

A STUDY ON CONSUMER SATISFACTION WITH SPECIAL REFERENCE TO SELECTED COMPANY

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ABSTRACT

Marketing is the process of determining consumer demand for a product or service, motivating sales and distributing it to ultimate consumer at a profit. It is a societal process that is needed to discern consumer's wants, focusing on a product/service to those wants, and to mould the consumers towards the products or services. Marketing is fundamental to any businesses growth.

The marketing teams have the task to create the consumer awareness of the products or services through marketing techniques, unless it pays due attention to its products or service and consumer's demographics and desires a business will not usually prosper long term. It is tends to be seen as a creative industry, which includes advertising, distribution and selling. It is also concerned with anticipating the customer's future needs and wants, often through market research. Marketing has to play an important role for the well being of the fact that it markets a product or a service. Any organization that fulfils marketing of a products or service, is a business. Marketing is either absent or incidental is not a business and should never be run as if it were one. Besides, it has to play a dominant role in various economies at different stages of development.

KEYWORDS: *Usually Prosper, Creative Industry, Products or Service*

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