

A STUDY ON CUSTOMER SATISFACTION ON SOLAR PRODUCTS AND SERVICES WITH REFERNCE TO CHENNAI

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ABSTRACT

Electricity is a flexible form of power that can be quickly transformed into other forms. But as time goes on, the price is going up dramatically. As the fossil gas reserves are being depleted, its charge will increase significantly. A great alternative are solar PV panels. Every time, businesses strive to capture customers' attention because they are the real kings and cannot be bargained with. Customer service is crucial for spreading market awareness, for selling items, for luring clients, and for boosting profit margins. Thus, it can be inferred that a variety of factors influence a customer's perception of solar electrical devices.

KEYWORDS: Solar Products, Customer, Service, Electricity, Mindset, Satisfaction, Versatile, Products.

Received: Dec 02, 2022; **Accepted:** Dec 22, 2022; **Published:** Dec 30, 2022; **Paper Id:** IJBMRJUN20234