



A STUDY ON CUSTOMER'S SATISFACTION TOWARDS AAVIN MILK WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT

Milk is a vital part of the global food system and also vital for human growth and development. It maintains our body and protects us from various diseases. The economic outlook and the process of absorbing nutrients from food and processing them in the body in order to grow healthy, benefits to a large proportion of the world's population. In India, dairy and dairy products are needed to an unspecified very large number of people in the village. It has become one of the sources of income for the Indian rural families in addition to the traditional agricultural products. The study was conducted in Tiupur city. A sample size of 120 respondents. Quality has been ranked 1 according to the customers satisfaction.

KEY WORDS-*Customers satisfaction, Quality, Taste and preference, Packaged milk.*

INTRODUCTION

India is the world's largest milk producer and all set to become the world's largest food factory. India's dairy industry is considered as one of the most successful development. Dairy cooperatives account for the major share processed liquid milk marketed in the India. Milk is an essential item used by the people as vegetarian diet more consumption of milk depend not only on its factor but also on the availability of children and also by practice of taking coffee, tea, etc.

In this competitive world, various brands of packet milks are available. Packet milk is preferred for its merits economy hygiene, quality, availability and so on. Packet milk is available to consumers at any time wherever it is needed. Milk composition has a dynamic nature, and the composition varies with stage of

lactation, age, breed, nutrition, and energy balance and health status of the udder. Colostrums differ considerably to milk; the most significant difference is the concentration of milk protein that may be about the double in colostrums compared to later in lactation.

Dairy and dairy products provide livelihood to millions of homes in Indian villages. They supply the quality of milk and milk products to people of both urban and rural areas. Dairying has become an essential secondary source of income for millions of rural families.

STATEMENT OF THE PROBLEM

In the busy world of ours, each human being is running like a machine. It could be the influence of the variable price brand image, quality of the product and



regularity of service. The success of the milk product depends not only on the price but also the customer satisfaction towards their product. It's necessary to know the customer satisfaction towards packaged milk of its availability, acceptance and affordability. Since the time a person gets up from his bed till he goes to sleep, milk plays a key role.

SCOPE OF THE STUDY

The study helps to know about the customers opinion on buying Aavin milk in Tirupur city. It also help us to know the changing needs of customers and to find out the factors which influence the level of satisfaction of customers. With the study we can give suggestions regarding customer satisfaction and to retain the existing customers as well as the attracting new customers to buy the product.

OBJECTIVES OF THE STUDY

1. To identify the satisfaction level of customer's towards Aavin milk.
2. To study the customer's buying behavior towards Aavin milk.
3. To determine the major factors influencing the customers to buy Aavin milk.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem, it may be understood as a science of studying how research done systematically. This includes geographical area covered, method of data collection.

DATA COLLECTION

Both primary and secondary data were used.

PRIMARY DATA

This data acts as the main source and was collected through questionnaire.

SECONDARY DATA

This data have been collected form the following sources journal, article, websites, books, etc....

SAMPLE DESIGN

Sample is the fraction of the population, sampling is technique or a method of selection of samples. The researcher in carrying out this

research adopted the most appropriate sampling technique for research that is convenient sampling

SAMPLE SIZE

The sample size is 120 respondent.

AREA OF THE STUDY

The study was carried out in Aavin milk, Tirupur city.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Ranking correlation.

LIMITATION OF THE STUDY

1. The sample respondents taken for the study is limited.
2. Due to lack of time, the study has been destructed to Tirupur city only.
3. The result is completely relies upon the collected data which was presented by the respondent.

REVIEW OF LITERATURE

Karthikeyan .P (2019), "Consumer satisfaction towards Aavin Milk products" It reveals that the majority of the respondent made their purchases through the agent of the unions, Reasonable price, Good quality, adequate quality, convenient packing and correct weightiest are found to be the prominent for preferring for Aavin milk products. Proper education and training should be given to milk producers and seller were the main suggestions given by the respondents.

Hanishkanthraja. G, Subburaj. B (2018), "Consumer preference towards Aavin brand" The consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Milk producers must meet consumers' demand for milk on the basis of Maintenance of good quality and purchase return policy, creation of awareness of Aavin's product should on timely basis be concentrated more in order to meet out the global competitive market.

Dhanya. K, Venkatesa Planichamy. N (2018), "A Study on Customer buying behavior towards Aroma Milk products" This product has a good reputation among the customers, so it can be extended supplying products towards the customers demand for and availability in markets must maintained for the consumer to say in the same Aroma Brand. Industry can target that segment and use it as an opportunity to



expand their sales by satisfying those consumers also by retaining the existing consumers.

data have been analyzed using the following statistical tools.

- ▲ Simple percentage analysis.
- ▲ Ranking correlation.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the study “A study on customer satisfaction towards Aavin milk with special reference to Tirupur city” based on the data’s are collected. The collected data have been classified and tabulated. The

Simple Percentage Analysis

Simple percentage analysis is carried out for most of the questions. The analysis describes the classification of the respondents falling under each category. The percentage analysis is used for standardization and comparison.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondent}}{\text{Total respondent}} \times 100$$

**TABLE 4.1.1
GENDER OF THE RESPONDENT**

S.NO	GENDER	NO.OF. RECONDENTS	PERCENTAGE (%)
1.	Male	72	60
2.	Female	48	40
	TOTAL	120	100

(Sources: Primary data)

INTERPRETATION

From the above table it is inferred that 60% of the respondent belongs to male and 40% of the respondent belong to female.

Hence, most (60%) of the respondent belongs to Male.

there is need for a measure of correlation that is need for correlation that involves no assumption above the parameter of population.

It is possible to avoid making any assumptions above the population being studied by ranking the observation according to size and basing the calculation on the ranks rather than upon the original observations. It does not matter which may the items are ranked, item number one may be the largest or it may be smallest using ranks rather than actual observation gives the coefficient rank correlation.

RANKING CORRELATION

The Karl Pearson’s method is based on the assumption that the population being studied is normal or when the shape of the distribution is not known,

FORMULA

$$\frac{R = 1 - 6\sum D^2}{N(N^2-1)} \quad \text{(OR)} \quad \frac{1 - 6\sum D^2}{N^3 - N}$$

**RANKING CORRELATION**

FACTORS	1	2	3	4	5	TOTAL SCORE	FINAL RANK
QUALITY	40(5) 200	28(4) 112	34(3) 102	9(2) 18	9(1) 9	441	1
TASTE	12(5) 60	43(4) 172	49(3) 147	14(2) 28	2(1) 2	409	2
PACKAGING	7(5) 35	40(4) 160	52(3) 156	15(2) 30	6(1) 6	387	6
CONVENIENCE	10(5) 50	39(4) 156	41(3) 123	24(2) 48	6(1) 6	383	7
SPECIAL OFFERS	12(5) 60	43(4) 172	39(3) 117	15(2) 30	11(1) 11	390	5
QUANTITY	13(5) 65	22(4) 88	58(3) 174	16(2) 32	11(1) 11	370	9
FRESHNESS	12(5) 60	31(4) 124	50(3) 150	19(2) 38	8(1) 8	380	8
HOME DELIVERY	20(5) 100	32(4) 128	38(3) 114	22(2) 44	8(1) 8	394	4
PRICE	16(5) 80	34(4) 136	50(3) 150	13(2) 26	7(1) 7	399	3

(Sources: Primary data)

INTERPRETATION

The above table shows that the quality is ranked 1, Taste is ranked 2, Price is ranked 3, home delivery is ranked 4, special offer is ranked 5, packing is ranked 6, convenience is ranked 7, freshness is ranked 8, quantity is ranked 9.

Quality is ranked 1 based on the respondents ranking towards the performance of Aavin milk.

FINDING OF THE STUDY**FINDING OF SIMPLE PERCENTAGE ANALYSIS**

- It is found that majority, 60% of respondents are Male.
- It is found that majority, 55% of respondents are between 21-40 years.
- It is found that majority, 69% of the respondents are under graduates.
- It is found that majority, 68% of the respondents are nuclear.
- It is found that majority, 43% of the respondents are business.
- It is found that majority, 74% of the respondents are unmarried.
- It is found that majority, 39% of the respondents of family income earned by 3 and above members.

- It is found that majority, 46% of the respondents are earning members of the family is 2(Two)
- It is found that majority, 38% of the respondents are earning 21,000-30,000 monthly income
- It is found that majority, 50% of the respondents are consuming 1 liters-2 liters.
- It is found that majority, 42% of the respondents are using aavin milk for 2 years-4 years.
- It is found that majority, 42% of the respondents are offered from their friends and relatives.
- It is found that majority, 33% of the respondents are buying form Aavin preferred outlets.
- It is found that majority, 37% of the respondents are influencing by the Quality.
- It is found that majority, 52% of the respondents are preferring to Green.
- It is found that majority, 44% of the respondents are promoting sales by extra quality.
- It is found that majority, 88% of the respondents are accepting that the aavin milk is hygienic than other products.



FINDINGS OF RANKING CORRELATION

- Quality has been ranked 1 according to the customer's satisfaction.
- Taste has been ranked 2 according to the customer's satisfaction.

SUGGESTIONS

- The Quantity of aavin milk in 100ml and 200ml packets can be introduced .
- The door delivery system of Aavin milk in the urban and rural areas can be introduced.
- The customers expecting that the Quantity of Aavin milk is to be available same in all times.
- Some of the respondents feels that the company has to improve their Advertisement and give awareness about Aavin milk.
- To improve thickness of Aavin milk which was not sufficient with the present thickness of milk.

CONCLUSION

Aavin milk has a good reputation among the customer so it can be extended to supply rural also. In this modern competitive world, customer mainly prefers taste and new style of packages. A key factor for the success of branded milk is mainly concerned with high quality. Though Aavin milk is enjoying good position in milk industry, in order to strengthen their position ,they can try to reduce their price. They can introduce 100ml and 200ml packaged milk to meet weaker section and they can go for sales promotion activities. The Researcher concluded that the respondents are highly satisfied with Aavin milk.

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