

Users' opinion towards selected consumer products

■ **Rajeshwari Desai, Meghana Kelgeri and Shweta Patil**

Received: 04.07.2018; Revised: 02.04.2019; Accepted: 11.04.2019

See end of the paper for authors' affiliations →

Rajeshwari Desai

AICRP- Main Agricultural
Research Station (UAS) Dharwad
(Karnataka) India
Email : rajmanohardesaiuas@gmail.com

■ **ABSTRACT** : Today user's opinion towards consumer products plays an integral part of marketing strategies. It is one of the important marketing component to the manufacturer and also a rich source of information for consumer about different service features, packages and price. Proper consumer product design can also increase the consumer's satisfaction and safety. The present was conducted with the objectives to study the factors influencing the customers to purchase the consumer products and to assess the satisfaction towards design of the consumer products.

■ **KEY WORDS**: Consumer, Products, Design, Opinion

■ **HOW TO CITE THIS PAPER** : Desai, Rajeshwari, Kelgeri, Meghana and Patil, Shweta (2019). Users' opinion towards selected consumer products. *Asian J. Home Sci.*, 14 (1) : 9-13, DOI: 10.15740/HAS/AJHS/14.1/9-13. Copyright© 2019: Hind Agri-Horticultural Society.