

A Study On Customer Satisfaction Towards Bisleri Drinking Water

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Abstract: *Customer satisfaction is the most important term for any company to survive in this competitive world. The main objective of the study is to find out the customer satisfaction towards Bisleri drinking water. The samples 120 were selected among the customers of Bisleri in Coimbatore city. The major findings of the study are, the majority of the respondents buy Bisleri 1 liter per bottles. The customers preferred Bisleri water for the hygiene aspects and convenient package. It is found that customers are satisfied with the Bisleri drinking water.*

Keywords: Bisleri, customer satisfaction, packaged drinking water