analyse the consumer's preference towards the source of getting Aavin milk products which is explained in Table 2.

**TABLE - 2**  
**SOURCE OF AAVIN MILK PRODUCTS**

S. No	Source	No. of Respondents	Frequency	Communicative Frequency
1.	From Aavin	92	61.33	61.33
2.	From Aavin (as well as private vendors both source)	37	24.67	86.00
3.	From Private Vendors	21	14.00	100.00
	Total	150	100	

Source : Primary Data

**Inference :**

It is observed from Table 2 that out 150 respondents maximum of 92 (61.33 per cent) of them source Aavin product from Aavin followed by 37 (24.67 per cent), 21 (14.00 per cent) of them from Aavin as well as Private vendors and Private vendors).

**CONSUMPTION PATTERN OF THE RESPONDENTS**

There is a vast gap between the actual consumption and the suggested level of consumption. The product of milk is very low in relation to the population pressure. The following Table 3 shows the consumption pattern of the respondents (morning) to buy Aavin milk and products.

**TABLE - 3**  
**CONSUMPTION PATTERN OF THE RESPONDENTS**

Income	200 ml	500 ml	1 liter	More than 1 liter	Total
Less than Rs.5000	12	18	-	-	30
Rs.5,000 - Rs.10,000	8	24	08	-	40
Rs.10,000 - Rs.15,000	-	20	16	10	46
Above Rs.15,000	-	12	10	12	34
Total	20	74	34	22	150
Frequency	13.33	49.33	22.67	14.67	100

Source : Primary Data

**Inference :**

The above Table 3 shows the consumption pattern of respondents in the morning 13.33 percentage of respondents consume. 200 ml milk products, and 49.33 percentage consume 500 ml, 22.67 percentage consume 1 liter and 14.67 percentage of the respondents consume above 1 liter of Aavin milk.

**Table Value Shows in Chi-Square analysis**

Calculated Value X <sup>2</sup>	= 50.851
Degree of freedom	= 9
Level of Significant	= 5%
Table Value	= 16.9
Result	= Accepted

Since the Calculated Value X<sup>2</sup> = 50.851 is less than the tabulated value (16.4) the null hypothesis. H<sub>0</sub> is accepted and alternative hypothesis H<sub>1</sub> is rejected. Hence, it is concluded that there is no significant relationship between monthly income of consumer and consumption pattern on Aavin Milk products in a month.

**PURCHASING PATTERN OF AAVIN MILK PRODUCTS**

Every facts of business including creativity of products, are a variable essential in marketing. This is particularly so when the manufacture concerned in a competitive situation of the buyer's market. A continuous effort to develop new products is need so that steady earnings are assured creativity is required in product development. The following table 4 shows the purchasing pattern of Aavin milk product from Aavin is given.

**TABLE - 4  
PURCHASING PATTERN OF MILK PRODUCTS FROM AAVIN  
(CATEGORY WISE)**

S. No	Aavin Milk Products	No. of Respondents	Frequency	Communicative Frequency
1.	Butter	75	50.00	50.00
2.	Ghee	30	20.00	70.00
3.	Flavoured Milk	18	12.00	82.00
4.	Skim Milk Powder	8	5.33	87.33
5.	Ice Cream Milk Powder	7	4.67	92.00
6.	Curd	5	3.33	95.33
7.	Cheese	4	2.67	98.00
8.	Yoghourt	3	2.00	100.00
	Total	150	100	

**Source : Primary Data**

**Inference :**

It can be inferred from table 4 that the 75 respondents (50 per cent) of consumer buy Butter, 30 (20 per cent) respondents procurement of Ghee and followed by Flavoured milk and Skim Milk Power 18 (12 per cent).

**SATISFACTION LEVEL**

The satisfaction level of the respondents have been measured by the likert's five point's scale such as Highly Satisfied (HS), Satisfied, Neutral, Dissatisfied and Highly Dissatisfied.

**TABLE - 5  
SATISFACTION LEVEL**

Sl. No	Factors	HS	SAT	N	DS	HDS	Total	Weight Average	Rank
1.	Reasonable Price	260	180	78	32	11	561	3.74	VIII
2.	Location is convenient	410	104	48	20	16	598	3.98	IV
3.	Hygienic	435	96	45	28	10	614	4.09	II

4.	Availability in Required Quantity	335	136	72	30	10	583	3.87	VI
5.	Correct Quantity	225	208	48	52	11	544	3.63	X
6.	Quality	440	84	45	28	12	609	4.06	III
7.	Good Packaging	260	160	90	40	8	558	3.72	IX
8.	Availability Under one roof	340	144	69	30	8	591	3.94	V
9.	Saving in Shopping Time	280	160	96	36	4	576	3.84	VII
10.	Attractive Advertisement	260	184	84	36	6	570	3.8	XIII
11.	Good Will	445	96	54	20	9	624	4.16	I
12.	Regular Supply	130	328	48	20	16	542	3.61	XII

While applying liker type scale of find out the rank level of satisfaction. The following weight are allotted. (HS : Highly Satisfied - 5, SAT : Satisfied - 4, N : Neutral - 3, DS : Dis- Satisfied - 2, HDS - Highly Dis-Satisfied - 1)

**Inference :**

Table 5 shows that the overall satisfaction is highly for goodwill, quality and hygienic. It is evident from the analysis that the overall satisfaction is high for goodwill, quality and hygienic.

**FINDING AND CONCLUSIONS**

This study is based on both primary and secondary data. Primary data were collected from Sivagangai Aavin Milk Vendors and Consumers based on the feelings and opinions of the consumers and vendors, the following findings have been generated by the researcher. The main findings of this study is given below.

- v 60 per cent of the consumers are female.
- v 40 per cent of the respondents are 41 to 60 age group
- v From the study, it is found that the majority consumer 32 per cent are degree holders
- v 38.67 per cent of the consumers are family size in less than 3 members
- v Majority of the consumers are government employee 70 (46.67 per cent)
- v The consumers have monthly income between Rs.10,000 to Rs.15,000
- v 61.33 per cent of the sample respondents purchased Aavin products in Sivagangai Town.
- v The consumers purchase 500ml pack of Aavin milk.
- v 50 per cent of the respondents are purchasing batter butter of Aavin product.
- v First rank of the respondents are to buy Aavin milk and products its good will and followed by quality and hygienic.
- v The consumers expect no price fluctuation from the Tamilnadu dairy department
- v The consumers are regular users of Aavin milk and products.

**SUGGESTIONS**

Based on the findings of the study for the following suggestion are offered the improvement of sale.

1. The Dairy Development Board should give importance to reduce the distance problem.
2. To avoid competitions, the market price should be reduced.
3. Quality of milk and milk products has to be increase to the standard of foreign companies.
4. Free gifts may be offered for improving the sales.
5. The depot salesman are selling milk at a higher price than the price printed on the packing. They should be strictly warned and punishment should be given to such salesman.
6. Effective measure should be taken for making milk and milk products available at all time (round the clock).
7. Develop an improved production, processing and market-

- ing infrastructure.
8. More funds should be allocated for the dairy sector.
  9. The can promote their products by effective advertising, improved quality and keeping a check on the price.
  10. Adoption of updated technology will open havenless for introducing new products.
  11. To achieve food safety in milk and milk products, advanced testing facilities and purity certification methods should be adopted.
  12. Continuity in distribution of milk is essential so that the customer will not switch over to other brands.

### CONCLUSION

It is clear that Sivagangai district is equipped with rich infrastructure like industries, education institutions and excellent tourist centers. The study was made on consumer's attitude towards Aavin milk products in Sivagangai town. Aavin milk and products is one of the major food items. In traditional medicine around the world milk is used to treat a wide variety of health problems. The research indicated that the majority of the milk consumers prefer fresh Aavin milk. There is the high demand for Aavin milk and products in Sivagangai town and it is a positive sign for local and national brands. The motto of Aavin is "To serve the public" with rewarded quantity of milk and with good quality at a reasonable price. The organisation is having a co-ordinal relationship with primary co-operative societies its member, staff of the union and the consumers.

### REFERENCE

1. Cartle Block and Keenath, P.R.Rooring, "Essential of Consumer Behaviour", Hinsdale Jllinoy, the Dryden Press, 1976. | 2. Dr.R.Harilal, Dr.T.Padama, Dr.Morusu Siva Sankar "Dairy Industry in India" monthly public opinion surveys - April. PP.22-24, (2010) | 3. Dr.S.Thirumaran, Dr.K.Jaiganesh, "Performance of Co-operative Milk Products" in Cuddalore District" monthly public opinion surveys - January 2012. PP.23-27 (2011) | 4. Dr.Vigneswara Varmudy "Will Dairy Dare to Automate?" Facts for you, March 2012. PP.17-20. | 5. Dr.G.Palaniappan, Dr.A.Sengottaiyan, "Dairy Industry : Increasing Demand outs pressure on Production", Fact for you, November. PP.23-26. (2011). | 6. Dr.R.Subramaniya Bharathi, K.Balaji, "Milk in India Production And Marketing" Kisan World. December. PP. 31-32, (2012). | 7. Gupta P.R. "Dairy India", Kekha Publishers Pvt.Ltd, New Delhi, 1987. | 8. Gardan.R.Foxall, "Consumer Choice", the MCMillan Press Ltd., Delhi - 1983. | 9. Jermes, F.Emg, David T.Rollab and Roger P.Black well, "Consumer Behaviour", Hinsdale, the Dryden Press, Illionis. 1978. | 10. Philip Kotler "Marketing Management Analysis, Planning and Control" Prentice - Hall India Pvt.Ltd., New Delhi. | 11. S.Jeyakumar, Dr.A.Subbiah "Dairy Co-operatives in India - An Overview", Tamilnadu Journal of Co-operation, February 2010, PP. 47-55. | 12. SP.Guptha "Statistical Method" Sultan chand & sons. Publishers, New Delhi. | 13. T.Ravichandran, G.Arumugasamy "Consumer Attitudes Towards Arockiya Milk in Nagercoil Town" Indian Journal of Applied Research. April. PP.296-298, (2013). | 14. Velu Suresh Kumar, "Dairy Sector in Tamilnadu - An Overview" Tamilnadu Journal of Co-operation. October. PP.30-33, (2010). |