

A Study on Consumer Preference Analysis of Aavin Milk

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ABSTRACT

A study on consumer preference analysis of aavin milk. The main objective of to identify consumer satisfaction towards the milk products of aavin. Data was collected by survey method. The study was conducted in Coimbatore city. Primary data and secondary data can be use in the research. The collected data has to be analyzed by using appropriate statistical tools and techniques. The researcher has applied percentage analysis for the analysis of data. By conducting an analytical study on consumer preference analysis of aavin milk products, we have gathered valuable feedback that can improve their products, quality, services and the overall experience.

KEYWORDS: Consumer Preference, Milk Products.

INTRODUCTION

Marketing refers to the activities a company accepts to promote the buying or selling of its products or services. Marketing includes advertising and allows industries to sell products and services to consumers, other businesses, and organizations. 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 dynamic for the country's financial development also. Various investigations show huge contrasts between shopper practices in multiple countries about buyer practices on milk items. 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.

OBJECTIVE OF THE STUDY

- To analyse the demographic variables, influence preference for aavin milk products.
- To identify consumer satisfaction towards the milk products of aavin.

REVIEW OF LITERATURE

Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar (2012)¹ “A Study on Consumer Satisfaction of Aavin Milk in Salem City”. The aim of the study to offer probable suggestions for improving brand loyalty of packaged aavin milk. The to examine the brand loyalty and other related concepts. The study is based on primary data, the source of data which lies with the respondents of the study. Secondary data were collected from various articles, periodicals, websites, disser- tation, thesis and journals pertaining to the relevant matter of the subject under study. In the sample size is 150 respondents The statistical tools used for the purpose of analysis of this study as Descriptive Percentage Analysis, Chi - square Analysis, Friedman Ranking. If suggestions given above are followed by the Salem District Co-operative Milk Producers' Union Limited it can supply still better-quality milk with other brands and milk products to the consumers around Salem District.

C. JOTHI MARY (2024)² “A Study on Customer Behaviour of as in Aavin Milk in bhel Township Trichy”. Aavin milk is a popular dairy brand in Tamil Nadu, and understanding consumer behavior towards Aavin milk is essential for the brand's growth and marketing strategies. This study aims to explore the consumer behavior towards Aavin milk in Bhel Township, Trichy. In the is Descriptive research design the Sample size 250 respondents. And the Sampling technique is Stratified sampling. In the Data analysis tools was used is Frequency analysis, percentage analysis, chi-square test, and correlation Analysis. I conclude that study reveals that consumers in Bhel Township, Trichy, are quality-conscious and price-sensitive while purchasing Aavin milk. The high satisfaction and loyalty levels indicate a strong brand image and customer retention. The preference for toned milk suggests a health-conscious consumer behavior.

RESEARCH METHODOLOGY

Research design is descriptive research design.

Source of data

- **Primary data:** The primary data are collected with the specific set of objectives to assess the current status any variable studied. Primary data is useful for only the particular period. In this study, a structured questionnaire was used by the research for collecting data.
- **Secondary data:** Secondary data is collected from company records, company websites and documents. Sampling Method and Sample size.

Sampling size:

The aim of collecting questionnaire was 120 but the sample size was collected from 111 respondents.

Area of study:

The study was conducted in Coimbatore city.

Tools used for analysis:

The collected data has to be analyzed by using appropriate statistical tools and techniques. The researcher has applied percentage analysis for the analysis of data.

Limitations of study:

- The data collected from the customer may be influenced.
- The customers perception may change in accordance with quality, taste, etc....
- Only 111 respondents have been chosen which is small numbers, to represent whole of the population.

ANALYSIS AND FINDINGS:

PERCENTAGE ANALYSIS:

FORMULA:

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{NO.OF.RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENTS SELECTED FOR STUDY}} \times 100$$

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Gender		
	Male	37	33.3
	Female	74	66.7
2	Age		
	Below 20 years	15	13.5
	21-30 years	46	41.4
	31-40 years	38	34.2
	41-50 years	9	8.1
	Above 50 years	3	2.8
3	Educational Qualification		
	School level	13	11.8
	Undergraduate (UG)	48	43.2
	Postgraduate (PG)	36	32.4
	Others Specify	14	12.6
4	Marital Status		
	Married	63	56.8
	Unmarried	48	43.2
5	Occupation		
	Agricultural	12	10.8
	Salaried Employee	43	38.8
	Business	26	23.4
	Homemaker	15	13.5
	Others	15	13.5
6	Monthly Income		
	Below 10000	25	22.6
	10000-30000	41	36.9
	30000-50000	27	24.3
	50000-70000	16	14.4
	Above 70000	2	1.8
7	Residential Status		
	Rural	38	34.2
	Urban	62	55.9
	Semi-Urban	11	9.9
8	How do you know about Aavin milk?		
	Newspaper	23	20.7
	Advertisement	33	29.8
	Friends and Families	51	45.9
	Others	4	3.6
9	Which product do you use in Aavin diary?		
	Milk	50	45
	Ghee	31	28
	Paneer	20	18
	Butter	10	9

10	Why do you prefer Aavin milk over other brands?		
	Quality	31	27.9
	Taste	25	22.5
	Freshness	32	28.8
	Price	16	14.4
	Quantity	7	6.4
11	How often do you buy this milk of Aavin		
	Daily	56	50.5
	Weekly	31	27.9
	Monthly	18	16.2
	Occasionally	6	5.4
12	Do you suggest Aavin milk to friends and family?		
	Yes	84	75.7
	No	13	11.7
	Maybe	14	12.6

FINDINGS

- Majority (66.7%) of the respondents are female.
- 34.2% of the respondents are in age group of 31-40 years.
- 43.2% of the respondents are under graduate.
- Majority (56.8%) of the respondents belong to married.
- 38.8% of the respondents are salaried employee.
- 36.9% of the respondents have an monthly income between 10000-30000.
- Majority (55.9%) of the respondents belong to Urban.
- 45.9% of the respondents are know about aavin milk through friends and families.
- 45% of the respondents are highly used product from aavin is milk.
- 28.8%of the respondents prefer aavin milk over other brands as that is freshness.
- 50.5% of the respondents buy this aavin milk daily.
- Majority (75.7%) of the respondents suggest it to yes.

CONCLUSION:

Aavin milk has a good reputе 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. By conducting an analytical study on consumer preference analysis of aavin milk products, we have gathered valuable feedback that can improve their products, quality, services and the overall experience. Ultimately, this study can help the company to retain the existing customers and attract new ones, leading to increased revenue and growth.

REFERENCE

- "Marketing Management" by Philip Kotler: This foundational text offers in-depth knowledge on consumer behavior analysis and marketing strategies, which can be applied to the dairy industry.
- Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar (2012)¹ "A Study on Consumer Satisfaction of Aavin Milk in Salem City
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