



A STUDY ON CONSUMER BEHAVIOUR AAVIN MILK AND MILK PRODUCTS WITH SPECIAL REFERENCE TO SATHUVACHARI AAVIN MILK DIARY, VELLORE, VELLORE DISTRICT, TAMIL NADU, INDIA.

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ABSTRACT

In this study we present the evolution of brand preference of milk among customers in Sathuvachari Vellore town. Though the price of all branded milks are at par, the customers prefer a particular brand due to some reason. It may be because of the price, quality, service or advertisement provided by branded milks. The Essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programs that can influence consumer decision to purchase its products. This is where the brand management is relevant.

Key words: Business Strategy, Brand management.

1. INTRODUCTION

There is increasing interest in understanding how and why AAVIN milk preference and choice strategies vary with experience in a product category. A deeper understanding of such choice dynamics can help managers design marketing programs that evolve with their customers over time. Such knowledge may also help managers more accurately evaluate the lifetime value of a customer. Despite the importance of these topics, few studies have examined the effect of product category experience on brand choice in an effort to understand how preference evolves over purchase. Studies of consumer response to stock outs typically capture intended behavior. After a stock out experience, consumers are asked what they intend to

do. In contrast, this research measured both intended and actual behavior. Consumers were interviewed twice; once immediately following the stock out experience to gauge intended behavior and a second time 30 days

Later to ask what they had actually done in response to the stock out. Accordingly, the goals of this research are to (1) compare consumer actual and intended behavior in response to stock outs and (2) examine product characteristics, consumer characteristics and situational variables that may explain the consumer's response.

Key results suggest that indicated behavior is a good indicator of actual behavior in situations where the consumer intends to quit the search and a rather poor indicator when the consumer intends to delay the search. Finally, of the several product characteristics, consumer characteristics and situational variables examined, store loyalty, pre-visit agenda and product uniqueness have shown most promise to help managers understand consumer actual and intended response to stock outs.

This study examined the relationship of consumer values, needs and purchase behavior in two Asian consumer markets, China and South Korea. Consumers in both country markets exhibited brand loyal behavior in apparel purchases, fulfilling all three needs. However, actualization patterns of each need through brand loyal behavior differed between the two consumer samples.

While for brand-loyal Chinese consumers experiential image was the most important aspect of the branded apparel appeal to female consumers, social image with performance quality assurance was a more important feature of the branded apparel appeal to consumers in Korea. Implications for brand image management for international markets were discussed.

2. OBJECTIVES OF THE STUDY

1. To Study the Consumer Behaviour at Aavin milk
2. To identify the factors influencing the purchase of Aavin milk and its product
3. To give suggestions to the management for better sales of their products.
4. To identify the sales promotion strategies adopted by the aavin milk company
5. To study the quality and consumer preferences towards aavin milk& milk products.
6. To identify the satisfaction level of customers towards the price & service provided by the company.
7. To study the attitudes and experience of customers towards aavin products and to suggest the valuable measures based on the findings.

3. SCOPE OF THE STUDY

The study highlights the importance of Aavin milk in Vellore Town among the people. The common problems faced by the consumers were also highlighted in this study. It also provides certain remedial measures to eradicate the problems and to prove the performance of Aavin milk.

4. LIMITATIONS OF THE STUDY

The market survey was conducted only in Vellore Town. The survey method was adopted for collecting the data in the study has its own limitations. Only selected of consumer behaviour has been selected for this study.

5. RESEARCH DESIGN

The research design used for this project by the researcher is descriptive research design.

5.1 SAMPLING DESIGN

5.1.1 POPULATION

It was study from the public about the consumer brand preference towards Aavin milk references to city through data collected by interview schedules.

5.1.2 SAMPLING

Sampling is an object of the population for a particular study and members of the sample are the study subjects. In these study 200respondents we have chosen from Vellore Town.

5.1.3 SAMPLING TECHNIQUE

The total population is initially divided by different area in Vellore Town. Using convenience technique the sampling units were selected for the study and the information were collected from them.

TABLE NO.1

TABLE SHOWING THE FREQUENCY LEVEL OF BUYING

Frequency in buying	No. of respondents	Percentage
Once in a day	150	75
Twice in a day	40	20
Once in a week	5	2.5
Occasionally	5	2.5
Total	200	100

INTERPRETATION

From the table it is clear that, 75% of respondents prefer to buy Aavin milk once in a day, 20% of respondents prefer to buy Aavin milk twice in a day, 2.5% of respondents prefer to buy Aavin milk once in a week and 2.5% of respondents prefer to buy milk occasionally.

TABLE NO.2**TABLE SHOWING THE CONSUMER PREFERENCE TOWARDS AAVIN PRODUCTS**

Customer preference	No. of respondents	Percentage
Milk	120	60
Sweets	25	12.5
Curd	30	15
Butter	25	12.5
Total	200	100

INTERPRETATION

From the table it is clear that, 60% of respondents prefer to buy Aavin milk, 12.5% of respondents prefer to buy Aavin sweets, 15% of respondents prefer to buy Aavin curd and 12.5% of respondents prefer to buy Aavin butter.

TABLE NO. 3**TABLE SHOWING THE CUSTOMERS PREFERENCE TOWARDS QUANTITY**

Quantity	No. of respondents	Percentage
2 Litre	20	10
1 Litre	160	80
½ Litre	10	5
¼ Litre	10	5
Total	200	100

INTERPRETATION

From the table it is clear that, 10% of respondents buy 2 liter of milk per day, 80% of respondents prefer to buy 1 liter, 5% of respondents buy ½ Liter and 5% of respondents buy ¼ per day.

TABLE NO. 4**TABLE SHOWING THE REASON OF PURCHASE**

Reason of purchase	No. of Respondents	Percentage
Quality	120	60
Freshness	25	12.5
Neat package	15	7.5
Easy availability	40	20
Total	200	100

INTERPRETATION

From the above table it is clear that, 60% of respondents prefer to buy aavin milk due to quality, 12.5% of respondents prefer to buy due to freshness, 15% of respondents buy due to neat package and 20% of respondents buy because of easy availability.

TABLE NO.5
TABLE SHOWING THE PRICE LEVEL

Price level	No. of Respondents	Percentage
Strongly Agree	50	25
Agree	100	50
Neither agree nor disagree	25	12.5
Disagree	20	10
Strongly Disagree	5	2.5
Total	200	100

INTERPRETATION

From the above table it is clear that, 25% of respondents are strongly agree with the price level of aavin milk, 50% of the respondents are agreed, 12.5% of the respondents are neither agree nor disagree, 10% of respondents are disagree and 2.5% of respondents are strongly disagree.

TABLE NO.6
TABLE SHOWING THE QUALITY LEVEL

Quality level	No. of Respondents	Percentage
Strongly Agree	40	20
Agree	120	60
Neither agree nor disagree	30	15
Disagree	5	2.5
Strongly Disagree	5	2.5
Total	200	100

INTERPRETATION

From the above table it is clear that, 20% of respondents are strongly agreed with the quality of aavin milk, 60% of the respondents are agreed, 15% of the respondents are neither agree nor disagree, 2.5% of respondents are disagreed and 2.5% of respondents are strongly disagree.

TABLE NO.7

TABLE SHOWING THE OVERALL SATISFACTION OF CONSUMERS COMPARED TO OTHER PRODUCTS

Satisfaction level of consumers	No. of Respondents	Percentage
Highly satisfied	100	50
Satisfied	80	40
Neutral	10	5
Dissatisfy	5	2.5
Highly dissatisfy	5	2.5
Total	200	100

INTERPRETATION

From the above table it is clear that, 50% of the respondents are highly satisfied with the aavin milk & milk products when compared to other products, 40% of the respondents are satisfied, 5% of the respondents are neutrally accept the statement, 2.5% of respondents are dissatisfied and 2.5% of respondents are highly dissatisfied.

5.1.4 SUGGESTIONS

1. The amount spent on the advertisement is very low; most of the people still don't know what all the products available in the Aavin stall are. The sales of the Aavin products can only be increased only if people know about them and the only way to achieve is by advertisement. Various Aavin product names can be made to display along with the pneumonic symbol at the side of the Aavin vehicles and in the stalls.
2. Advertisement plays a crucial role in promoting the products. A small ad can be given in the front page of the local daily regarding the qualities of the Aavin milk products once in a week. This will create some awareness about the Aavin milk products.
3. The sales of the Aavin milk and milk products can be increased by setting a Aavin stall at the Erode Railway station. Since the katpadi junction being the hub to many rail routes, hundreds of trains from all over India pass through the junction so surely there will be a huge response from the train travelers for the Aavin milk and milk products.
4. The sale can also be increased by some sales strategies. Since most of the consumers belong to middle and lower middle class category they will not be able to pay the money daily so credit system can be followed by

collecting some deposit at the starting itself. Free door delivery can also increase the sales of the Aavin products.

5. Automatic vending booths may be installed in main areas in the Vellore town to facilitate the customers to purchase milk round the clock.

6. Aavin website may be updated and popularized.

6. CONCLUSION

Promotion of sales and knowing consumer behavior are important aspects for selling the product and achieve the highest sales level in the market. Through this study, we conducted the research entitled —A study on Consumer Behavior and Sales Promotion of Aavin Milk and Milk Product. This study helps us to know the sales promotion strategies adopted by the company and consumer perception towards the product. It also provides the steps to improve the sales in future and attain the highest growth level in the market.

7. REFERENCE

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