



A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILK IN MADURAI CITY.

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ABSTRACT:

This study investigates customer satisfaction with Aavin milk, a significant player in the dairy industry, with a specific focus on Madurai City. Aavin, renowned for its quality dairy products, plays a crucial role in the daily lives of consumers. The research aims to assess the factors influencing customer satisfaction, uncovering the nuances of product quality, availability, pricing, and customer service within the unique socio-economic and cultural context of Madurai. Methodologically, a combination of surveys, interviews, and observational data will be employed together with comprehensive insights. The study scope is limited to Madurai City, offering a localized perspective on customer satisfaction with Aavin milk.

KEYWORDS:

AAVIN MILK, DAIRY INDUSTRY, PRICING, AVAILABILITY, QUALITY.

1.1 INTRODUCTION

Aavin Milk, operated by the Tamil Nadu Cooperative Milk Producers' Federation Limited (TCMPF), holds a significant presence in the dairy market of Madurai City, Tamil Nadu. With its reputation for quality and reliability, Aavin has become a preferred choice for many consumers seeking fresh and nutritious dairy products. However, as consumer preferences and expectations evolve, it is crucial to continuously assess and understand customer satisfaction towards Aavin milk in Madurai city. Through a comprehensive analysis of customer perceptions and preferences, this study intends to offer valuable insights for Aavin milk producers and marketers, enabling them to tailor their strategies to better meet the needs and expectations of consumers in Madurai City.

1.2 STATEMENT OF THE PROBLEM

Aavin Madurai union plays a imperative part in promoting. The victory of Drain and dairy items depends not as it were, on the advertise but moreover on the customers" behavior designs toward their item. To have superior promoting the union needs most extreme motivation from the client side. In the event that showcasing is done without the execution of the client, it cannot run effectively for a long period. So an expository ponder is conducted based on client fulfillment with promoting the drain and its by-product

1.3 REVIEW OF LITERATURE

Cooperatives are one of the major means of development. Cooperatives are accepted worldwide as effective institutions to enable and uplift the lower section of the people and ultimately contribute to the economic and

social development of the country (Bhandari, 2008).

Any individuals or organizations that produce the products ultimately for the use of consumer satisfaction are considered who will be the owners of the products during the time of processing in the chain, also forward it to further processing. There will be an increasing trend in the price of products after every step of the chain to make it more convenient for the use of consumers (KIT & IIRR, 2010).

1.4 OBJECTIVES

- To analyze these socio-economic factors of packaged Aavin milk customers.
- To study the packet of Aavin milk in Madurai.
- To know the factors influencing in use of Aavin milk.
- To offer suggestions for improving Aavin milk

1.5 RESEARCH DESIGN

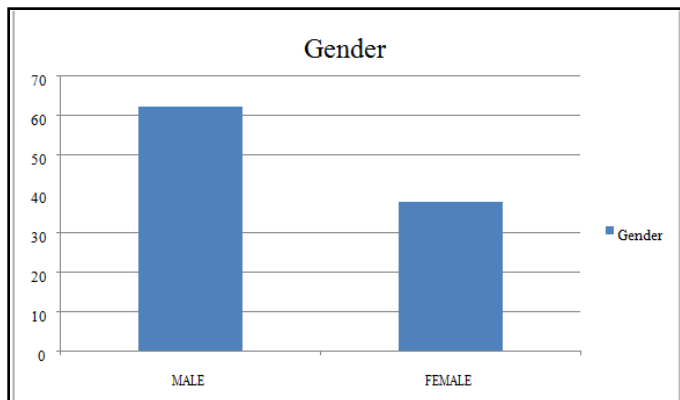
Inquire about plan is the conceptual structure inside which investigate is conducted. It constitutes the outline for the collection, estimation, and examination of information a expressive investigate. Graphic investigate includes collecting numerical through self-reports, surveys or interviews (individual or phone), or perception. For the show think about, the investigate was graphic and conclusion-oriented.

1.6 DATA ANALYSIS

TABLE 1 DISTRIBUTION OF RESPONDENTS BY THEIR GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	31	62
FEMALE	19	38
TOTAL	50	100

CHART 1: SHOWING DISTRIBUTION OF RESPONDENTS BY THEIR GENDER



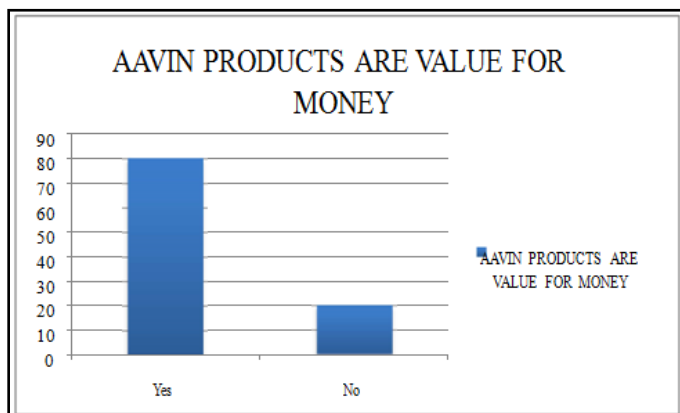
INTERPRETATION

The above data indicates that 62% of respondents were male and 38% were female.

TABLE 2: DISTRIBUTION OF RESPONDENTS BY DO YOU AGREE THAT AAVIN PRODUCTS ARE VALUE FOR MONEY

OPTION	NO OF RESPONDENTS	RESPONDENTS IN %
Yes	40	80
No	10	20
TOTAL	50	100

CHART 2 : DISTRIBUTION OF RESPONDENTS BY DO YOU AGREE THAT AAVIN PRODUCTS ARE VALUE FOR MONEY



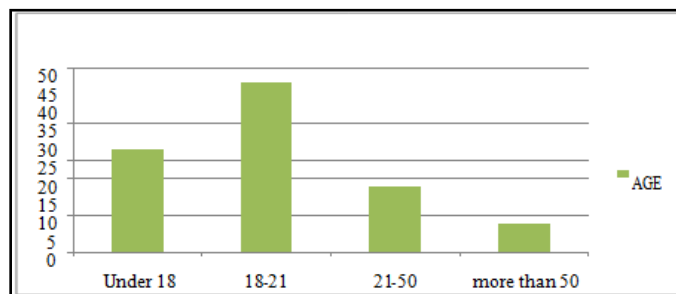
INTERPRETATION

The above table describes that there are 80% of respondent says yes and 20% of respondent says no.

TABLE 3 AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	RESPONDENTS IN %
Under 18	14	28
18-21	23	46
21-50	9	18
more than 50	4	8
TOTAL	50	100

CHART 1.6.3 DISTRIBUTION OF RESPONDENTS BY THEIR AGE



INTERPRETATION

The above table describes that there are 28% of age is above 25-34, 46% of age between 35-44, 18% of age between 45-54, 8% of respondent is more than 55.

1.7 FINDINGS

- Chart1.6.1: majority of the respondents are male. (62%)
- Chart1.6.2: majority of the respondents are agreeing that Aavin products are value for money. (80%)
- Chart 1.6.3: majority of the respondents are 18 – 21. (46%)

1.8 CONCLUSION

Generally, consumers change their behavior frequently based on new trends and fashion. They will know the needs and wants, so gather information about products and also compare their price, quality, taste, and attributes. However, the data shows that consumers buy Aavin milk for its quality and taste. To improve the buying behavior of Aavin milk depending upon the customer preference for Aavin milk.

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