CUSTOMER SATISFACTION AT RELIANCE FRESH, PATTABIRAM, CHENNAI

M.VENUGOPAL*, BIRENDRAX LAXAM** AND A.K.SUMBAMANI***

* I YEAR M.B.A,
VEL TECH BUSINESS SCHOOL, VEL TECH UNIVERSITY,
AVADI, CHENNAI – 600062. TAMIL NADU, INDIA.

** I YEAR M.B.A,
VEL TECH BUSINESS SCHOOL, VEL TECH UNIVERSITY,
AVADI, CHENNAI – 600062. TAMIL NADU, INDIA.

*** ASSISTANT PROFESSOR,
VEL TECH BUSINESS SCHOOL, VEL TECH UNIVERSITY,
AVADI, CHENNAI – 600062. TAMIL NADU, INDIA.

ABSTRACT:
Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Customer satisfaction is a must in business. Satisfaction is a person’s feelings of pleasure of disappointment resulting from comparing a product’s perceived performance in relation to his or her expectations.

Customer Satisfaction research identifies how well an organization is performing from the customers viewpoint. It allows any organization to understand how their customers are with level of service they are providing at any point in time, and to track how satisfaction levels change over time.

With the changing scenario, continuously monitoring the market and studying the buying behavior plays a vital role. So in current situation a comprehensive market survey for finding out the trends of various brands will pay in the long run to adjust the demand and supply factors and curtail competition.

KEYWORDS: Customer Satisfaction, Buyer Behavior, factors influencing purchase frequency.

REFERENCES
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