

## A STUDY ON TO ANALYSE THE CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE WITH SPECIAL REFERENCE TO KANCHIPURAM DISTRICT

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### ABSTRACT

*In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] in relation to his or her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds his or her expectation, the customer is delighted.*

*The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is rated on a scale from one to five. At a very low level of customer satisfaction [level one], customers are likely to abandon the company and even bad-mouth it. At levels two to four, customers are fairly satisfied but still find easy to switch when a better product comes along. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delightment creates an emotional bond with the brand or company.*

**KEYWORDS:** Customer Satisfaction, Customer is Delighted, Expectations

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