

# Consumers Preference Towards Aavin Milk Products in Gudalur

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## ABSTRACT

Milk has been used by humans since the beginning of recorded time to provide both fresh and storable nutritious foods. India is the world's largest dairy producer Indian dairy sector has grown substantively over the years. Dairy products demand in India has increased dramatically in both consumer of rural and urban sectors. Milk composition has a dynamic nature, and the composition varies with stage of lactation, age, breed, nutrition, and energy balance and health status. Aavin is a State Government Cooperative under the ownership of Tamil Nadu Cooperative Milk Producers Federation Limited (TNCMPFL), Ministry of Cooperation, Government of Tamil Nadu and the trademark of TNCMPFL. Aavin is one of the popular brands which have reliably been the establishment of the Indian financial system through the methods for giving the milk products to the whole society. Hence, this study aimed to analyse the consumers preference towards Aavin milk products in Gudalur. This study adopted research design is descriptive method. This study utilized both primary and secondary sources. A structured questionnaire has been developed by the researchers and distributed among target population to collect socio-economic profile and consumer preference towards Aavin milk products with the help of 5 points Likert's scaling technique. The primary data through study questionnaire and secondary data from published article, books, journals, internet sources, etc. are collected. This study has applied random sampling technique to choose the sample size of 155 consumers of Aavin milk products. The collected data are entered and tabulated into MS-Excel software and analyzed by using the statistical techniques such as percentage analysis, mean score, standard deviation and ANOVA through SPSS 22.0 software. This study pointed out that maximum level of preference towards Aavin milk products is perceived by the consumers belong to male, 35-45 years of age category, government employees, buy Aavin products in supermarket and utilizing for above 3 years.

**Keyword:** Aavin Milk Products, Consumer Preference, Buying Behaviour, Satisfaction, Promotional Activities, Quality and Taste.

## 1. INTRODUCTION

India is the world's largest milk producer and all set to become the world's largest food factory. India's dairy industry is considered as one of the most successful developments. In India, dairy cooperatives account for the major share processed liquid milk marketed. Aavin is a milk product brand name of Tamil Nadu Co-operative Milk Producers' Federation Limited. It is an Indian dairy company, which headquarter is in Chennai, Tamil Nadu, India. TCMPLF manage the activities such as milk procurement, processing and marketing of the milk and milk products. The company formed as an apex body of three tier cooperatives set up in Tamil Nadu and the district level milk producer unions. The Foundation of the Milk Co-operative Movement lies in the conviction that country's socio-economic development is intertwined with the development of rural India. The company has taken various measures such as payment of attractive procurement price to milk producers, huge investment in dairy infrastructure at all levels starting from Primary Dairy Co-operative Societies, to State level Federation. Milk

products are essential items used by the people as vegetarian diet more consumption of milk depend not only on its factor but also on the availability of children and also by practice of taking coffee, tea, etc. In this competitive world, various brands of packet milks are available. Milk is the single largest agricultural commodity by value contributing 5 percent of the national economy. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generation opportunities mainly for women and marginal farmers. Dairying plays an important role in socio-economic development of rural households in the country. Major share of the milk in the country is produced by small, marginal farmers and landless labourers. Small land-base encourages the farmers to practice dairying as an occupation subsidiary to agriculture. Income from agriculture is seasonal, whereas dairying provides year-round income and generates gainful employment in the rural sector. The drivers of demand for milk in India are population growth, urbanisation and increasing per capita income. The dairy sector is therefore an important vehicle for inclusive development in the country.

## 2. REVIEW OF LITERATURE

The result from Arun Nithish (2020) revealed that majority of the respondents are buying from Aavin preferred outlets, influencing by the Quality, preferring to Green, promoting sales by extra quality and accepting that the Aavin milk as hygienic than other products. Also, the consumer satisfaction had been measured by quality followed by taste of the Aavin milk. In case of Karthick and Nithya (2021) mentioned that many respondents felt that the price of Aavin product was too high than other brands. Also, the analysis confirmed that there was a significant difference between age with respect to purchase preference towards price of the AAVIN dairy. Also, there was a significant difference between occupation with reference to purchase preference towards quality of the AAVIN dairy product. Further, there was no significant difference of gender with reference to price of the AAVIN dairy product. Additionally, there was a significant association between no of members and no of litres of AAVIN milk. The authors Balakrishnan and Manimegalai (2019) assumed that the factors considered by the customer before purchasing milk were freshness, taste thickness and easy availability. Also, majority of the customers were satisfied with Aavin milk and milk products because of its good quality, reputation, easy availabilities. Moreover, some customers were not satisfied with the Aavin milk and products because of high price, lack of dealer service, spoilage and low shelf life etc.

According to Sneha and Harini (2023) revealed that consumers are well aware about the Aavin products and are satisfied with its price, quality and other attributes. According to the analysis, there is no significance between monthly income and cost and quality of Aavin products. Since milk was a necessary product even if there was increase in cost of Aavin products, that not affected the consumer behavior towards purchase of Aavin products. To conclude that majority of respondents were satisfied with the quality of Aavin products. The researchers Manida and Nedumaran (2020) depicted that the customer attitude towards Aavin milk was quality first followed by the second customer attitude was Taste of the Aavin milk Also, they pointed out their perception on quality at first best followed by Packaging method of the Aavin milk Also, there was no relationship between Gender of the customers and Quality of Aavin Milk. In view of Hanishkanthraja and Subburaj (2018) confirmed that the relationship between consumer preference and monthly expenses on milk indicated a significant response on the variables viz., reasonable price, correct weight, convenient sales point, good quality, and convenient packing. Also, the variables like adequate quality, maintenance of quality, purchase policy, dependable advertisement, and product information did not influence and showed non- significant. They proved that the consumers changed their attitude frequently on the basis of new trend and fashion and availability of good quality product.

## 3. STATEMENT OF THE PROBLEM

Milk products are considered as complete and essential food items even among all categories of the people. It could be the influence of the variables like price brand, image, quality of the product and availability of service. Aavin is one of the popular brands which have constantly been the establishment of the Indian financial

system through supplying milk products to the whole society. The success of the Aavin milk products depends not only on the price but also the consumer preference and satisfaction towards product quality and taste. Although people utilize milk products highly, all the consumers have not preferred the Aavin milk regularly. Hence, this study attempts to find out the consumers preference towards Aavin milk products in Gudalur.

#### 4. OBJECTIVES OF THE STUDY

- To explore the socio-economic profile of the selected consumers in Gudalur, Tamilnadu.
- To examine the consumer preference towards Aavin milk products in the study area.

#### 5. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean consumer preference towards Aavin milk products with regard to their gender.
- There is no significant difference in mean consumer preference towards Aavin milk products with regard to their age group.
- There is no significant difference in mean consumer preference towards Aavin milk products with regard to their occupational status.
- There is no significant difference in mean consumer preference towards Aavin milk products with regard to their source of purchase.
- There is no significant difference in mean consumer preference towards Aavin milk products with regard to their period of using.

#### 6. RESEARCH METHODS

This study has adopted research design is descriptive method. The researchers gained both primary and secondary data sources. This study has target population as consumers of Aavin milk products in Gudalur, Tamilnadu. A structured questionnaire has been developed and distributed among population to collect their socio-economic profile and opinion towards preference towards Aavin milk products and the secondary data were collected from published article, books, journals, internet sources, etc. The study instrument has been developed with 5 points Likert's scaling technique for computing the preference towards Aavin milk products. This study has covered the sample size of 155 consumers in the study area. The sample data are entered into MS-Excel software and analyzed with the help of statistical tools such as percentage analysis, mean score, standard deviation and ANOVA through SPSS 22.0 software.

#### 7. RESULT AND DISCUSSION

##### 7.1 Socio-Economic Profile of the Employees

The details about socio-economic profile of the selected consumers of Aavin milk products in Gudalur are given in the following table.

**Table 1: Socio-Economic Profile and Consumer Preference towards Aavin Milk Products**

| No. | Variables Name   | Number of Respondents | %            | Mean | SD   |
|-----|------------------|-----------------------|--------------|------|------|
| 1   | <b>Gender</b>    |                       |              |      |      |
|     | • Male           | 87                    | 56.1         | 3.68 | 0.56 |
|     | • Female         | 68                    | 43.9         | 3.46 | 0.57 |
|     | <b>Total</b>     | <b>155</b>            | <b>100.0</b> |      |      |
| 2   | <b>Age Group</b> |                       |              |      |      |
|     | • Below 25 Years | 22                    | 14.2         | 3.52 | 0.56 |

| No.      | Variables Name                     | Number of Respondents | %            | Mean | SD   |
|----------|------------------------------------|-----------------------|--------------|------|------|
|          | • 25 - 35 Years                    | 69                    | 44.5         | 3.53 | 0.56 |
|          | • 36 - 45 Years                    | 37                    | 23.9         | 3.76 | 0.50 |
|          | • Above 45 Years                   | 27                    | 17.4         | 3.26 | 0.57 |
|          | <b>Total</b>                       | <b>155</b>            | <b>100.0</b> |      |      |
| <b>3</b> | <b>Occupational Status</b>         |                       |              |      |      |
|          | • Agriculture                      | 26                    | 16.8         | 3.31 | 0.56 |
|          | • Government Employee              | 29                    | 18.7         | 3.70 | 0.50 |
|          | • Non-Government Employee          | 53                    | 34.2         | 3.69 | 0.59 |
|          | • Self employed /Business          | 34                    | 21.9         | 3.53 | 0.59 |
|          | • Others                           | 13                    | 8.4          | 3.62 | 0.51 |
|          | <b>Total</b>                       | <b>155</b>            | <b>100.0</b> |      |      |
| <b>4</b> | <b>Source of Purchase</b>          |                       |              |      |      |
|          | • Aavin Parlor / Outlet            | 28                    | 18.1         | 3.24 | 0.54 |
|          | • Supermarket                      | 38                    | 24.5         | 3.84 | 0.52 |
|          | • Retail Shop / Provisional Stores | 51                    | 32.9         | 3.47 | 0.56 |
|          | • Departmental Stores              | 23                    | 14.8         | 3.66 | 0.59 |
|          | • Distributor                      | 15                    | 9.7          | 3.56 | 0.45 |
|          | <b>Total</b>                       | <b>155</b>            | <b>100.0</b> |      |      |
| <b>5</b> | <b>Period of Using</b>             |                       |              |      |      |
|          | • Less than 1 year                 | 18                    | 11.6         | 3.61 | 0.57 |
|          | • 1 to 2 years                     | 56                    | 36.1         | 3.63 | 0.55 |
|          | • 2 to 3 years                     | 35                    | 22.6         | 3.25 | 0.50 |
|          | • Above 3 years                    | 46                    | 29.7         | 3.99 | 0.54 |
|          | <b>Total</b>                       | <b>155</b>            | <b>100.0</b> |      |      |

- The above table displayed that 56.1% of the consumers are male and 43.9% of the consumers are female.
- The analysis showed that 14.2% of the consumers are below 25 years aged group, 44.5% of the consumers are 25-35 years aged, 23.9% of the consumers as 36-45 years of age group and 17.4% of the consumers are belong to age category of above 45 years.
- The analysis mentioned that 16.8% of the consumers are agriculturists, 18.7% of the consumers are government employees, 34.2% of the consumers are non-government employees, 21.9% of the consumers are self employed or businessmen and 8.4% of the consumers are belong to other categories.
- The analysis assumed that 18.1% of the consumers purchase Aavin products in Aavin Parlor or outlet, 24.5% of the consumers buy Aavin products in supermarket, 32.9% of the consumers purchase Aavin products from retail shop or provisional stores, 14.8% of the consumers buy from departmental stores and 9.7% of the consumers purchase Aavin products from distributors.
- The analysis confirmed that 11.6% of the consumers are using Aavin products for less than 1 year, 36.1% of the consumers are utilizing Aavin products for 1 o 2 years, 22.6% of the consumers are using for 2 to 3 years and 29.7% of the consumers are utilizing Aavin products for above 3 years.

## 7.2 Consumer Preference towards Aavin Milk Products

The following table exposes that the consumer preference towards Aavin milk products among the selected consumers in Gudalur. For this study, the researcher has developed eight statements related the consumer preference towards Aavin milk products of consumers.

The Cronbach Alpha value for the statements of consumer preference towards Aavin milk products is 0.852. This study shows that the reliability of the consumer preference towards Aavin milk products is good and fit for analysis. It is pointed out that most of the consumers opined as ‘Aavin product are high quality when compare to competitors’ with the mean score and standard deviation of 4.02 and 1.12 respectively followed by ‘Products are rich in nutritional value’ with the mean score and standard deviation of 3.86 and 1.02 respectively.

### Testing of Hypothesis (ANOVA)

#### 7.3 Relationship between Socio-economic Profile and Consumer preference towards Aavin milk products

This section has investigated that the relationship between the socio-economic profile and consumer preference towards Aavin milk products among selected consumers in Gudalur, Tamilnadu. In order to analyse the relationship between selected independent variables and consumer preference towards Aavin milk products, a hypothesis has been developed and tested by using ANOVA.

#### Gender and Consumer preference towards Aavin milk products

H<sub>0</sub> : There is no significant difference in mean consumer preference towards Aavin milk products with regard to their gender.

**Table 2: Gender and Consumer preference towards Aavin milk products**

|                | Sum of Squares | Df  | Mean Square | F     | ‘p’ value |
|----------------|----------------|-----|-------------|-------|-----------|
| Between Groups | 1.865          | 1   | 1.865       | 5.843 | 0.017**   |
| Within Groups  | 48.846         | 153 | 0.319       |       |           |
| Total          | 50.711         | 154 |             |       |           |

Note : \*\* – Significant at 5% level

From the analysis, it is mentioned that the ‘p’ value is lesser than 0.05 consequently the null hypothesis is rejected. So, there is a significant difference in mean consumer preference towards Aavin milk products with regard to gender.

#### Age Group and Consumer preference towards Aavin milk products

H<sub>0</sub> : There is no significant difference in mean consumer preference towards Aavin milk products with regard to their age group.

**Table 3: Age Group and Consumer preference towards Aavin milk products**

|                | Sum of Squares | Df  | Mean Square | F     | ‘p’ value |
|----------------|----------------|-----|-------------|-------|-----------|
| Between Groups | 5.233          | 3   | 1.744       | 5.792 | 0.001*    |
| Within Groups  | 45.478         | 151 | 0.301       |       |           |
| Total          | 50.711         | 154 |             |       |           |

Note : \* - Significant at 1% level

From the analysis, it is inferred that the ‘p’ value is lesser than 0.05 since the null hypothesis is rejected. Hence, there is a significant difference in mean consumer preference towards Aavin milk products with regard to age group of the consumers.

**Occupational Status and Consumer preference towards Aavin milk products**

H<sub>0</sub> : There is no significant difference in mean consumer preference towards Aavin milk products with regard to their occupational status.

**Table 4: Occupational Status and Consumer preference towards Aavin milk products**

|                | Sum of Squares | Df  | Mean Square | F     | 'p' value           |
|----------------|----------------|-----|-------------|-------|---------------------|
| Between Groups | 3.007          | 4   | 0.752       | 2.364 | 0.056 <sup>NS</sup> |
| Within Groups  | 47.704         | 150 | 0.318       |       |                     |
| Total          | 50.711         | 154 |             |       |                     |

Note : NS - Not Significant

From the analysis, it is explored that the 'p' value is greater than 0.05 meanwhile the null hypothesis is accepted. Therefore, there is no significant difference in mean consumer preference towards Aavin milk products with regard to occupational status of the consumers.

**Source of Purchase and Consumer preference towards Aavin milk products**

H<sub>0</sub> : There is no significant difference in mean consumer preference towards Aavin milk products with regard to their source of purchase.

**Table 5: Source of Purchase and Consumer preference towards Aavin milk products**

|                | Sum of Squares | Df  | Mean Square | F     | 'p' value |
|----------------|----------------|-----|-------------|-------|-----------|
| Between Groups | 7.209          | 4   | 1.802       | 6.214 | 0.000*    |
| Within Groups  | 43.502         | 150 | 0.290       |       |           |
| Total          | 50.711         | 154 |             |       |           |

Note : \* - Significant at 1% level

From the analysis, it is pointed out that the 'p' value is lesser than 0.05 as the null hypothesis is rejected. So, there is a significant difference in mean consumer preference towards Aavin milk products with regard to source of purchase of the consumers.

**Period of Using and Consumer preference towards Aavin milk products**

H<sub>0</sub> : There is no significant difference in mean consumer preference towards Aavin milk products with regard to their period of using.

**Table 6: Period of Using and Consumer preference towards Aavin milk products**

|                | Sum of Squares | Df  | Mean Square | F     | 'p' value |
|----------------|----------------|-----|-------------|-------|-----------|
| Between Groups | 7.215          | 3   | 2.405       | 8.349 | 0.000*    |
| Within Groups  | 43.496         | 151 | .288        |       |           |
| Total          | 50.711         | 154 |             |       |           |

Note : \* - Significant at 1% level

From the analysis, it is pointed out that the 'p' value is lesser than 0.05 as the null hypothesis is rejected. So, there is a significant difference in mean consumer preference towards Aavin milk products with regard to period of using of the consumers.

## 8. FINDINGS

- It is observed from the study that majority of the consumers are male. The analysis indicated that male consumers are having maximum level of preference towards Aavin milk products.
- It is identified from the study that majority of the consumers are belong to age group of 25-35 years. The analysis found that consumers who belong to 35-45 years of age category are having maximum level of preference towards Aavin milk products.
- It is measured from the study that majority of the consumers are non-government employees. The analysis noted that government employees are having maximum level of preference towards Aavin milk products.
- It is asserted from the study that majority of the consumers purchase Aavin products in retails shop or provisional stores. The analysis evinced that consumers buy Aavin products in supermarket are having maximum level of preference towards Aavin milk products.
- It is confirmed from the study that majority of the consumers are using Aavin products for 1 to 2 years. The analysis noticed that consumers who utilizing for above 3 years are having maximum level of preference towards Aavin milk products.
- It is noticed that most of the consumers prefer Aavin product according to 'products are high quality when compared to competitors' with the mean score of 4.02 and 'products are rich in nutritional value' with the mean score of 3.86.
- The ANOVA showed that there is a significant difference in mean consumer preference towards Aavin milk products with regard to gender.
- From the 'F' test, it is assumed that there is a significant difference in mean consumer preference towards Aavin milk products with regard to age group of the consumers.
- The result of ANOVA confirmed that there is no significant difference in mean consumer preference towards Aavin milk products with regard to occupational status of the consumers.
- The 'F' test mentioned that there is a significant difference in mean consumer preference towards Aavin milk products with regard to source of purchase of the consumers.
- From the ANOVA, it could be observed that there is a significant difference in mean consumer preference towards Aavin milk products with regard to period of using of the consumers.

## 9. SUGGESTIONS

- The analysis displayed that male consumers are having maximum level of preference towards Aavin milk products because they accept price of the products. Hence, it is suggested that the government should reduce the price of Aavin milk products for preferring more among consumers.
- The analysis found that consumers who belong to 35-45 years of age category are having maximum level of preference towards Aavin milk products. So, necessary actions should be made to create more awareness among people about the benefits of Aavin milk products.
- The analysis mentioned that consumers buy Aavin products in supermarket are having maximum level of preference towards Aavin milk products. Therefore, the customer care center of Aavin milk products should be performed in effective on improving consumers on preferring Aavin Parlor / outlet or distributors.
- The analysis confirmed that consumers who utilizing for above 3 years are having maximum level of preference towards Aavin milk products. Thus, distributors should conduct effective marketing and campaigning among people to raise more number of consumers.

## 10. CONCLUSION

This study aimed to consumers preference towards Aavin milk products in Gudalur. The key factors for the success of milk products are mainly concerned with high quality, taste and price. This study noticed that there

is a significant difference in mean consumer preference towards Aavin milk products with regard to selected variables namely gender, age group, source of purchase and period of using of the respondents. The government should increase the quality, taste and promotion activates of Aavin milk products as well as sale point in urban and rural area for preferring Aavin milk products at high level among consumers.

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