

Impact Of Consumer Buying Behavior Towards Aavin Dairy Products with Special Reference to Chennai City

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ABSTRACT

This study focused on analyzing the consumer behavior and attitudes of demographic and economic factors that affecting dairy AAVIN milk consumption among the consumers of Chennai. Data were collected through a consumer survey conducted in Chennai district at randomly selected super markets, groceries, milk booths and retail shops. Consumer attitudes were weighed using factor analysis, and factor scores—which fall into the categories of cost and consumption, nutrition, sensory elements, and availability—were added to the final model as independent variables. To determine the correlations between a range of customer demographic and socioeconomic factors, including age, gender, income, education level, household size, and composition, an ordered logistic percentage was used. The main factors influencing milk consumption levels are the respondent's age, cost and usage-related attitudes, and nutrition-related attitudes, according to the results of an order consumption estimation. However, household monthly income, health issues that impact AAVIN'S milk consumption, and educational attainment are more significant factors. Lastly, these results indicate which marketing tactics are best suited to meet consumer expectations

Keywords: Consumer behavior, factors, Consumer Decision Making Process, Dairy Industry.

INTRODUCTION

The dairy industry is one of the most important industries of the country that has tremendous potentials in developing the economy. Milk is a unique food item that needs to be available in the market without any shortage since it plays a key role in infant feeding and alleviating nutritional poverty in all other age groups. It has been perceived by consumers as an important source of nutrients, especially calcium for good bone and teeth

Dairy milk consumption has been linked to a lower risk of coronary heart disease and stroke, according to recent medical studies. Additionally, fresh dairy milk might help with weight control. Since 90% of consumers in Chennai are accustomed to eating full-cream milk powder, dairy milk consumption is not very substantial. About 1% of Chennai's total milk consumption is made up of dairy. The per capita availability of fresh milk is only roughly 36 kg per person annually, despite the Medical Research Institute's (MRI) recommendation of a consumption level of 60–65 kg per person annually.

STATEMENT OF THE PROBLEM

AAVIN has a robust network of more than 3 million milk producers and offers a variety of products, including milk, chocolate, milk powder, curd, ice cream, and more. Nestle Ltd. and Britannia Industry are rival products for AAVIN. AAVIN is the biggest producer of produced milk worldwide. The biggest food brand in India relies on

AAVIN products since they are reasonably priced and of high quality. AAVIN is preferred above other products in a number of popular milk products, such as ice cream, butter, and curd. The purpose of this study is to identify the factors impacting the current AAVIN product consumer's behavior.

OBJECTIVE OF STUDY

1. To identify customer's expectation towards the milk products of Aavin.
2. To analyse the factors influencing the purchase of Aavin milk and its products.
3. To understand customer's behavior in choosing the milk and other milk products of Aavin.
4. To give suggestions to the management for better sales of their products.

SCOPE OF THE STUDY

The report emphasizes how important Aavin milk is to the people of Chennai. This study also highlighted the prevalent issues that consumers confront. Additionally, it offers specific corrective actions to address issues, demonstrate the effectiveness of Aavin milk, and provide management with recommendations for sales in order to boost profit and satisfy customer demands.

LIMITATIONS OF THE STUDY

Only the city of Chennai was used for the market survey. The survey approach used to gather the study's data has

drawbacks of its own. For this study, only a subset of customer behavior has been chosen.

RESEARCH DESIGN

Philip Kotler (2011) identified four elements that influence consumer purchasing decisions: buyer behavior is influenced by multiple factors or factors. They are: 1. Cultural 2. Social aspects 3. Individual aspects 4. Psychological or internal aspects. (This study employed the following research model, based on Philip Kotler's principles of consumer stimulus.

Factors Influences Consumer Buying Behavior



Cultural Factors:

Understanding a person's wants and behavior depends heavily on their culture. Values, perceptions, actions, and preferences are essentially things that children learn from their peers and the customs of their culture at a very young age. From one entity to the next, norms and values are passed down via generations. The learned beliefs and perceptions that shape consumer desires and actions are represented by cultural variables. Both the groups they already belong to and the groups (aspirational groups) they aspire to join have an impact on consumers.

Social Factors:

Humans are surrounded by a variety of people with varying purchasing habits. Numerous small groups with varying purchasing habits, such as friends, family, social networks, and neighbors, have an impact on an individual's behavior. These groups create a setting where a person develops and shapes their personality. Therefore, social factors have a significant impact on an individual's purchasing habit.

Personal Factors:

Personal characteristics including age, profession, financial status, and lifestyle are all part of this consumer behavior. Over time, consumers make different purchases of goods and services. The state of the economy and occupation both have a big influence on consumer purchasing decisions. Conversely, a low-income individual choose to buy cheap services. Another important factor influencing consumer purchasing behavior is their lifestyle. A person's method of living in a society is referred to as their lifestyle, which is reflected in their surroundings.

Psychological Factor:

Purchasing a specific good or service depends heavily on a number of psychological elements, including motivation, perception, learning, and attitudes and beliefs. In order to boost sales and motivate customers to buy the service, businesses should work to instill a conscious need in their minds that sparks enthusiasm in doing so. In a similar vein, a person's impression of another is

influenced by their own experiences, beliefs, and personal traits. A person's attitudes enable them to act coherently in opposition to their personality class. Customers' experiences shape their beliefs, which in turn shape their purchasing decisions.

Customers are influenced by several elements depending on their culture and individual. Therefore, in order to attract customers, a successful consumer-oriented market service provider needs act as a psychologist. By bearing in mind that the objective of customer pleasure can be attained and influencing elements can be made favorable. The key to success in the market is understanding consumer purchasing habits. Overall, the findings indicate that consumer happiness is influenced by brand image, perceived value, pricing, health concerns, and quality.

RESEARCH METHODOLOGY

Data collection

Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

Sample technique

A convenient sampling technique tool was adopted for data collection.

Sample size

Sample size taken in this is 120 customers.

Area of study

The area of the research will be confined to Chennai city.

Data Collection Method

Primary data were collected and used in evaluating the objectives of this present study. Primary data are collected fresh from the consumers for the very first time and happens to attain originality. With the help of the pre tested questionnaire, the researcher was able to collect and gather information relevant for the primary data. In this study, questionnaires was given to the consumers with a humble request to answer and fill in the questionnaire and return it to the researcher.

Tools for analysis

The tools use for the data analysis is

- Percentage analysis

ANALYSIS, FINDINGS AND INTERPRETATION

Socio-Demographic Profile of the Sample Respondents

Profile of the Respondents:

The respondents are Aavin dairy product user of different Age group, Education, Gender, Marital status, Number of member, Monthly income level, Sales promotional activities.

Table 1: Gender Wise Classification of the Respondents

The respondents were classified on the basis of their gender. They were grouped under two categories. Gender wise classification of the sample respondents is given in the Table.

| Profile | Particulars | Frequency | Percentage |
|---------|-------------|-----------|------------|
| Gender | Male | 36 | 30 |
| | Female | 84 | 70 |
| TOTAL | | 120 | 100.00 |

Sources primary data

From the above table 1 shown that, 70%of the respondents are female and remaining 30% of the respondents are male.

Table 2: Age Wise Classification of the Respondents

The respondents were classified on the basis of their age. Age wise classification of the sample respondents is given in the Table.

| Profile | Particulars | Frequency | Percentage |
|---------|----------------|-----------|------------|
| Age | Below 20 years | 11 | 9.16 |
| | 21-30 years | 31 | 25.83 |
| | 31-40 years | 36 | 30 |
| | 41-50 years | 23 | 19.17 |
| | Above 50 years | 19 | 15.84 |
| TOTAL | | 120 | 100.00 |

Sources primary data

It is inferred from the above table 2 shows that, 9.16% of the respondents are belong to the age of below 20 years,25.83 % belongs to 21 to 30years, 30% of the respondents are belong to the age of 31-40years and 19.17% of the respondents are above 41 to 50 years , 15.84% of belongs to above 50 years.

Table 3: Educational Qualification of the Classification of the Respondents

The respondents were classified on the basis of their illiterate, school level, diploma level, under graduation and Post-graduation level classification of the sample respondents is given in the Table.

| Profile | Particulars | Frequency | Percentage |
|---------------------------|------------------|-----------|------------|
| Educational Qualification | Illiterate | 13 | 10.84 |
| | School level | 14 | 11.67 |
| | Diploma Level | 38 | 31.66 |
| | Under Graduation | 52 | 43.33 |
| | Post-Graduation | 3 | 2.5 |
| TOTAL | | 120 | 100.00 |

| | | | |
|-------|-----------------|-----|--------|
| | Post-Graduation | 3 | 2.5 |
| TOTAL | | 120 | 100.00 |

Sources primary data

With regard to the educational qualifications of the respondents, table 3 shown that it was identified that out of 120 respondents, a high of 52 of them 43.33% were having the educational qualification of under graduation level and low of 3 respondents 2.5% post graduates. In this study the researcher found only 10.84% of them are illiterates which shows that chennai district is more than moderate in literacy rate.

Table 4: Type of the family classification of Respondents:

The respondents were classified on the basis of their family members. They were grouped under two categories family wise classification of the sample respondents is given in the table.

| Profile | Particulars | Frequency | Percentage |
|----------------|----------------|-----------|------------|
| Type of Family | Joint family | 66 | 55 |
| | Nuclear Family | 54 | 45 |
| TOTAL | | 120 | 100.00 |

Sources primary data

It is inferred from the above table 4, showing that 45 % of the respondents live as in nuclear family and 55 % of the respondents live as in joint family.

Table 5: Occupational status of the Respondents:

The respondents were classified on the basis of their Occupational status. They were grouped under five categories. Occupational status wise classification of the sample respondents is the given in the table.

| Profile | Particulars | Frequency | Percentage |
|---------------------|----------------------------|-----------|------------|
| Occupational Status | Agriculture | 28 | 23.33 |
| | Business | 23 | 19.17 |
| | Professional/Self Employed | 29 | 24.17 |
| | Govt. / Pvt. Employees | 13 | 10.83 |
| | House maker / Unemployed | 27 | 22.5 |
| TOTAL | | 120 | 100.00 |

Sources primary data

The occupational status of the respondents were classified as Agriculture, Business, Professional and Self Employed, Government and Private employee, House maker and

Unemployed. The result shows that out of 120 respondents, a high of 29 respondents 24.17% were engaged in agriculture and low of 13 respondents 10.83 %were Govt. / Pvt. Employees.

Table 6: Monthly Income of the respondents:

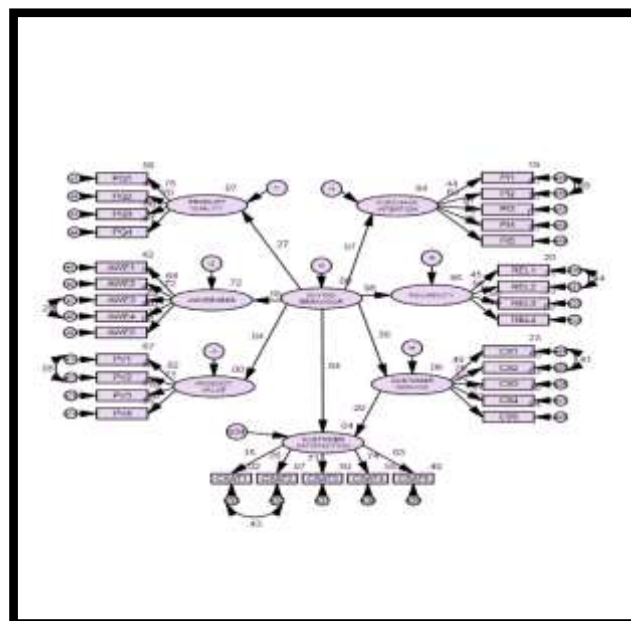
The respondents were classified on the basis of their Monthly Income. They were grouped under three categories. Income wise classification of the sample respondents is the given in the table.

| Profile | Particulars | Frequency | Percentage |
|----------------|-------------------------|-----------|------------|
| Monthly Income | Less than 10000 | 28 | 23 |
| | Less than 10001 - 20000 | 17 | 14.6 |
| | Less than 20001 - 30000 | 36 | 30 |
| | 30000 to 50000 | 16 | 13.3 |
| | Above 50000 | 23 | 19.1 |
| TOTAL | | 120 | 100.00 |

Sources primary data

It is observed from the Table 6, out of 120 respondents 30% of the respondents are earn monthly income Above

Rs.20001 to 30000.,23% of the respondents earn an monthly income less than 10000 , 14.6% of the respondents earn Between Rs.10001 to Rs.20001and 13.3% of the respondents earn an monthly income 30000 to 50000,19.1% of the respondent earn above 50000.



Schematic diagram of SEM of AMOS of the study

Table 7: Table showing the outcome of the path analysis

| Hypotheses | Path | | | Estimation | Standard Error | Critical Ratio | Result |
|----------------|-----------------------|------|------------------|------------|----------------|----------------|---------------|
| H ₂ | Customer Service | <--- | Buying Behaviour | 0.297 | 0.107 | 2.776** | Supported |
| H ₃ | Product Quality | <--- | Buying Behaviour | 0.269 | 0.102 | 2.637** | Supported |
| H ₄ | Awareness | <--- | Buying Behaviour | 0.850 | 0.192 | 4.583** | Supported |
| H ₅ | Product Value | <--- | Buying Behaviour | 0.038 | 0.244 | 0.156 | Not Supported |
| H ₆ | Purchase Intention | <--- | Buying Behaviour | 0.967 | 0.156 | 6.199** | Supported |
| H ₇ | Reliability | <--- | Buying Behaviour | 0.978 | 0.110 | 8.890** | Supported |
| H ₈ | Customer Satisfaction | <--- | Buying Behaviour | 0.216 | 0.336 | 0.643 | Not Supported |
| H ₉ | Customer Satisfaction | <--- | Customer Service | 0.413 | 0.124 | 3.324** | Supported |

Sources primary data

Table 8: Details of value of Canonical Correlation and Wilks' Lambda

| Corrleati on Value (Canonic al) | Value of Wilks" Lamba | Value of Chi-square | Degree of Freedom | Signi ficant level |
|---------------------------------|-----------------------|---------------------|-------------------|----------------------------|
| 0.095 | 0.991 | 14.853 ** | 7 | Signif icanc e at 5% level |

*** 5 percent level of significance**

Discriminant analysis is more significant when there are two groups (i.e.) here the researcher has considered the Marital Status of the respondents (Married and Unmarried) and it is possible to analyze how the functions could be separated through the Wilks" Lamda value that was obtained through the analysis in such a way that the smaller value has greater discriminatory.

Table 9: Average Score and the Ranking for the features in AAVIN and its allied products.

| Sl. No. | Features of the Product | Total Mean Score (n=541) | Average Score | Ranking |
|---------|---------------------------------------|--------------------------|---------------|----------|
| 01. | Price | 22660 | 41.89 | 10 |
| 02. | Taste & odor | 28218 | 52.16 | 5 |
| 03. | Fat content | 25736 | 47.57 | 6 |
| 04. | Purity | 30544 | 56.46 | 1 |
| 05. | Packaging | 25544 | 47.22 | 7 |
| 06. | Trust of use | 29844 | 55.17 | 2 |
| 07. | Easy Availability | 29372 | 54.29 | 3 |
| 08. | Information provided in the packaging | 28444 | 52.58 | 4 |
| 09. | Availability of Variety | 25114 | 46.42 | 8 |
| 10. | Promotional Activities | 24182 | 44.70 | 9 |

Source: Primary Data

From the above, it is seen that the respondents have given the first rank to the purity of the milk with the mean value of **(56.46)** followed by the trust of use **(55.17)**. The reason may be because of the Government organization and there may be no violation happened during the processing. Moreover, the consumers have a trust on AAVIN products. Next to this, the third rank is given to the easy availability with the mean value (54.29) and the fourth rank is given to the information provided in the packaging (52.58).

Likewise, the 8th rank is given to the availability of variety (46.42) and the 9th rank to promotional activities (44.70). The last rank is given to the price of the product (41.89). While analysing the reason, it is realized that despite of having large number of variety of milk product, only certain variety is in the market and also organization is not focusing on the promotional activities as being done by the private dairy companies. It is also opined by the consumer that the price of all the milk products is high only now-a-days and it is in the category of affordable product line.

SUGGESTION AND RECOMMENDATION

- During the survey, the researcher found that all most all age groups are consuming milk and dairy

products, so the company can introduce a bunch of pioneering products like baby milk, added nutrition for school children, auxiliary nutrition for sports persons, diet milk for expectant mothers, Calorie conscious milk for patients and aged persons.

- Today in market variations of milk available in the market such as whole milk, skimmed milk, and toned milk and double toned milk. The knowledge of the awareness of these products is very much essential to the consumers to take a buying decision on his / her own rather than depending on the seller. Hence this education should be imparted through mass media and advertisements.
- Awareness of the availability of different types of dairy products in the selling point alone is not sufficient, so the distributor can take initiative to spread the information and product description by social media and broad casting channels.
- Company can increase dairy products sales through milk supplier or agent who are very close the buyers and lot of chances to interact with them which results creating new customers for dairy products too.

- Some of the customers requesting the distributors of dairy product to inform the company to introduce packaged instant food which may leads to greater value addition to the dairy product mix.
- Taking the advantage of recent developments in E-Commerce, the distributors can try for alternative channels of distribution to explore the possibilities of marketing the dairy products through new networks to reach the customers in time.
- The current study showed that the consumers give more priority to quality and taste. Hence, it is recommended that the manufacturer should take due care on adding different flavours to milk and dairy products in organic way.

CONCLUSIONS

It is suggested that the manufactures affianced in producing dairy products should analyze their marketing

mix components to improve the marketing efforts so as to maintain loyal customer base and towards achievement of their targets. Supplier and distributors should take additional responsibility to create awareness of new arrival of present dairy brands this will improve the market/consumer result oriented purchasing decision. This study will help the manufactures to bridge the gap between strategic change and market complexity in the next coming challenging environment. Consumers buy dairy products including milk out of their functional, inspirational and nutritional benefits conveyed by the product. It is a well-known from the current study that almost all consumer buying habits are influenced by the preference and expectations. However the dairy products image is formed out of the knowledge the consumers have about the perceived benefits the product offers and the value it delivers or other aspects of the products such as price, quality, availability and accessibility

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