MARKETING CONCEPT AND CUSTOMER SATISFACTION

Aleksandra Brakus\textsuperscript{227}  
Goran Đoković\textsuperscript{228}  
Jelena Zdravković\textsuperscript{229}  

DOI: https://doi.org/10.31410/limen.2018.652

Abstract: Satisfaction is a crucial element in the decision-making process of consumers, especially in repeated buying of products and services. It is a key in retaining existing and obtaining the potential customers. In marketing the satisfaction is connected with efforts to achieve consumer satisfaction with the purchase of products and services. From the consumer’s degree of satisfaction depends repeated buying of product and service. In cases where consumers are not satisfied with the performed buying or product performance, they feel cheated and it is almost certain that they will use another product brands.

Keywords: marketing, marketing concept, customer satisfaction, brand

\textsuperscript{227} Visoka škola modernog buznisa, Terazije 27, Beograd, Srbija  
\textsuperscript{228} Visoka škola modernog biznisa, Terazije 27, Beograd, Srbija  
\textsuperscript{229} IV beogradska gimnazija, Beograd, Srbija