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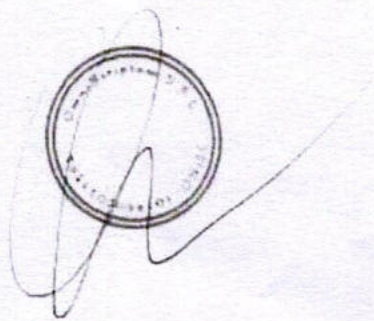
We are pleased to announce the publication of the book entitled **"ENTREPRENEURSHIP DEVELOPMENT"** (ISBN: 978-620-5-52851-8), This is to Certify that **PRADEEP KUMAR. D, VINUTHA. C & Prof. RAMANDEEP KAUR**, has published a book chapter entitled - **A STUDY ON MANAGING CONSUMER SATISFACTION**

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A STUDY ON MANAGING CONSUMER SATISFACTION

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ABSTRACT

Customer satisfaction has long been considered a standard measure of business performance alongside other measures such as financials and market share including customer feedback into performance measurement provides a much more complete picture of the health of the business. Consumer satisfaction is the topic emphasized throughout the book. Consumer satisfaction is the consumer's feel that the product has met or exceeded expectations. Expectations are often the outcome of communication, particularly publicity. In the face of increasing competition in the form of products, organizations, and distribution outlets, customer satisfaction has become a viable strategy to maintaining market share against the competition. Satisfying the customers is an essential element to staying in business in this modern world of global competition. In market research to determine specific prospects and so crafting marketing strategy to meet or exceed those expectations is a great contributor to success for Organization.

Key words : Customer Satisfaction, Expectations, Organization, Business, Competition.

INTRODUCTION

Consumer is the center of all business actions. As a matter of fact, job is basically intended for satisfaction of consumer needs. The customer is the main focus of any organization, and it should be treated with respect. The purpose of this paper is to discuss the importance of customer satisfaction in order to achieve success in the marketplace. Customer satisfaction is defined as the degree of satisfied customers by which they are willing to pay more for goods and services provided by an organization.