

A STUDY ON CUSTOMER SATISFACTION OF ANOP MOTORS PVT. LTD

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ABSTRACT

Marketing as a functional area of management is becoming increasingly important as compared to other fields, viz., production, finance, personnel, and research and development. The increasing significance of marketing is the major reason that marketing information has gained the present pivotal place of importance. All decisions in modern business organizations revolve around the marketing information. In modern business organizations, finance, personnel, production and research and development might be the door to success but marketing is the key which turns the lock. Consider any business decision, we find that the critical input needed for this purpose is the marketing information, this information can be collected and utilized using marketing research techniques.

This most vital function of management in an organization is to minimize risk and uncertainty through systematic decision-making. Better decision result from the effective and timely utilization of right information about the consumers, dealer's competitors and others. Thus, management can be regarded as a game of handling information. Effective manager is one who handles various hits of the information in an objective and systematic manner. If a manager fails to handle the information effectively he is unable to make correctly the required decision and the result in indecision, i.e., mismanagement.

KEYWORDS: Customer Satisfaction of ANOP Motors