A STUDY ON CUSTOMER SATISFACTION TOWARDS COCO-COLA COMPANY, CHENNAI

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ABSTRACT:
The study is based on the satisfaction of Coco-Cola Company with its customers. A sample survey of 52 respondents was undertaken to find out the satisfaction of Coco-Colin Chennai city. The main objective of the study is to identify the customer satisfaction towards Coco-Cola drink. The major findings of the study are majority (66%) say that coco cola comes to their mind when they think of soft drinks, 46% of the respondents say that they prefer 200-250 quantity to buy and majority of the respondents say that Coco-Cola product range is good (60%). Finally 38% of the respondents said that they prefer Coco-Cola during parties.

KEY WORDS: Beverage industry, Coco-Cola, Customer Loyalty, Customer satisfaction.

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