

Consumer activism on Aavin dairy products in Erode city of Tamil Nadu

G VIVEK, T SAMSAI and M KANDEEBAN

Department of Agricultural and Rural Management, Tamil Nadu Agricultural University
Coimbatore 641003 Tamil Nadu, India

Email for correspondence: vivek14996@gmail.com

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ABSTRACT

India is the largest producer of milk. The cooperatives contribution is high to the total production. In Tamil Nadu, Aavin is the first cooperative milk society dealing with milk and value-added products of milk. Since Aavin plays a main role in the procurement of milk from the farmers, consumer behaviour towards Aavin products is very important to study in the present condition. The main aim of the present study was to find out the consumers activism on Aavin dairy. Purposive sampling method was used to collect the information from the sample respondents of Erode district of Tamil Nadu. Totally five regions were selected; each region consisted of 20 samples making a total sample size of 100. Primary data were collected through the face to face interview with the help of structured-questionnaire. It was found that majority of the sample respondents were aware of the Aavin products and were also satisfied with the products offered by Aavin. Quality and price were found to be the main factors that influenced the purchase of Aavin products.

Keywords: Aavin; dairy products; consumer; activism; satisfaction

INTRODUCTION

India is the largest producer of milk. Milk production in the country was 165.4 million tonnes during 2016-17 and 176.35 million tonnes (provisional) during 2017-18 (Anon 2018). Milk cooperatives play a key role in the growth of dairy sector in the country (www.thehindubusinessline.com). Tamil Nadu ranks among the top ten milk producing states of the country with a daily production of 201 lakh liters per day and fourth among the cooperatives in India with a daily procurement of 29.46 lakh liters per day (LLPD) (www.aavinmilk.com). In Tamil Nadu, Aavin is the cooperative sector mainly for dairy products. It has taken various steps like attractive procurement price to milk producers, huge investment in dairy infrastructure at society, district union and state federation levels and encompassing the priceless milch cows distributed to poor families for uplifting of rural economy. Aavin mainly deals with procurement, processing and selling of milk in various outlets. Tamil Nadu Cooperative Milk Producers' Federation Limited popularly known as Aavin was formed in February 1981

as an apex body of three-tier cooperatives set up in Tamil Nadu and the district level milk producer unions were formed in the year 1982.

The federation has been procuring, processing and marketing milk and milk products and has implemented the dairy development activities under operation flood programmed with financial and technical assistance of national dairy development board. Milk procurement, processing and distribution are being attended by the district unions in the respective areas. Aavin is having its own outlet to sell its main milk products and various value-added products. Recently it took various initiatives on releasing 22 flavoured items to improve its status.

Moschis and Churchill (1978) defined consumer activism as activities relating to socially desirable consumer behaviour. Kozinets and Handelman (2004) focuses on consumer movements that seek ideological and cultural change. Building from a basis in new social movement (NSM) theory we study these movements among anti-advertising, anti-Nike, and anti-GE food activists. Lang and Gabriel (2005)

explained about the four waves of consumer activism and its origin and briefly revealed about the history of consumer activism.

Ahluwalia and Sanan (2016) explained how consumers possess their rights and duties on buying the products. The results suggested that male adolescents, older adolescents and adolescents belonging to upper economic class had more consumer affairs knowledge and performed consumer activism more frequently. Mass media influenced consumer affairs knowledge while parents and TV were found to be significant socialization agents for consumer activism. Manickam et al (2018) focused mainly on Cavins products and how consumers had been becoming more active on buying the Cavins products. TV advertisement made them more informative and they were satisfied with quality and taste. Quality was the major factor that influenced them to purchase the Cavins products.

The main objective of the present study was to identify the awareness and impact of consumer activism towards Aavin products and examining the factors that influenced the purchase of products.

METHODOLOGY

The empirical study was carried out through survey. Primary data were collected through face to face interview with the help of structured-questionnaire.

The questions included the demographic factors of the respondents, the awareness of the respondents about Aavin dairy and factors influencing the purchase of Aavin products. Based on the request of the case firm purposive sampling method was followed to collect the information. The study was restricted only to Erode district of Tamil Nadu with the sample size of 100. Totally five regions were selected each region consisting of 20 samples making a total sample size of 100.

RESULTS and DISCUSSION

Demographic features of sample respondents

The data given in Table 1 show that majority of the sample respondents were males (55%) with the age group of more than 40 years (41%). Most of them were graduates (64%). The annual income of most of them (40%) was Rs 2-3 lakh followed by more than 3 lakh (33%). The family size of three-fourth of them was 3-5 members per family. Since most of the respondents were male and graduates, they were more aware about the Aavin products.

Table 2 shows that majority of the sample respondents (93%) were highly aware about the Aavin milk followed by curd (29%). Majority (57%) of the respondents were aware about the skimmed milk powder and 41 per cent were partially aware about ghee. On the other hand majority (25%) were not aware of the butter milk. The awareness level is the first step

Table 1. Demographic features of sample respondents (n= 100)

Characteristic	Category	Number	Percentage
Gender	Male	55	55
	Female	45	45
Age (years)	<20	0	0
	21-30	25	25
	31-40	34	34
	>40	41	41
Qualification	Illiterate	2	2
	Primary	6	6
	Secondary	28	28
	Graduation	64	64
Annual income (Rs)	Up to 2,00,000	27	27
	2,00,000-3,00,000	40	40
	>3,00,000	33	33
Size of the family (number)	<3	4	4
	3-5	75	75
	>5	21	21

Table 2. Awareness of consumers about Aavin milk and milk products

Product	Awareness level				Weighted score	Rank
	Highly aware	Aware	Partially aware	Not aware		
Milk	93	7	-	-	3.9	1
Skimmed milk powder	9	57	16	18	2.53	4
Ghee	21	33	41	5	2.64	3
Butter milk	7	31	37	25	2.17	6
Cheese	8	43	29	20	2.35	5
Curd	29	47	13	11	2.86	2

Table 3. Frequency of purchase of Aavin milk and milk products

Product	Frequency				Weighted score	Rank
	Daily	Weekly	Monthly	Occasionally		
Milk	82	3	1	14	3.53	1
Skimmed milk powder	1	11	11	58	1.17	6
Ghee	4	31	5	47	1.66	3
Butter milk	3	22	13	31	1.35	5
Cheese	2	19	21	34	1.41	4
Curd	19	30	8	26	2.08	2

for activism. Hence awareness could be given through advertising, hoardings, leaflets in newspapers etc.

It is evident from Table 3 that majority of the respondents purchased milk daily (82%), skimmed milk powder (58%), ghee (47%), cheese (34%) and butter milk (31%) occasionally and curd (30%) weekly. The frequency of purchase of milk was very high as it was daily requirement of the respondents; it was of good quality and the price was also reasonable.

The data given in Table 4 show that majority of the consumers were highly satisfied with the Aavin milk (84%), satisfied with skimmed milk powder (50%) and curd (27%) and neutral about ghee (37%), cheese (29%) and butter milk (23%). In overall the consumers were satisfied with the Aavin products because of their quality, reasonable price and easy availability.

The Table 5 shows that the quality of the product was the main factor in influencing the customers as majority of the respondents gave weightage to the quality (average score 66.60) followed by price (average score 55.37), easy availability of the

products (average score 54.60), availability of the products in different package sizes (average score 54.38), taste (average score 50.93) and freshness (average score 48.42).

CONCLUSION

The activism level of consumer towards milk was high. Most of the respondents were males in the age group of 31-40 years and had completed their graduation. Milk is the daily and basic requirement for every person hence it was purchased daily. Quality and price were the major influencing factors for Aavin products. Without quality no product wouldn't be able to withstand in the market. Also price is a major influencing aspect from the consumer's point of view to purchase the product. Every consumer should become very activist in buying the products. Since the awareness level was high, the frequency of purchase for ghee, butter milk, skimmed milk powder and cheese was poor. Offers, promotions and advertisements may be made in summer to increase the sale of butter milk and curd.

Table 4. Satisfaction level of consumers about the Aavin milk and milk products

Product	Satisfaction level					Weighted score	Rank
	HS	S	N	DS	HDS		
Milk	84	12	3	-	1	4.78	1
Skimmed milk powder	4	50	26	5	3	3.11	2
Ghee	13	19	37	18	4	2.92	3
Butter milk	9	14	23	15	20	2.2	6
Cheese	12	13	29	15	17	2.46	5
Curd	14	27	14	17	14	2.68	4

HS: Highly satisfied, S: Satisfied, N: Neutral, DS: Dissatisfied, HDS: Highly dissatisfied

Table 5. Factors influencing the purchase of Aavin products

Component	Average score	Rank
Quality of the products	66.60	1
Price	55.37	2
Availability of the products (nearby store location)	54.60	3
Packing (different pack sizes (250 ml, 500 ml, 1 l) with good quality packing material)	54.38	4
Taste	50.93	5
Freshness	48.42	6

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