

A STUDY ON CUSTOMER SATISFACTION TOWARDS WASHING MACHINE WITH REFERENCE TO TIRUPUR DISTRICT

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ABSTRACT

The paper is help to understand the customer satisfaction with washing machine. The survey was based on formal interview with the customers directly and the responses are collected through questionnaire. The sample size for this research is only 100 respondents and the area selected to do the survey is Tirupur. Here convenience sampling method was adopted to conduct the survey. The main aim of this study is to find out of the level of customer satisfaction and suggests them the means to improve the satisfaction level, which will help them to increase their sales. The companies should concentrate on improving on to understand buying behavior, demonstration provision, delivery of product, follow up of calls and service camps.

Key words: *Customer Satisfaction, Washing Machine, Tirupur.*

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