



# A STUDY ON CONSUMERS' SATISFACTION TOWARDS AAVIN MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*Tamil Nadu is the one of the ten largest milk producing states in India. The goal of the study is to know the consumers satisfaction towards Aavin milk, So I decided to do the project as "A Study on consumers' satisfaction towards Aavin Milk with special reference to Coimbatore city". The main objective of this study is to find out the prominent reason on consumer satisfaction towards Aavin milk. To identify the factors influencing the level of satisfaction towards aavin milk. To identify the problems faced by the consumer while using aavin milk. Tools used in this project is Simple percentage analysis, Likert scale Analysis. Some of the consumers suggestion is to improve the quality of aavin milk by the way of advanced scientific methods. Some of the consumer suggestion is to improve the packing of the aavin milk. Most of the customers suggestion is to reduce the price of the aavin milk products. From this study it is concluded that most of the consumer are satisfied with the Aavin milk. From the various respondents the research has gathered lot of information's about Aavin milk. The data shows the consumer buy the aavin milk for its quality, purity and taste.*

**KEYWORDS:** Aavin Milk, Consumers Satisfaction, Factors Influencing

## 1. INTRODUCTION

The dairy development department was established in Tamil Nadu in the year 1958. In Tamil Nadu the major milk contributor is Aavin. On 1<sup>st</sup> February 1981 the commercial activities of the cooperative were handed over to Tamil Nadu cooperative milk producers federation limited which sold milk under the trademark "Aavin". Milk is an essential item used by the peoples as vegetarian diet and also by practice of taking coffee, tea, etc. Now Aavin Milk, it become a leading company for having most consumer in all over Tamil Nadu.

## 2. STATEMENT OF THE PROBLEM

Milk is an essential commodity in life of the consumers. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily

available, it offered by number of milk brands. The main challenge for marketers is, to create the consumer loyalty by quality, freshness, and taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordable.

## 3. OBJECTIVE OF THE STUDY

- To find out the prominent reason on consumer satisfaction towards Aavin milk
- To identify the factors influencing the level of satisfaction towards Aavin milk
- To identify the problems faced by the consumer while using Aavin milk

## 4. RESEARCH METHODOLOGY

Source of Data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	120 respondents
Tools and Technique	Simple percentage analysis, Likert scale analysis.



## 5. STATISTICAL TOOLS

- Simple Percentage Analysis
- Likert Scale Analysis

## 6. REVIEW OF LITERATURE

**P. Balakrishnan (2019)<sup>1</sup>** In their study the factor considered by the customer before purchasing milk are freshness, taste thickness and easy availability. Finally, I conclude that, majority of the customers are satisfied with Aavin milk and milk products because of its good quality, reputation, easy availabilities. Aavin has also to take care of competitors and more importantly its customers before making any move.

**MM.Vishnu (2019)** In their study the consumer change the behaviour frequently on the basis of new trends and fashion. They well know the needs and wants, so information about products and also compare its price, quality, taste, and attributes. However, the data shows the consumer buy the aavin milk for its quality and taste.

**Joe Phelan (2007)** In their study observed that urbanization and economic development will increase the range and sophistication of products and it will also lead to an increase in the proportion of milk entering the formal channels in developing countries.

## 7. TABLE

- SIMPLE PERCENTAGE ANALYSIS

**Table Showing the Daily Consumpton of Milk**

S.NO	CONSUMPTION	NO.OF. RESPONDENTS	PERCENTAGE
1	½ Half liter	44	36.7%
2	One liter	51	42.5%
3	Two liters	18	15%
4	More than two liters	7	5.8%
	<b>Total</b>	<b>120</b>	<b>100%</b>

### INTERPRETATION

The above table indicates 36.7% of respondents consume ½ Half liter of milk daily, 42.5% of respondents consume One liter of milk daily, 15% of respondents consume Two liters of milk, 5.8% of respondents consume More than two liters.

### INFERENCE

- **Most (42.5%) of respondents consume One liter of milk daily.**

- LIKERT SCALE ANALYSIS

**Table Showing the Satisfaction Level of the Respondents towards Purity of Aavin Milk**

S.NO	FACTORS	NO.OF. RESPONDENTS (f)	LIKERT SCALE (x)	TOTAL SCORES (fx)
1	Highly Satisfied	46	5	230
2	Satisfied	36	4	144
3	Neutral	20	3	60
4	Dissatisfied	7	2	14
5	Highly Dissatisfied	11	1	11
	<b>Total</b>	<b>120</b>		<b>459</b>

$$\begin{aligned} \text{Likert Scale} &= \sum (fx) / \text{Total number of respondents} \\ &= 459/120 \\ &= 3.8 \end{aligned}$$

### INTERPRETATION

The likert scale value is 3.8 which is greater than the mid- value (3) which shows that the consumer is satisfied with the purity of Aavin milk.

## 8. SUGGESTIONS

- Most of the respondents are satisfied with the quality of aavin milk, some of the consumers suggestion is to improve the

quality of aavin milk by the way of advanced scientific methods.

- Some of the consumer suggestion is to improve the packing of the aavin milk and the package should be stated the expiry time of the aavin milk and therefore steps should be taken to concentrate on the packing of the aavin milk.



- Most of the customers suggestion is to reduce the price of the aavin milk products. If aavin company may reduce the price of products it may create a positive opinion that improves result of sale

## 9. CONCLUSION

From this study it is concluded that most of the consumer are satisfied with the Aavin milk. From the various respondents the research has gathered lot of information's about Aavin milk. The data shows the consumer buy the aavin milk for its quality, purity and taste. From the above study, it is noted that aavin milk service is highly satisfied the consumer and aavin milk has a good reputation among the consumer.

## 10. REFERENCE

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