

A STUDY ON CUSTOMERS SATISFACTION IN SALES AND SERVICE IN CARS INDIA PVT LTD

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ABSTRACT

The basic task of marketing is to bring the buyers and the sellers together. Regardless of the desire one has to sell. The function and the other has buy, no exchange can take place until each one knows the desire of the other of marketing is to ensure that the right product is made available at the right place, in the right quality, at the right impression to the consumer. All this righteousness is made possible by performing the sales function. This is exactly the role of selling in the marketing functions.

In the literature on marketing, there is no other function which attracts more attention than selling. Selling is a perpetual function that helps business to operate continuously. Moreover, it cannot be disputed that the sole aim of production is selling. The function of selling is very often described as a creative function. It is through this function that desires are created. This again is the function that persuades prospective customers to buy. The various persuasion methods followed have made selling an art.

The importance of selling has increased considerably as large-scale production has gained momentum. Mass production has necessitated mass selling of goods. It is easy to produce goods but it is very difficult to sell them. In short, demand creation is one of the formidable jobs that a seller has to face.

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