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## *A Study on Consumer Behavior of Aavin Milk in Bhel Township: Trichy*

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**Abstract:** *Marketing concept starts with the consumer needs and behavior in meeting these needs. Every action of a person is based on the needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. Such a study is concerned with consumer behaviour.*

*Consumer behaviour is that subset of human behaviour that is concerned with decisions and acts of individuals in purchasing and using products. Consumer behaviour is a subset of consumer behaviours, which is concerned with decisions that lead up to the act of purchase.*

*Consumer behaviour refers to the behaviour that consumers display searching for purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. The study on consumer behaviour is the study of how individuals make decision to spend their available resources (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.*

**Keywords:** *Parallel Consumer Attitudes, Consumer Behaviour, Marketing Mix, Brand Preference.*

### I. INTRODUCTION

Marketing concept starts with the consumer needs and in behaviour in meeting these needs. Every action of a person is based on the needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. Such a study is concerned with consumer behaviour.

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#### **Statement of the Problems:**

Consumer behaviour is the independent variable which is highly a complicated. It could be the influence of the variable price brand image, quality of the product, regularity of service. Milk price enjoys a market price. They are used by all sections of society that is consumers in rural areas, urban areas, towns and cities and consumers belong to high, middle and low income group. The market of Aavin milk is highly competitive and wide varieties of brands are available in the market.

## II. OBJECTIVE OF THE STUDY

The project is undertaken with the following objectives:-

- ✚ To find out the consumer satisfaction of Aavin Milk.
- ✚ To find out the factors influencing the consumption of milk by consumers of milk.
- ✚ To find out consumer awareness about all brands of milk.
- ✚ To find out advertisement effectiveness and developing the marketing field.

## III. SCOPE OF THE STUDY

Marketing is recognized as the most significant activity in our society. Today's marketer's is keen to closely monitor the changes, especially to keep regular track of the changing pattern of consumer's aspirations and competitive actions. Any business success ultimately depends on what consumers choose to do. With a rising awareness of brands the discerning buyer is become choosier. Studies on Consumer behaviour have become increasingly important as the consumers are becoming more heterogeneous and discerning. A firm must understand the buyer the buyer behaviour, their preference in favour of one brand or product, what motivates him or her to select a brand or product and who influences him or her to buy the brand or product.

The Aavin milk producers make their products in most, hygienic conditions and with up to date scientific methods and technologies. The brand name Aavin is a name being remembered by the entire consumer easily. The researcher was interested to know the behavioural pattern of the consumers of Aavin milk co-operative society Ltd.

## IV. METHODOLOGY

The study has been undertaken by means of surveys method. A sample of 120 consumers is selected at random to know their preferences to Aavin milk. Only primary data are used for writing this report and collected by means of an elaborate direct interview schedule through a well designed questionnaire.

## V. REVIEW OF THE LITERATURE

Daniel Kahneman's paper (2003) presents over three decades' Nobel-prize winning research exploring the concept of 'bounded rationality' - the ways in which decisions diverge from those predicted by rational choice theory. It focuses largely on 'cognitive economics' (it does not, for example, consider the impact of social norms on decision-making), but provides a comprehensive summary of many of behavioral economics' most well-researched phenomena.

Several more recent reviews of behavior change and behavioral models exist but Prof. Tim Jackson's 2005 review of consumer behavior remains perhaps the most comprehensive and accessible, and the foundation on which the majority of the more recent reviews has largely been based. The report sets out in an accessible way the main drivers of behavior and theoretical models that attempt to explain it, and do so with consistent critiques of rational choice.

A wide-ranging summary of evidence relating to the ways in which people seek to comply with requests and demands, and to conform to social norms, the article summaries recent research (1997 – 2002) and considers the ways in which three goals – accuracy; affiliation and maintenance of a positive self-concept – drive individuals to comply with requests and conform. Findings related to marketing are largely implicit but the articles serve as a valuable summary of many of the principles that underlie advertising and consumer-focused persuasion.

The findings that have emerged from the literature reviewed to date point towards the need for more nuanced policy-making that can take into account the different barriers to and drivers of behavior in any given situation. Doug McKenzie-Mohr's article sets out a clear, step-by-step guide on how to adopt a community-based social marketing approach when planning interventions (McKenzie-Mohr 2000). Social marketing is already informing SCP policy-making within Europe (e.g.

Defra 2008) and is likely to continue to do so. Discussions in the literature review of policy implications will update McKenzie-Mohr's article with reference to recent research and also policy interventions referenced in behavioral economics.

Co-authored by a number of leading behavioral economists, this paper sets out a number of ways in which learning from behavioral science can inform policy. It considers three examples from existing policy, before discussing some of the challenges that face policy informed by psychology. Finally, the paper advocates attempting to change policy through the utilization of emerging findings from behavioral economics and highlights the importance of trailing policies through local level pilots.

#### VI. ANALYSIS AND INTERPRETATION (SOURCE: PRIMARY DATA)

##### Sales Promotion Technique

Serial Number	Particulars	Number of Respondents	Percentage (%)
1	Price Offer	36	30
2	Extra Quality	72	60
3	Advertisement	12	10
Total		120	100

From the above table, it is inferred that the sales promotion techniques followed by the seller to increase the sale of milk, price offer attract 30% of the respondents and 60% of the respondents prefer only because of its extra quality and 10% need advertisement.

##### The Factors Influencing Brand Loyalty

Serial Number	Source	Number of Respondents	Percentage (%)
1	Guarantee	18	15
2	Availability	36	30
3	Quality	60	50
4	Reputation	06	05
Total		120	100

From the above table, it can be seen that 15% are loyal to the brand because of the guarantee, 30% because of availability, 50% for quality and 5% of the respondents are loyal because of the reputation of the product.

##### Gender Wise Consumption of Milk

Consumption of Milk				
Gender Wise	Opinion	Yes	No	Total
	Male		39	01
Female		75	05	80
Total		114	06	120

#### Ho:

There is no significant relationship between the Gender Wise of the respondents and consumption of milk.

Chi – square table value : 3.84                      Significant : 0.05

Calculated value : 0.263                      Degree of freedom : 1

#### Result:

Hence, the calculated value is less than the table value. So there is no significant relationship between the Gender Wise of the respondents and consumption of milk.

**So the Hypothesis is accepted.**

## The Size of Milk and the Price of Milk

		The Price of Milk				
		Opinion	Low Price	High Price	Reasonable	Total
The Size of Milk Packet	200ml		05	01	06	12
	250ml		08	04	12	24
	500ml		16	08	24	48
	1liter		13	05	18	36
	Total		42	18	60	120

**Ho:**

There is no significant relationship between the size of the milk packet and the price of milk.

Chi – square table value : 12.59                      Significant : 0.05

Calculated value : 0.74                      Degree of freedom : 6

**Result:**

Hence, the calculated value is less than the table value. So there is no significant relationship between the size of the milk packet and the price of milk.

**So the Hypothesis is accepted.**

## The Change over in the Brand by Customers and Brand use at Present

		Brand Use at Present							
		Opinion	Aavin	Arokya	Vijay	Komatha	Sakthi	Others	Total
The Change Over in the Brand by Customers	Frequently		00	04	03	03	01	01	12
	Rarely		20	14	06	06	01	01	48
	Never		34	12	03	05	02	04	60
	Total		54	30	12	14	04	06	120

**Ho:**

There is no significant relationship between the brand use at present and the change over in the brand by customers.

Chi – square table value : 18.31                      Significant : 0.05

Calculated value : 18.08                      Degree of freedom : 10

**Result:**

Hence, the calculated value is less than the table value. So there is no significant relationship between the brand use at present and the change over in the brand by customers.

**So the Hypothesis is accepted.**

**VII. FINDING**

- ✚ Majority of the respondents (i.e., 67%) are in the sex wise classification of female.
- ✚ Majority of the respondents (i.e., 55%) are in the marital status of married.
- ✚ Majority of the respondents (i.e., 30%) are in the educational qualification of high school level and graduation.
- ✚ Majority of the respondents (i.e., 35%) are in the level of occupation of House wife.
- ✚ Majority of the respondents (i.e., 45%) are in the monthly income of Rs.4000 – 6000.

- ✦ Majority of the respondents (i.e., 25%) are in the family size of four.
- ✦ It is found that 95% of the respondents are consuming milk.
- ✦ Majority of the respondents (i.e., 25%) are recommending by friends and relatives.
- ✦ Majority of the respondents (i.e., 35%) are purchasing milk for the health purpose (35%)
- ✦ It reveals first to the extent of 75% of the respondents were attracted through television advertisement.
- ✦ It is found that only Aavin brand is preferred by majority of the respondents' the extent of 45%.
- ✦ Majority of the respondents (i.e., 65%) are satisfied with brand is better than other byway of good quality.
- ✦ Majority of the respondents (i.e., 65%) are take milk regularly.
- ✦ 50% of the total respondents purchase their milk from retail shop.
- ✦ Majority of the respondents (i.e., 25%) are consumption of milk for energy and good health
- ✦ Majority of the respondents 40% spend Rs.150 – 200 for milk.
- ✦ Majority of the respondents (i.e., 50%) feel that the price of the milk is reasonable.
- ✦ 500ml pack is preferred by 40% of the respondents.
- ✦ Majority of the respondents (i.e., 93%) are like fat release milk.
- ✦ Majority of the respondents (i.e., 50%) say that they never change the brand.
- ✦ It is inferred that the sale promotion techniques followed by the seller the increase sale of milk, 60% of the respondents prefer only because of its extra quality.
- ✦ It is inferred that 75% of the respondent say that they use milk as a drink.
- ✦ Majority of the respondent (i.e. 35%) are in the age group of 25 – 30.
- ✦ 95% of the respondents were not sure of purchasing the same brand of milk.
- ✦ majority of the respondents (i.e., 40%) are use milk between five to eight years (5 – 8)
- ✦ Majority of the respondents (i.e., 45%) are take consumption of milk three a day.
- ✦ Majority of the respondents (i.e., 40%) say that quantity of milk is good.
- ✦ Majority of the respondents (i.e., 55%) are loyal the brand.
- ✦ Majority of the respondents (i.e., 50%) are loyal the brand because of quality.
- ✦ It is found that the satisfaction level of the consumer and it reveals that 80% of them prefer the same brand always.
- ✦ Majority of the respondents (i.e., 45%) are highly satisfied with the brand.

### VIII. SUGGESTIONS

1. In spite of various brands available in the market. Aavin stands high, it is suggested that due effort should be taken to popularize it.
2. Most of the consumers suggested that price and quality are the main factor for purchasing milk. They feel that Aavin price is high. Steps should be taken to reduce it, society price.
3. Extra Quality and Sales promotion measures are the main step to bring consumer towards Aavin milk, hence it should be improved.

**IX. CONCLUSION**

A consumer is not someone to argue or match with the needs and satisfaction levels differ from individual to individual and no company can satisfy the needs of consumers. Consumer oriented thinking helps the marketer to define consumer needs from the consumer's point of view. The present study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Aavin milk.

Suitable suggestions were given to marketing environment forces like competitors, who influence consumer's perception and behaviour from time to time. At present, the market for Aavin milk is good and if efforts were taken to maintain the same level, it is assumed that, definitely it will have a good and assured demand.

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