A STUDY ON CUSTOMER SATISFACTION TOWARDS MAHINDRA BOLERO WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT
The present study under the title, a study on customer satisfaction towards Mahindra bolero with special reference to Coimbatore city is an attempt to understand the various factors influencing the satisfaction level of the customers with regard to the various dimensions of services such as tangibles, reliability, responsiveness, assurance and empathy. A perfect parity between the services offered by sellers and the services expected by the buyers is vital to make the transaction smooth and hassle-free. So the services offered become an integral part of the marketing strategy of the firm. In this context, a study of this nature is felt relevant and an attempt is being made to analyze the customer’s satisfaction towards Mahindra bolero in Coimbatore city and the present research work has tremendous relevance to the sellers in formulating their marketing strategies in this regard.

KEYWORDS: customer, transaction, research.

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