CUSTOMERS’ SATISFACTION –
A STEP TOWARDS COMPETITIVENESS

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ABSTRACT:
The scenario in the home appliances industry is equally challenging. The leading companies like Samsung, Videocon, Sony, LG and others by introducing brands at various price points have effectively segmented the market which has resulted in faster market expansion and penetration.
So the aim of study is to tell about the satisfaction level of customer because a satisfied customer is likely to send more business back to the company, while an unsatisfied customer may be more apt to prevent the business from soaring. While the customer may not always be right, they need to be satisfied to the best of every company’s ability.

KEY WORDS: customer, home appliances.

References

