

# A Study on Customer Satisfaction Towards Quality Services Provided by Samsung Home Appliances

**Shubham Walmik Bhoyar and Prof. Kalyani Bante**

Jhulelal Institute of Technology, Nagpur, India

**Abstract:** Sales promotions are a marketing tool for manufacturers as well as for retailers. Manufacturers use them to increase sales to retailers (trade promotions) and consumers (consumer promotions). Our focus will be on retailer promotions, which are used by retailers to increase sales to consumers. Typical examples of retailer promotions are temporary price reductions (TPRs), features, and displays. Sales promotions have an important role in the marketing programs of retailers. A large percentage of retailer sales is made on promotion, as illustrated by the numbers in Figure 1. Also, retailer promotions address consumers at the point of sale. Thus, while advertising in classic media is becoming less effective, communication through promotions reaches the consumer at the place and time where most purchase decisions are made

**Keywords:** Samsung home appliances services, Sales After services, commitment full fill to the customers, increasing brand reputation image

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