

A Study on Sales Promotion and Consumer Behaviour of Aavin Milk

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Abstract

This study examines the impact of sales promotion strategies on consumer behaviour with a specific focus on Aavin milk. The research explores key factors influencing consumer preferences, including price, quality, availability, service, and advertising. By analysing various promotional techniques such as discounts, loyalty programs, and seasonal campaigns, the study aims to understand their effectiveness in driving sales, brand preference, and customer retention. Using a descriptive research design, data was collected from 50 respondents across urban and rural areas of Tamil Nadu through structured questionnaires. Statistical tools like SPSS and Excel were employed to analyze purchasing patterns and consumer responses to promotions. The findings reveal insights into consumer decision-making and provide recommendations for enhancing Aavin's sales promotion strategies.

Keywords: Brand preference, consumer behaviour, Buying behaviour, Brand management, Milk brands.

I.INTRODUCTION

In today's competitive business environment, sales promotion plays a crucial role in influencing consumer behaviour and driving sales. It serves as a strategic tool that companies use to stimulate short-term demand and enhance brand visibility. Sales promotion includes various activities such as discounts, free samples, contests, and other incentives designed to encourage consumers to purchase products or services.

In the dairy industry, where competition is intense, effective sales promotion strategies can significantly influence consumer preferences and market share. Aavin, a state-owned enterprise under the Tamil Nadu Cooperative Milk Producers' Federation Limited, is a key player in Tamil Nadu's dairy sector. Renowned for its high-quality milk and dairy products, Aavin has established a strong reputation among consumers. However, with the rise of private competitors and evolving consumer preferences, the need for innovative and effective promotional strategies has become more critical than ever.

Concept

This study examines the impact of sales promotion strategies on the purchasing behavior of Aavin milk consumers. It focuses on how promotional efforts influence buying patterns, brand preference, and customer loyalty. As a leading brand in the dairy sector, Aavin competes with both local and national milk brands in terms of price, quality, availability, and marketing efforts.

The study aims to:

- Understand the factors influencing consumer behavior (e.g., quality, price, service, advertisement).
- Analyze the effectiveness of Aavin's sales promotion techniques (e.g., discounts, loyalty programs, seasonal campaigns).
- Examine the role of branding and advertising in shaping customer preferences.
- Identify the decision-making process of consumers when selecting dairy products.
- Evaluate the relationship between sales promotion and consumer satisfaction, leading to increased sales and profitability for Aavin

Scope of the Study

- The study is limited to Sathuvachari, Vellore, and focuses on the purchasing behavior of Aavin milk consumers in this region.
- It examines the key factors that influence consumer decisions to purchase Aavin milk, including price, quality, availability, service, and advertisement.
- It analyzes buying patterns and preferences among different consumer segments, such as households, institutions, and retail customers.
- It investigates why consumers prefer Aavin milk over other brands, despite similar pricing.

Statement of the Problem

In the highly competitive dairy industry, multiple brands offer similar products at comparable prices. Understanding the factors that influence consumer behavior is crucial for maintaining brand loyalty and market share. Aavin milk, a well-established player in the industry, faces competition from both local and national brands. Although Aavin is known for its quality and reputation, consumer preferences vary due to factors such as price sensitivity, perceived quality, advertising efforts, and promotional campaigns.

Sales promotions are a vital tool for influencing consumer decisions, yet their effectiveness in driving purchase intentions, brand preference, and customer retention has not been thoroughly explored in the context of Aavin milk. Additionally, there is limited understanding of why some consumers prefer Aavin over other brands or vice versa.

Objectives of the Study

1. To identify the types of sales promotion techniques used by Aavin.
2. To examine consumer preferences for Aavin's promotional offers.
3. To analyze the influence of Aavin's sales promotions on brand preference.
4. To explore the role of demographics (age, gender, etc.) in consumer responses to sales promotions.

Research Methodology

This study adopts a **descriptive research design** to analyze the impact of Aavin's sales promotions on consumer behavior. **Primary data** is collected through structured questionnaires from **50 respondents** in both urban and rural areas of Tamil Nadu, using **convenience**

sampling. Secondary data is obtained from articles, reports, research papers, and official Aavin marketing documents.

For data analysis, **statistical tools** such as **SPSS, Excel** are used to examine consumer demographics, purchasing patterns, and responses to promotional campaigns. The study provides insights into the effectiveness of Aavin's promotional strategies while acknowledging geographic and sampling limitations.

Area of Study

The study focuses on analyzing the impact of **sales promotion strategies** on consumer behavior across different regions and demographic groups in Tamil Nadu.

Sample Size

The sample size for this study consists of **50 respondents** from both urban and rural areas of Tamil Nadu, ensuring a diverse representation of consumer perspectives.

Sources of Data

Primary Data:

Primary data is collected through **structured questionnaires** administered to **50 respondents** from urban and rural areas of Tamil Nadu, selected using **convenience sampling**.

Secondary Data:

Secondary data is obtained from **articles, research papers, reports, and official Aavin marketing documents**. This combination of primary and secondary data ensures a comprehensive understanding of consumer behavior and the effectiveness of promotional strategies.

Tools Used for Data Analysis

The study employs statistical tools such as **SPSS, Excel** to analyze data effectively. These tools help in:

- **Cleaning and visualizing data** for better interpretation.
- **Performing statistical tests** such as **chi-square analysis** and **regression analysis** to examine relationships between variables.
- **Summarizing consumer preferences** using **descriptive statistics**.
- **Conducting cross-tabulation** to identify patterns in consumer behavior.
- **Applying factor analysis** to determine key influences on consumer decision-making.

These analytical methods provide valuable insights into how Aavin's promotional strategies impact consumer preferences and satisfaction.

Limitations:

- A study on sales promotion and consumer behavior of Aavin milk may have certain limitations that should be acknowledged.
- One key limitation is the sample size, which may not adequately represent the entire consumer base, potentially leading to biased results. Additionally, the study might be restricted to a specific geographic area, limiting the applicability of findings to other regions.
- The chosen methodology, such as surveys or interviews, could introduce biases, as respondents may not always provide accurate or honest answers.
- External factors, including economic conditions and competition from other brands, may also impact consumer behaviour in ways not fully captured by the study.

Review of Literature

Dr. R. S. Bharathi and K. Balaji (2014) According to their study, dealer satisfaction plays a crucial role in sales, as dealers serve as the bridge between the company and its customers. Dealers possess in-depth knowledge of local demand and can effectively identify customer requirements. If dealers are dissatisfied with the company, it becomes challenging to deliver products to end consumers, ultimately affecting sales and market reach.

Elangovan N. & Gomatheswaran M. (2015) This study focused on consumer behavior toward various brands of milk and milk products. It highlighted that consumer lifestyles are influenced by multiple factors, including culture, subcultures, values, demographics, social status, reference groups, and household structures. Additionally, internal factors such as emotions, personality, buying motives, perception, and learning also shape consumer purchasing decisions. The research examined the differences in consumer behavior in relation to economic factors.

Hanishkanthraja G. & Subburaj B. (2018) This study analyzed consumer perception of the **Aavin brand** at the point of purchase, with a particular focus on the **Madurai district**. The primary objective was to examine the factors influencing customer perception during the purchasing process. The research employed a **non-probability sampling** method, specifically **convenience sampling**, and utilized statistical tools

such as **mean score ranking** and **multiple linear regression**. The findings indicated that consumer attitudes shift based on emerging trends and that Aavin milk products are well-received due to their quality, quantity, and availability.

D. Harish (2019) India is the world's largest dairy producer, with a rapidly growing dairy sector. The demand for dairy products has increased significantly across both rural and urban regions. Due to rural-to-urban migration, urban areas have seen a higher demand for dairy products. Tamil Nadu is among the top ten milk-producing states in India, with **Aavin** being a major contributor. Aavin, a Tamil Nadu-based milk producer's union, is responsible for milk procurement, processing, and distribution.

Analysis and Discussion

Table-1 Profile And Respondents

Variables	Category	Frequency	Percentage%
Gender	Male	10	20%
	Female	40	80%
Total		50	100
Age	Below 18	18	6%
	18-30	31	62%
	31-45	11	22%
	46-60	5	10%
	Above 60	-	-
Total		50	100
Marital Status	Married	17	34%
	Un Married	33	66%
Total		50	100
Educational Qualification	SSLC	3	6%
	HSC	7	14%
	UG	17	34%
	PG	17	34%
	Other	6	12%
Total		50	100
Occupation	Student	15	30%
	Salaried employee	16	32%
	Home maker	12	24%
	Business person	7	14%
	Retired	-	-
Total		50	100

Monthly income	Below Rs.10,000	24	48%
	Rs.10,000-Rs.25,000	16	32%
	Rs.25,000-Rs.50,000	8	16%
	Rs.50,000-Rs.1,00,000	2	4%
	Above 1,00,000	-	
Total		50	100

Table shows that the 80% of the respondents are Female.62% of the respondents belong to the age group of 18-30 years. 66% of the respondents are Unmarried.34% of the respondent are UG and PG. 32% of the respondents are Salaried Employee.48% of the respondents have

		How effective do you find aavin's current promotional strategies					Total
		Discounts	Loyalty	Needs improvement	Others	Programs	
Gender	Female	15	11	7	3	4	40
	Male	5	4	1	0	0	10
Total		20	15	8	3	4	50

the Monthly Income of Below Rs.10000 are the percentages for maximum respondents.

TABLE II Chi-square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.760 ^a	4	.599
Likelihood Ratio	4.121	4	.390
N of Valid Cases	50		

a 7 cells (70.0%) have expected count less than 5. The minimum expected count is .60

- Significance value is .599 which is greater than 0.05 Null hypothesis is rejected and alternative hypothesis is accepted
- Hence there is a significant relationship between gender and how effective do you find aavin's current promotional strategies

Suggestion

- To gain deeper insights into sales promotion and consumer behavior of Aavin milk, a comprehensive research approach is recommended.
- Implementing a mixed-methods strategy that combines qualitative and quantitative data can provide a well-rounded understanding of consumer preferences and responses to promotions.
- Engaging consumers through surveys, interviews, or focus groups can help identify key factors influencing their purchasing decisions, while analyzing sales data can reveal trends and correlations with specific promotional activities.

II. CONCLUSION

The study highlights the critical role of sales promotion in shaping consumer behavior and influencing purchasing decisions in the competitive dairy industry. Aavin, despite its strong brand reputation, faces challenges from private competitors and evolving consumer preferences. The research findings indicate that factors such as price, quality, and promotional efforts significantly impact consumer choices. However, the effectiveness of sales promotions varies across different demographic segments. The analysis also confirms that while discounts and advertising campaigns drive short-term sales, long-term consumer loyalty depends on consistent product quality and brand trust. To sustain market growth, Aavin should adopt a more data-driven and consumer-centric approach to its promotional strategies, incorporating targeted offers, digital marketing, and enhanced consumer engagement initiatives.

III. REFERENCES

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