CUSTOMER SATISFACTION TOWARDS GOOD DAY BISCUITS, AVADI, CHENNAI

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ABSTRACT
Customer satisfaction is the primary source of any business activity, retaining the customers to their product is most important in the business. The main objective of the study is to find out the customer satisfaction and loyalty towards Britannia Good day biscuits. Descriptive research is followed in this research. The universe of the population includes the respondents who are the consumers of Britannia biscuits, Avadi, Chennai. The samples (i.e. sample size 50) were selected among the consumers of Biscuits, in Avadi for this research. The major findings of the study are, most (90%) of the respondents are willing to recommend Britannia Good day biscuits to their friends and relatives. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the customers were satisfied towards consuming Britannia Good Day biscuits with respect to the chosen factors.

KEYWORDS: Britannia Good Day, Britannia biscuits, Customer loyalty, Customer satisfaction, Customer value.

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