

A Study of Various Parameters of Customer Satisfaction towards Retail Garments Shop in Nagpur

Yeshwant Dahikar and Prof. Kalyani Bante

Jhulelal Institute of Technology, Nagpur, India

Abstract: *A marketing orientation has been defined as a “philosophy” focused on discovering and meeting the needs and desires of its customers through its product mix. Unlike past marketing strategies that concentrated on established selling points for existing products, market orientation works in reserve, attempting to tailor products to meet the demands of customers, In essence, market orientation can be thought of as a coordinated marketing campaign between a company and its customer.*

Keywords: marketing orientation

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