A STUDY ON CUSTOMER SATISFACTION OF AAVIN MILK IN SALEM DISTRICT

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ABSTRACT

Milk is one the nature’s nearly perfect foods and milk contains proteins, fats, sugars and variety of mineral substances and vitamins. Milk is an important source of animal protein and enriches the nutritional status of diet. Milk has been recognized as an indispensable food for mankind. Milk constitutes the most important source of nourishment for both vegetarian and non-vegetarians. It’s important to the consumer is next only to the stable food. Nutrition experts often stress the need for consumptions of milk as a nutritional food is easiest to digest for children and utilized in building and repairing the body tissues, bones and maintaining a healthy body for normal growth. The main objective of the study is to find out the customer satisfaction and customer behavior of Aavin milk procurement by the customer in Salem district. The present study is based purely on primary data. Data were collected using the personal contact approach. Questionnaires were distributed to a sample of 300 respondents is the milk Customer of Aavin milk in Salem district were surveyed. Convenience sampling method is to be adopted for the present study.

KEYWORDS: Aavin Milk, Customer behavior, Customer Satisfaction.