

A Study on Consumer Behaviour towards Aavin Milk in Coimbatore

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Under the guidance of

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I. INTRODUCTION

Milk is nutrient rich food that provides a large number of nutrients relative to the calories consumed milk is delicious as a beverages and can be used to a base or other drink such as hot chocolates. The milk of domesticated animals is also an important food source for humans. Most milk consumed in Western countries is from cows; other important sources includes sheep, goats, water buffalo and camels. Milk is essentially an emulsion of fat and protein in water, along with dissolved sugar, minerals (including calcium and phosphorus), and vitamins, particularly vitamin D complex. Commercially processed milk is commonly enriched with vitamin A& D.

Many countries require pasteurization to protect against naturally occurring and artificially introduced micro-organisms. Cooling further prevents spoilage (bracket souring and curdling). Fat from whole milk (about 3.5% fat content) can be removed in a separator to produce and leave low fat milk (1-2fat) or skim milk (0.5% fat). Milk is usually homogeneous, forced under his pressure through small opening to distribute the fat evenly it may also be condensed evaporated, or dehydrated for reservation and ease of transport other dairy products include cheese, butter, and yogurt.

Milk is an essential item used by the people as vegetarian diet more consumption of milk depend not only its factor but also on the availability of children and also by practice of taking coffee, tea, etc. The chief factor which influence the consumption of milk are availability level of income items but also meet frequency and commonly used by the people.

People complaint that fat in milk increase the content of cholesterol in their body in their body causing some disease. To get rid of this complaint people can go for skimmed milk. Previously, the availability of cattle farm was more and the population was less. The requirement by a family was met by sufficient supply from their own farm or a milk vendor

Due to advancement in technology, milk is available in packet of fixed required quantity. Generally, packet milk is a skimmed milk. In this competitive world, various brands of packet milks are available. Packet milk is preferred for its merits economy hygiene, quality, and availability and so on. Packet milk is available to consumers at any time wherever it is needed. Moreover it is tasty to carry as they as sold in packets. It is sterilized at required temperature so that is quality is assured.

Consumer's preference for a readily available, good quality product has lead to the increased demand for packet milk. Moreover, the contents of the packet milk are highly nutritious. It has no cholesterol. This enable even aged people to consume packet milk. As such being a nutritious food is important for the human being.

The modern milk supply system to urban consumers dates back to late 1940' when Aarey milk colony of Bombay milk supply schemes launched the supply of pasteurized in bottles for the first time in India on large scale.

Aavin is a milk product brand name of Tamilnadu Co-operation milk producers' Federation limited. It is an Indian dairy company, which headquarters is in Chennai, Tamilnadu, India. TCMFP manage the activities such as milk procurement, processing and marketing of the milk and milk products.

VISION

Aavin vision is as follows:

- To meet forward with a missionary zeal this will make Aavin a trailblazer of exemplary performance and achievements beckoning other Milk Federation in the country in pursuit of total emulation of its good deeds.
- To ensure prosperity of the rural milk producers who are ultimate owners of the Federation.
- To promote producer oriented viable cooperative society to impart an impetus to the rural income, dairy productivity and rural employment.
- To bridge the gap between price of milk procurement and sales price.
- To develop business acumen in marketing and trading disciplines so as to serve consumers with quality milk, give a fillip to the income of milk, producers.
- To complete with MNC's and Private Dairies with better quality of milk and milk products and in the process sustain invincibility of cooperative.

MISSION

Aavin mission is as follows:

- "Heralding economic, social and cultural prosperity in the lives of our milk producer members by promoting vibrant, self-sustaining and holistic co-operative dairy development in Tamil Nadu state"



1.2 STATEMENT OF THE PROBLEM

Milk is an essential commodity in life of Indian consumers. They prepare healthy and energy drinks for consumption. The main challenging for marketers is, to create the consumer loyalty by quality, freshness odour and taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordability. In India, the consumer of the packed milk are largely located in urban area in most of them are assumed to be literate. Also the consumers are believed that they have knowledge on packaging process, ingredients added as preservatives and the hazards caused while consuming the processed and packed milk.

1.3 OBJECTIVE

- To analyze the brand loyalty, brand image and Creditability of Aavin products.
- To study the performance of Aavin and its products.
- To understand the factors influencing consumer of Aavin milk dairy.
- To identify the factors influencing of Aavin and its products.

1.4 RESEARCH METHODOLOGY

RESEARCH

Research in common parlance refers to a search for knowledge. One can also define research as scientific and systemic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Data becomes information only when a proper methodology is adapted. Thus we say methodology is a tool, which processes the data to reliable information. The present chapter attempts to highlight the research methodology adapted in this project.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. It deals with various steps that were generally adopted by studying the research problems. It is necessary for researcher to know, not only the research methods/ techniques but also the methodology.

SAMPLING TECHNIQUES

Convenience sampling technique was adopted in the selection of sample units. I have collected responses from 109 persons.

COLLECTION OF DATA

This data is collected both primary and secondary data.

PRIMARY DATA

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with research project in mind, directly from primary sources. The term is used in contrast with the term secondary data. Primary data was collected through interview personally administrated questionnaire.

SECONDARY DATA

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. Secondary data was collected from internet sources.

AREA OF STUDY

The present study was carried out among customers in Aavin products in Coimbatore.

PERIOD OF STUDY

The project work entitled 'A study on consumer behaviour Aavin milk dairy in Coimbatore' was carried out for a period of five months from December 2021 to April 2022.

TOOLS FOR ANALYSIS

The tool used for the data analysis in the research are simple percentage.

SIMPLE PERCENTAGE

Simple percentage refers to a special kind of ratio. These were used to describe relationship; they reduce ever thing to a common base and there by allow meaningful comparisons to be made.

$$\text{SIMPLE PERCENTAGE} = \frac{\text{TOTAL NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF SAMPLE}} * 100$$

1.5 SCOPE OF STUDY

I have started this project to know about the sales accepts of Aavin situated at Coimbatore. I have attained a lot of information which includes production, sales, profit, loss etc. In this project I have also took effect to know about the people welfare development and quality of milk.

The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugar and variety of minerals substance and vitamins. Dairy industry providing regular employment and income to the people. Consumer behavior is helping in understanding the purchase behavior and preference of different consumers. Consumer differ in terms of sex, education, occupation, income, family set up, religion, nationality and social status. India with a large and young population has a great demographic advantage. The average age of 125 billion-strong Indian population will be 29years in 2020, even younger than 37 years of china and the US.

1.6 LIMITATION

- The sample group was restricted to Coimbatore city only.
- The sample size was limited to 109 respondent only.
- This study is purely based on primary data.
- The consumers views and company's view of points was considered.
- The time limit is one of the main factor to conduct the study effectively.

II. REVIEW OF LITERATURE

NAVEEN VENKATA PRASANA (2003) carried out a study on customer satisfaction rate towards Aavin milk in Coimbatore .The Non profitability convenience sampling was adopted to draw a sample of 150 respondents. The study focused on ascertaining consumer Preference in purchase of Aavin brand milk and analyzing the perceived differences of various brand of milk on key attributes and also on identifying measures for imporving customer satisfaction. Purity, taste, thickness, price, availability, service of agents and place of purchase were the criteria used in the Study. It was found that Aavin brand of milk was rated high for purity, taste and thickness. Attributes like Availability, price and service of agents were also rated good.

RIYAS MOHAMMED (2003) conducted a study on comparison of Aavin, Arokiya and Sakthi milk with special reference to Coimbatore city with a sample size of 150 respondents drawn on convenience sampling method. The study aimed to understand the consumer preference of branding milk; expectation impact of packing of bunded milk. The finding of the study revealed that the Aavin brand of milk preferred for its purity,

quality and Price , But the advertisement campaign, home delivery, non-availability in retail outlets were the points of dissatisfaction when compared to brand of Arokiya and Sakthi. Even though these brands claimed that package of milk in polyethylene packs were safe, it was still found to be unhealthy.

C GNANA DESIGAN (2004) in this Article,” Protection and Marketing of Aavin milk and milk products – “A study has suggested that to improve the economy of the villages, the government should take immediate steps to provide loans at lower interest rate of purchase of milk animals and to compete in global Market, Indian milk producers have to ensure the quality of milk and milk products in international standards. Further he added that to adopt farm coolers for instant cooling of milk at village level.

SATHYA S (2005)in her study “consumer awareness and brand preference for health drinks” found that the brand attitude of consumers of health drinks depends on the benefits expected from it and studied the consumer awareness about various brands of health drinks and brand loyalty of health drinks. The study also concentrated on consumer purchase decision for health drinks ar6e influenced by a number of quality factor, which lead to select a particular brand in preference to others.

E SULAIMAN AND VIJAYA CHANDRAN PILLAI(2006)in their article “An Accosiation of quality of services of dairy corporate in Kerala with special reference to Thiruvananthapuram district “ found that even though the dairy cooperate are rendering services they are not up to the expectations. Majority of the farmers are not satisfied with the various efforts of the societies for imporving the efficiency in marketing of milk produced by farmers. The farmers are skill facing problems in the area related to low procurement of price of milk, partial collection of milk, in different attitude of the staff, lack of transparency in the quality inspection and delay in getting sales products.

DR DASH GANESH (2008)his study is done to determine consumer buying behavior of dairy products users in Jaipur city, has motivated the importance of cooperatives in the dairy industry, cooperatives have existed as dominant forms of organization in the dairy industry around the world. Sometimes they have played the role of developing infant industry while at other times they have been used to strengthen weak production bases in an environment where market failures tend to be higher for marginal producers. The Gujarat cooperative milk marketing federation (GCMMF) or AMUL and Rajasthan cooperative Dairy federation (RCDF) or SARAS In India, are the examples of how to develop a network of firms in order to overcome the complexities of a large yet fragmented market for those in emerging economics by creating value for suppliers as well as the customers.

BUU DIVYA (2009) A study on the competitive analysis with reference to AMUL. AMUL is the cooperative sector in Gujarat. It is the Institution of the farmer, for the farmer and from the farmer. The AMUL gives the pleasure to the farmers to change their own prices, which was not possible in the earlier years. The marketing work is handled by GCMMF. The production department produces the product with the help of the latest technologies. The production is done according to ISO marks requirements. The milk procurement department gets the milk everyday twice from 92 routes and 1084 societies. For the maintenance of qualities of milk there are 167 chilling units.

VAISHAL PATTIPUTHRA DUGDTH(2009-2011) The market survey was conducted on “comparative analysis of Sudha milk and milk products with respect to its competitors”, The survey covers a wide range of activities and factors which determine the response of customer about his/her dairy products specially, milk . The samples 500 responseance were taken to represent the response of customers. The validity of the findings of the survey is limited to the reliability of the information provided through survey.

SUPARNADUTTA & ROHIT GUNJAN (2010)A comparative analysis of milk and milk products with respect to its competitors with special reference to Sudha Dairy products. It is about understanding what consumers’ wants and how it could be supplied more efficiently and more conveniently. The consumer market may be identified as the market for the products and services that are purchased by individuals as household for their personal consumptions. Milk is a typical consumer product purchased by individuals for many purposes primarily for making tea and sweets.The market of milk is also facing a competition and many companies are floating in the market with their products with different brand names.

NIDHYANANTH AND SUGAPRIYA (2011)studied the overview of consumer behaviour of Aavin milk with reference to Erode district and found that Aavin milk has a good reputation among the customer’s so it can sustained by maintenance of quality so as the consumer would stay loyal to Aavin brand.

VINAYAGAMOORTHY ET AL (2012) found that consumer preference towards AAVIN milk was because of its good quality that leads to increased demand of milk and preferred by all age group. The chief factor that influenced the consumption of milk were easy availability, income level and price. Milk was an essential item, also most frequently and commonly consumed by the people.

SANTHOSH TM (2013) his study ‘‘A study on consumer ‘preference towards milk and milk products’’ analyzed the factors affecting the choice of purchase of milk and also to bring the customer’s’ buying pattern of milk and milk products. The researcher collected data from 150 respondents and found that majority of the respondents buy milk and milk products for its taste and family use. He also found that majority of the respondents are satisfied with the price of the products.

SUBRAMANIYA BHARATHY, ET AL (2013) stated that Salem is a leading producer of milk and due to that many firms have started flooding in the market and because of several attributes the consumers continue to be brand loyal to Aavin.

FRANKLIN JOHN, ET AL (2013) investigated the influence of milk brand rating and different dimension of milk brand from 325 consumers, who are all using branded milk. The findings revealed that significant differences were found brand rating and the different brand dimension like imagery, judgment, feeling, and resources and there is no statistically significant difference in dimension profession and milk brand rating.

SIVASANKARAN AND SIVANESAN (2013) stated that India has 50 percent of the buffaloes and 20 percent of the world cattle population with milk processing around 35 percent, of which the organized dairy industry account for 13 percent of the milk produced, while the rest of the milk is either consumed at the farm level, or sold as fresh, non-pasteurized milk through unorganized channels. Dairy cooperatives account for the major share of processed liquid milk marketed in India.

ZHONG, ET AL (2013), in their paper entitled ‘‘Production pattern, transaction style and raw milk quality’’ concluded that dairy extension models and crude milk quality merit consideration. Nevertheless, there is as of now little research on crude milk quality that records of various models of assembling improvement. As far as we could possibly know additionally, exact research depends on a through quality point of view is even scarier. The pinnacle infers that to improve crude milk nourishment and ensure natural milk wellbeing, the basic, the advancement model of china’s dairy industry must be changed, while more focused on measures intended to fit the present circumstance and foundations must be actualized.

ANANDA KUMAR AND BABU (2014) studied customer Preferences on dairy products in Pondicherry state and found that packing, cost, availability, product quality, taste, etc...Influences the choice of a brand.

AHILA AND BOOPATHI (2015) viewed that, demand for dairy products in India has increased both in rural and urban sectors. In Tamil Nadu, Aavin milk brand is the major player that leads in the milk and milk products sale among consumers and inferred that taste and quality influenced consumers to purchase AAVIN milk and further suggested that reduction of price, extra taste, easy availability and quality of the product, festival offers and free gift coupons while purchasing could satisfy the consumers and also increase the sales.

ELANGOVAN N & GOMATHESWARAN M (2015) focused on consumer behaviour towards various brands of milk and milk products. Consumers’ lifestyles are influenced by a number of factors like culture, subcultures, values, demographic factors, social status, reference groups and households and also the internal makeup of consumer which are emotions, personality motives of buying perception and learning. The study was examining the difference in consumers’ behaviour and economic factor.

S.SUMATHI (2015) in her paper entitled ‘‘the customer perception towards marketing of different brands of packaged milk’’ realized that pivotal to understand the elements of different advancement channels, just as retail and discount conduct of purchaser and dwellers, selling capacity and the limit of change of market operators in progress out to the poor makers and buyers. Out of the blue moment productive work is accessible on these perspectives and what small amount work has been all through either needs down to earth firmness or has minor calculator and natural inclusion.

KAMESHWARA RAO PORANKI (2015) in his paper entitled ‘‘ The dimensions of customer satisfaction of AAVIN milk in Hyderabad, INDIA’’ buyers have had assurance on the brand name of AAVIN since they are

chipper with the quality, worth, care and happy with the extensions of vitamin A in this milk as this association considers the prosperity of the clients. In any case, from the reason for showcasing view point, the general public still need to assemble the level of notice to develop its arrangements transversely over various region of INDIA. This associations needs to fabricate its number of outlets to land at more buyer's in different regions. The future researcher's can coordinate equalent research in various domains in INDIA and allude to this bit of research in their appraisal papers so as to assemble the brand mindfulness with this allainences.

G.SHRUTHI,ET AL (2016)in their article entitled "Consumer Perception towards karimnagar milk producing Company limited ,milk and milk products " observed this plan will try to develop the nation 's milk profitability ,show signs of improvement access to quality feed and improve rancher access to the sorted out market.

ARISES SUSANTY ,ET AL (2017)in their article entitled " The empirical model of trust, loyalty, and business performance of the milk supply chain" Oberseved that head administrator issue ends up being significantly progressively earnest in the dairy pleasing in Indonesia considering the way that, regularly, there is no legitimate understanding strategy between dairy cooperative and dairy farmers to deflect or to check the spearheading behaviour of dairy farmers and dairy cooperatives in a trade. Optional that is the bosses of cooperatives must have an unquestionable technique at the expense of milk, and this methodology should show the straightforwardness and obligation. It is optional that executives of dairy cooperatives reliably remember the farmers when making due to displaying decisions, especially concerning costs, things, publicize, and advance .By then, about the long stretch bit of leeway of the dairy pleasing, it is prescribed for dairy cooperative's to incorporate the estimation of the milk so they can get to an increasingly bread market, which in this way will enlarge returns to the people.

BALAKRISHNANANDMANIMEGALAI (2019)stated that consumer Preference towards AAVIN milk was based on their socio-economic characteristics such as age, gender, income and educational qualification. Majority of the sample respondents were aware and buy the AAVIN products. The suggestions given by them were aware and buy the AAVIN products. The suggestions given by them were reduction of price, prevention and quality should increase and finally they revealed that 250 ml packet size should be made available for the convenience of consumers.

III. INDUSTRY OVERVIEW



Milk has been an integral part of Indian food for centuries. It is estimated that around 20% of the total milk produced in the country is consumed at producer-household level and remaining is marketed through various cooperatives, private dairies and vendors. Also of the total produce more than 50% is procured by cooperatives and other private dairies. While for cooperatives of the total milk procured 60% is consumed in fluid form and rest is used for manufacturing processed value added dairy products; for still, several consumers in urban areas prefer to buy loose milk from vendors due to strong perception that loose milk is fresh. Also, the current level of processing and packaged milk. The preferred dairy animal in India is buffalo unlike the majority of the world market, which is dominated by cow milk. As high as 72% of the total population, whereas the urban sector with 28% population consumes 56% of total milk produced. Even in urban India, as high as 83% of the consumed milk comes from the unorganized traditional sector. Presently only 12% of the milk market is represented by packaged and branded pasteurized milk, valued at about Rs 8000 crores. Quality of milk sold by unorganized sector however is inconsistent and so is the price across the season in local areas. Also there vendors add water and caustic soda, which makes the milk unhygienic. India's dairy market is multi-layered. Its shaped like a pyramid with the base made up of a vast market for low-cost milk. The bulk of the demand for milk is among the poor in urban areas whose individual requirement is small, maybe a glassful for use as whitener for their tea and coffee. Nevertheless, it adds up to sizable volume – millions of litre's per day. In the major cities lies an immense growth potential for the modern sector. Presently, barely 778 out of 3700 cities and

towns are served by its milk distribution network, dispensing hygienically packed wholesome, quality pasteurized.

Type	State Government cooperative
Industry	Food processing FMCG
Predecessor	Tamil Nadu Dairy Development Corporation Limited
Founded	1958; 64 years ago in Tamil Nadu, India
Headquarters	Chennai, Tamil Nadu
Area served	World wide
Products	Milk, butter, yoghurt, ice-cream, milk shake, ghee, khoa, tea, coffee, chocolate.
Revenue	Rs 5994Crore(us\$790 million) (2018-19)
Owner	Tamil Nadu Cooperative Milk Producers Federation Limited, Ministry of Cooperation, Government of Tamil Nadu
website	Aavi.tn.gov.in

COMPANY OVERVIEW

The company formed as an apex body of three tier cooperatives set up in Tamilnadu and the district level milk producer unions. The Foundation of the Milk Cooperative Movement lies in the conviction that country's socio economic development of rural India. The company has taken various measures such as payment of attractive procurement price to milk producers, huge investment in dairy infrastructure all levels starting from Primary Dairy Cooperative Societies, to State level Federation.

Aavin was established in 1972. In 1972, the company set up first dairy plant in Chennai. In 1981, the company developed 'Anand' pattern by Dr. Kurian. In 2017-18, the per capita availability of milk in Tamilnadu has increased from 169gm/day in 1993-94 to 268gm/day in 2017-18, due to increase in Milk production, the rise in per capita income, changing life style, food habits and export opportunities contributed to the rise in the demand for milk products. The company expand the organization in all over the world and providing best quality of milk with customer satisfaction.

It is also engaged in the manufacture of the milk products such as milk milkkhoa, mysorepak, gulabjamun, curd, butter milk, lassi, yoghurt and ice-creams. These are the Aavin produces 4 varieties of milk toned milk (3%fat), double toned milk (1.5%fat), standardized milk (4.5% fat) and full cream milk (6%fat). On the 1st February 1981, the commercial activities of the cooperative were handed over to Tamil Nadu cooperative milk producers' federation limited which sold milk and milk products under the trademark "Aavin". Tamilnadu is one of the leading state in milk production with about 14.5% million litres.

June 1 WORLD MILK DAY by FAO= food and agricultural organization. It gives to children to promote the growth of their muscles bones teeth and brain. Pediatricians and nutritionist agree that the balanced with a proportion of the necessary carbohydrates and proteins moreover, the high content of vitamin D in milk is key component to milk bone structure, bone recovery and bone health. In addition maintain the health of the teeth.



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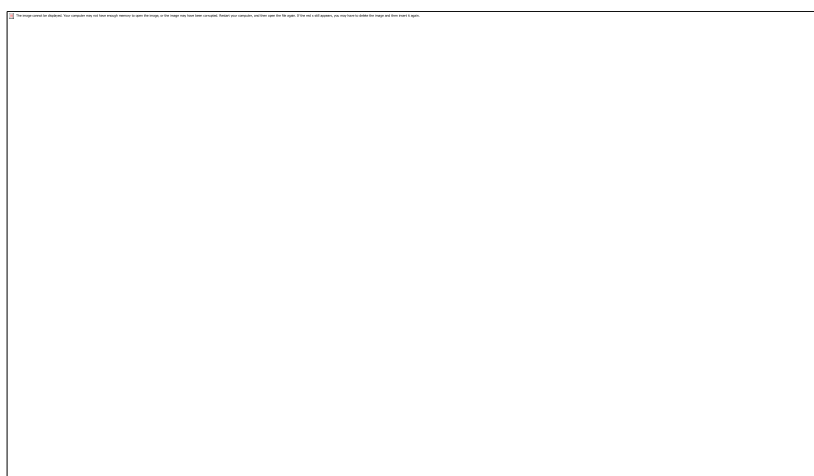
PRODUCTS

- Beverages
- Fermented products
- Hot milk
- Ice cream
- Milk products
- Sweets

ESTABLISHMENT

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MILK



Milk is essentially an emulsion of fat and protein in water, along with dissolved sugar (carbohydrate), minerals, and vitamins. These constituents are present in the milk of all **Toned Milk**.

Milk is a nutrient-rich liquid food produced by the mammary glands of mammals. It is the primary source of nutrition for young mammals before they are able to digest solid food. Early-lactation milk, which is called

colostrum, contains antibodies that strengthen the immune system, and thus reduces the risk of many diseases. Milk contains many other nutrients, including protein and lactose. More than six billion people worldwide consume milk and milk products, and between 750 and 900 million people live in dairy-farming household.

TYPES OF MILK

- Toned milk
- Standardized milk
- Double toned Milk
- Flavored milk
- Full cream milk
- Boiled milk
- Mixed milk
- Recombined milk
- Skimmed milk

Full cream milk



Full cream milk, Pasteurized, Homogenized is hygienically produced and made from Aavin fresh milk. Nutrient facts

Fat	Solid not fat	Protein	Carbohydrate	Minerals	Energy value
6g	9g	3.4g	4.9g	740mg	90 K.cal

TONED MILK



Toned milk, pasteurized, Homogenized is hygienically produced and made from Aavin fresh milk.

Nutrient facts

Fat	Solid not fat	Protein	Carbohydrate	Minerals	Energy value3
3g	8.5g	3.2g	4.7g	700mg	60K.cal

STADARDISED MILK



Standardized milk, Pasteurized, Homogenized is hygienically produced from Aavin fresh milk.

Nutrient facts

Fat	Solid not fat	Protein	Carbohydrate	Minerals	Energy value
	8.5g	3.2g	4.7g	700mg	74K.cal

CURD



Aavin curd is prepared by carefully standardizing milk solids, adding achieve probiotic strains and incubating which is reformed to curd after to curd after four hours.

Nutrient fact

Fat	Solid not fat	Protein	minerals	Energy value	Energy value
1.5g	4.7g	6.9g			

LASSI



Lassi is a product prepared from toned milk solids and mixture of masala, salt and packed in sachet and pet bottles. Ingredients are milk solids, salt, ginger, curry leaves, coriander, pudina & Green chilies.

Nutrition facts

FAT 200ml/Pet Bottle	Protein 200ml/ pet Bottle	Carbohydrate 200ml/ Pet Bottle	Minerals 200ml/ Pet Bottle	Energy value 200ml /Pet bottle
0.8g/ 1g	0.9g/ 1.1g	1.3g/ 1.6g	0.3g/ 0.3g	16kcal /20 kcal

PANEER



Aavin Paneer is prepared by coagulating milk solids with critic acid, placing in a die for removing excess whey, allowed for chilling water and then cut and packed.

Nutrient facts

Fat	Protein	Carbohydrate	Minerals	Energy value
25g	17g	2g	1.5g	301k.cal

BUTTER



Aavin buttermilk is prepared by mixing milk solids and mixture of masala, salt and packed in sachet and pet bottles. Ingredients are milk solids, salt, ginger, curry leaves, coriander, Pudina & Green Chillies.

Nutrient facts

FAT 200ml/ Pet bottle	Protein 200 ml/ pet bottle	Carbohydrate 200ml/ pet bottle	Minerals 200ml/ pet bottle	Energy value 200ml/ pet bottle
0.8/ 1.8g	0.98g/ 1.1g	1.3g/ 1.6g	0.3g/ 0.3g	16kcal/ 20kcal

ICE CREAM



Premium variety ice cream are made with a richer and creamer base mix to which desired flavors are added that comes in six variants where each tastes heavenly its shelf life is 180 days.

PEDA



Milk Peda is prepared thickening milk in a pan adding sugar at 50% condensed state and adding cardamom the stage of removals and packed whose shelf life of 7 days.

Nutrient facts

Fat	Protein	Carbohydrate	Calcium	Energy value
14.8g	12.6g	56.0g	613mg	410k.cal

GHEE



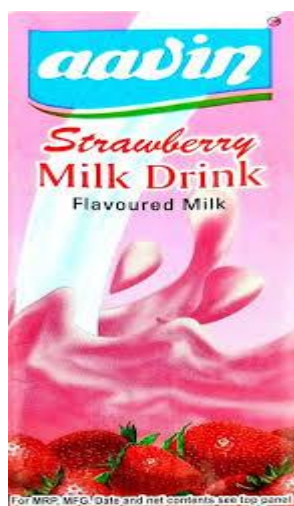
Aavin ghee online loves a terrific market share in Tamilnadu. Aavin ghee is always.

KULFI



Kulfi (/kɒlfiː/) is a frozen dairy dessert originating in the Indian subcontinent during the Mughal era in the 16th century. It is often described as "traditional Indian ice cream" and is a traditional sweet of the Indian subcontinent. In India, it is commonly sold by street vendors called kulfiwallahs.

FLAVOURED MILK



Flavored milk is a sweetened dairy drink made with milk, sugar, flavorings, and sometimes food colorings. It may be sold as a pasteurized, refrigerated product, or as an ultra-high-temperature (UHT) treated product not requiring refrigeration.

CHOCOLATES



Chocolate is a food product made from roasted and ground cacao pods that is available as a liquid, solid or paste, on its own or as a flavoring agent in other foods.

BEVERAGES



Beverage is any kind of liquid. We are always taking water, Water is a beverage item. Water, tea, coffee, milk, juice, beer and any kind of drinks item are listed in beverage items. Actually, beverage means any kind of Liquid item.

HOT MILK



Hot milk keeps the body warm and protects it from cold. According to diet expert Dr. Ranjana Singh, milk is a complete nutritional food item, which fulfills the need of calcium, vitamin D, potassium according to the body's needs. It has many advantages. Some people like to drink it cold while some people like it hot.

PRICE WATCH (IN RETAIL MARKET)

Milk variety	Current price (since Aug 19)	Price from May 16
Toned milk (blue)	43	40
Standardized (green)	47	44
Full cream milk (orange)	51	48

FOR CARD HOLDERS

Milk variety	Current price (since Aug 19)	Price from May 16
Toned milk(blue)	40	37
Standardized milk(green)	45	42
Full cream milk(orange)	49	46

IV. ANALYSIS AND INTERPRETATION

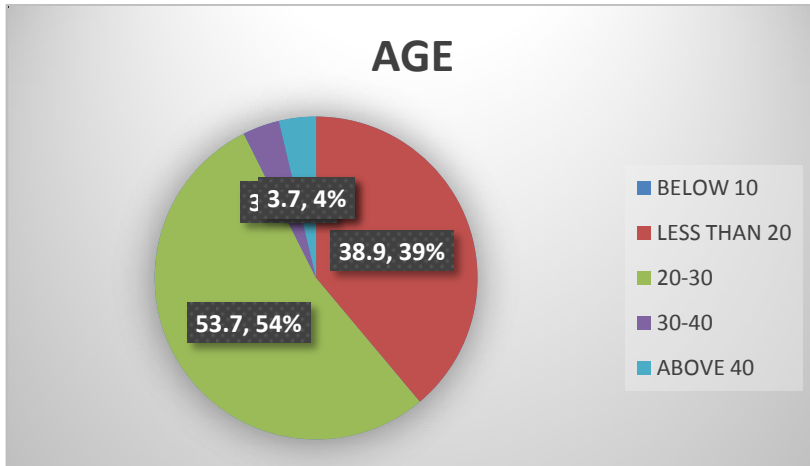
DISTRIBUTION OF RESPONDENTS FOR AGE

TABLE 1 SHOWING CLASSIFICATION OF RESPONDENT BASED ON AGE

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	BELOW 10	0	0
2	10 -20	42	38.5
3	20 -30	59	54.1
4	30 -40	4	3.7
5	ABOVE 40	4	3.7
TOTAL		109	100%

Majority 53.7% of respondent are from the age group from above 40

CHART NO 4.1



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 0% of ages of the respondent are below 10 years, 38.5% of ages of the respondents are from 10 -20 years, 54.1% of ages of the respondent are from 20 -30 years, 3.7% of ages of the respondent are from 30 - 40 years, 3.7% of ages of the respondent are from above 40 years.

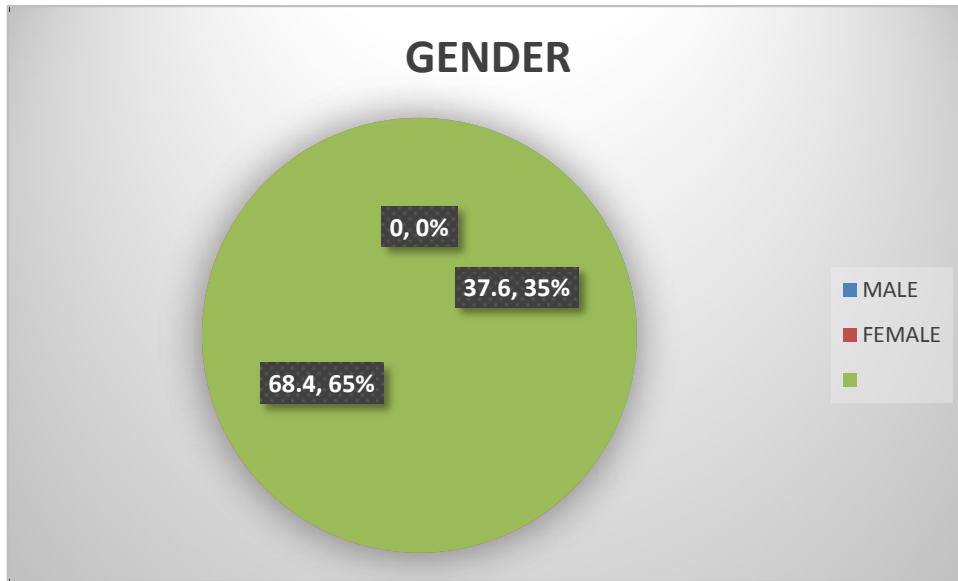
DISTRIBUTION OF RESPONDENT BY THE GENDER

TABLE 2 SHOWING CLASSIFICATION OF RESPONDENT BASED ON GENDER

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
MALE	41	37.6
FEMALE	68	62.4
TOTAL	109	100%

Majority 68% of respondent are from female respond

CHART NO 4.2



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table showing Interpret that 37.6% of the respondent are Male and 62.4 of the respondent are Female.

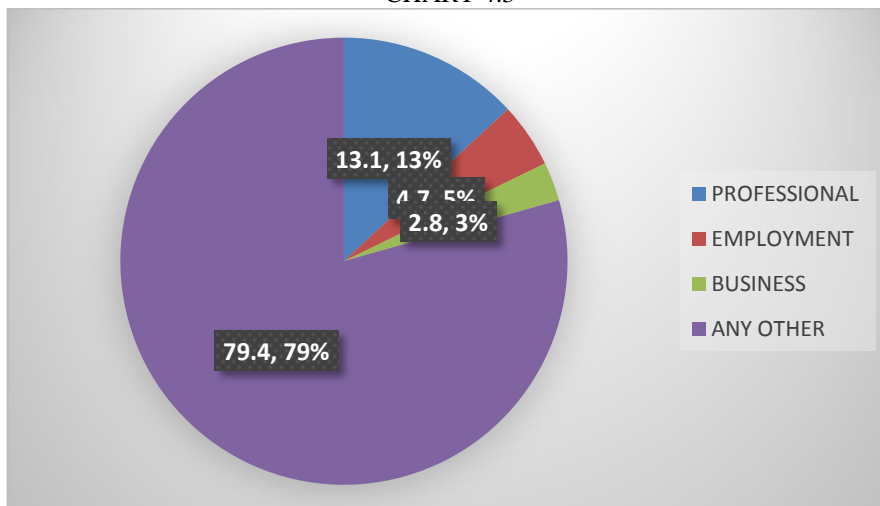
DISTRIBUTION OF THE RESPONDENT BASED ON OCCUPATION

TABLE 3 SHOWING CLASSIFICATION OF RESPONDENT BASED ON OCCUPATION

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	PROFESSIONAL	14	13
2	EMPLOYMENT	5	4.6
3	BUSINESS	3	2.8
4	ANY OTHER	86	79.6
TOTAL		109	100%

Majority 79.4% of the respondent are others.

CHART 4.3



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpret that 13.1 of the respondent are professional, 4.7% of the respondent are Employment, 2.8% of the respondent are business and 79.4% of the respondent are others.

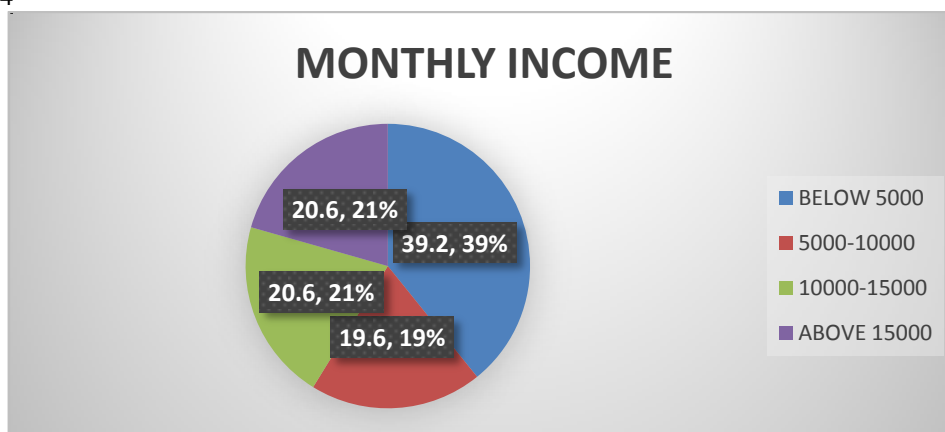
DISTRIBUTION OF RESPONDENT BASED ON MONTHLY INCOME

TABLE 4 SHOWING CLASSIFICATION OF RESPONDENT BASED ON MONTHLY INCOME

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	BELOW 5000	40	38.8
2	5000 - 10000	20	19.4
3	10000 - 15000	21	20.4
4	ABOVE 15000	22	21.4
TOTAL		109	100%

Majority 38.8% of the respondent are earning below 5000 of their monthly income.

CHART 4.4



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 38.8% are of the respondent get monthly income less than 5000, 19.4 % of the respondent get monthly income from 5000- 10000, 20.4% of the respondent get monthly income from 10000 – 15000, 21.4% of the respondent get monthly income above 15000.

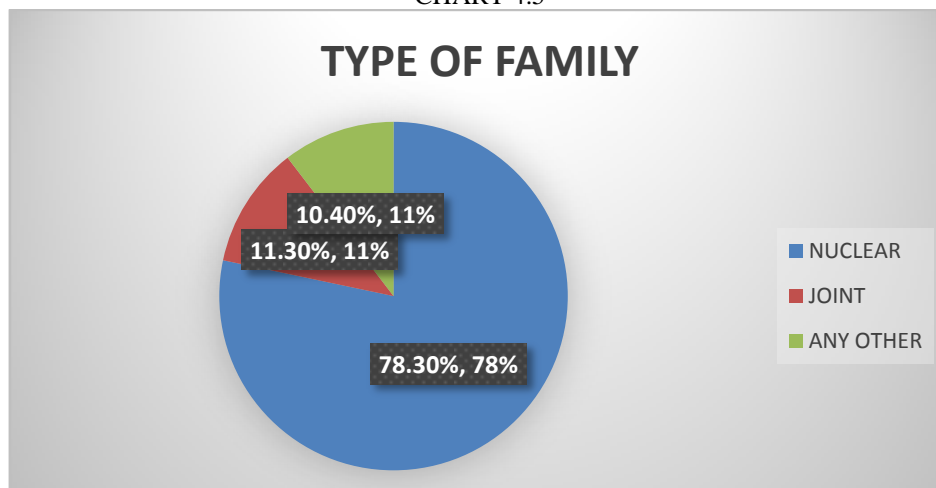
DISTRIBUTION OF RESPONDENT BASED ON TYPE OF FAMILY

TABLE 5 SHOWING CLASSIFICATION OF RESPONDENT BASED ON TYPE OF FAMILY

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	NUCLEAR FAMILY	83	77.6
2	JOINT FAMILY	13	12.1
3	ANY OTHER	11	10.3
TOTAL		107	100%

Majority 77.6% of the respondent are from Nuclear Family.

CHART 4.5



SOURCE: PRIMARY DATA
INTERPRETATION

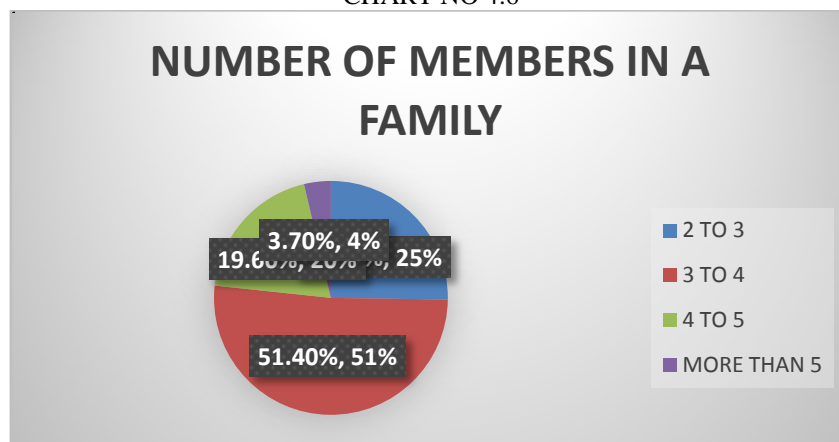
From the Table, we interpret that 77.6% of the respondent are from Nuclear family, 12.1% of the respondent are from joint family, 10.3% of the respondent are from others.

DISTRIBUTION OF THE RESPONDENT BASED ON THE NUMBER OF MEMBERS IN A FAMILY
TABLE 6 SHOWING CLASSIFICATION OF RESPONDENT BASED ON MEMBERS IN A FAMILY

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	2 -3 MEMBERS	28	25.9
2	3 – 4 MEMBERS	55	50.9
3	4 – 5 MEMBERS	21	19.4
4	MORE THAN 5	4	3.7
TOTAL		108	100%

Majority 50.9% of the respondent, there are 3-4 members in a Family.

CHART NO 4.6



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 25.9% of respondent are 2 – 3 members in a family, 50.9% of the respondent are 3 – 4 members in a family, 19.4% of the respondent are 4 – 5 members in a family, 3.7% of the respondent are been from more than 5 members in a family.

DISTRIBUTION OF THE RESPONDENT BASED ON THE WHICH DAIRY PRODUCT WOULD YOU PREFER FROM THE FOLLOWING PRODUCTS

TABLE 7 SHOWING CLASSIFICATION OF RESPONDENT BASED ON PREFERENCE TOWARDS PRODUCTS

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	AAVIN	64	58.7
2	AMUL	27	24.8
3	AROCKIYA	6	5.5
4	CAVINS	5	4.6
5	HERTITAGE	5	4.6
6	HATSUN	2	1.8
TOTAL		109	100%

Majority 58.7% of the respondent preferred Aavin products.

CHART 4.7



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that 58.7% of the respondent preferred for Aavin, 24.8% of the respondent preferred for Amul, 5.5% of the respondent preferred for Arockiya, 4.6% of the respondent preferred for Cavins, 4.6% of the respondent preferred for Heritage, 1.8% of the respondent preferred for Hatsun.

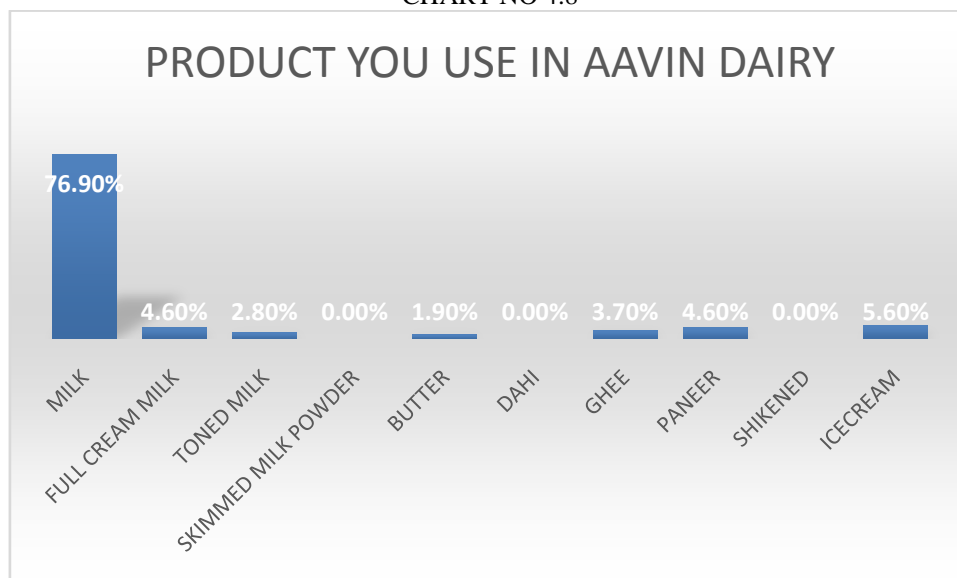
DISTRIBUTION OF THE RESPONDENT BASED ON WHICH PRODUCT DO YOU USE IN AAVIN DAIRY

TABLE 8 SHOWING CLASSIFICATION OF RESPONDENT BASED ON THE USAGE OF AAVIN DAIRY

S.NO	PARTICULARS	NO. OF RESPONSE	PERCENTAGE
1	MILK	84	77.1%
2	FULL CREAM MILK	5	4.6%
3	TONED MILK	3	2.8%
4	SKIMMED MILK POWDER	0	0%
5	BUTTER	2	1.8%
6	DAHI	0	0%
7	GHEE	4	3.7%
8	PANEER	5	4.6%
9	SHCRIKENED	0	0%
10	ICE CREAM	6	5.5%
TOTAL		109	100%

Majority 77.1% of the respondent, use milk in Aavin dairy.

CHART NO 4.8



SOURCE: PRIMARY DATA

INTERPRETATION

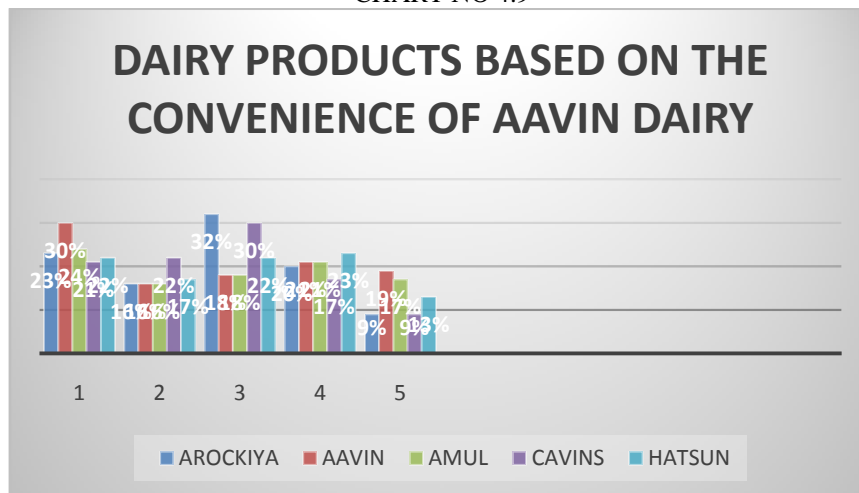
From the Table, we interpret that 77.1% (of respondent) use milk in Aavin dairy ,4.6% (of respondent) use full cream milk in Aavin dairy , 2.8% (of respondent) use toned milk , 1.8% Of respondent use butter , 3.7% of respondent use ghee, 4.6% of respondent use Paneer , 5.5% of respondent use ice cream.

DISTRIBUTION OF RESPONDENCE BASED ON THE CONVICIENCE OF AAVIN DAIRY (RATING)
TABLE 9 SHOWING CLASSIFICATION OF RESPONDENT BASED ON THE CONVEINENCE OF AAVIN DAIRY

S.NO	PARTICULARS	1	2	3	4	5
1	AROCKIYA	23	16	32	20	9
2	AAVIN	31	16	18	21	19
3	AMUL	24	16	18	21	17
4	CAVINS	21	22	30	17	9
5	HATSUN	21	17	22	23	13

Majority of the respondent are preferred with Aavin products

CHART NO 4.9



SOURCE: PRIMARY DATA
 INTERPRETATION

From the Table, we interpret that 30% of the respondent are given ratings for (1), 16% of the respondent are given ratings for (2), 18% of the respondent are given ratings for (3), 21% of the respondent are given respondent given ratings for (4), 19% of the respondent given respondent for (5).

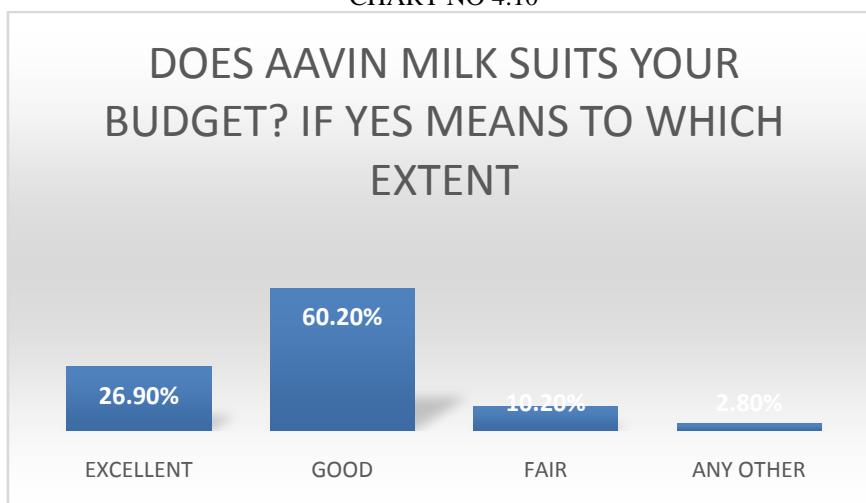
DISTRIBUTION OF RESPONDENT BASED ON DOES AAVIN MILK SUITS YOUR'SBUDGET?

TABLE 10 SHOWING CLASSIFICATION OF RESPONDENT BASED ON YOUR BUGDET

S.NO	PARTICULARS	NO.OF RESPONDENCE	PERCENTAGE
1	EXCELLENT	29	26.6%
2	GOOD	66	60.6%
3	FAIR	11	10.1%
4	ANY OTHER	3	2.8%
TOTAL		109	100%

Majority 60.6% of the respondent, budgets suits Aavin milk.

CHART NO 4.10



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that 26.90% of the respondent suits their budget they have given a opinion that IT IS EXCELLENT, 60.20% of the respondents budget has given a opinion that it is good, 10.20% of the respondent has given the opinion that it is fair, 2.8% of the respondent has given an opinion that any other reasons.

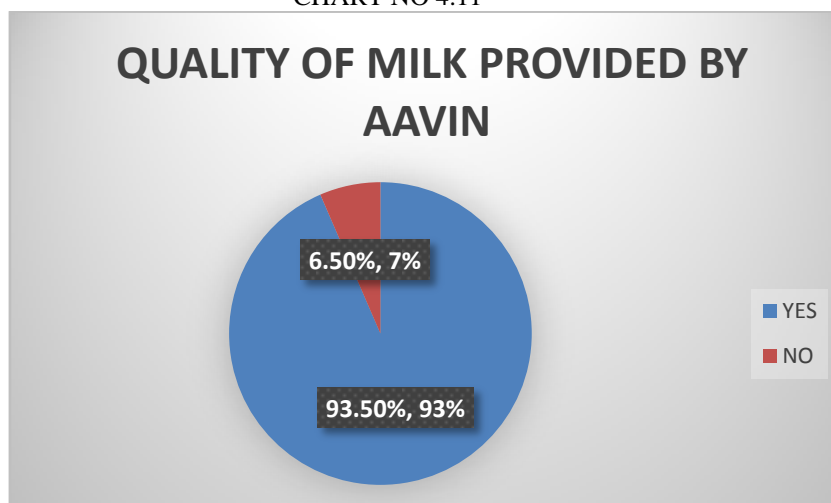
DISTRIBUTION OF THE RESPONDENT BASED ON QUALITY OF MILK PRODUCED BY AAVIN

TABLE 11 SHOWING CLASSIFICATION OF RESPONDENT BASED ON QUALITY OF MILK PRODUCED BY AAVIN

S.NO	PARTICULARS	NO OF RESPONSCE	PERCENTAGE
1	YES	101	93.5%
2	NO	7	6.5%
TOTAL		109	100%

Majority 101% of the respondent liked the quality of milk produced in Aavin.

CHART NO 4.11



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that, 93.50% are satisfied with the quality of milk produced by Aavin, 6.50% are not satisfied with the quality of milk produced by Aavin.

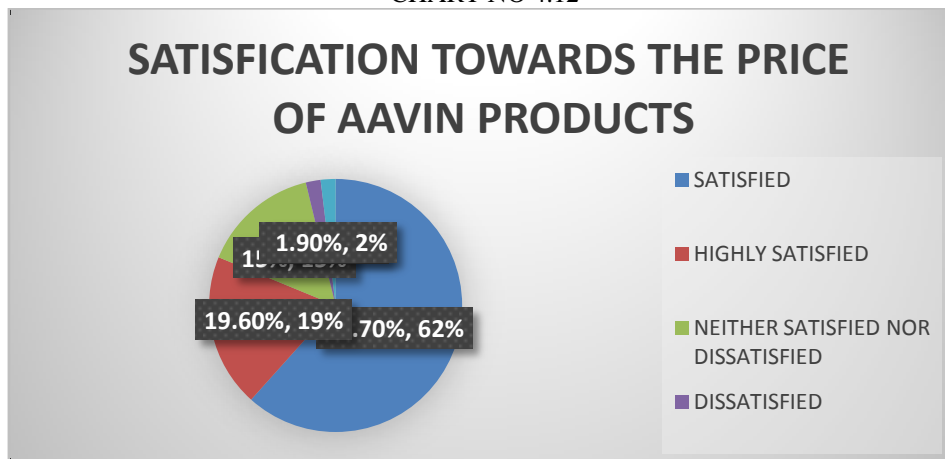
DISTRIBUTION OF RESPONDENT BASED ON PRICE OF AAVIN PRODUCTS.

TABLE 12 SHOWING CLASSIFICATION OF RESPONDENT BASED ON PRICE OF AAVIN PRODUCTS

S.NO	PARTICULARS	NO OF RESPONSC	PERCENTAGE
1	HIGHLY SATISFIED	21	19.4%
2	SATISFIED	67	62%
3	NEITHER SATISFIED NOR DISSATISFIED	16	14.8%
4	HIGHLY DISSATISFIED	2	1.9%
5	DISSATISFIED	2	1.9%
TOTAL		108	100%

Majority 62% of the respondent are satisfied with the price of Aavin products.

CHART NO 4.12



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that, 61.78% are satisfied with the price of Aavin products, 19.60% are highly satisfied with the price of Aavin products, 1.90% are dissatisfied with the price of Aavin products, 15% are neither satisfied nor dissatisfied with the price of Aavin products, 1.90% are highly dissatisfied with the price of Aavin products.

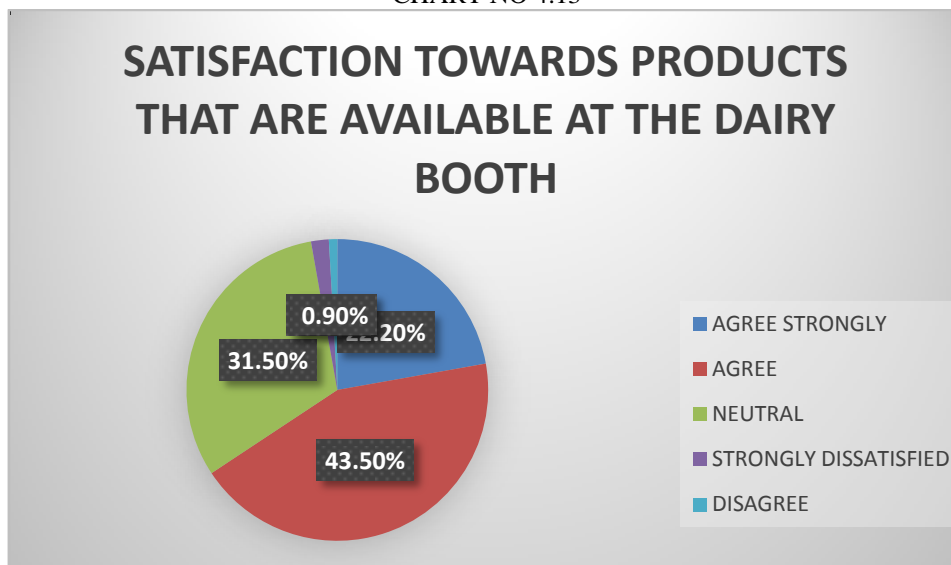
DISTRIBUTIION OF RESPONDENT BASED ON PRODUCTS THAT ARE AVAILABLE AT THE DAIRY BOOTH

TABLE 13 SHOWING CLASSIFICATION OF RESPONDENT BASED ON PRODUCTS AVAILABILITY AT THE BOOTH

S.NO	PARTICULARS	NO OF RESPONSE	PERCENTAGE
1	AGREE STRONGLY	24	22%
2	AGREE	48	44%
3	NEUTRAL	34	31.2%
4	DISAGREE STRONGLY	2	1.8%
5	DISAGREE	1	0.9%
TOTAL		109	100%

Majority 44% of the respondent are agreed to the booths available in Aavin

CHART NO 4.13



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that, 43.5% are agreed to the products that are available at the dairy booth of Aavin, 1.90% are strongly dissatisfied with the products that are available at the dairy booth, 22.20% are strongly agreed to the products that are available at the dairy booth, 31.50% are neither satisfied nor dissatisfied with the products' that are available in dairy booth, 0.90% are disagree with the products that are available at the dairy booth.

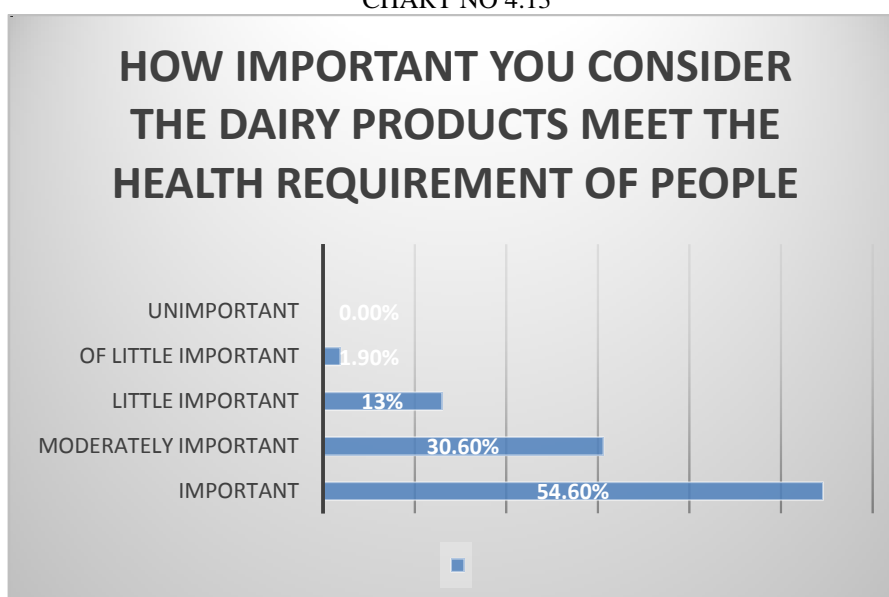
DISTRIBUTION OF RESPONDENT BASED ON HOW IMPORTANT YOU CONSIDER NUTRIENTS OF DAIRY PRODUCTS MEET THE HEALTH REQUIREMENTS OF PEOPLE.

TABLE 14 SHOWING CLASSIFICATION OF RESPONDENT BASED ON IMPORTANCE OF NUTRIENTS OF DAIRY PRODUCTS

S.NO	PARTICULARS	NO.OF RESPONSC	PERCENTAGE
1	IMPORTANCE	60	55%
2	MORDERATELY IMPORTANCE	33	30.3%
3	LITTLE IMPORTANT	14	12.8%
4	OF LITTLE IMPORTANT	2	1.8%
5	UNIMPORTANT	0	0%
TOTAL		109	100%

Majority 55% of the respondent are given importance towards nutrients of dairy products meet towards health requirements of people.

CHART NO 4.13



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that, 54.60% of people have chosen for the option as important, 1.90% of people have chosen for the option as of little important, 30.60% of people have chosen the option moderately important, 13% of people have chosen for the option as little important.

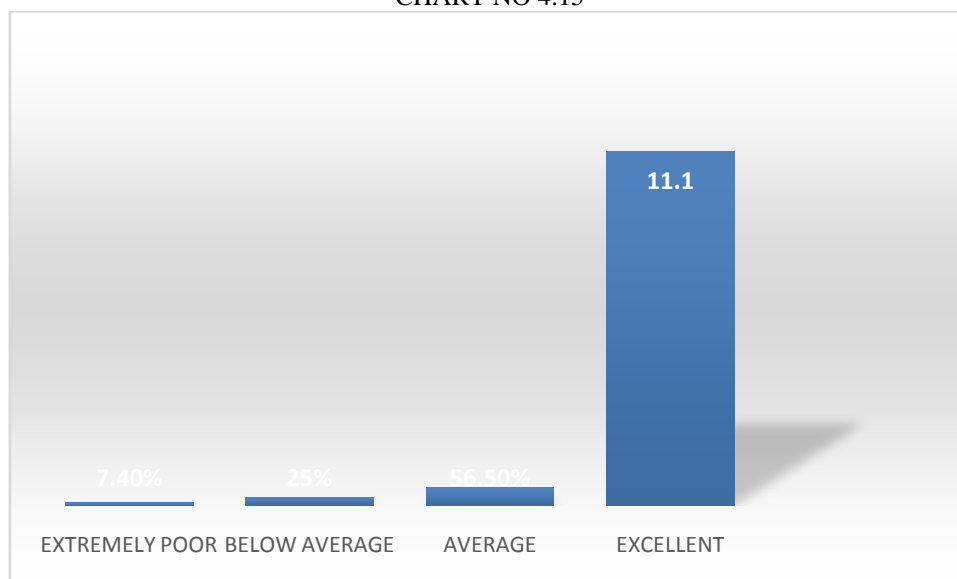
DISTRIBUTION OF THE RESPONDENT BASED ON THE NO. OF BOOTHS SUFFICIENT IN YOUR LOCALITY

TABLE 15 SHOWING CLASSIFICATION OF RESPONDENT BASED ON NO OF SUFFICIENT BOOTHS

S.NO	PARTICULARS	NO. OF RESPONCE	PERCENTAGE
1	EXTERMELY POOR	8	7.3%
2	BELOW AVERAGE	27	24.8%
3	AVERAGE	62	56.9%
4	EXCELLENT	12	11%
TOTAL		109	100%

Majority 56.6% of the respondent are given a response (average) of booth sufficient in their locality.

CHART NO 4.15



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 11.1% of respondents are highly satisfied with the number of booth available in their locality, 56.50% are satisfied with the number of booth available in their locality, 25% of respondents are highly dissatisfied with the number of booth available in their locality, and 7.40% are dissatisfied with the number of booth available in their locality.

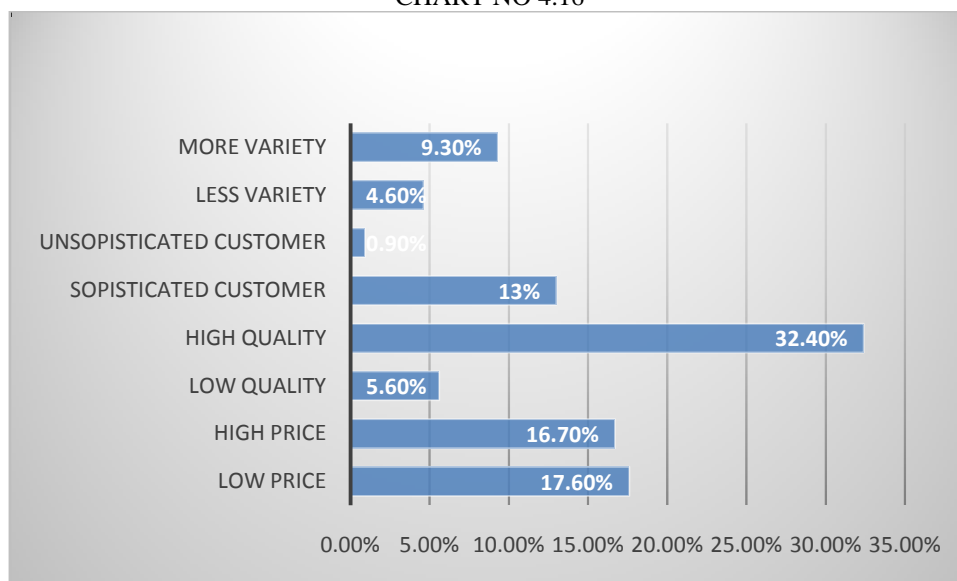
DISTRIBUTION OF THE RESPONDENT BASED ON THE AAVIN DAIRY PRODUCT & OTHER DAIRY ITEMS & SERVICE FACILITIES

TABLE 16 SHOWING CLASSIFICATION OF RESPONDENT BASED ON SERVICES FACILITIES OF AAVIN

S.NO	PARTICULARS	NO OF RESPONSCCE	PERCENTAGE
1	LOW PRICE	19	17.4%
2	HIGH PRICE	18	16.5%
3	LOW QUALITY	6	5.5%
4	HIGH QUALITY	35	32.1%
5	SOPHISTICATED COUSTOMER	14	12.8%
6	UNSOPHISTICATED COUSTOMER	1	0.9%
7	LESS VARIETY	5	4.6%
8	MORE VARIETY	11	10.1%
TOTAL		109	100%3

Majority 32.1% of the respondent are given an opinion about high quality of the Aavin dairy products and other dairy Dairy items and service facilities.

CHART NO 4.16



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 9.30% of respondent have given an option that there are more varieties of products in the Aavin dairy products, and services facilities of Aavin, 4,60% are given a opinion that less variety of products available in Aavin dairy, and services facilities provided by Aavin, 0.90% of respondent are given an opinion that there are unsophiscated customers are available in Aavin service facilities, 13% of respondent have given an opinion that there are sophiscated customers are available in Aavin service facilities, 32.40% of respondent have given a opinion that there are high quality of products available in Aavin, 5.6% of respondent have given an opinion that there are low quality products available in Aavin, 16.70% of respondent have given an opinion that there are high price products available in Aavin, 17.60% of respondent have given an opinion that are low price of quality productsavailable in Aavin.

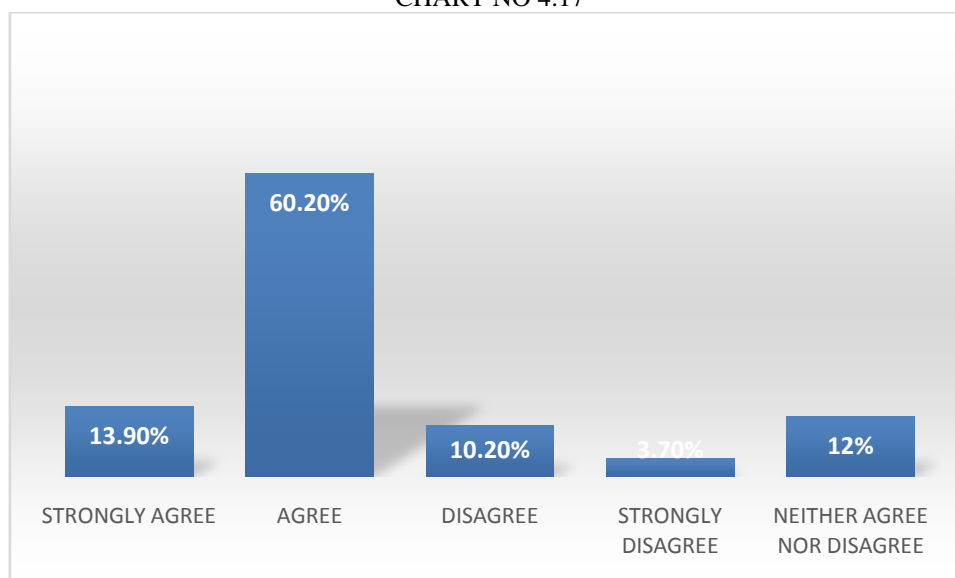
DISTRIBUTION OF THE RESPONDENT ON THE HOME DELIVERY OF AAVIN MILK IS MADE AT PRESCRIBED TIME AT EARLY MORNING.

TABLE 17 SHOWING CLASSIFICATION OF RESPONDENT BASED ON HOME DELIEVERY OF AAVIN MILK

S.NO	PARTICULARS	NO.OF RESPONCE	PERCENTAGE
1	STRONGLY AGREE	15	13.8
2	AGREE	66	60.6
3	NEITHER AGREE NOR DISAGREE	13	11.9
4	STRONGLY DISAGREE	4	3.7
5	DISAGREE	11	10.1
TOTAL		109	100%

Majority 60.6% of the respondent are given a opinion about the home delivery of the Aavin milk is made at prescribed time at early morning.

CHART NO 4.17



SOURCE: PRIMARY DATA
INTERPRETATION

From the Table, we interpret that 13.90% of people strongly agree to the products that are delivered in the morning time, 60.20% of respondent have agreed to the products of milk that are delivered in the morning time, 10.20% of respondent have disagreed that the products of milk are not delivered at the morning time, 3.70% of respondent have strongly disagreed that the products are not delivered at the morning time, 12% of respondent have been neither agreed nor disagreed with the delivery of milk at the morning time.

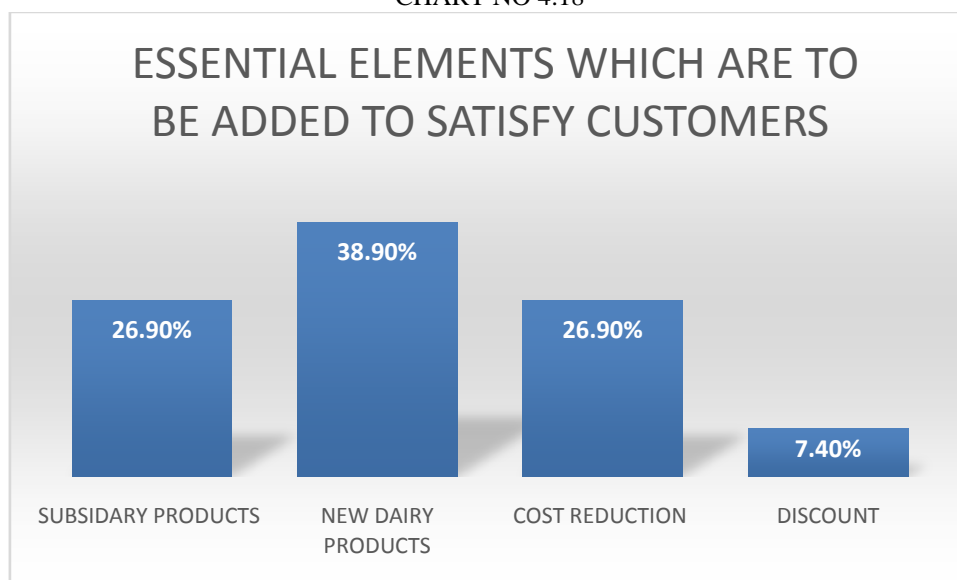
DISTRIBUTION OF THE RESPONDENT BASED ON THE ESSENTIAL ELEMENTS WHICH ARE TO BE ADDED TO SATISFY CUSTOMERS

TABLE 18 SHOWING CLASSIFICATION OF RESPONDENT BASED ON ESSENTIAL ELEMENTS OF AAVIN

S.NO	PARTICULARS	NO OF RESPONSE	PERCENTAGE
1	SUBSIDIARY PRODUCTS	29	26.6
2	NEW DAIRY PRODUCTS	42	38.5
3	COST REDUCTION	29	26.6
4	DISCOUNT	9	8.3
TOTAL		109	109

Majority 38.5% of the respondent are given an opinion about essential elements which are to be added to satisfy customers.

CHART NO 4.18



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 26.90% of the respondent have given a suggestion about subsidiary products to be added in Aavin products, 38.90% of the respondent have given a suggestion that new dairy products can be improved for development of Aavin products in markets, 26.90% of respondent have given a opinion about cost reduction In Aavin dairy products, 7.40% of the respondent have suggested to give discounts, bonus, etc.. For the increase in development of the product.

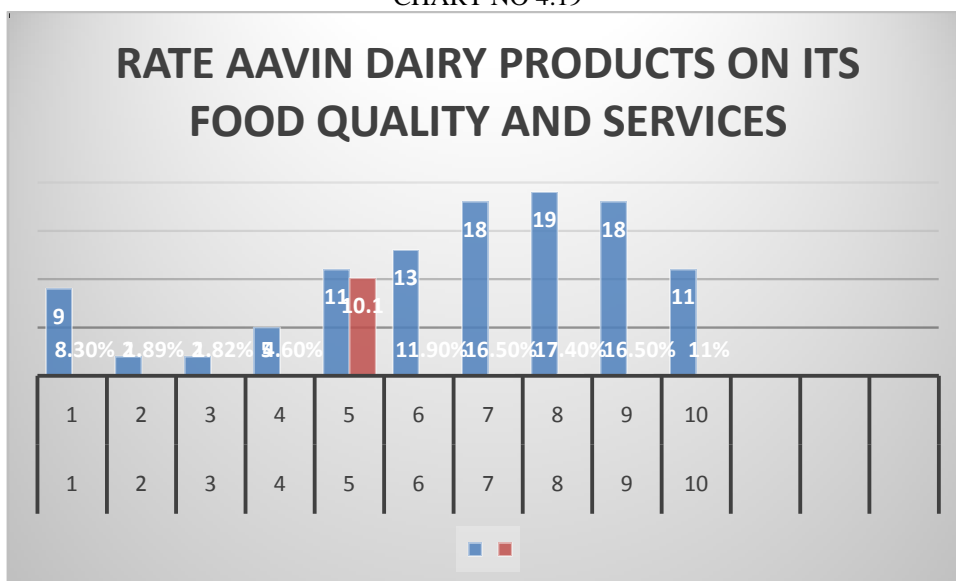
DISTRIBUTION OF RESPONSE BASED ON THE RATE OF AAVIN DAIRY PRODUCTS ON ITS FOOD QUALITY AND SERVICES

TABLE 19 SHOWING CLASSIFICATION OF RESPONDENT BASED ON FOOD QUALITY AND SERVICES

S.NO	PARTICULARS	NO OF RESPONSE	PERCENTAGE
1	1	9	8.3%
2	2	2	1.89%
3	3	2	1.82%
4	4	5	4.6%
5	5	11	10.1
6	6	13	11.9%
7	7	18	16.5%
8	8	19	17.4%
9	9	18	16.5%
10	10	11	11%
TOTAL		109	100

Majority 17.4% of the respondent are given ratings for the 8th position for Aavin products.

CHART NO 4.19



SOURCE: PRIMARY DATA
INTERPRETATION

From the Table, we interpret that 8.30% of the respondent have rated for the 1st position, 1.89% of the respondent have rated the 2nd position, 1.82% of the respondent have rated for the 3rd position, 4.60% of the respondent have rated for the 4th position, 10.1% of the respondent have rated for the 5th position, 11.90% of the respondent have rated for the 6th position, 16.50% of the respondent have rated for the 7th position, 17.40% of the respondent rated for the 8th position, 16.5% of the respondent have rated for the 9th position, 11% of the respondent have rated for 10th position

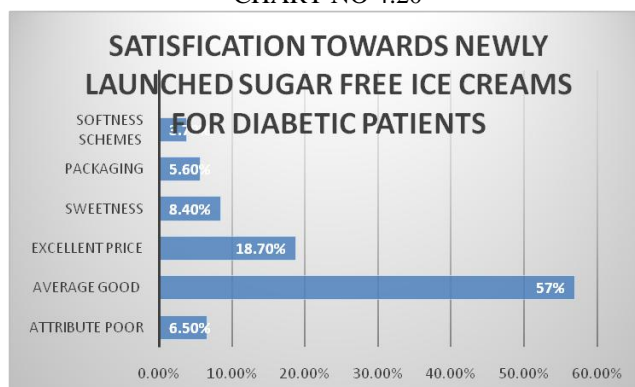
DISTRIBUTION OF THE RESPONDENT BASED ON THE NEWLY LAUNCHED SUGAR FREE ICE CREAM FOR DIABETIC

TABLE 20 SHOWING CLASSIFICATION OF RESPONDENT BASED ON NEWLY LAUNCHED PRODUCTS FOR DIABETIC PERSON

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	ATTRIBUTE POOR	7	6.5%
2	AVERAGE GOOD	62	57.4%
3	EXCELLENT PRICE	20	18.5%
4	SWEETNESS	9	8.3%
5	PACKAGING	6	5.6%
6	SOFTNESS SCHEMES	4	3.7%
TOTAL		109	100%

Majority 57.4% of the respondent are given a response for newly launched sugar free ice cream for diabetics.

CHART NO 4.20



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that 3.70% of the respondent have given a opinion towards softness schemes for newly launched ice creams for diabetic patients, 5.60% of the respondent have given a opinion for the packaging of the newly launched ice creams, 8.40% of the respondent have given a opinion towards the sweetness of the newly launched products in Aavin, 18.90% of the respondent have given a opinion for the excellent price of the new product launched, 57% of the respondent have given a brief idea for average good, 6.50% of the respondent have given a opinion for attribute poorness of the Aavin products which was newly launched.

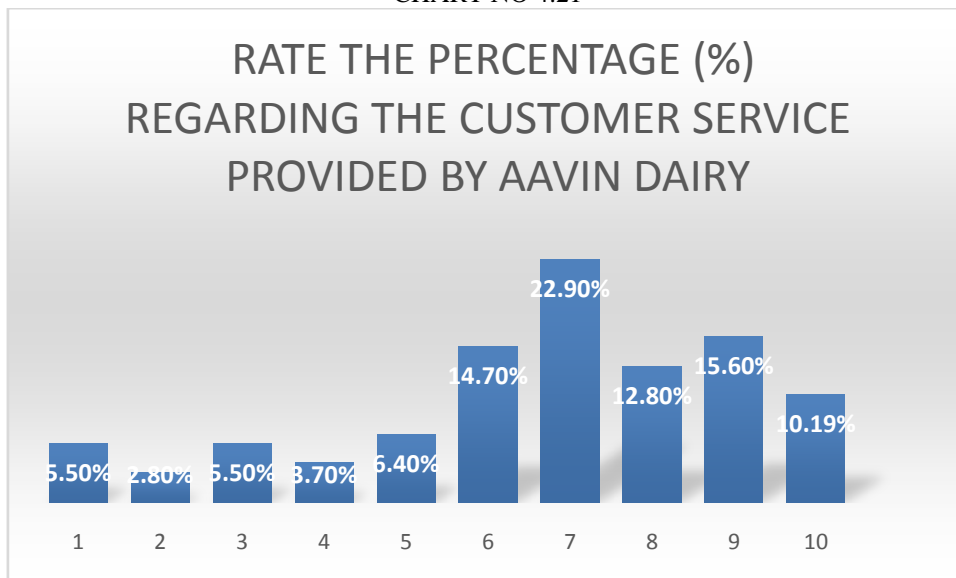
DISTRIBUTION OF THE RESPONSE BASED ON THE COUSTOMER SERVICE PROVIDED BY AAVIN DAIRY

TABLE 21 SHOWING CLASSIFICATION OF RESPONDENT BASED ON CUSTOMER SERVICES PROVIDED BY AAVIN DAIRY

S.NO	PARTICULARS	NO OF RESPONSE	PERCENTAGE
1	1	6	5.5%
2	2	3	2.8%
3	3	6	5.5%
4	4	4	3.7%
5	5	7	6.4%
6	6	16	14.7%
7	7	25	22.9%
8	8	14	12.8%
9	9	17	15.6%
10	10	11	10.19
TOTAL		109	100%

Majority of the respondent are given opinion about the customer service provide by Aavin dairy.

CHART NO 4.21



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 5.50% of respondent have rated 1st position for customers service provide by Aavin dairy, 2.80% of respondent have rated 2nd position for customer service provided by Aavin milk, 5.5% of the respondent have rated 3rd position for customer service provided for Aavin milk, 3.70% of the respondent have rated 4th position for customer service provided by Aavin milk, 6.40% of the respondent have rated 5th position for customer service provided by Aavin milk, 14.70% of the respondent have rated 6th position for customer service provide by Aavin milk, 22.90% of the respondent have rated 7th position for the customer services provided my Aavin milk, 12.80% of the respondent have rated 8th position for the customer service

provided by Aavin milk, 15.60% of the respondent have rated for the 9th position for customer services provided by Aavin milk, 10.19% of the respondent have rated 10th position for customer service provided by Aavin milk

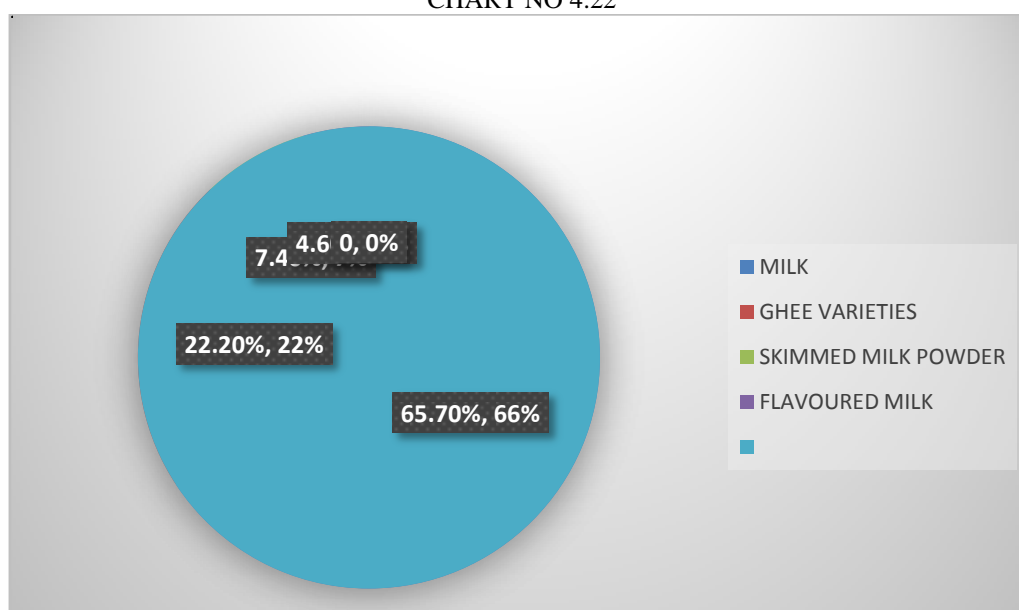
DISTRIBUTION OF THE RESPONSE BASED ON THE PRODUCTS OF AAVIN WHICH HAS MOSTLY ATTRACTED CUSTOMER

TABLE 22 SHOWING CLASSIFICATION OF RESPONDENT BASED ON PRODUCTS ATTRACTION FOR CUSTOMERS

S.NO	PARTICULARS	NO. OF RESPONCE	PERCENTAGE
1	MILK	71	65.7%
2	GHEE VARIETIES	24	22.2%
3	SKIMMED MILK POWDER	8	7.4%
4	FLAVOURED MILK	5	4.6%
TOTAL		109	100%

Majority 65% of the respondent are given an opinion about the (milk) products of Aavin which has mostly attracted customer.

CHART NO 4.22



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that 65.70% are mostly attracted towards milk, 22.2% of the respondent have been attracted towards ghee varieties, 7.40% of the respondent have attracted towards skimmed milk, 4.60% of the respondent have been attracted towards flavored milk.

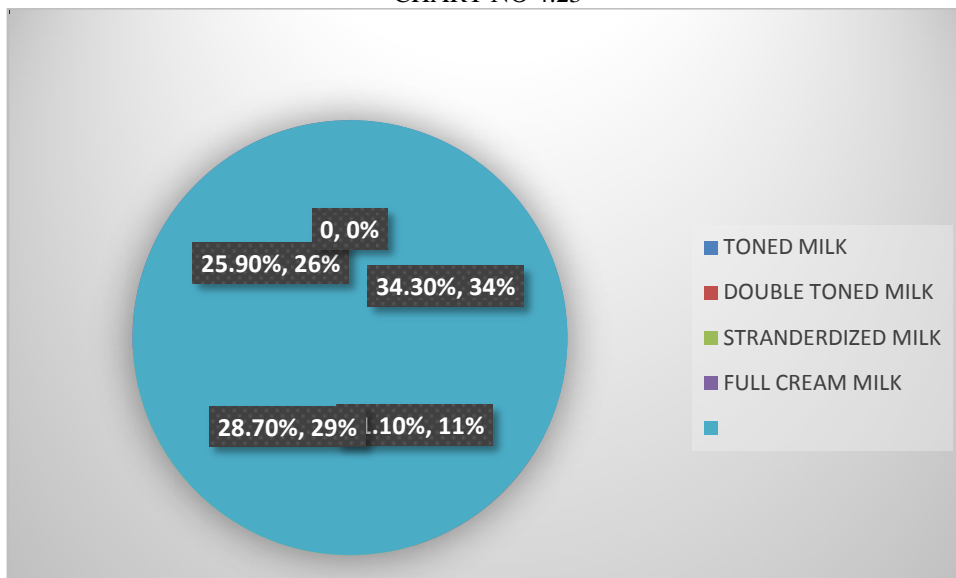
DISTRIBUTION OF THE RESPONDENT BASED ON MAXIMUM DEMAND ON VARIOUS AAVIN MILK PRODUCTS

TABLE 23 SHOWING CLASSIFICATION OF RESPONDENT BASED ON DEMAND ON VARIOUS PRODUCTS FOR AAVIN MILK PRODUCTS

S.NO	PARTICULAR	NO.OF RESPONCE	PERCENTAGE
1	TONED MILK	37	34.3%
2	DOUBLED TONED MILK	12	11.1%
3	STANDERDISED MILK	31	28.7%
4	FULL CREAM MILK	28	25.9%
TOTAL		109	108%

Majority 34.4% of the respondent have given an opinion about maximum demand for toned milk in Aavin milk products.

CHART NO 4.23



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table, we interpret that 34.30% of the respondent that is toned milk has maximum demand, 28.70% of the respondent that is standardized milk has second maximum demand, 25.90% of the respondent that is full cream milk has third maximum demand, 11.10% of the respondent that is double toned milk has the last maximum demand in Aavin products.

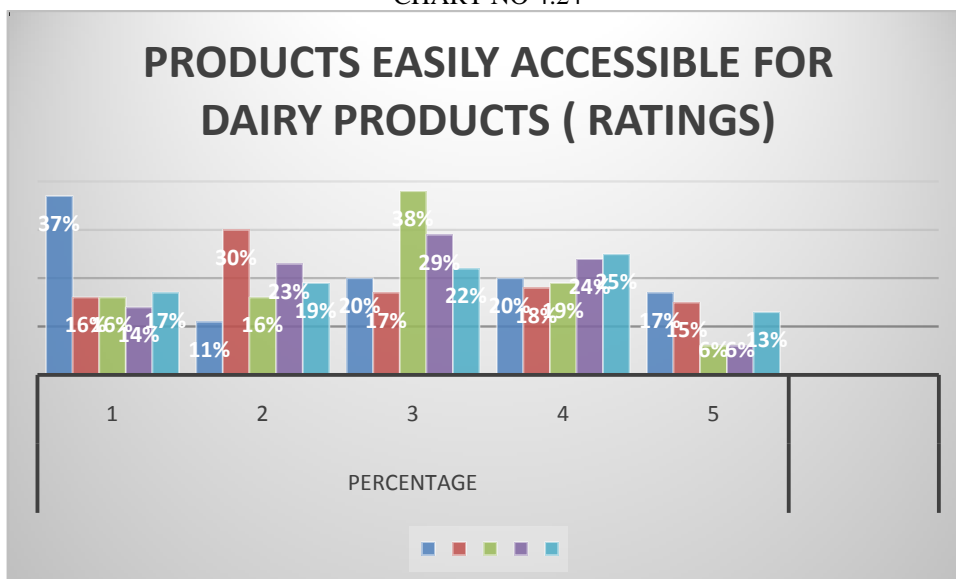
DISTRIBUTION OF THE RESPONDENT BASED ON THE PRODUCTS ACCESSIBLE FOR DAIRY PRODUCTS

TABLE 24 SHOWING CLASSIFICATION OF RESPONDENT BASED ON PRODUCTS ACCESSIBLE FOR DAIRY PRODUCTS

S.NO	PARTICULAR	1	2	3	4	5
1	AAVIN	37%	11%	20%	20%	17%
2	AMUL	16%	30%	17%	18%	15%
3	CAVINS	16%	16%	38%	19%	6%
4	AROCKIYA	14%	23%	29%	24%	6%
5	HATSUNS	17%	19%	22%	25%	13%

Majority of the respondent are been given a opinion about the products accessible for dairy products.

CHART NO 4.24



SOURCE: PRIMARY DATA

INTERPRETATION

From the Table we interpretation that 37% of the respondent has rated that 1st position for Aavin products which are easily accessible, 11% of the respondent have been rated for the 2nd position which are easily accessible for Aavin products, 20% of the respondent have rated for 3rd position for easily accessible for Aavin products, 20% of the respondent has been rated for the 4th position for which are easily accessible for Aavin products, 17% of the respondent has been rated for the 5th position for which are easily accessible for Aavin products.

V. SUMMARY AND FINDINGS

5.1 FINDINGS

- 53.7% of the respondent belong to the Age group of above 40.
- 62.4% are female respondent so it shows that females are more satisfied with Aavin products.
- 79.4% of the respondent are from other sources who do not.
- 39.2% of the respondent earn below 5000 monthly, so it shows that other earn more than 5000 monthly.
- 77.6% of the respondent are from Nuclear family.
- 50.9% of the respondent who have given a opinion about the members in their family (3-4).
- 58.7% of the respondent preferred Aavin products.
- 77.1% of the respondent use Aavin milk in Aavin dairy.
- 60.20% of the respondent, suits their budget (good).
- 93.50% of the respondent are satisfied with the quality of milk produced by Aavin.
- 61.70% of the respondent satisfied with the price of the Aavin products.
- 43.50% of the respondent are agreed to the products that are available at the dairy booth of Aavin.
- 54.60% of the respondent of people has choosen for the option as important for the nutrients of dairy products meet the health requirement of people.
- 56.50% of the respondent are satisfied with the number of booth available in their locality.
- 57% of the respondent have given brief idea for newly launched sugar free ice cream for diabetics.
- 22.90% of the respondent have rated 7th position for customer service provided by Aavin milk.
- 65.70% of the respondent has mostly attracted towards customer.
- 34.30% of the respondent has maximum demand for toned milk in Aavin milk products.
- 30% of the respondent have given a opinion about the Aavin easily accessible for dairy products.

5.2 SUGGESTION

- Products that are been introduced are being a demand for consumers, in this way I would like to suggest a way to improve variety of products in Aavin.
- All varieties should be available in all areas.
- It quality and taste can be produced in different varieties for example in ice creams we can produce with sugar or without sugar which can be eaten by children's and adults.
- Company should maintain the awareness among Aavin milk products.
- Different shapes can be introduced for all products.
- Labels and packaging can be improved other than plastics vapors.
- Many flavours like orange, strawberry, etc...Can be introduced.
- The price should be moderate or can be better, than other brands.
- The service for timing can be improved for 24 hours of Aavin milk booth
- Expansion of the delivering products through door delivery system to increase the sale of Aavin products.
- The packing can be enlarged according to the quality of the packed products.
- The spoilage can be prevented while preservations.
- More number of retail outlets should be opened in rural areas to attract more customers.

5.3 CONCLUSION

A survey of people has been conducted to know the buying behaviour of the Aavin dairy products. It is been observed that people are mostly aware about the different varieties in Aavin dairy. It is been concluded that consumer preferred to buy Aavin products because of the flavor/ taste, quality, image, brand name, etc... For promotional offers, company should go for free gifts, discounts, offers, rather than going for other ways. Company should concentrate more on television for advertisement, radio, social media, etc...For consumers awareness towards a products.

Milk and milk products rated as one of most promising sector in food processing industry through traditional dairy products. The milk is used for the preparation of various milk products including milk sweets. In today's competitive business environment brands play a vital role. Key factors for the success of branded milk is mainly concerned with high quality and product safety. This will reach the people only through good advertisements. In this modern competitive world, customer mainly prefer taste and new style of package. Availability data suggests that that the share of consumer expenditure on milk and milk products in increasing both in urban and rural areas of India and this increase in consumption would again further momentum in year to come.

Some customers are not satisfied with Aavin milk products because of high price, lack of dealer's services, spoilage and low shelf life etc...Therefore, if slight modification in the marketing programmers such as dealers and outlets, promotion programmers, products lines etc., definitely company can be as a monopoly and strong market leader. Aavin has also to take care of competitors and more importantly its customers before making any move

Economical distribution of the products will also be equally important. The company's strategies should focus on driving sales through a right product mix, efficient materials, procurement, reduced wastage, increased factory efficiencies and improved supply chain management. There's an immense scope for growth of chocolate industry in India geographically as well as in the product offering.

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