

Study of Consumer Satisfaction: A Survey of Nestle Products in Baroda City

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ABSTRACT

Consumers of nestle product refers to the level of happiness or dissatisfaction with product and brand. The researchers have taken the sample size of 100 respondents of students, children, businessman, servicemen and housewives because majority these people consume nestle product in the market. The main objective of the research is to study about consumer satisfaction of nestle product with understanding the consumer profile, understanding the effectiveness of marketing strategy and examine the loyalty of consumer. The research design chosen is descriptive in nature. For this study, the sampling technique chosen is convenience sampling. This paper is a result of research carried out in Baroda city and it is based on the information given by respondents through questionnaire i.e. primary data. Secondary data was collected from magazine, website and past research papers & articles. In this research work, all the Null Hypotheses framed by researcher is accepted, that means there is no any relations between the dependent and independent variables.
