

EXECUTIVE SUMMARY

The study strives to assess the customer satisfaction towards Popees baby care relative to their strategies adopted. The main objectives of the study are to analyze the level of customer satisfaction towards Popees, know whether the Popees are affordable by common customers, identify the reason behind the purchasing of Popees by the customer, as well as finding the faith of customer's towards the advertisement of Popees. The research design for the study is descriptive and analytical in nature. The present study is conducted to evaluate the customers attitude towards Popees baby product. The sample size of the respondents is 100. From the study, it is concluded that there is statistically significant relationship between customer satisfaction and advertisement of Popees baby care. The success of Popees may be due to almost all the products that the children use is manufactured, besides other important factors like quality, taste etc. It is essential that due to the growing needs of children and increasing competitors in the market. Popees should aim at reaching further more levels in terms of creation of new customers and enhancement of sales volume.