

# CUSTOMER SATISFACTION ON AAVIN MILK AT KUMBAKONAM

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## ABSTRACT

India is the world's Aavin milk in product. The Indian Aavin milk sector has grown substantively over the year. Tamil Nadu state is the one of the ten largest milk producing states in India. This paper analyses customer satisfaction over the Aavin milk special reference to the kumbakonam of Tamil Nadu State. The aim of the study is reveal customer satisfaction over Aavin milk products based on their age, educational qualification and monthly income of the customers' family. It also depicts level of satisfaction about the product using chi-square test.

Keywords: Costomer behaviour; Dairy products; Aavin Milk consumption;

## I.INTRODUCTION

Customer satisfaction is communicating, delivering, and exchanging offerings that have value for the customers, clients, partners, and society at large". The process in which company create value on the customers. One of the world's largest and fastest growing markets for milk and milk products due to the increasing disposable incomes among the strongly.

Chennai. The sample size of 100 consumers from Chennai.

Nidhyanth and Sugapriya (2015), measured the consumer behavior towards Aavin milk in Erode district. The researcher selected a sample size of 100 respondent in erode only.

## II.LITERATURE REVIEW

Ahila and Boopathi (2015) explained the customer perception on aavin milk at pollachi taluk of tamil nadu. Sample size were 200. The necessary used be chi-square analysis to data. The customer prefer the aavin milk than any other brand.

Dhanya and Venkatesa planaichamy (2018), studied customer behavior of aroma milk product conducted at Coimbatore District. The sample size of 120 respondents.

Ramya and Mohamed Ali (2018), compared the consumer buying behavior to and Amul products at Coimbatore city. Sample size was is 150 customers.

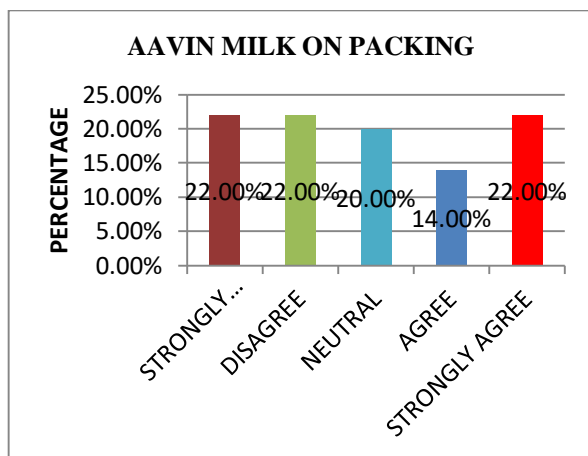
Neena Mary and Rathina Bai (2017), studied the packet milk preferred towards packagedmilk in

## III.RESEARCH METHODOLOGY

Kumbakonam district as the study area selected for the research. Both primary data and secondary data were used for this research. The primary data was collected by using a structured questionnaire. For achieving the objective both primary and secondary data have been used in this study. Aavin milk and dairy customer are selected as samples of the research study. The reason for selecting this topic are number of customer available in the region and also assess the level of customer satisfaction of aavin milk and dairy products.

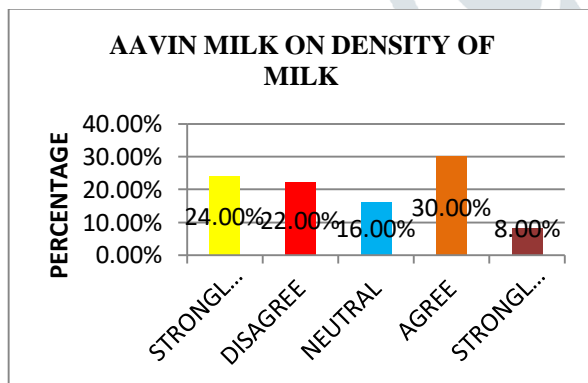
## IV.DATA ANALYSIS AND INTERPRETATION

**Fig: 4.1 Packing**



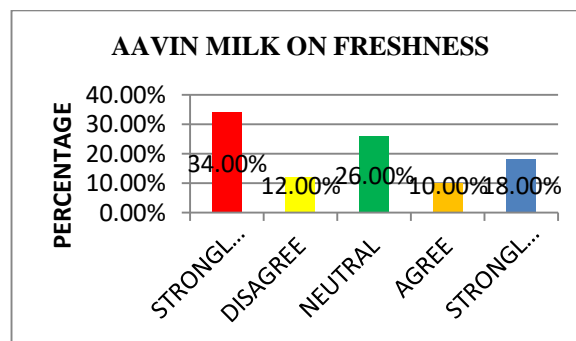
The above Fig: 4.1, 22% of the customers are disagree as well as strongly disagree with the given statement .and 14% of the customers are agree that the Aavin milk on packing margin and also its strongly agreed by 22% of the customers ,remaining 20% of the customers are neutrally supported.

**Fig: 4.2 Density of Milk**



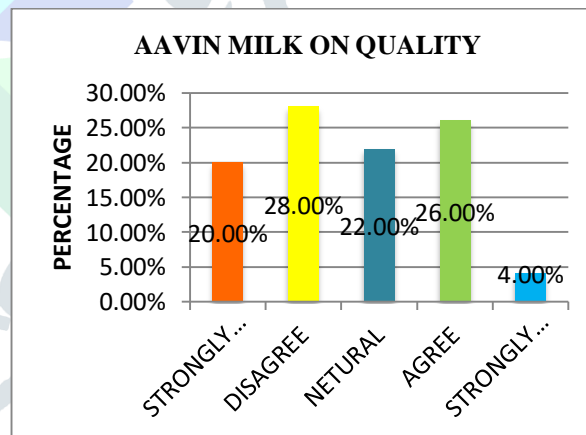
The above Fig: 4.2, 22% of the customers are disagree and 24% strongly disagree with given statement. And 30% of the customers are agree that the Aavin milk on density of milk and also its strongly agreed by 8% of the customers, remaining 16% customers are neutrally supported.

**Fig: 4.3 Freshness of Milk**

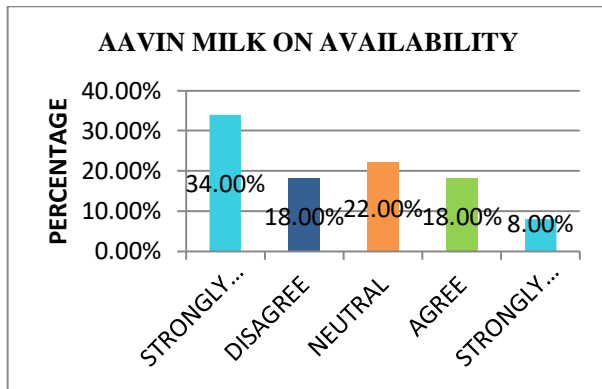


The above Fig: 4.3, 12% of the customers are disagree and 34% strongly disagree with given statement. And 10% of the customers are agree that the aavin milk on freshness and also its strongly agreed by 18% of the customers, remaining 26% customers are neutrally supported.

**Fig: 4.4 Quality of Milk**



The above Fig: 4.4, 28% of the customers are disagree and 20% strongly disagree with given statement. And 26% of the customers are agree that the aavin milk on quality and also its strongly agreed by 4% of the customers, remaining 22% customers are neutrally supported.

**Fig: 4.5 Availability of Milk**

The above Fig: 4.5, 18% of the customers are disagree and 34% strongly disagree with given statement. And 18% of the customers are agree that the aavin milk on availability and also its strongly agreed by 8% of the customers, remaining 22% customers are neutrally supported.

## V CONCLUSION

The Paper analysed the Customer Satisfaction of Kumbakonam residents. Generally, the customer change their satisfaction frequently on the basis of new trend and fashion. Theory well know their needs and wants, So gather information about products and also compare its price, quality, taste and other attributes. If the customer are not satisfied they shift to other brands. However the data shows the customer buy the Aavin milk for its quality and taste. It has to be point out that milk customers prefer taste over than the price. Many respondents feel the price of Aavin take necessary steps to satisfy their customers, it creates invariant place in mind of customers.

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