

A STUDY ON CONSUMER BEHAVIOUR USING AAVIN PRODUCTS

M. Sneha¹, Ms.R.Harini²

¹Student, PG Department of Corporate Secretaryship,

SDNB Vaishnav College for Women, Chrompet.

²Assistant professor, PG Department of Corporate Secretaryship,

SDNB Vaishnav College for Women, Chrompet.

Email: snehamohan0018@gmail.com

ABSTRACT

Milk plays an important role in day to day activities of human growth and developments. Milk is a vital source of calcium and other essential nutrients. India is one of the world's largest dairy producers. Dairy products demand has dramatically increased because a large number of people moving from backward countries to town. Tamil Nadu placed one of the top ten large scale milk producing state in India. Aavin is considered as the significant milk contributors in Tamil Nadu. This paper analysis a study on consumer behavior related to Aavin dairy and other aavin products. The objective of the study is to understand the concept of consumer behavior relating to Aavin dairy products and to analyze the customer satisfaction level towards Aavin dairy products and to find the significant factor influencing the consumer to purchase Aavin dairy products based on their age, occupation, and monthly income of consumer family.

KEYWORDS: Milk; Aavin; Dairy products; Consumer