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## A Study on Consumer Behaviour of Avin Milk Products

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**Abstract:** The present study is based on the consumer satisfaction on Avin mil products in Vellore region. A sample survey of 100 respondents was undertaken to find out the reasons for purchase, quality, consumer satisfaction and comparative study on quality, availability between joint and nuclear family. The study mainly concentrated on availability, quality & consumer overall satisfaction about Avin products.

**Keywords:** Quality, availability, Joint and Nuclear family, Customer satisfaction and Preferable.

### INTRODUCTION

Human life is characterised by numerous needs and wants. The emergence of the human society and its continuous development are outcome of constant endeavour of its different organisations organised by its constituent members to arrange for satisfying all these needs and wants. It is explicitly clear that from time immemorial members of the human society have been striving hard for satisfying these wants in different ways. The result of these constant efforts has led to the appearances of different business organisations. As the days rolled on, business organisation's main task was to meet the consumers with their product which could satisfy their needs and wants as they often disclosed by their different facets of behaviour. The organisers of these enterprise realised that the success of their entities entirely depended on how successfully their products and services satisfy customers need. The entities proved to be efficient and successful when they could manage to bring their members, who demanded their product, within the fold of their umbrella of marketing.

Consumer behaviour refers to the buying behaviour of final consumer individuals and households who buy goods and services for personal consumption. All of these, final consumer make up the consumer market. The American consumer market consist of more than 267 million people who consume many trillions of dollars' worth of goods and services each year making it one of the most attractive consumer markets in the world. The world consumer market consists of more than 5.8 billion people. Consumer

around the world varies tremendously in educational level and tastes they also buy an incredible variety of goods and services. How these diverse consumers make their choices among various products embraces a fascinating array of factors. A consumer can procure practically any product if he has the necessary purchasing power and a proper purchasing behaviour. Over the years the pattern of consumer behaviour has been changing. It is becoming a cause of concern for various function of the organisation. The media have to be versatile in the face of such dominating consumer behaviour.

It is not difficult to understand how the consumers behave or act while making a particular purchase and what are the buying motives that prompt them to do so? The study of the consumers helps firm and organisation improve their marketing strategies by understanding the issues such as how -

- The psychology of how consumers think, feel and select between different alternatives. (E.g. brands, products etc.).
- The behaviour of consumers while shopping or making other marketing decisions
- Limitations of consumer knowledge or information processing abilities, influences decisions and marketing outcomes.
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumers.
- The study of consumer behaviour is quite complex, because there are many other variables other than the common influencing variables determine the buying decision of the consumers. They are the following
  - Culture and sub-culture
  - Social class and social group
  - Family and inter personal influences etc.

### **NEED FOR THE STUDY**

- Creation of dealer's interest inducing them to store the articles.
- Counter balancing price competition.
- Seasonal and grand reduction sales.
- To understand the buyers consciousness about the product and purchase decision.
- Acceleration to slow selling lines.
- To know about sales promotion strategies.

### **OBJECTIVES OF THE STUDY**

- To study the availability and quantity of Avin milk in Vellore between joint and nuclear family
- To analyse the reason for purchasing Avin milk.
- To study the type of the product preferred by the consumer.

### **SCOPE OF THE STUDY**

- This study gives a complete study about the availability and quality of milk in Vellore district.
- This study will be helpful to in forming new strategies for increasing their sales and it is also helpful to attain its competitive edge of others.
- With the help of this report, new marketing techniques can be made.

### **LIMITATIONS**

- The habit taste and preferences of the consumers are subject to continuous change. So that the behaviour existing today may not be the same tomorrow.
- The consumer market is also subject to market fluctuations. Hence this report is based on the current market conditions.
- Surveying consumers and studying their minds is a complex task. It is not necessary that consumers should consider all the factors while answering the questionnaires.
- Generally while conducting research on consumer behaviour, small sample size is considered. But it is well known that small sample size do not guarantee the reliability of the results drawn.

### **RESEARCH METHODOLOGY**

Research methodology is a way of solving problems systematically. It may be understood as a science of studying how analysis is done scientifically from the nature of data.

### **COLLECTION OF DATA**

- 1) Primary data
- 2) Secondary data

#### **Primary Data**

The primary data were collected from the consumers of Avin in Vellore locality through questionnaire.

#### **Secondary Data**

Secondary data was collected from the Avin website.

### **SAMPLING UNIT**

Households in and around Vellore.

### **SAMPLE SIZE**

Sample size is 100.

**TOOLS**

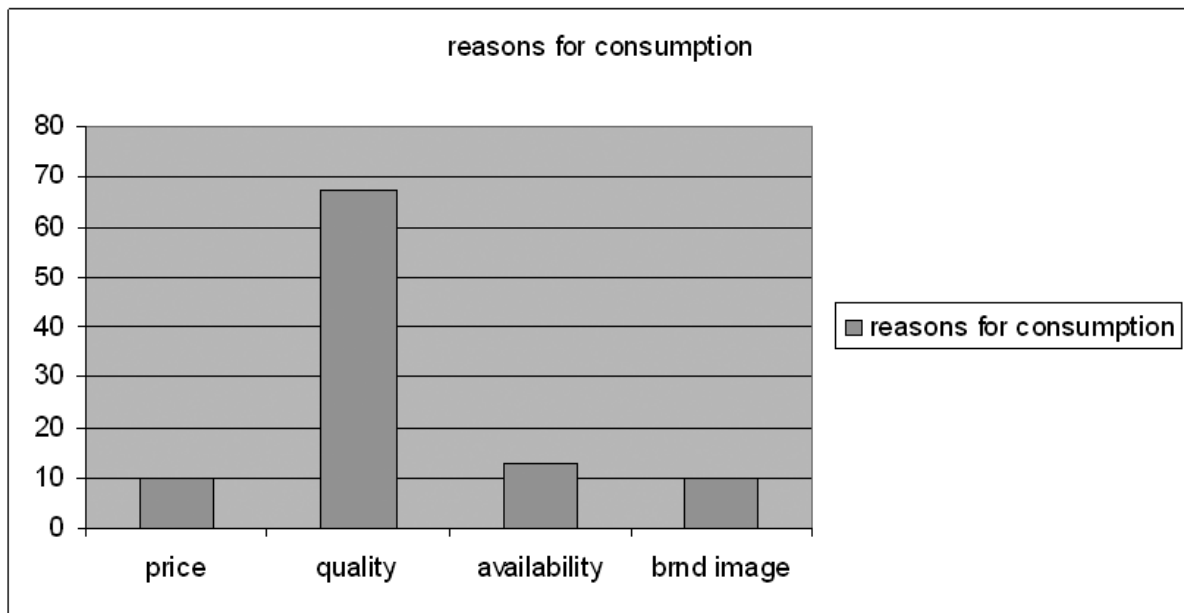
Percentage and chi square test

**ANALYSIS AND INTERPRETATION**

**Table 1**  
**Reasons For Buying Avin Milk**

<i>S. No</i>	<i>Dimensions</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Price	10	10%
2	Quality	67	67%
3	Availability	13	13%
4	Brand name	10	10%
	Total	100	100%

The above tablet shows that 67% of the respondent prefers Avin milk because of its quality. 13% prefers because of availability, 10 % prefer because of price and brand name.

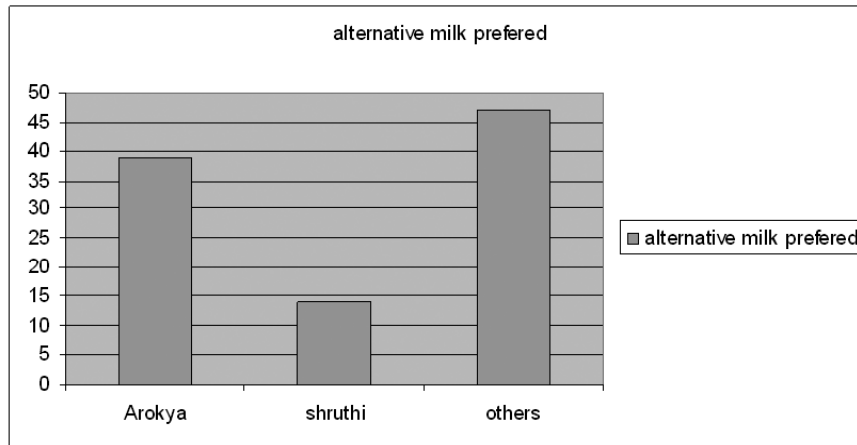


**Figure 1: Reasons for Buying Aavin Milk**

**Table 2**  
**Alternative Preferred During Non-availability of Avin**

<i>S. No</i>	<i>Dimensions</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Arokya	39	39%
2	Shruthi	14	14%
3	Others	47	47%
	Total	100	100%

It is inferred from the above table 39% of the respondent prefers Arokya when Avin milk is not available and 14% prefers Shruthi.

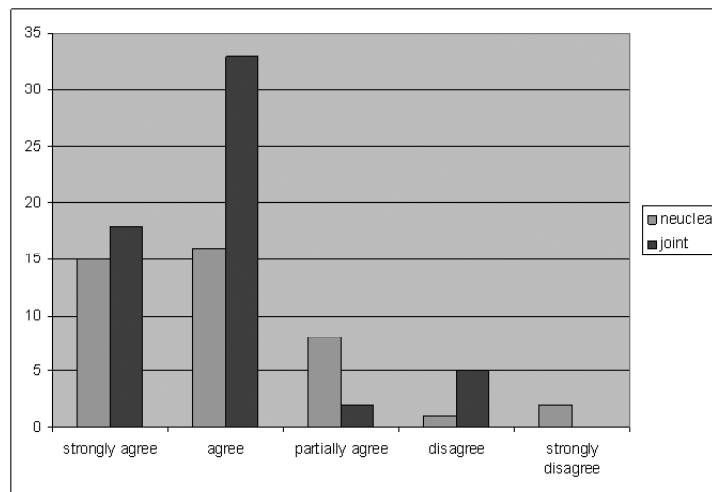


**Figure 2: Alternative Preferred During Non-availability of Avin**

**Table 3  
Availability of Avin**

	<i>Neuclear Family</i>		<i>Joint Family</i>	
	<i>No of Respondents</i>	<i>Percentage</i>	<i>No of Respondent</i>	<i>Percentage</i>
Strongly agree	15	35.7%	18	31%
Agree	16	38%	33	57%
Partially agree	8	19%	2	3%
Disagree	1	2.4%	5	9%
Strongly disagree	2	4.8%	-	-
Total	42	100%	58	100%

The above table shows 57 % of the respondent from joint family agrees with the availability of Avin milk. 31% of the respondents of joint family strongly agree with the availability of Avin milk. 9% of the



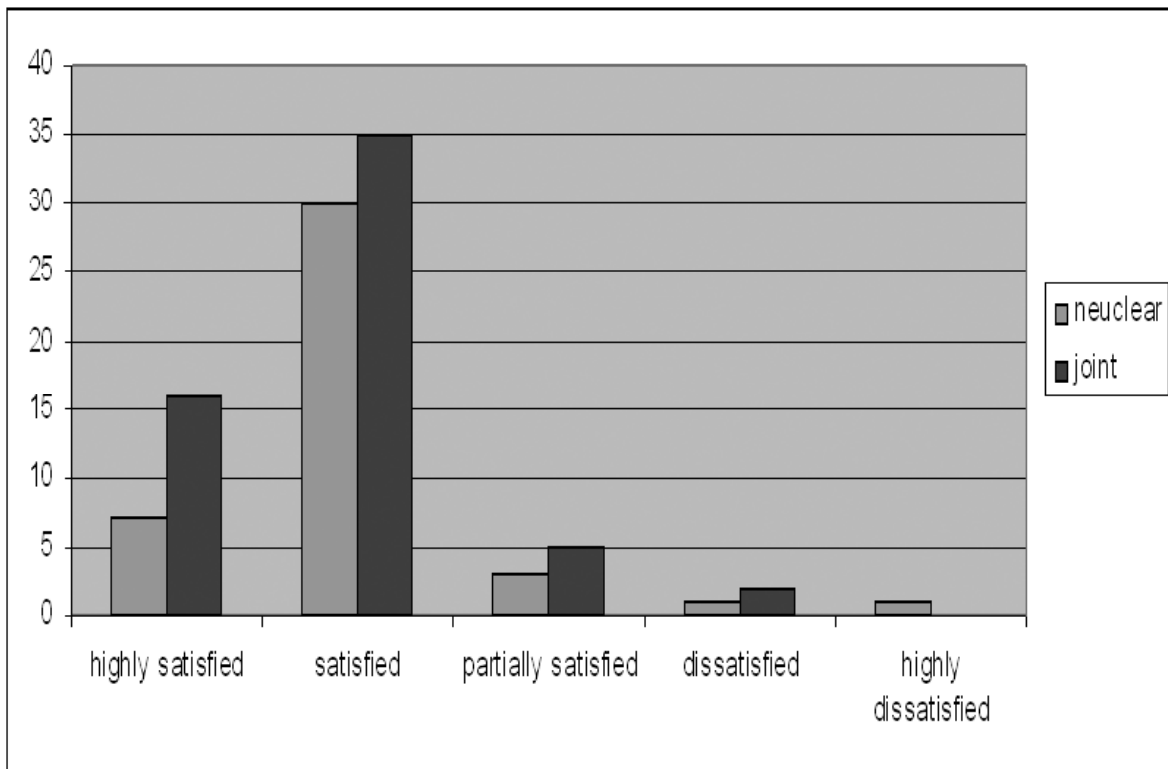
**Figure 3: Availability of Avin Milk**

respondents disagree with the availability of aavin milk. In the case of nuclear family 38% agrees with the availability of Avin milk and 35.7% strongly agree with availability of Avin milk. The above result shows that 19% partial aggress, due care must be given to that area.

**Table 4**  
**Quality of Aavin Milk**

	<i>Nuclear Family</i>		<i>Joint Family</i>	
	<i>No of Respondents</i>	<i>Percentage</i>	<i>No of Respondent</i>	<i>Percentage</i>
Highly satisfied	7	16.7%	16	27.6%
Satisfied	30	71.4%	35	60.3%
Partially satisfied	3	7%	5	8.6%
Dissatisfied	1	2.4%	2	3.4%
Highly dissatisfied	1	2.4%	–	–
Total	42	100%	58	100%

It is clear from the above table that in case of joint family 60.3% of the respondent satisfied with the quality of the Avin milk, 27.6% of the respondents are highly satisfied with the quality of Aavin. 8.6% are partially satisfied and 3.4% are dissatisfied. In case of nuclear family that 71.4 % are satisfied followed by 16.7 % of respondents with highly satisfied.

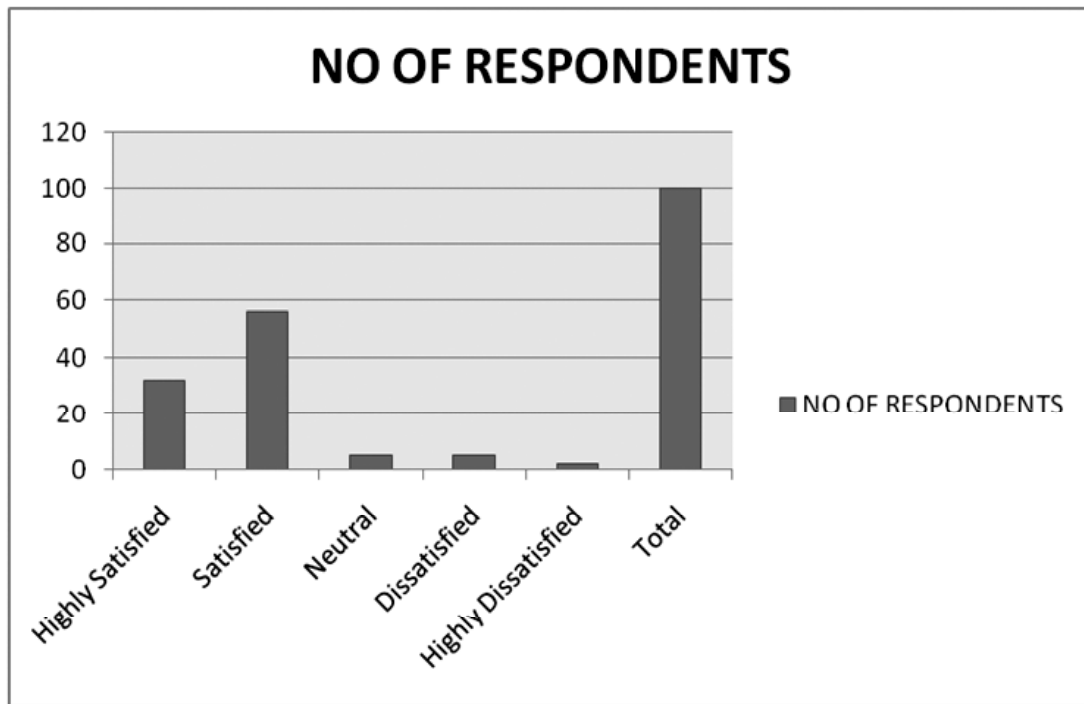


**Figure 4: Quality of Aavin**

**Table 5**  
**Customer Satisfaction Towards Avin Milk**

<i>S. No</i>	<i>Dimensions</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Highly Satisfied	32	32%
2	Satisfied	56	56%
3	Neutral	5	5%
4	Dissatisfied	5	5%
5	Highly Dissatisfied	2	2%
	Total	100	100%

The above table shows that 32% of the respondents were highly satisfied, followed by 56% and small percentage of the respondents were dissatisfied and highly dissatisfied.



**Figure 5: Customer Satisfaction Towards Avin Milk**

**Table 6**  
**Joint Family Vs Nuclear Family on Quality.**

<i>Sl. No.</i>	<i>Dimensions</i>	<i>Nuclear family</i>	<i>Joint family</i>	<i>Chi-square test</i>
1	Highly Satisfied	7	16	Chi .250P value 0.969
2	Satisfied	30	35	
3	Partially Satisfied	3	5	
4	Dissatisfied	1	2	
5	Highly Dissatisfied	1	0	

H<sub>0</sub>: There is no significant difference between joint family and nuclear family on quality of Avin milk.

The above analysis shows that p value is 0.969 which is greater than 0.10, It shows that null hypothesis is accepted. That is there is no significant relationship between nuclear family and joint family on quality of milk.

**Table 7**  
**Joint Family Vs Nuclear Family on Availability.**

<i>Sl.No.</i>	<i>Dimensions</i>	<i>Nuclear family</i>	<i>Joint family</i>	<i>Chi-square test</i>
1	Highly Satisfied	15	18	Chi 9.379P value 0.052
2	Satisfied	16	33	
3	Partially Satisfied	8	2	
4	Dissatisfied	1	5	
5	Highly Dissatisfied	2	0	

H<sub>0</sub>: There is no significant difference between joint family and nuclear family on availability of Avin milk.

The above analysis shows that p value is 0.052 which is greater than 0.05, It shows that null hypothesis is accepted. That is there is no significant relationship between nuclear family and joint family on availability of milk.

### FINDINGS

- From the analysis majority (67%) of the consumers are consuming Avin for its quality and 23% are consuming for its availability and 10% for its reasonable price.
- During non-availability of Aavin milk 39% of the consumers prefer Arokya milk and 20% are consuming Shruthi and rest of the others are consuming some other milk which is available at that time.
- About 48% of the consumers are highly satisfied with the availability of Avin and 33% of the consumers are not satisfied that Avin is not available all the time when needed.
- 27.6% of the respondents are highly satisfied with the quality of Aavin.
- 32% of the respondents were highly satisfied, followed by 56% and small percentage of the respondents were dissatisfied and highly dissatisfied
- No significant relationship between nuclear family and joint family on availability of milk.
- No significant relationship between nuclear family and joint family on availability of milk.

### CONCLUSION

It is a well-known fact that customers determine a products' market and so it is the aim of almost all the companies that it should focus its vision towards the satisfaction of the consumers. Profit making alone is not the aim. Companies like Aavin which deals with the perishable products should pay more attention in retaining the consumers because the loss is not to the consumers but to the company, because Dairy products face monopolistic competition and there are competitors who produce the same product with very little difference so the consumers might have the chance to shift to other products. So the consumer's



wants and needs are to be fulfilled as and when they arise. Even though this project examined a small sample it denotes the importance of consumer behaviour and also the current consumer market conditions.

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