

**“IMPACT OF PRICING, RELATIONSHIP
MANAGEMENT, CONSUMER BEHAVIOR ON
CUSTOMER SATISFACTION”**



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ABSTRACT

This study undertakes the task of drawing distinct and clearly defined links between pricing, consumptions and customer satisfaction between the Reckitt Benckiser Pvt. Ltd products of MORTEIN MAT and DETTOL SOAP. It also provides a foundation for further studies in the field of Consumer Psychology and Relationship Marketing. The report focuses to discover the optimal way of using the link in real-world business and marketing applications.

This study can be generalized according to their specificity of results to encompass all aspects of marketing strategy, based on consumption and consumer satisfaction. It is descriptive in nature, undertaken in order to ascertain the characteristic of the variables in the situation and to understand the correlation between them. This will be to delineate the importance of the variables associated with the problem.

The scope of this study also includes contribution to the emerging literature on pricing and consumption, examining and defining key perceived values, interpreting and expanding existing problems of customer satisfaction, generating a framework to help marketers building and monitoring the pricing of products, and stimulating further research on pricing as well as customer satisfaction.

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