

Consumer Behavior towards Aavin Milk in Kancheepuram Town

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Bharath Institute of Higher Education and Research**ABSTRACT**

Buying behavior may be viewed as an orderly process whereby the individual interacts with his or her environment for the purpose of making market place decisions on product or service. The buying behavior is the decision process and physical activity individuals engage in when evaluating acquiring using or disposing of goods and services” - Looden and dellabitta-Human life is characterized by numerous needs and wants. The emergence of the human society and its continuous development are outcome of constant endeavor of its different organizations organized by its constituent members to arrange for satisfying all these needs and wants. It is explicitly clear that from time immemorial members of the human society have been striving hard for satisfying these wants in different ways .The result of these constant efforts have led to the appearances of different business organizations. At the days rolled on business organization that their main task was to meet the consumers with their product which could satisfy their needs and wants as they often disclosed by their different facets of behavior. The organizers of these enterprises realized that the success of their entities entirely depended on how successfully their products and services. The entities proved to be efficient and successful when they could manage to bring the members, who demanded their product, within the fold their umbrella of marketing by brought under the umbrella, the more successful the enterprise would be.

1. INTRODUCTION

Consumer behavior refers to the buying behavior of final consumer individuals and households who buy goods and services for personal consumption. All of these, final consumer combined make up the consumer market. The American consumer market consists of more than 267 million people who consume many trillions of dollars’ worth of goods and services each year making it one of the most attractive consumer markets in the world. The world consumer market consists of more than 7.8 billion people. At present growth rates, the world population will exceed serves billion people by 2014. Consumer around the world varies tremendously in education level and tastes they also buy an incredible variety of goods and service. How these diverse consumers make their choices among various products embraces a fascinating array of factors. A consumer can procure practically any product if he has the necessary purchasing power and a proper purchasing behavior .Over the years the pattern of consumer behavior has been changing. It is becoming a cause of concern for various function of organization. The media have to be versatile in the face of such dominating consumer behavior. It is not difficult to understand how the consumers behave or art while making a particular purchase and what their buying motives are that prompt them to do so. The study of consumers helps firm and organization improve their marketing strategies by understanding issues such as how. The psychology of how consumers think feels reasons and select between different alternatives (e. g, brands, products). The psychology of how the consumer is influenced by his or her environment (e. g, culture, family, signs, media). The behaviour of consumer while shopping or making other marketing decisions. Limitations of the consumer knowledge and information processing abilities, influences decisions and marketing outcomes.

How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer. The study of consumer behaviour is quite complex, because of many variables involved and their tendency to interact with & influence each other. These variables are divided into three major sections that have been identified as the most important general influences on consumer behaviour. Imagine three concentric circles, one at the outer most, one in the middle & one at the inner most, and they represent.

2. OBJECTIVES OF THE STUDY

- To identify the Consumer Behaviour of Aavin Milk in Kancheepuram District
- To analyze the price and quality strategy of Aavin
- To analyze the advertising methodology of Aavin
- To identify type of product preferred by the consumer

3. IMPORTANCE OF THE STUDY

- Creation of dealers interest inducing them to store the articles
- Counter balancing price competition.
- Seasonal and grand reduction sales.
- To understand the buyer's consciousness about the product and the purchases of decision.
- Acceleration to slow selling lines.
- To knowing on sales promotion level

4. SCOPE OF THE STUDY

- This project given a complete study about consumer behavior in aavin.
- This study will benefit to form new strategies for increasing the sales of their existing product.
- Required correction in marketing procedure can make.
- Consumer behaviour of an individual in response to any purchase involves decision process and physical activity.
- Physical activity in terms of buyer behaviour is considered to be the purchase of a product
- A purchase activity of an individual is the result of combined effect of a number of complicated and obscure factors.

5. RESEARCH METHODOLOGY

Research methodology is a way of solving problems systematically. It may be understand as a science of studying how analysis is done scientifically from the nature of data.

COLLECTION OF DATA

- Primary data
- Secondary data

Primary Data - The Primary data were collected from the customers in AAVIN through interview schedule.

Secondary Data - Secondary data were collected from the Aavin and the internet.

Sampling Method - Convenience method of sampling adopted.

Sampling Size - Sampling size is 200 respondents.

TOOLS - SAMPLING TEST

F DISTRIBUTION TEST

Formula:

- Sum of squares of deviation from the mean $\sum(x - \bar{x})^2$, $\sum(y - \bar{y})^2$ respectively,
- n_1 & n_2 are the sample size of the samples drawn from two population.

The statistic is $F = s_1^2 / s_2^2$

Where,

Degrees of freedom = $n_1 - 1, n_2 - 1$

$s_1^2 > s_2^2$

$s_1^2 = \sum(x - \bar{x})^2 / n_1$

$s_2^2 = \sum(y - \bar{y})^2 / n_2$

If $s_1^2 < s_2^2$,

$F = s_2^2 / s_1^2$

Degrees of freedom = $n_2 - 1, n_1 - 1$

OBJECTIVES

s_1^2 & s_2^2 are the variances of two independent random samples from a normal population. Hence this statistics can be used for the testing the equality of variances of two populations.

STEP 1

Null hypothesis H_0 : The samples are drawn from the population with equal variance.

Alternative hypothesis H_1 : The samples are drawn from population with unequal variances

ANALYSIS

QUANTITY OF MILK PURCHASING BY CUSTOMERS

S.NO	DIMENSION	NUMBER OF RESPONDENT	PERCENTAGE
1	1 Litres	102	51%
2	2 Litres	38	19%
3	1/2 Litres	48	24%
4	>2 Litres	12	6%
Total		200	100%

TABLE NO 1

INFRENCES

From the above table, 51% of the respondents belong to the quantities of 1 liters to be the highest record, 24% of the respondents belong to the quantities of ½ liters, 19% of the respondents belong to the quantities of 2 liters and only 6% of the respondents belongs to >2 years quantities using the milk

PLACE OF PURCHASE MILK

S.NO	DIMENSION	NUMBER OF RESPONDENT	PERCENTAGE
1	Agent	32	16%
2	Shop	100	50%
3	Door step	68	34%
Total		200	100%

TABLE NO 2**INFRENCES**

From the above table out of the total respondents, 50 % of the respondents are buying from the shop, 34% of the respondents purchased the door step and 16% of the respondents are buying through agent regularly.

PURCHASING PATTERN

S.NO	DIMENSION	NUMBER OF RESPONDENT	PERCENTAGE
1	Morning	48	24%
2	Evening	32	16%
3	Both	98	49%
4	Whenever needed	22	11%
Total		200	100%

TABLE NO 3**INFRENCES**

From the above table, it is noted that, 49% of the respondent say that the buying patterns are both the time, 24% of the respondents say that the buying pattern are morning, 16% of the respondents say that the buying is evening and 11% of the respondents are buying the milk whenever they needed.

REASONS FOR PREFERING AAVIN

S.NO	DIMENSION	NUMBER OF RESPONDENT	PERCENTAGE
1	Price	20	10%
2	Quality	134	67%
3	Availability	46	23%
Total		200	100%

TABLE NO 4

INFRENCES

From the above table, 67 % of the respondents belong to quality, 23% of the respondents belong to availability and only 10% of the respondents belong to the price of the product.

OTHER ALTERNATIVE BRANDS

S.NO	DIMENSION	NUMBER OF RESPONDENT	PERCENTAGE
1	Hatsun	28	14%
2	Arokya	78	39%
3	Shruthi	40	20%
4	Cavins	54	27%
	Total	200	100%

TABLE NO 5**INFRENCES**

From the above table, 39% of the respondent says that the second choice is Arokya, 27% of the respondent go to Cavin's, 20% of the respondent opinion for the next choice is Shruthi milk and 14% of the respondents prefer to Hatsun milk

AVAILABLE IN TIME

DIMENSION	BELOW 50,000		50,000 - 2,00,000	
	NO OF RESPONDENT	PERCENTAGE	NO OF RESPONDENT	PERCENTAGE
Strongly agree	30	35.7%	36	31%
Agree	32	38%	66	57%
Partially agree	16	19%	4	3%
Disagree	2	2.4%	10	9%
Strongly disagree	4	4.8%	-	-
Total	84	100%	116	100%

TABLE NO 6**INFRENCES**

From the above table it is assumed that 35.7% of the respondent strongly agree, 38% of the respondents agree, 19% of the respondents partially agree, 2.4% of the respondents are disagree, and 4.8 % of the respondents are strongly disagree. But in case of income 50,000-2,00,000 it is assumed that 31% of the respondents strongly agree, 57% of the respondents agree, 3% of the respondents partially agree, 9% of the respondents are disagree and 0% of the respondents above strongly disagree.

AVAILABLE IN TIME

X	$(X - \bar{X})$	$(X - \bar{X})^2$	Y	$(Y - \bar{Y})$	$(Y - \bar{Y})^2$
30	6.6	43.56	32	3.5	12.25
32	7.6	57.76	66	18.5	342.25
16	-0.4	0.16	4	-12.5	156.25
2	-7.4	54.76	10	-9.5	90.25
4	-6.7	40.96	-	-	-
$\sum X = 42$		$\sum (X - \bar{X})^2 = 197.2$	$\sum Y = 58$		$\sum (Y - \bar{Y})^2 = 601$

$s^2 = 48.75$ $s^2 = 200$ $F = 4.10$

TABLE NO 7

NULL HYPOTHESIS

H0: There is no significance difference in opinion between the respondent based on their income regarding, Aavin milk available in time.

ALTERNATIVE HYPOTHESIS

H1: There is significant difference in opinion between the respondent based on their income regarding, Aavin milk available in time.

- The calculated value is $F = 4.102$
- The table value at 5% level of significant $F = 6.59$

CONCLUSION

The calculated value is less than table value hence null hypothesis is accepted. There is no significant difference in opinion between the respondent based on their income regarding Aavin milk available in time

QUALITY OF AAVIN MILK

DIMENSION	BELOW 50,000		50,000 - 2,00,000	
	NO OF RESPONDENT	PERCENTAGE	NO OF RESPONDENT	PERCENTAGE
Highly satisfied	14	16.7%	32	27.6%
Satisfied	60	71.4%	70	60.3%
Partially satisfied	6	7%	10	8.6%
Dissatisfied	2	2.4%	4	3.4%
Highly dissatisfied	2	2.4%	-	-
Total	84	100%	116	100%

TABLE NO 8

INFERENCES

Form the above table, out of the total respondents, 16.7% of the respondents highly satisfied, 71.4% of the respondents satisfied, 7% of the respondents partially satisfied, 2.4% of the respondents are dissatisfied and 2.4% of the respondents above strongly dissatisfied. But in case of income 50,000-2, 00,000 out of the total respondents, 27.6% of the respondents highly satisfied, 60% of the respondents satisfied 8.6 of the respondents partially satisfied and 3.4% of the respondents are dissatisfied.

QUALITY OF AAVIN MILK

X	$(X - \bar{X})$	$(X - \bar{X})^2$	Y	$(Y - \bar{Y})$	$(Y - \bar{Y})^2$
14	-1.4	1.96	32	1.5	2.25
60	21.6	466.56	70	20.5	420.25
6	-5.4	29.16	10	-9.5	90.25
2	-7.4	54.76	4	-12.5	156.25
2	-7.4	54.76	-	-	-
$\sum X = 42$		$\sum (X - \bar{X})^2 = 607.2$	$\sum Y = 58$		$\sum (Y - \bar{Y})^2 = 669$

$$st^2 = 151.3 \quad s^2 = 222.7 \quad F = 1.47$$

TABLE NO 9**NULL HYPOTHESIS**

H0: There is no significance difference in opinion between the respondent based on their income regarding, satisfied with quality of Aavin milk.

ALTERNATIVE HYPOTHESIS

H1: There is significant difference in opinion between the respondent based on their income regarding, satisfied with Quality of Aavin milk.

- The calculated value is $F = 1.47$
- The table value at 5% level of significant $F = 6.59$

CONCLUSION

The calculated value is less than table value hence null hypothesis is accepted. There is no significant difference in opinion between the respondent based on their income regarding Aavin satisfied with quality of Aavin milk.

6. SUGGESTION

- More Aavin center shall be created the satisfied the customer needs.
- Aavin Company producing many of products in order to satisfy the customer needs and wants also they as to improve in such way there should be any complaints in Aavin products they rectified their complaints.
- Timely distribution is the mainly expectation of the consumers.
- It is learned as a sampling the Aavin products, as been designed the products as per customer needs and wants.
- The customers are expected to reduce the price of Aavin products.
- We can take from the design imparts taken from customer convenience to make the products very successful.

7. CONCLUSION

According to consumer expectation we can easily rearrange the plans and satisfaction to the consumer behaviour. Knowing the customer needs is essential to provides customer behaviour in marketing research is a key understanding customer expectation and perception of customer behaviour. Even when a consumer behaviour firms are large and has limited resources, the end of the project came to know that importance of consumer behaviour in market access in the report of this practical analysis will also be helpful to the Aavin products in Kancheepuram.

8. REFERENCES

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