THE ROLE & IMPORTANCE OF COPRA WITH SPECIAL
REFERENCE TO CONSUMERS

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ABSTRACT

If any person/firm or company wants to make profit for himself he has to satisfy the consumer's
needs first, by providing quality goods and services. If only there is a win win situation for the
seller and buyer, the quality of products or services improve. Consumers are conscious about
their needs now and they get the best from the market because of the competition. For surviving
in the market for longer duration, the sellers appease the consumers by giving quality products,
services at competitive prices. Advertisements, publicity given through media, satisfied
consumers etc only take the companies to newer peaks. Hence consumer is definitely the king.
Corporates who have understood this funda satisfy consumer needs and also increase their kitty.
Consumer is really the king in the world because the companies are giving most important to the
consumer. Before launching a product they do the market research regarding customer
preference then they introduce in market. Moreover the consumer forum in the western part are
well developed and maximum number of consumer aware of integrity of consumer forum. In
case of India up to certain extent consumers are the king.


REFERENCES:

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