A STUDY ON CUSTOMER SATISFACTION TOWARDS LAYS CHIPS, IN 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 consuming Lays Chips. Descriptive research is followed in this research. The universe of the population includes the respondents who are the consumers of Lays Chips, with respect to Avadi. 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 Lays Chips 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’s satisfaction. The research outcome also indicates that, most of the customers were satisfied towards consuming Lays Chips with respect to the chosen factors.

KEYWORDS: Lays Chips, Customer loyalty, Customer satisfaction, Customer value.

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