

Rock N Books Limited
is a trademark of Omni Scriptum
S.R.L.

Rock N Books Limited
is a trademark of Omni Scriptum S.R.L.
str. A .Russo 15, of .61, Chisinau-2068,
Republic of Moldova

info@omnascriptum.com
www.omnascriptum.com

To Whom It May Concern:

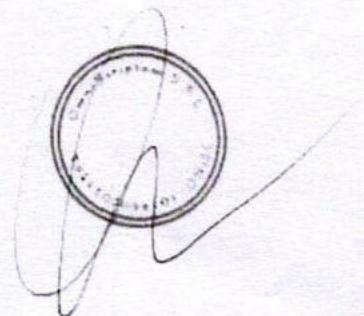
We are pleased to announce the publication of the book entitled **"ENTREPRENEURSHIP DEVELOPMENT"** (ISBN: 978-620-5-52851-8), This is to Certify that **PRADEEP KUMAR. D, VINUTHA. C & Prof. RAMANDEEP KAUR**, has published a book chapter entitled - **A STUDY ON MANAGING CONSUMER SATISFACTION**

The book was released by **LAP LAMBERT Academic Publishing** in **DECEMBER 2022**.

Being an imprint of Omni Scriptum Publishing Group, LAP LAMBERT Academic Publishing provides high-quality publications, with all the advantages of an intercontinental company in marketing, production and distribution.

Books of LAP LAMBERT Academic Publishing are therefore available on the worldwide market via more than 80,000 bookstores and 3,000 online stores.

Omni Scriptum is an associate member of the American Booksellers Association, the Booksellers Association of the UK, a member of the Börsenverein des Deutschen Buchhandels, and also a member of German PEN Center.



CONTENTS

S.NO	Chapter	Author's Name	
1	Policy Entrepreneurship and Policy Change	Dayanand.D, Prof. Gulla Keerthi.	2
2	Small and Medium Enterprises	Deeksha K. & Anubha Mondal, Prof. Nagarathna M	10
3	Green Economics	Dhanush Kumar & Ahalya. V, Prof. Vanitha. T	16
4	Planning and Budgeting	Janani Judiya Y, Prof. Gulla Keerthi	23
5	Customer Satisfaction	Mahesh K Prof. Sonia Ashok	30
6	A Study on Managing Consumer Satisfaction	Pradeep Kumar D Vinutha C Prof. Ramandeep Kaur	38
7	Sales Concept And Sales Success	Rahul V, Prof. Gulla Keerthi	43
8	Logics of the Market	Divishya.C & Lorence Mary. A Prof Druva Kumar	48
9	Risk Management	Punith. P, Sharan. V. Prof. Dhanujakshi	55
10	Youth Entrepreneurship: The Role and Implications for the Indian Economy	Mr Karthik	70
11	Entrepreneurship as Ethnic Minority Liberation	Ms. Selciya	88
12	Importance Of International Entrepreneurship	Prof. Johnson Pereira, Prof. Lavin A Bhawnani	102
13	A Study of Social Entrepreneurship in India - Opportunities and Challenges	Dr.R. Sangeetha, Dr Umesh. U	118
14	Consumer Market In India	Shreya & Namratha, Prof Mohana C	127

A STUDY ON MANAGING CONSUMER SATISFACTION

Pradeep Kumar D

Vinutha C

Department of Business Administration

St Francis de Sales College,

Bangalore.560100 Karnataka

Prof. Ramandeep Kaur

Department of Business Administration

St Francis de Sales College,

Bangalore.560100 Karnataka

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.