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# COMPETITIVE PRESSURES AND CUSTOMER SATISFACTION - BOON OR BANE? VALUES MUST BE DELIVERED FOR THE CUSTOMER TO COME BACK

Y. Vinodhini

## ABSTRACT

Today global competition slow growth economies are focusing towards customer focused organizations as the Organization structures comprising the formal structure and the coordinating mechanisms are continually seeking equilibrium. This paper investigates the consequences of competitive pressure on customer satisfaction and discusses whether it is a boon or bane? We identified certain. In addition, we discussed in the paper the quality which falls short of expectations has a greater impact on customer satisfaction and repurchase intentions than quality which exceeds expectations. Moreover, we find that disconfirmation is more likely to occur when quality is easy to evaluate. Finally, it was identified that customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of marketing, customer satisfaction is often viewed as a central determinant of customer retention with due focus on competitive pressure. The overall purpose of this article is to develop a conceptual foundation for investigating the impact of competitive pressure on customer satisfaction. The article involves examination of the satisfaction-competitive pressure, and the development of a more comprehensive view of the customer's satisfaction.

**Keywords:** customer, business, markets, satisfaction, economy

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