

A study on customer satisfaction, purchase pattern towards Nilgiri's supermarket in Coimbatore city

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ABSTRACT

Nilgiri's Supermarket supplies various grocery items and dairy products. There is a strong competition among other supermarkets in the city. In this context, it is essential for a firm to understand the consumers, their satisfaction level, buying pattern and competitors position in the market. Information on customer satisfaction and comparison will be helpful for formulating the marketing strategies. Hence, a study has been undertaken to examine satisfaction level and purchase pattern in the Coimbatore city.

KEY WORDS : Customer satisfaction, Purchase pattern

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