

## A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO PRODUCT AND SERVICES IN CANDAZ TECHNOLOGIES

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### ABSTRACT

Satisfaction is a person's feelings of pleasure or dis-appointment resulting from comparing a product's perceived performance (or outcome) in relation to expectations. Virtually every organization is nowadays concerned with satisfying the users of its products or services are they known as clients, customers, consumers or patients. The subject of satisfaction has been studied extensively in the fields of sociology, psychology, marketing and healthcare management and while the particular focus of interest in each individual discipline tends to be quite distinct, common themes do exist, especially in the approach to satisfaction found in the 'Younger' discipline of marketing which draws on conceptual developments presented in the sociology and psychology literatures. Indeed consumer satisfaction is at the very core of modern marketing theory and practice which is based on the notion that organizations service and prosper through meeting the needs of customers.

- This study is a brief of the company's performance in the market.
- We are conducting a survey through Questionnaires, on different field at the location for finding the factors are influencing for buying the I.T. products that making awareness of candaz technologies and finding the satisfactory level of ultimate customer.
- The find out factors influence to rate the service areas in Candaz Technologies.
- The find out overall satisfaction level.
- The find out the competition of Candaz Technologies.

**KEYWORDS:** Organizations Service and Prosper, Sociology and Psychology Literatures