

# A Study on Consumer Behaviour about Aavin Dairy Products

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**Abstract:** *This study investigates consumer behaviour concerning Aavin dairy products, aiming to provide insights into consumer preferences, purchase patterns, and factors influencing their choices. With the dairy industry being highly competitive, understanding consumer behaviour becomes crucial for companies like Aavin to tailor their marketing strategies effectively. Employing a mix of qualitative and quantitative research methods, including surveys, interviews, and data analysis, this study delves into various aspects such as brand perception, product satisfaction, pricing sensitivity, and demographic influences on consumer choices. The findings contribute to enhancing marketing strategies and product development initiatives for Aavin, ultimately fostering greater consumer engagement and loyalty in the dairy market.*

**Keywords:** Consumer Behaviour, dairy products, Marketing strategies