

Abstract:

This study explores consumer behavior towards Aavin Milk, a leading dairy brand in Tamil Nadu, to understand the factors influencing purchasing decisions, brand loyalty, and overall satisfaction. Aavin Milk is a household name known for its quality and affordability, making it a key player in the dairy industry. The research aims to analyze consumer preferences, buying patterns, and perceptions of product attributes such as taste, packaging, availability, and pricing.

Data was collected through surveys and interviews with consumers across different demographic segments. The study examines the role of factors such as brand trust, nutritional value, advertising, and the influence of competitors on consumer choices. It also investigates challenges faced by consumers, such as supply consistency and product variety.

The findings reveal that consumers prioritize quality, freshness, and affordability when choosing Aavin Milk. While the brand enjoys strong loyalty among its customer base, areas like innovative packaging and expanding product lines were highlighted as opportunities for improvement. The study concludes with recommendations for Aavin to enhance its market presence by leveraging digital marketing, improving distribution networks, and introducing value-added dairy products to meet evolving consumer needs.