

# A Study Of Consumer awareness about Aavin Daily Products with Special Reference To Coimbatore City

M Vadivel\*, Ramesh Kannan. A\*\*

\*Assistant Professor, Department of B.com Professional Accounting,  
Sri Ramakrishna College of Arts and Science, Coimbatore – 06.

\*\*UG-Department of B.com Professional Accounting,  
Sri Ramakrishna College of Arts and Science, Coimbatore -06

Submitted: 25-05-2022

Revised: 01-06-2022

Accepted: 05-06-2022

## ABSTRACT:

This study focus on the customer perception towards aavin products in coimbatore, tamil nadu. The phenomenal the growth of milk industry in India is reflected in the rapid increase in number of new brand in milk products. With the help of customer perception, milk brand can increase their sales and provide total customer satisfaction. Customer perception means the perception that consumer display in searching for purchasing, using, evaluating and disposing of product and service that they will expect will satisfy their needs. The study is based on the primary data collected from the aavin customer in coimbatore with the help of a structured questionnaire. From the finding of the study it is clear that the customer perception is linked with various factors like price, quality, taste service and etc. Recommendation to customers satisfaction are suggested it is concluded that customer perception play a significant role to enhance the perception with customer and provide total consumer satisfaction.

**Key words:** Consumer perception, satisfaction, influence

**JEL Classification Code:** M0, M00, M31, M37, M20, M30

## I. INTRODUCTION OF THE STUDY:

Now a day's customers play a great role in decision making. And more than the needs and wants of the customer it is the emotions and feelings of the customer towards a particular brand or products influence more while making a purchasing decision. So the perception of customer is one of the most important factors that a company should focus in order to retain the existing customers and also to attract the new customers. Ultimately it is an unavoidable factor in

determining the profitability of a company. Customer perception is a marketing term which includes the attitude, feeling, emotions, impression, awareness etc about the product or a brand in the minds of the customer. In simple terms customer perception means, what the existing and potential customers think about the company and its products. It is all about feelings and facts. There are various factors including advertising, influencers, personal experiences etc which creates an impact in the perception of customers. So by focusing in those factors a company can create a positive customer perception which ultimately helps the company to raise their profitability.

Aavin is one of the popular brands in milk and dairy products. Aavin produce, process and sell milk and milk products to the customers. This study is to identify the perception of the customers towards the brand Aavin and also their attitude towards various milk and dairy products offered by the brand.

## II. REVIEW OF LITERATURE:

Parameshwari (2018) conducted a research on an overview of consumer awareness of aavin milk and dairy products with reference to coimbatore. The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of Aavin milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of coimbatore city where Aavin milk is marketed.

Harish (2019), - 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 rural and urban sectors. However, as a larger population is migrating from rural areas to cities.

Thus, creates greater demand for dairy products. Tamil Nadu state is the one of the ten largest milk producing states In India. In the state, major milk contributor is Aavin, a Tamil Nadubased milk producer's union, procures milk, processes it and sells milk and milk products to consumers. This paper analyses consumer perception over the Aavin special reference to the Tiruvarur Taluk of Tamil Nadu State. The aim of the study is reveal consumer perception over Aavin milk products based on their age, educational qualification and monthly income of the consumers' family. It also depicts level of satisfaction about mthe product using chi-square test.

**STATEMENT OF PROBLEMS:**

Milk is an essential commodity in lifelife of indian consumer.They prefer healthy and energy drinks for consumption. Milk and daily products are easily available in India. It affect a number of milk brands. The main challenge for marketing is create the consumer satisfaction

- Loyalty
- Quality
- Freshness
- Taste

Marketers are compulsory to know the customer wants if their own brand milk and daily products acceptability and affordable price

**OBJECTIVE OF THE STUDY:**

- ❖ To analyze the customer perception of Aavin products.
- ❖ To understand the level of satisfaction of Aavin products.

**RESEARCH MEATHODOLOGY:**

This study has used primary data for collecting primary data for gathering essential information a very much organized survey was dispersed to the individuals in the form of google forms. The researcher collected 104 samples by using questionnaires.

**TOOLS USED FOR THE STUDY:**

Percentage Analysis Method

**SAMPLE AREA:** The study is within the Coimbatore.

**SAMPLE SIZE:** 104 Samples

**SAMPLING TECHNIQUE:** In this study, I have used simple random sampling.

**LIMITATIONS OF THE STUDY**

- ❖ The research finding was applied only in erode town.
- ❖ The respondents may not be true in filling up the questionnaires.
- ❖ Time was the major constraint in collecting the data.

**III. PERCENTAGE ANALYSIS METHOD:**

**Table1: Shows the demographic analsis of the respondent**

VARIABLE	CATEGORY	FREQUENCY	PERCENTAGE
Age	11-20	15	14
	21-30	45	43
	31-40	32	31
	Above 40	12	12
	Total	104	100
Gender	Male	64	62
	Female	40	38
	Total	104	100
Education status	High school	17	16
	UG	48	46
	PG	39	38
	Total	104	100
Family monthly income	20000-30000	29	28
	31000-40000	31	30
	41000-50000	28	27
	Above 50000	16	15

	Total	104	100
Marital status	Married	43	41
	Unmarried	61	59
	Total	104	100
Family size	Join family	45	43
	Nuclear family	59	57
	Total	104	100
Number of earning person in family	1	23	22
	2	41	40
	3	24	23
	Above 3	16	15
	Total	104	100

**Table2:Customer using with aavin products**

Aavin product users	Responsibility	Percentage
Yes	85	88
No	15	12
Toal	104	100

The abovetable show the using of aavin product. 88% of people using aavin product, 12% of people do not using aavin product

**Table3:Number of years purchasing aavin product**

No of year purchase aavin products	Reasonabilu	PERCENTAGE
Below 1 year	17	16
2yeae	30	29
3years	23	22
Above 3years	34	33
Total	104	100

The above table shownumber of years purchase aavin product. 16% of people purchase below 1 year, 29% of people purchase 2 years, 22% of people purchase 3 years, 33% of people purchase purchase above 3 years.

**Table4:Factors influence to choose aavin product**

Factors	Responsible	Percentage
Price	27	25
Taste	12	11
Quality	48	46
Packaging	9	9
Others	9	9
Total	104	100

The above table showfactor influence to choose aavin product. 25% of the response have rated price as an important factor of aavin product, 22% have rated taste, 58% have rated quality, 9% have rated packaging, 9% have rated others.

**Table5:Daily consumption of milk in liter**

Daily consumption of milk	Response	Percentage
500ml	28	27
1 liter	32	31

2 liters	20	19
3 liters	13	12
Above 3 liters	11	11
Total	104	100

The table show the daily consumption of aavin milk. 27% of the response buy 500 ml in a day, 31% of the response buy 1 liter in a day, 19% of the response buy 2 liters in a day, 12% of the response buy 3 liters in a day, 11% of the response buy above 3 liters in a day.

**Table 6:consumer with aavin milk card**

Arvin milk card holder	Response	Percentage
Yes	57	55
No	47	45
Total	104	100

The above table show the number of customer with aavin milk card. 55%are aavin milk card holder, 45% are notaavin milk card holder.

**Table 7:opinion about price of aavin products**

Price of aavin product	Response	Percentage
Very high	8	8
High	37	35
Reasonable	50	48
Fair	9	9
Total	104	100

The above table show opinion about price of aavin product. 8% feels that the price is very high, 35% feels that the price is high, 48% feels that the price is reasonable, 9% feels that the price is fair.

**Table 8:Rating on quality of aavin product**

Quality	Response	Percentage
Excellent	36	34
Good	50	48
Fair	9	9
Poor	9	9
Total	104	100

The above table show that show the rating of the respondents towards the quality of aavin products.34% feels that the quality is excellent, 48% feels that the quality is good, 9% feels it is fair,9% feels it is poor.

**Table 9:Rating on the taste of aavin products**

Taste	Response	Percentage
Excellent	32	31
Good	52	50
Fair	9	9
Poor	11	10
Total	104	100

The tableshows that show the rating of the respondents towards the taste of aavin products. 31% feels that the quality is excellent, 50% feels that the quality is good, 9% feels it is fair, 10% feels it is poor.

**Table 10:Customer's recommendations to others for purchasing aavin products**

Recommendations	Response	Percentage
Yes	87	84
No	17	16
Total	104	100

The table shows that 84% of customers recommended Aavin products to others and 17% of customers do not recommend Aavin products to others.

#### IV. FINDING:

- ❖ 43% of the respondents belong to the age group of 21-30.
- ❖ Majority of the respondents are male 62%.
- ❖ 46% of the respondents are from the UG level.
- ❖ 30% of the respondents' family income is 30000-40000.
- ❖ 59% of the respondents are unmarried.
- ❖ 57% of the respondents come from nuclear families.
- ❖ Majority of the respondents are Aavin users 85%.
- ❖ Majority of the people using Aavin products more than 3 years 39%.
- ❖ 46% of the people respond towards the quality of the product above 3 years of purchase Aavin products are Aavin users 85%.
- ❖ Majority of the respondents towards above 3 years of purchase Aavin products.
- ❖ Majority of the respondents buy 1 liter of milk in a day.
- ❖ 54% of the people use Aavin milk card.
- ❖ 48% of the respondents towards the reasonable price of products.
- ❖ 48% of the respondents towards the good quality of Aavin products.
- ❖ 84% of the respondents recommend the Aavin products.

#### V. SUGGESTION:

- ❖ About 36% of the respondents feel that the prices of Aavin products are high and 48% feel that the price is reasonable. Since the customers feel the prices are high, Aavin can reduce the price to attract as well as retain more customers in the present as well as in the future.
- ❖ With an increase in competition, Aavin can improve their marketing efforts to attract prospective buyers and to inform their customers about their new arrivals and new varieties of products.

#### VI. CONCLUSION:

Consumer perception is one of the relevant factors that a company should consider in order to run the business profitably. It has a great influence in attracting new customers and retaining existing customers. The study reveals that while purchasing for dairy products, consumers look for quality, taste and texture, validity and convenience. The major challenge is to make the milk affordable to all with all the necessary characteristics. From the survey, it is evident that Aavin, being a market leader, fulfills the customer's expectation.

#### REFERENCES:

- [1]. Ahila . D and C. Boopathib (2015), "Consumer Behavior on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu", International Journal of Commerce, Business and Management (IJCMB), ISSN: 2319-2828, Vol. 4, No.6, December.
- [2]. Ananda Kumar and S. Babu (2014), "Factors influencing consumer buying behavior with special reference to dairy products in Pondicherry state", International Monthly Refereed Journal of Research in Management & Technology, Volume III, January.
- [3]. Malhotra Naresh K. and Dash Satyabhushan, (2010) Marketing Research : An Applied orientation, 6th edn., Noida, Pearson Prentice Hall.
- [4]. Rangasamy. N and Dhaka J.P., (2008) "Marketing Efficiency of Dairy Products for Cooperative and Private LDairy Plants in Tamil Nadu — A Comparative Analysis", Agricultural Economics Research Review, Vol.21, PP. 235-242, Jul.
- [5]. Nelangovan and M.Gomatheeswaran (2015), "A study on consumer behavior towards various brands of milk and milk products with special reference to Thudiyalur town at Coimbatore district in Tamil Nadu", Volume :2, Issue :4, 595- 601, e-ISSN: 2349-4182 p-ISSN: 2349-5979, April.