CUSTOMER SATISFACTION ON AAVIN MILK WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT
The study of consumer behavior normally should include the less observable decision processes that accompany consumption, including where how often and under what conditions consumers make their purchases of desired goods and services. Most of the marketers have accepted the fact that the understanding of consumer behavior is essential to their long run success. Therefore their major activities and strategies such as market opportunity analysis, target market selection and marketing mix decision, are consumer oriented.

KEYWORDS: Consumer, satisfaction, behavior, consumption.