

**A STUDY ON CONSUMER SATISFACTION TOWARDS “THE HINDU” NEWSPAPERS
(WITH SPECIAL REFERENCE TO KANCHIPURAM DISTRICT)**

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ABSTRACT

Customer satisfaction is the main thing for promoting the sales because the consumer is the king of every business. So, the every manufacturer has must needed to satisfy their customers. The manufactures cannot easily to satisfying their customers. So, the manufacturer must understand of the customer needs, they need have fulfilled the customer, so the researcher has chosen the interesting topic for measuring the consumer satisfaction towards newspapers.

Normally, the Hindu Newspaper has ranked one of the top Newspapers in India and they are maintenance the good publicity in the midst of the public. But it need some support from consumer for maintaining the good marketing in future. So the researcher thinks these research will be used to suggest the firm for the upgrading the marketing. This research will be equalizing the expectation and satisfaction about the Hindu Newspapers for the public.

KEYWORDS: Satisfy their Customers, Top Newspapers in India