CUSTOMER SATISFACTION TOWARDS PAZHAMUTHIR NILAYAM IN ERODE CITY

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ABSTRACT
Wealthy nation can be built by its healthy citizens. The health of the individuals could be maintained by eating fresh fruits and vegetables. The consumers have to go to daily or weekly market for buying fresh fruits and vegetables. In the early days, the joint family system was prevailing where the number of members will be high. Every member will be having their own responsibility; one of them will take care of purchases of vegetables and grocery items, while the other will be in charge of fulfilling the needs of the children and so on. In the nuclear family set up, the couples could not find time to go to the markets in the peak hours. Hence, they have found that the specialty shops very useful to buy fresh fruits and vegetables at the convenient times. The present study analyzes the customers’ satisfaction towards Pazhamuthir Nilayam in Erode City.

KEY WORDS: Fresh vegetables, customers, satisfaction.