

## **An Overview of Consumer Behavior towards Aavin Milk in Erode District**

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**ABSTRACT:** *The project entitled “An Overview of consumer behavior of Aavin milk with reference to Erode District” is carried out with an objective to determine the customer behavior towards Aavin milk products and to find out the customer mentality towards using the service. The research mainly focuses on the factors like quality, consumer preference, price, service, attitudes and experience of consumers. In this study, data are collected from the consumers through questionnaire (interview schedule). 100 samples are selected using convenience sampling. Using the interview schedule prepared, the 100 consumers are interviewed personally and their opinion was collected. Secondary data was collected from related websites, books. The collected data is analyzed using simple percentage and chi-square. As per the findings, suggestions are given to the company to take initiation to fulfill the consumer needs.*

### **I. INTRODUCTION**

Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. For business to consumer marketing, it is “the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return”. For business to business marketing it is creating value, solutions, and relationships either short term or long term with a company or brand. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, satisfy the customer, and keep the customer. With the customer as the focus of its activities, marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries.

### **II. Objective Of Study**

- To analyze the major factors influencing the respondents in buying Aavin milk.
- To find out the customer loyalty towards Aavin milk in Erode district.

### **III. Scope of The Study**

The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of avian milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of Erode town where Aavin milk is marketed.

The scope of marketing is very wide. It may be analyzed in terms of marketing functions are inherent in every marketing process and these functions may have to be performed many time in the marketing of a given product.

### **IV. Limitation Of The Study**

- The research finding was applied only in erode town.
- The respondents may not be true in filling up the questionnaires.
- Time was the major constraint in collecting the data.

### **RESEARCH METHODOLOGY:**

Methodology is way to systematically solve a research problem. It explains the various steps that are generally adopted problem.

**V. RESEARCH DESIGN**

A research design purely and simply a basic frame work or plan for study that guide the collection of data and analysis of the data. In this study we have adopted descriptive research design in collection and analyzing the data.

**SAMPLE SIZE**

The researcher selected a sample size of 100 Respondent in erode only.

**TOOLS ANALYSIS**

The tool for this research study is simple percentage and chi-square analysis. Diagrammatic for the data are exhibited through bar charts.

**VI. REVIEW OF LITERATURE**

A brief literature would be immense help to the researcher in gaining insight in to selected problem. The researcher would gain good back ground knowledge of the problem by reviewing certain study. A reference to this entire study will be related in the contest of the shaping of the current study.

RAVIN “Consumer satisfaction of Aavin milk” An up published to submitted to Anna University June 2000.

MURUGAN “Product awareness of Aavin milk” An up published to submitted to Anna university may 2009

**Chi – square Test**

**Hypothesis:**

**Ho:** There is no relationship between the Gender and Factors motivated.

**H1:** There is relationship between the Gender and Factors motivated.

**Gender \* Factors motivated Cross tabulation**

| Count  |        | Factors motivated |        |          |        | Total |
|--------|--------|-------------------|--------|----------|--------|-------|
|        |        | Friend            | Family | Relative | Others |       |
| Gender | Male   | 8                 | 7      | 7        | 1      | 23    |
|        | Female | 18                | 22     | 29       | 8      | 77    |
| Total  |        | 26                | 29     | 36       | 9      | 100   |

**Chi-Square Tests**

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 1.883 <sup>a</sup> | 3  | .597                  |
| Likelihood Ratio             | 1.958              | 3  | .581                  |
| Linear-by-Linear Association | 1.835              | 1  | .176                  |
| N of Valid Cases             | 100                |    |                       |

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.07.

**VII. Interpretation**

Since 1.883 < 7.815 we accept the Ho (Null Hypothesis). There is no relationship between the Gender and Factors motivated.

**Factor Motivated to buy Aavin Milk of Respondents:**

| Factor Motivated of Respondents | Frequency | Percentage (%) |
|---------------------------------|-----------|----------------|
| By Friend                       | 27        | 27             |
| Family                          | 28        | 28             |
| Relative                        | 36        | 36             |

|              |            |            |
|--------------|------------|------------|
| Others       | 09         | 09         |
| <b>Total</b> | <b>100</b> | <b>100</b> |

(Source: Primary Data)

#### INTERPRETATION

From the above table showing that the Factor motives of the respondents 27% of the friends circle, 28% of family circles, 36% of the relative circles, 09% are others motivating Categories. So, it the table shows that the highest no. of the respondents have that Relative 36%.

#### VIII. CONCLUSION

Aavin milk has a good reputation among the customers so it can be extended supplying product towards the customer demand for and availability in markets must maintained for the consumer to stay in the same Aavin brand. From various respondents the researcher has gathered lot of information about Aavin milk's and position in milk industry. This gives a positive stand to further strengthen its position. I conclude that "Aavin is the market leader in milk industry".

#### IX. BIBLIOGRAPHY

##### A BOOK:

1. Kothari .C.R (1990) Research methodology.
2. Gupta C.P (1995) Marketing Management.

##### WEBSITE:

[www.aavinmilk.com](http://www.aavinmilk.com)

Link Erode District co-operative milk producers union Ltd.