CUSTOMER SATISFACTION TOWARDS MICROMAX CANVAS A120

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ABSTRACT
A study on customer’s satisfaction towards Micromax Canvas A120. A preference enables marketer to predict a customer’s preference in the market; it also understanding of the role of that consumption has in the lives of individuals. Customers’ research takes place at every phase of the consumption process, before the purchase, during the purchase and after purchase. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It also tries to assess influences on the customers from groups such as family, friends, reference groups, and society in general. The universe of the population includes the respondents who are the customers of Micromax Canvas A120 mobiles, the data was collected through both the primary as well as secondary sources. The primary source of the data is the users of various mobile handset users. The study revealed that Most (74%) of the respondents rated price of the Micromax canvas A120 as economical and Most (80%) of the respondents are interested to recommend Micromax canvas 120 to their friends and relatives. The research outcome also indicates that, most of the customers were satisfied towards Micromax Canvas A120 mobile with respect to the chosen factors.

KEYWORDS: Customers, Consumption process, Groups, Micromax Canvas A120, Purchase, Self-concept.

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