A STUDY ON CONSUMER'S AWARENESS AND SATISFACTION TOWARDS AAVIN MILK PRODUCTS WITH SPECIAL REFERENCE TO GUDALUR, THE NILGIRIS DISTRICT TAMILNADU

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Abstract- The largest producer in the world of dairy products is India. Dairy products in India haves seen a significant increase in demand, both in rural and urban areas. Aavin milk products are in high demand due to the high population migrating from rural and urban areas. Tamil Nadu is one of India's top 10 milk producers. The main source of milk is Tamil Nadu Milk Producers' Association Aavin , which producers , process, and sells milk and milk products to consumers. To identify the level of awareness among consumers towards Aavin milk products is the main objective of the study. To evaluate the level of satisfaction with Aavin milk products. Various statistical instruments are utilized, including descriptive analysis, simple percentage analysis, and chi-square test. The study, based on primary and secondary information, was collected using a well-structured questionnaire. I have conducted a study with 120 samples from Gudalur. The purpose of the study is to reveal the preference of consumers for Aavin milk products based on their age, education qualification, and monthly income. This study makes it possible to suggest an appropriate recommendation to improve awareness and satisfaction among Aavin dairy consumers in Gudalur the Nlgiris.

keywords: Aavin milk products, Consumer Awareness, level of Satisfaction, consumer behavior.

INTRODUCTION:

AAVIN

Aavin was owned by TMC, but it was replaced by the Tamil Nadu Co-operative milk producers Federation Limited (TCMPF) as a State Government Co-operative. Aavin is brand name for milk products in Tamil Nadu. In 1958, the Dairy Development Department, Aavin Milk Company, was established in Tamil Nadu is in charge of overseeing both international milk production and commercial production in the state. Milk co-operatives are completely under the control of the dairy development department. The year 1972 marked the establishment of Aavin. The 'ANAND' Pattern was created by Dr. Kurien in February 1981, and it was replaced. Aavin is dairy company in India based in Chennai. Aavin's goal is to purchase, process, chill, package, and sell milk to consumers. Milk and milk products are processed and marketed by Aavin, who then sells them to consumers. The company is also a dairy manufacturer, including: a) Milk b) Yogurt c) Butter d) Ghee e) Ice cream f) Gurd g) Ghee milk shake h) coffee i) tea) chocolate k) Mysore Pak) Gurd Ice creams and Lassi among other products.

The company is expanding internationally and offering higher-quality milk products that meet consumer satisfaction. Aavin Milk Products has become the first company in Tamil Nadu to have the most consumers.

AAVIN ACTIVITIES:

The 17 districts and 25 unions of Tamil Nadu Co-operative Milk Producers Federation Limited, the milk producers' unions, are known as Aavin. By procuring milk from rural areas, it helps with economic development, and agreement has been made with six vendors to sell milk and milk products produced by them in India and export them to the United Arab, Emirates, Oman, Qatar, Canada, and the US, resulting in a revenue of around Rs. 6 crore per year.

MARKETING:

The activities of a business, including purchasing and selling a product or service from a producer to consumers, is known as marketing. The process involves identifying goods, determining demand, determining their price, demand, and selecting distribution of channels. According to marketing covers marketing covers a vast area of business, including: a) How you communicate b)The brand c) The design d) Pricing c) Marketing research d) Consumer psychology e)Measuring effectiveness.

MARKETING RESEARCH:

. Marketing research is the process of gathering and analyzing data about problems related to the marketing of products and services in a systematic manner. It aims to increase proper information through marketing research. The idea of marketing research is important to know consumers, dealers and products.

CONSUMER:

Anyone who purchases products or services for personal use rather than for production or resale is referred to as a customer.

STATEMENT OF THE PROBLEM

Indian consumers require Aavin milk products as an essential commodity. Markets face a major challenge in creating Aavin -branded products in terms of consumer loyalty, varying prices, brand image, quality and quantity of the products, and freshness packaging, in terms of color and taste. Consumer becomes aware of the current brand product in the market by spending money on awareness and social media. The consumer is experiencing many challenges in selecting Aavin milk products, which include well-packaged branded milk products, curd, butter, panner, ice creams, chocolates, and other products from various companies. The success of Aavin milk products depends not only the cost and marketing but also on the consumer's awareness and satisfaction .it is necessary for marketers to understand the consumer's reaction to their branded dairy products, which includes their availability, acceptability, and affordability. The aim is to understand and analyze the consumer awareness and satisfaction with Aavin milk products in Gudalur, Nilgiris district, TamilNadu.

OBJECTIVES OF THE STUDY
1. To determine the degree of consumer awareness of Aavin products.
2. To analyzing the level of satisfaction with Aavin products.

LITERATURE OF REVIEW

Ahila, D and C.Boopathi (2015),[1] ''the paper aims examine Pollachi Taluk milk and dairy product consumption behavior. The project's primary goal is to increase customer satisfaction with Aavin milk and dairy products based on their age, educational qualification, monthly income, and place of residence. The tools are being utilized for chi-square testing and simple percentage analysis. The Pollachi Taluk, Coimbatore District had 200 respondents who were selected from rural and semi-rural areas. The study revealed that 36% of the respondents are between the ages of 21-30 years, and the majority (42%) has finished their undergraduate degree. It is Important for all consumers to increase awareness of Aavin products, whether they are educated or not. Many respondents expressed satisfaction with the quality of Aavin dairy products. The paper concluded that may respondents believe that the price of Aavin products is very high compared to other products. If the Aavin Company takes the necessary steps to satisfy it is their consumers, it will establish a permanent place in their mind.

Hanishkanthraja. G. Subburaj. B (2018),[2] '' The consumer's perception of Aavin Brand at the point of purchase, with a particular focus on the Madurai district. The main objective of the study is examining the factors influencing customer perception of the purchase. The sampling technique utilized was non-probability sampling, and convenience sampling technique was utilized to utilize tools for mean score ranking and multiple liner regression. The researcher study indicates that consumers change their attitudes based on new rends and Aavin milk products are available in both fashion and with good quality and quantity.

P.Balakishnan S.Manimegalai (2019)[3],'' Nilgiri district is the focus of a study on customer preference for Aavin milk and dairy products. The study's main objective is to identify customer expectations, performance, and loyalty towards Aavin milk products. A percentage analysis can be used to evaluate the customer satisfaction of the Aavin products. The research area utilizes data collected from both from both primary and secondary sources. The purpose of

the study reveals the preference of customers more milk products Aavin according to their age, education qualification, monthly income, number of family members, and occupation. The study's findings show that 70% of the respondents are female, and 64% chose the Aavin brand exclusively for use in the study area. According to the study, the price of Aavin milk and milk products should be reduced and the number of Aavin parlous would have to be high to satisfy a greater number of customers. I conclude that the majority of customers are content with Aavin milk and milk products due to their high quality, mane, and easy availability. Customers have expressed dissatisfaction with Aavin milk and milk products. Due to the high price and increased services offered by dealerships, a number of retail outlets are expected to be opened in rural areas.

M.manida(2020).[4] conducted a survey on consumer attitudes and perceptions of Aavin milk in Virudhunagar District of TamilNadu state. The primary goals of the study are to identify the TamilNadu Co-operative milk Producers Federation Limited and to asses customer attitudes and perception towards Aavin Dairy. Various statistical tools are used by this research team the survey method was utilized to select around 250 respondents, and include percentage analysis, weighted mean square analysis, and chi-square analysis. This paper study utilizes a convenient sampling method. The findings are drawn from the article's study for the majority in 72% of respondents for the attitude of male customers and the percentage of Aavin dairy products. The paper suggests that rural areas lack of Aavin booths and low awareness of customers. The paper concludes that different milk items are expanding in both rural urban regions of India. The TamilNadu cooperative milk producers Association Limited has the ability to provide buyers in TamilNadu with high-quality milk and dairy items.

Santhy,D.S.(2022)[5] conducted a study on the satisfaction of consumers with the purchase of dairy products in the Tiruppur district of TamilNadu state. The sample size is 100 respondents. The purpose of the study was to examine the satisfaction level of customers with dairy products and suggest ways to increase brand loyalty among consumers. According to the study, consumer buying behavior was influenced by quality, quantity, availability, and hygiene. Different statistical tools, such as percentages and graphical methods, are utilized. The paper's suggestions for study include: some consumers are dissatisfied with the price, mainly because of its taste. The primary impact of the increase in consumers was not the advertising. Most consumers have no knowledge of the new advertising. Lastly conclude the study on the behavior of consumers of dairy products in the district of Tiruppur. The majority of consumers preferred to have the same features and attributes of loyalty to this brand.

RESEARCH METHODOLOGY

The Research methodology consists of specific procedures and process for identifying, selecting, processing, and analyzing information about a specific Topic.

AREA OF THE STUDY

The researcher's area of study is Guadalur, Nilgiris District, TamilNadu.

DATA COLLECTION METHOD

Data is collected from both primary and secondary data.

a) Primary data

Primary data is the information obtained by the researcher for the first time. The direct interview method and questionnaire are used to collect primary data from a consumer who is buying various Aavin milk products.

b) Secondary data

Secondary data is the utilization of information that has already been gathered from published or unpublished sources. There are various methods for gathering data from books, Aavin websites, magazines, newspapers, internet, and reports.

RESEARCH DESIGN

In terms of data collecting and analysis, research design entail setting up conditions in a way that balances economic efficiency with relevance to the research's goal. Consequently, a research plan could be defined as an action plan specifying each step in research. The study focuses on the consumer's awareness and satisfaction with Aavin.

SAMPLE SIZE

Data were collected from 120 respondents who were selected from Gudalur the Nilgiris.

SAMPLING DESIGN

The sampling used for the study by the investigator for the methodology is a non-random sampling where a convenience sampling technique was used.

TOOLS FOR ANALYSIS

The following statistical tools were used for analyzed in time with the data and all the statistical tools used for 5% level of significance.

a) Simple Percentage Analysis
b) Chi-Square Test

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis it refers to a special kind of ratio, percentage are used in making compare two or more serious of data. A percentage is identifies the relationship between the data's.

Formula for Simple Percentage Analysis

$$\text{Simple Average Analysis (SAA)} = \frac{\text{No. of Respondents}}{\text{Total Number of Respondents}} \times 100$$

CHI-SQUARE ANALYSIS

Researchers most frequently apply Chi-square test. .Demography, consumer and marketing research, economics, and political science are all examples of this kind of research.

The Chi-square test is a statistical procedure for determining the difference between observed frequency and expected frequency. It helps to find out whether a difference between two categorical variables is due to relationship between them.

The degrees of freedom in a statistical computation are a representation of the number of variables that can change in a calculation.

Formula for Chi-Square Analysis

$$X_c^{2 =} \sum_{all\ cells} \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where, C = Degrees of freedom

Oij = Observed frequency of the cell in ith row and jth column.

E_{ij} = Expected frequency of the cell in the ith row and jth column.

For the contingency table having R (rows) and C (columns), the test statistic X^2_c follows (r-1) (c-1) degrees of freedom provided.

ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the questionnaire interview schedule of 120 respondents from various age groups and socio- economic groups in Gudalur, The Tamil Nadu Nilgiris region.

Simple Percentage Analysis
Table-1
Demographic Profile of the Respondents

S.no	Factors	Classification	Respondents	Frequency
1	Gender	Male	41	34
		Female	79	66
2	Age	Less than 20 years	18	15
		21 To 30 years	50	42
		31 To 40 years	22	18
		More than 40 years	30	25
3	Educational Qualification	School level	40	33
		Diploma	12	10
		Graduate	20	17
		Postgraduate	16	13
		Others	32	27
4	Monthly income of the Level	Below Rs.10,000	37	31
		Rs.10,001 To 20,000	59	49
		Rs.20,001 To 30,000	16	13
		More than 30,000	8	7

Sources: Primary Data

1. GENDER:

The gender – wise respondents selected for the study. The genders of the respondents are classified as male and female.

Interpretation:

The above Table1 shows the gender -wise classification of the 120 respondents: 66% of the respondents are female and 34 % are male.

2. AGE

The age - wise respondents selected for the study. The Age of the respondents is classified as follows: 20 years, 21 to 30 years, 31 to 40 years, and more than 40 years.

Interpretation:

It is observed from Table 1that out of 120 respondents, 15% of the respondents are less than 20 years. 42% of the respondents are between the age group 21-30 years and 18% are between the age groups 31-40 years, and 25% are older than 40 years.

Low 20 years, 21 to 30 years, 31 to 40 years and more than 40 years.

3. EDUCATIONAL QUALIFICATION

The education- wise qualifications of the respondents selected for the study. The educational qualifications of the respondents are classified as school level, diploma, graduate, postgraduate, and others.

Interpretation:

It is clear from Table 1 that out of 120 respondents, 33% of the respondents belong to School- level education, 10% of the respondents have completed a diploma, 17% of the respondents have completed graduate degree, 13% of the respondents are postgraduates, and 27% of the respondents belongs to others.

4. MONTHLY INCOME OF THE FAMILY

Table 1 describes monthly income of the family of the respondents selected for the study. The income of the family respondents selected for the study. The income of the family respondents is classified as Rs.10, 000, Rs.10, 001 To 20,000, Rs.20, 000 To 30,000 and more than 30,000.

Interpretation:

It is observed from the above table 1, we interpret that the monthly wise income of the family of the 120 respondents is 31% of the respondents monthly income. Below Rs.10, 000, 49% of the respondents get Rs.10, 001 To 20,000, 13% of the respondents get Rs.20, 001 To 30,000, and 7% of the respondents more than Rs. 30000.

5. SATISFACTION WITH QIALITY OF AAVIN PRODUCTS

THE TABLE 2 describes satisfaction with the quality of Aavin products that the respondents selected for the study. The satisfaction with the quality of Aavin product is classified as under satisfied or not satisfied.

Satisfaction with quality of Aavin milk products	Respondents	percentage
Satisfied	107	89
Not satisfied	13	11
Total	**120**	**100**

Sources: primary data

Interpretation:

From the above table 2, it is found that, out of 120 respondents, 89% of the respondents are satisfied with the quality of Aavin products, and 11% of the respondents are not satisfied with the quality of Aavin products.

It is conclude that the majority (89% of the respondents) are satisfied with the quality of Aavin products.

6. LEVEL OF AWARENESS ABOUT THE AAVIN PRODUCTS

TABLES 3 describe the level of awareness about the Aavin products of the respondents select for the study. The level of awareness about the Aavin products is classified as below TV, news papers, Word of mouth, the Internet, and Others.

Awareness about the Aavin milk products	Respondents	percentage
TV	12	10
News paper	25	21
Word of mouth	13	11
Internet	39	32
Others	31	26
Total	**120**	**100**

Sources: primary data

Interpretation:

It is clear from the table 3 that the level of awareness about the Aavin products among the 120 respondents was high. It indicates that at least 10% of the respondents came to know about the Aavin products through TV; 21% of the respondents were aware through News paper; 11% of them through Word of mouth; 32% of the respondents came to know through the Internet; and 26% of the respondents were aware through Others.

It can be conclude that the majority (32% of the Respondents) are aware through of the Internet.

CHI-SQUARE TEST

Table 4 the application of Chi-square test between Male and Female level of Satisfaction based on Gender

Table showing   Observed Frequencies

The following data is collected on two characteristics

Gender	Level of satisfaction			Total
	High satisfaction	Satisfaction	Dis-satisfaction	
Male	26	23	5	54
Female	32	31	3	66
Total	**58**	**54**	**8**	**120**

Sources: primary data

H_0: There is no evidence of an association between gender level of satisfaction.

H_1: There is evidence of an association between gender level of satisfaction.

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
26	26.1	0.1	0.1	0.003
23	24.3	1.3	1.69	0.069
5	3.6	1.4	1.96	0.544
32	31.9	0.1	0.1	0.003
31	29.7	1.3	1.69	0.056
3	4.4	1.4	1.96	0.445
TOTAL				**1.12**

$$X_c^2 = \sum_{all\ cells} \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Number of degree freedom (ndf) =2

Degree of freedom = (C-1) (R-1) = (3-1) (2-1) =2*1=2

The table value of x^2 for 2 degree of freedom at 5% level = 5.99

Interpretation:

From the above tables, 4 that the level of satisfaction based on gender of 120 respondents is 54 percent male. From this, 26 respondents are highly satisfied, 23 respondents are satisfied, and 5 respondents are dissatisfied.66 respondents are female. From this, 32 respondents are highly satisfied. 31 respondents are satisfied, and the remaining 3 respondents are dissatisfied. Thus, it is inferred that 32 respondents are highly satisfied under the female category out of 66 female respondents and a total of 120 respondents.

Conclusion:

Since the calculated x^2 is less than the table value, H_0 is accepted at the 5% level. That is, there is no evidence of an association between gender and the level of satisfaction with Aavin products. Thus, two attributes such as gender and level of satisfaction are not associated and are not interdependent.

CHI-SQUARE TEST

Table 5 The Application of Chi-square test between Aavin products Level of Awareness

Table showing   Observed Frequencies

The following data is collected on SIX characteristics

Products	Level of Awareness			Total
	High Awareness	Awareness	Low awareness	
Milk	10	2	1	13
Beverages	4	3	3	10
Fermented products	6	5	4	15
Ice cream	18	7	2	27
Milk products	12	9	3	24
Sweets	15	11	5	31
Total	**65**	**37**	**18**	**120**

Sources: primary data

H_0: There is no significant relationship between Aavin products and levels of Awareness.

H_1: There is a significant relationship between Aavin products and levels of Awareness.

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
10	7.04	2.99	8.94	1.26
2	3.7	-1.7	2.89	0.78
1	1.3	-0.3	0.09	0.069
4	5.41	-1.41	1.9881	0.367
3	3.08	-0.08	0.0064	0.002
3	1.5	1.5	2.25	1.5
6	8.12	-2.12	4.49	0.55
5	4.62	0.38	0.144	0.031
4	2.25	1.25	1.56	0.0693
18	14.62	3.38	11.42	0.781
7	8.32	-1.32	1.74	0.209
2	4.05	-2.05	4.20	1.037
12	13	-1	1	0.076
9	7.4	1.6	2.56	0.345
3	3.6	-0.6	0.36	0.1
15	16.79	-1.79	3.20	0.190
11	9.55	1.45	2.102	0.220
5	4.65	0.35	0.122	0.026
			Total	**18.236**

$$X_c^2 = \sum_{all\ cells} \frac{(O_{ij}-E_{ij})^2}{E_{ij}}$$

Number of degree freedom (ndf) =10

Degree of freedom = (C-1) (R-1) = (3-1) (6-1) =2*5=10

The table value of x^2 for 10 degree of freedom at 5% level = 18.307

Interpretation

Table 5 indicates that, based on the level of awareness based on products of 120 respondents, 13 respondents are use milk products such as Aavin Diet, Aavin green magic, Aavin Nice and Aavin Premium. From this, 10 respondents have high awareness, 2 respondents are awareness, 1 respondent are low awareness. All 10 respondents use beverages such as coffee, flavored milk, Milk shakes, tea, and Whey drinks .From this, 4 respondents have high awareness, 3 have knowledge about the products, 3 have are low awareness, and 15 use fermented products such as butter milk , curd, lassi, paneer, and yoghurt.

From this, 6 respondents have high awareness, 5 have awareness about the products, and 4 have low awareness. 27 respondents use ice cream products via ball, bar, candy, cone etc. From this, 18 respondents have high awareness about the Products, 7 respondents are aware of the ice cream products, and 2 respondents low awareness; 24 respondents use milk products such as badam powder, butter, ghee etc. From this table, 12 respondents have high awareness about the milk products, 9 respondents have awareness about the Milk products, and 3 have low awareness about the Milk products, 31 respondents use sweets products such as chocolate, khova, Mysore pak etc. From this table, 15 respondents have high awareness about the sweets products, 11 respondents awareness about the products, and 5 respondents have low awareness about the sweets products. This inferred that 15 respondents have high awareness, below the level of awareness, out of a total of 31 respondents.

Conclusion:

Since the calculated x^2 is less than the table value, H_0 is accepted at the five percent level. That is, there is no evidence of an association between products and levels of awareness. Thus, six attributes, such as products and level of awareness, are not associated and independent.

FINDINGS

1. It is found that the out of 120 respondents, 66% of the respondents are Female.
2. 42% of the respondents belong to the age group between 21 and 30 years old.
3. It is found that majority (33% of the respondents) are- School level.
4. The Maximum 49% of the respondent's monthly income is Rs.10, 001 to 20,000.
5. Majority 89% of the respondents were satisfaction with the quality of Aavin milk products.
6. Most of the 32% of respondents who are aware of the internet.

SUGGESTIONS

1. The majorities of consumers believe that the price of Aavin milk products is high and should be reduced. Maintaining the correct storage temperature for products such as milk curd and other products is crucial in hill stations with cooler climates.
2. Consumers who buy Aavin milk products receive free gifts.

3. It is necessary to include the increase in Aavin parlors in rural areas in the sales increase.
4. All consumers want more awareness about Aavin products in rural areas, which could restrict the variety of Aavin products.
5. A greater number of respondents are satisfied with the quality of Aavin products.
6. They can implement online purchasing of Aavin milk products, and they can also implement home delivery systems for Gudalur. The Nilgiris district of TamilNadu.
7. The main suggestion of the consumers was limited products only available for Aavin parlor in Gudalur areas. Most of the same products are available in nearby shops, departmental stores, tea towns, and supermarkets, etc. Most consumers bought Aavn milk products from private shops.

CONCLUSION

Areas in gudalur chosen to evaluate their paper. The paper assessed the level of consumer awareness the level of consumer awareness and satisfaction among respondents regarding Aavin milk products. A structured questionnaire has been prepared and data have been collected from 120 respondents. The study utilizes various satisfaction tools to examine the objectives. New fashion and trend influences frequently have an important on consumer behavior. If the consumers are not satisfied, they should consider switching to other brands. The data indicates that consumers are choosing Aavin milk products based on their price, product quality, flavor, and taste. According to the researcher, the majority of respondents are content with Aavin mik researcher concludes that the majority of respondents are content with Aavin milk products due to their high price, low quality, quantity, availability, and awareness.

Aavin takes the necessary steps to enhance awareness and satisfaction with their consumers, resulting in a constant place in their mind.

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