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CONSUMER PERCEPTION TOWARDS AAVIN MILK AND MILK PRODUCTS IN COIMBATORE TOWN**DR. S. SIVARAMAN****ASST. PROFESSOR****SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS****DR. GRD COLLEGE OF SCIENCE****COIMBATORE****S. MOHANRAJ****PH. D. RESEARCH SCHOLAR (MANAGEMENT)****DR. GRD COLLEGE OF SCIENCE****COIMBATORE****ABSTRACT**

The present study makes an attempt to study the socio economic profile of the consumers and to test if there is any association ship between socio economic factors and factors to influence the purchase of Aavin milk products. 354 samples are selected randomly. Statistical tool such as Chi-square and frequency distribution test are used. Result concluded that there is an association ship between socio economic factors and factors to influence the purchase of Aavin milk products.

KEYWORDS

Aavin Milk, Consumer perception.

INTRODUCTION**INDIAN DAIRY INDUSTRY - A PROFILE**

Today, India is 'The Oyster' of the global dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. A bagful of 'pearls' awaits the international dairy processor in India. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world. As he expands his overseas operations to India many profitable options await him. He may transfer technology, sign joint ventures or use India as a sourcing centre for regional exports. The liberalization of the Indian economy beckons to MNC's and foreign investors alike. India's dairy sector is expected to triple its production in the next 10 years in view of expanding potential for export to Europe and the West.

FRESH MILK

Over 50% of the milk produced in India is buffalo milk, and 45% is cow milk. The buffalo milk contribution to total milk produce is expected to be 54% in 2000. Buffalo milk has 3.6% protein, 7.4% fat, 5.5% milk sugar, 0.8% ash and 82.7% water whereas cow milk has 3.5% protein, 3.7% fat, 4.9% milk sugar, 0.7% ash and 87% water. While presently (for the year 2000) the price of Buffalo milk is ruling at \$261- 313 per MT that of cow is ruling at \$170-267 per MT. Fresh pasteurized milk is available in packaged form. However, a large part of milk consumed in India is not pasteurized and is sold in loose form by vendors. Sterilized milk is scarcely available in India.

Package milk can be divided according to fat content as follows,

Whole (Full cream) milk - 6% fat, Standardized (toned) milk - 4.5% fat, Doubled toned (low fat) milk - 3%, another category of milk, which has a small market is flavored milk.

CONSUMER HABITS AND PRACTICES

Milk has been an integral part of Indian food for centuries. The per capital availability of milk in India has grown from 172 gm per person per day in 1972, it is 290 gms per day now in India.

There are regional disparities in production and consumption also. The per capita availability in the north is 278 gm. west 174 gm. south 148 gm and in the east only 93 gm per person per day. This Disparity is due to concentration of milk production in some pockets and high cost of transportation. Also the output of milk in cereal growing areas is much higher than elsewhere which can be attributed to abundant availability of fodder, crop residues, etc. which have a high food value of milk animals.

In India about 48 percent of the total milk product is consumed in liquid form and 47 per cent is converted into traditional products like cottage butter, ghee, paneer, khoya, curd, malai, etc. only 7 per cent of the milk goes into the production of western products like milk powders, processed butter and processed cheese. The remaining 54% is utilized for conversion to milk products. Among the milk products manufactured by the organized sector some of the prominent ones the ghee, butter, cheese, ice creams, milk powders, malted milk food, malted milk food, condensed milk infant's foods etc., Of these ghee alone accounts for 85%

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 co operatives, private dairies and vendors. Also of the total produce more than 50% is procured by co operatives and private dairies.

While for co operatives of the total milk procured 60% is consumed in fluid form and rest is used for manufacturing processed value added dairy products for private dairies only 45% is marketed in fluid form and rest is processed into value added dairy products like ghee, makhan, etc.

Still, several consumers in urban areas prefer to buy loose milk from vendors due to the strong perception that loose milk is fresh. Also, the current level of processing and packaging capacity limits the availability of 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 98% of milk is produced in rural India which caters to 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. 8,000 crores. Quality of milk sold by unorganized sector however is inconsistent and so is the price across the season in local areas. Also these 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 a sizable volume millions of litres per day. In the major cities lies an immense growth potential for the modern sector. Presently, barely 778 out of 3,700 cities and towns are served by its milk distribution network, dispensing hygienically packed wholesome, quality pasteurized milk. According to one estimate, the packed milk segment would double in the next five years. Giving both strength and volume to the modern sector. The narrow tip at the top is a small but affluent market for western type milk products.

REVIEW OF LITERATURE

Ms. Meenachi R, S. Sekar (2012) In their research paper customer attitude towards Aavin milk, special reference to Trichy reveals that customer preference Aavin products and their satisfaction is not bonded community are group, it is commonly preferred product by the people.

C.Jothi Mary (2013) in her research paper study on consumer behaviour of Aavin milk in Bhel town ship: Trichy studies how individuals make decision to spend their available resources on consumption related items. The research concluded that inspire of various brands available in the market Aavin stand high.

STATEMENT OF THE PROBLEM

Milk has always been a source of nutrition for every human being. The food habits of the people also require a lot of milk and milk products. Even though substitutes like artificial whiteners have been available in the market, everybody has been striving hard to get quality cattle milk at a reasonable price. This has resulted in the growth and development of MPCs in all the districts of the States of India in general, and the state of Tamil Nadu in particular.

A research study may throw light on the cattle milk production and marketing position.

Accordingly, The Coimbatore Co-operative Milk Producers Union Limited (CDCMPL) was registered on 15.09.1979. The union 4 milk Chilling Centres and 5 milk Sales Centres, total Cattle having 5782(Buffaloe),64834(Cow). They are procuring 143000 lits and sales per day 110000 lits.

OBJECTIVES OF THE STUDY

1. To study the socio economic profile of the consumers.
2. To identify the factors which influence the purchase of Aavin milk and milk products in Coimbatore town.

SCOPE OF THE STUDY

The present study is intended to study the effect of socio economic characteristics in consumers. To know the satisfaction regarding the co-operative milk. To know the problems faced by consumers with regard to Aavin products.

RESEARCH METHODOLOGY

In Tamil Nadu, there exists only one Milk Producers Co-operative Federation. Under the Federation, 17 District Co-operative Milk Producers Unions are functioning. These unions have 8045 Milk producers Co-operative Societies in different districts and different villages in Tamilnadu according to 2015-2015 data sourced from Tamil Nadu Milk Producers Cooperative Societies' Records. Both, Primary and Secondary Data are used in the study.

PRIMARY DATA

For holding the research, the researcher has selected Coimbatore Co-operative Milk Producers Union Limited (CDCMPL) in Tamil Nadu. The Primary Data has been collected from a sample size of 500 residents selected from Coimbatore.

SECONDARY DATA

The Secondary Data has been collected from the records of Milk Producers' Union at Coimbatore. The other Secondary Data required for the study has been collected from various books, journals, pamphlets, newspapers, magazines, materials published by Aavin Website www.aavin.com.

TOOLS FOR ANALYSIS

1. Percentage analysis
2. Chi square test

HYPOTHESIS

There is no significant association between socio economic status and factors influencing to purchase Aavin brand.

LIMITATIONS

1. This study is restricted to Coimbatore town only
2. The conclusions drawn from the study are applicable only to the area studied and may fluctuate with regard to other areas.

ANALYSIS AND INTERPRETATION

TABLE 1: PERCENTAGE ANALYSIS

Variables	Sub-variable	No of respondents	Percentage
Gender	Male	98	27.7
	Female	256	72.3
	Total	354	100.0
Age	Less than 20 years	14	4
	21 to 40	272	76.8
	41 to 60	57	16.1
	Above 60 years	11	3.1
	Total	354	100.0
Residential status	Rural	221	62.4
	Urban	133	37.6
	Total	354	100.0
Educational qualification	Illiterate	27	7.6
	10 th std	49	13.8
	Graduate	102	28.8
	Post graduate	155	43.8
	Others	21	5.9
	Total	354	100.0
Marital status	Married	163	46.0
	Unmarried	131	37.1
	Single	60	16.9
	Total	354	100.0
Nature of family	Joint	122	34.5
	Nuclear	195	55.0
	Single	37	10.5
	Total	354	100.0
Number of family members	One	10	2.8
	2-3	91	25.7
	4-6	200	56.5
	More than 6	53	15.0
	Total	354	100.0
Dietary habit	Vegetarian	104	29.4
	Non Vegetarian	250	70.6
	Total	354	100.0
Occupation	Agriculturalist	84	23.7
	Business	57	16.1
	Private Employee	103	29.1
	Government Employee	42	11.9
	Professional	38	10.7
	Unemployed	30	8.5
	Total	354	100.0
Monthly income	Below 5000	66	18.6
	5000-10000	125	35.4
	10001-15000	73	20.6
	Above 15000	90	25.4
	Total	354	100.0

Table 1 shows the percentage of respondents

- The majority (72.3%) of the respondents are female.
- The majority (76.8%) of the respondents come under the age group of 21 to 40 years.
- The majority (62.4%) of the respondents belongs to rural area.
- Most (43.8%) of the respondents are post graduates.
- Most (46%) of the respondents are married.
- Most (55%) of the respondents belongs to nuclear family.
- The majority (56.5%) of the respondents have 4 to 6 members in their family.
- The majority (70.6%) of the respondents are non Vegetarian.
- Most (29.1%) of the respondents comes under private employees.
- Most (35.4%) of the respondents have monthly income of 5001-10000.

CHI SQUARE ANALYSIS**HYPOTHESIS**

There is no significant association between socio economic status and factors influencing to purchase Aavin brand.

The table describes the result of chi square analysis in term of socio economic status, chi square value, p-value and their significant sources of information.

TABLE 2: CHI SQUARE ANALYSIS

Personal factors	Chi square	p values	Significant
Gender	39.34	0.003	S
Age	150.7	0.001	S
Residential status	52.26	0.001	S
Educational qualification	151.9	0.001	S
Marital status	120.9	0.001	S
Nature of family	107.2	0.001	S
Numbers of family members	141.3	0.001	S
Dietary habit	42.18	0.001	S
Occupation	297.6	0.001	S
Monthly income	139.0	0.001	S

Notes S-significant at 1% level (p values < 0.01).

The table above describes the chi square test between socio economic status and factors that influencing the purchase of Aavin brand.

It is inferred obtained chi square result there is an association between the socio economic factors and influencing factors to purchase Aavin brand. Since the obtained p-value for all variables are significant at 1% level, $p < 0.01$. Therefore, the stated null hypothesis is rejected at alternative hypothesis is accepted. Statistical used to test the stated hypothesis results shows that there is significant association between socio economic status and factors influencing to purchase Aavin brand.

CONCLUSION

The present study makes an attempt to study the socio economic profile of the consumers and to test is there any association ship between socio economic factors and factors to influence the purchase of Aavin milk products. 354 samples are selected randomly. Statistical tool such as Chi-square and frequency distribution test are used. Result concluded that there is an association ship between socio economic factors and factors to influence the purchase of Aavin milk products.

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1. **C.Jothi Mary (2013)** in her research paper study on consumer behaviour of Aavin milk in Bhel town ship: Trichy. International journal of advanced research in computer science and management studies vol 1, issue 4.
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WEBSITE

3. www.aavin.com

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