

A Study on Strategies of Consumer Satisfaction on Hindustan Unilever Products with Special Reference to Pure It

Resham Raman Ramteke and Dr. Sagar Jadhav

Jhulelal Institute of Technology, Nagpur, India

Abstract: *Marketing research, conducted for the purpose of new product development or product development or product development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs and central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes," Needs-based segmentation (also known as benefits segmentation) "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is difficult to do in practice, has been proved to be one of the most effective ways to segment a market.*

Keywords: Hindustan Unilever Service Strategies, Sales After services, commitment full fill to the customers , increasing brand reputation image

REFERENCES

- [1]. www.scribd.com
- [2]. www.Hindustan Unilever.in