



AN ANALYSIS OF CONSUMERS' BUYING BEHAVIOUR WITH REGARD TO AAVIN MILK IN PERAMBUR

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Abstract

Consumer's buying behaviour plays an important role in modern marketing practices. Most of the marketing decisions are based on the study of consumer behaviour. The buyer is considered as a black box, because his mind cannot be imagined, as to his buying decisions. In today's world of growing competition consumers have large number of choices and many factors influence their buying behavior. This study made an attempt to find the factors affecting consumers' buying behavior, with the focus on Aavin milk in Perambur. The variables like affordable price, taste, packaging, availability in required quantity, ingredients, product popularity, product quality, etc., influence the consumer's buying behavior. A survey was conducted using structured questionnaire with 120 respondents and the data collected from the respondents were analyzed using percentage method. The findings of the study are useful for milk producers and marketers in developing strategies to cater to the specific needs and preferences of the consumers in Perambur.

Key words: *Customer Satisfaction, Packaged Milk, Brand Preference, Consumers' Buying, Behaviour.*

Introduction

Dairy farming occupies a notable place in the agricultural economy of India and milk & milk products are the second largest contributor to gross national product (Choodambigai, 2011). India is the major milk producing country followed by USA, China, Pakistan and Brazil. India is not only the largest producer but also the largest consumer of milk and milk products in the world. The consumption of milk and milk products is a part and parcel of everyday life of Indians. Over the last several years, the demand for dairy products has shown an upward trend. Increase in income with growing urbanization is sure to boost demand for milk at a faster rate and is estimated to reach 240 million tonnes in 2025 (Ruperal, 2016). Milk products like ghee, butter, flavoured milk, ice-cream etc., makes the industry more attractive and profitable, which leads to heavy competition among the players in the milk industry. Due to this the milk producers must have a thorough knowledge about the factors influencing consumer's buying behaviour. In olden days consumers had limited choice of milk and milk products and the rural people were forced to use unbranded milk and milk products. Due to the emergence of modern retail stores, the rural market is also flooded with different kinds of branded milk and milk products. It is important to study the emergence of modern retail stores which has made significant impact on consumers' preference for milk and milk products.

Aavin is one of the popular brands in milk and milk products. Aavin process, produce 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 satisfaction towards processed milk offered by them.

Review of literature

Reasonable price and quality were found to be the important factors which influenced consumers' preference for Aavin milk (Karthikeyan, P, 2019). A case study on impact of packaging on consumers' buying behavior on Mother Dairy Kolkata showed that wrapper design, background image and



packaging colour played a prominent role in attracting consumers' towards Mother Dairys' Products in Kolkata (Ghosh , 2016). Non – branded milk was preferred by consumers in Kalyan city because it is cheaper than packed milk and with out any additional cost it was delivered to the doorstep of customers. Branded milk was preferred due to its long shelf life, packaging and guarantee for quality (Dutt & Mallah,2015) .

Quality and easy availability induced the urban consumers to buy Aavin milk and milk products whereas price induced the rural consumers to buy Nanjil milk and milk products in Kanyakumari District of Tamil Nadu (Sivasankaran & Sivanesan, 2013). Tamil Nadu state is one of the ten largest milk producing states in India. The aim of the study is to reveal consumer perception over Aavin milk products based on their age, education, qualification and monthly income of the consumer's family. Many people buy Aavin milk for its quality and taste. If the price of the Aavin product is higher than other brands necessary steps to be taken to satisfy their consumers (Ahila &Boopathi ,2015) .A study on consumer preference for Aavin milk and its products in Royapettah and Mylapore revealed that quality and price were the important factors which influenced consumers to buy Aavin milk (Shanthi,1987).

Consumers' preference towards processed packed milk was primarily influenced by peer group (Kumar & Gogoi, 2011).The driving force behind the consumers from Bharat Heavy Electricals Limited Township for choosing Aavin milk were price and quality (Jothi Mary, 2013).The main reasons for the change in consumers' purchase decision of milk and milk products were availability , advertisement, product quality and variety & price. There is no correlation between the demographic characteristics of the consumers and change in purchase decision of milk and milk products (Ingavale & Thakar, 2012)

Research Methodology

To bring out, the objectives of the study, the researcher has to depend on both primary and secondary data. A sample of 120 respondents was selected and questionnaire was used for collecting data.

Objectives of the Study

- To analyse the major factors influencing the customers to buy Aavin milk
- To identify the satisfaction level of customers' towards Aavin milk.
- To study the customers' perception towards Aavin milk

Data Analysis and Interpretations

Socioeconomic Profile of the Respondents

Table 1. Socioeconomic Profile of the Respondents

S.No	Variable	Category	No. of Respondents	Percentage
1.	Gender	Male	40	33
		Female	80	67
		Total	120	100



2.	Age	Less than 20 years	10	8
		20 to30 years	20	17
		30 to 40 years	50	42
		40 to 50 years	27	22
		Above 50 years	13	11
		Total	120	100
3.	Marital Status	Single	30	25
		Married	90	75
		Total	120	100
4.	Type of Family	Nuclear Family	80	67
		Joint Family	40	33
		Total	120	100
5.	Educational Qualification	Illiterates	9	7
		School Education	21	18
		College Education	90	75
		Total	120	100
6.	Occupation	Government Employees	18	15
		Private Employees	50	42
		Self Employed	32	27
		Home Makers	20	16
		Total	120	100
7.	Income Level	Below Rs.15,000	22	18
		Rs.15,000 to Rs.30,000	36	30
		Above Rs.30,000	62	52
		Total	120	100

The factors that determine buyer behavior are classified in to different groups (Table 1). Usually consumer preference and consumption pattern mainly depends upon the socioeconomic background of the consumers. Table 1 shows that majority of the respondents belonged to the age group of 30 – 40 years. Most of the respondents (52%) earned more than Rs.30,000 per month. It is observed that most of the respondents were women. It is also noted that majority of the respondents were completed college education. Further, majority of the sample respondents in the study area were private employees.



Respondents' Preference for different varieties of Aavin Milk

Table 2. Preference for different varieties of Aavin Milk

Varieties of milk	No. of Respondents	Percentage
Toned milk	25	21
Standardized milk	42	35
Full cream milk	34	28
Double toned milk	19	16
Total	120	100

From the above table it is inferred that standardized milk is highly consumed milk variety, followed by full cream milk, toned milk and double toned milk.

Determinants of preference for Aavin Milk

Consumers are the King in the market. The manufacturer or service provider must analyse the factors influencing consumers' preference for a product. The factors influencing purchase decisions towards Aavin milk are collected through various literature reviews from previous work and expert opinions, and four independent variables have been identified.

Table 3. Factors influenced to choose Aavin Milk

Factors	No. of Respondents	Percentage
Affordable price	28	23
High quality	46	38
Good taste	20	17
Easy availability	10	8
Packing quality	4	4
Brand awareness	7	6
Other factors	5	4
Total	120	100

Table 3 depicts the factors influenced the respondents to choose Aavin milk. About 38% of the respondents have rated quality as an important factor to choose Aavin milk, 23% have rated price as an important factor which influenced the respondents to choose Aavin milk.

Findings of the Study

- Consumer's age, income, family size, and education level had a major impact on their choice and preferences, according to the examination of factors affecting their preferences.
- Some of the respondents feel that the organisation has to improve their advertisement to give awareness about Aavin milk.
- Most of the respondents (35%) preferred standardized Milk
- Packaging should be developed in an innovative way to make the packaged milk more convenient and attractive for the users.
- Most of the respondents (38%) have rated quality as an important factor to choose Aavin milk
- Customers prefer Aavin products based on quality, price and taste.



Conclusion

The present study has been undertaken to examine the consumers' buying behavior with regard to processed liquid packed milk in Perambur. The consumers in Perambur very much aware the choice of milk brands available in the market. Out of all these brands Aavin milk is preferred by majority of consumers. The success of any marketing strategy lies in the post purchase experience associated with the products. In today's competitive milk marketing environment, where customers have many alternatives to choose and satisfy themselves, customers loyalty is crucial for all competing firms. It is right to say that today's delight of the consumers is tomorrow's loyalty to the brand. At the same time, this becomes the base for tomorrow's expectation from the brand also. Consumer satisfaction is the highly focused area of management because the key to consumer retention is consumer satisfaction. A highly satisfied consumer generally stays loyal longer, buys more as the company introduces new products and upgrade existing products, talks favorably about the company and its products, pays less attention to competing brands, less sensitive to price and offers product or service ideas to the company.

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