

# CUSTOMER SATISFACTION

## DEFINITION BY PHILIP KOTLER

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**What is customer satisfaction according to Kotler?** The Father of Modern Marketing, Philip Kotler, defines Customer Satisfaction as a 'person's feeling of pleasure or disappointment, which results from comparing a product's perceived performance (or outcome) against their expectations. '

**What is the best definition of customer satisfaction?** Customer satisfaction (CSAT) is a measure of how well a company's products and services meet customers' expectations. It reflects your business' health by showing how well your products are resonating with buyers.

**What is customer satisfaction according to different authors?** Oliver (2014, p. 8) defines customer satisfaction (CS) as "a judgment that a product/service feature or the product or service itself provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment." Similarly, Anderson and Sullivan (1993, p.

**What is customer satisfaction according to Paul Farris?** Paul W. Farris, professor of Business Administration at the University of Virginia, defines Customer Satisfaction as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

**What is Oliver's theory of customer satisfaction?** According to Oliver (2010) customer satisfaction is a consumer's fulfillment response. This is an assessment that the features of a product or service or the product or service itself provide or provide a level of satisfaction related to pleasant consumption, including a less or

more level of fulfillment. ...

**What is Kotler's customer value theory?** Kotler and Kelly (2006) stated that Customer Perceived Value is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives.

**What is the definition of customer satisfaction theory?** Customer satisfaction is a general principle of customer service. It measures a customer's perception of the quality and utility of a product or service. Customer satisfaction can be measured by offering a service, or product or by having a relationship with a company, brand, or individual.

**What is customer satisfaction typically defined as?** Whatever your picture of a satisfied customer is, customer satisfaction is typically defined as the feeling that a person experiences when an offering meets his or her expectations.

**What is Thomassen customer satisfaction theory?** Thomassen's customer satisfaction model outlines a number of key factors that influence customer satisfaction. This includes word-of-mouth, personal requirements, previous experiences and marketing efforts as important aspects that guide customer satisfaction.

**What is customer satisfaction according to expert?** Customer satisfaction is a measure of how happy your customers are with your product or service. And for many businesses, it's the difference between a success and a failure—no pressure. By Alaina Franklin, Director, Customer Success.

**What is a consumer according to Kotler?** Consumer: According to Philip Kotler and Gary Armstrong, consumers are "all the individuals and households who buy or acquire goods and services for personal consumption". A consumer is an ultimate buyer. The attitude of the consumer decides how existing goods and services will be sold.

**How to define customer satisfaction pdf?** Customer satisfaction is basically the judgment a consumer makes in relation to his/her sense of fulfillment related to his/her choices about the purchase and use of specific products and services.

**What is customer satisfaction Cambridge?** a measure of how happy customers feel when they do business with a company: We have a goal of total customer satisfaction.

**What is Nike's customer satisfaction?** Nike customer reviews reflect that more than half of the customers have a favorable experience using the products/services of the company.

**Who is the father of customer satisfaction?** Claes Fornell, ACSI founder and Chair of ACSI LLC, developed the model and methodology for both the Swedish and American versions. Hailed as the "Father of Customer Satisfaction," Claes Fornell is without question one of the most influential scholars in marketing science today.

**What is customer satisfaction according to authors?** Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019) ).

**What is Oliver satisfaction?** In Oliver (1997), satisfaction is defined as pleasurable fulfillment. That is, the consumer senses that consumption fulfills some need, desire, goal, or so forth and that this fulfillment is pleasurable.

**What is the three factor theory of customer satisfaction?** The three-factor theory of customer satisfaction proposes that the individual aspects or attributes of a product can be classified in to one of three groups as below: Requirement / Necessary factors. Excitement factors. Performance factors.

**What is customer value and satisfaction by Philip Kotler?** If a product's performance is greater than the perceived value, the customer will be delighted and if the customer's actual value is less than the perceived value he will be dis-satisfied. If the actual value of the product matches with the perceived value of the product, then the customer is satisfied.

**What is the theory of Philip Kotler?** Kotler argued for "broadening the field of marketing" to cover not only commercial operations but also the operations of non-profit organizations and government agencies. He held that marketing can be applied not only to products, services, and experiences, but also to causes, ideas,

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persons, and places.

**What is the Kotler model?** The model highlights five ways that you can add value to a product. The higher up the levels you go, the more value you provide to customers, the more you will exceed their expectations, and the more you will differentiate your product from those of your competitors.

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**What is consumer behavior by Philip Kotler?** 4.1 Philip Kotler's model of consumer behavior According to Philip Kotler's model, marketing factors such as price, product, supplier, promotion will combine with other environmental factors, affecting consumers' consciousness. and their mass reactions.

**What is the definition of customer satisfaction theory?** Customer satisfaction is a general principle of customer service. It measures a customer's perception of the quality and utility of a product or service. Customer satisfaction can be measured by offering a service, or product or by having a relationship with a company, brand, or individual.

**How to print Java version in program?**

**How to program in Java language?**

**How to print a Java program?**

**How to find Java version programmatically?** Use jre at the command prompt. This will return the Java JRE version number that is found in your path. Use java -version at the command prompt to check the version of the JDK in your path.

## **How to code Java step by step?**

## **How to run Java program for beginners?**

**What is basic coding in Java?** This part of the tutorial covers the basics of the language, including: variables, operators, expressions, statements, blocks and control flow statements. Rules to name variables. Syntax to create and initialize primitive type variables.

**How do I tell what version of Java I have?** The Java version can be found in the Java Control Panel. Under the General tab in the Java Control Panel, the version is available through the About section. A dialog appears (after clicking About) showing the Java version.

**How do I print Java major version?** In Java, we can use `javap -verbose className` to print out the Java class file information; the output includes the major version number. Or we can use the `javap -verbose JavaClassName | grep major` to display only the major version of the Java class file.

**How do I check if Java is installed in my system?** Select Start -> Control Panel -> Add/Remove Programs, Here you can see the list of installed software on your computer. The list is displayed in alphabetical order. Check if Java name is listed in the installed software list.

**How to check JDK version in terminal?** Command Prompt Method Once the command prompt is open type `Java -version` and hit enter. In the output, you will get the java version i.e installed on windows.

## **Unit 1: Financial Management Basics (UNEXT)**

### **1. What is the main goal of financial management?**

The primary goal of financial management is to maximize shareholder wealth by making sound financial decisions, such as raising capital, allocating resources, managing risks, and ensuring the financial stability and profitability of an organization.

### **2. What are the key responsibilities of a financial manager?**

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Financial managers are responsible for a range of functions, including financial planning, budgeting, capital budgeting, risk management, cash flow management, and financial statement analysis. They also interact with stakeholders such as investors, creditors, and regulatory authorities.

### **3. What are the different types of financial instruments?**

Financial instruments are used to raise capital, manage risk, or invest in various assets. They include stocks, bonds, options, futures, and derivatives. Each instrument has unique characteristics and risks associated with it.

### **4. What is the time value of money?**

The time value of money (TVM) is a fundamental concept in finance. It recognizes that the value of money today is different from its value in the future due to the potential for growth or earning interest over time. This concept is crucial in evaluating investment decisions.

### **5. What are the different types of financial ratios?**

Financial ratios are used to assess the financial health and performance of a business. Common types of ratios include liquidity ratios (e.g., current ratio), solvency ratios (e.g., debt-to-equity ratio), profitability ratios (e.g., return on assets), and market value ratios (e.g., price-to-earnings ratio).

**Which is the best Good News Bible?** Good News Bible (GNB) Compact Mission This best-selling GNB translation features a clear, readable style while being compact in size. Easy to carry around for both personal and missional use.

**Is the Good News Bible today's English version a Catholic Bible?** In 1979, the Deuterocanonical books were added to the Good News Bible and published as Good News Bible: Today's English Version with Deuterocanonicals/Apocrypha and also later published as part of subsequent Catholic and Orthodox Editions. In 1992, the translation was revised with inclusive language.

**Is the Good News Bible a real Bible?** The Good News Translation (GNT), formerly called the Good News Bible or Today's English Version, was first published as a full

Bible in 1976 by the American Bible Society as a “common language” Bible. It is a clear and simple modern translation that is faithful to the original Hebrew, Koine Greek, and Aramaic texts.

**What church uses the Good News Bible?** Common Uses The Good News Bible was also endorsed by the Catholic Church, the Southern Baptist Convention in America, and the Presbyterian Church.

**What is the most popular Bible today?** King James Version (55%) New International Version (19%) New Revised Standard Version (7%) New American Bible (6%)

**What is the most preferred Bible?** The King James Version, originally known as the Authorized Version, dates to 1611, is a formal/literal version, and has had just a few language tweaks since written. This version continues to be the version most people consider “The Bible,” and it has stood the test of time.

**Who recommends the CSB Bible?** 7. The CSB is endorsed and encouraged by many pastors and scholars we respect, to include David Platt, Allister Begg, Robert Plummer, Ron Edmondson, Daniel Akin, David Dockery, Dhati Lewis, Jared Wilson, Tony Evans, Kyle Idleman, and J. D. Greer.

**Who wrote the Good News Bible?** It began as the brainchild of a man called Eugene Nida, a talented linguist who was the Executive Secretary of the American Bible Society's Translations Department.

**What Bible does the pope use?** The New Revised Standard Version, Catholic Edition (NRSV-CE) is a Bible translation approved for use by the Catholic Church, receiving the imprimatur of the United States Conference of Catholic Bishops and the Canadian Conference of Catholic Bishops in 1991.

**Why is it called the Good News Bible?** “The good news” (or “gospel” = “good spiel”) is a literal translation of the Greek word euangelion. New Testament authors use this term to mean the news of salvation, or liberation from sin, brokenness, and estrangement from God.

**Do Catholics use the Good News Bible?** Endorsement of the Roman Catholic imprimatur. Complete text of Good News Translation with Deuterocanonicals is

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accurate and easy to understand makes the meaning of the Bible plain, even if you've never read it before. Nearly 600 simple line-drawings by illustrator Annie Vallotton highlight important passages.

**Is NIV a Catholic Bible?** The range of those participating included many different denominations such as Anglicans, Catholic, Assemblies of God, Baptist, Christian Reformed, Lutheran and Presbyterian. The NIV is a balance between word-for-word and thought-for-thought or literal and phrase-by-phrase translations.

**Who wrote the Gospels good news?** In Christian tradition, the Four Evangelists are Matthew, Mark, Luke, and John, the authors attributed with the creation of the four canonical Gospel accounts. In the New Testament, they bear the following titles: the Gospel of Matthew; the Gospel of Mark; the Gospel of Luke; and the Gospel of John.

**What Bible do most evangelicals use?** The Evangelical Heritage Version (EHV) is a translation of the Bible into the English language.

**Is the Good News Bible paraphrased?** The eternal pre-existence of the promised Redeemer is not found in GNB. Although the Good News Bible is introduced as a translation, and not a paraphrase, considerable liberty is taken with the text throughout.

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