ABSTRACT:

Customer satisfaction is the degree of satisfaction provided by the services of a company as measured by the number of repeat customers. The main objective of the study is to find out the customer satisfaction and better service towards Videocon D2H. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Videocon D2H, located at Ambattur and Avadi. The samples (i.e. sample size 50) were selected among the customers of Videocon D2H, located at Ambattur and Avadi for this research. The major findings of the study are, most (90%) of the respondents are willing to recommend Videocon D2H to their friends and relatives and the implications for the study is Videocon D2H may try to keep all types of Customers and all brands as per the requirement of local people in that locality. From the research, it is concluded that the demographic variables such as age group, gender are having less impact on the factors of customer’s satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Videocon D2H with respect to the chosen factors.

KEYWORDS: Customer satisfaction, service quality, Brand image, groups, self-concept.