



Significance of Customer Expectation and Perceptions For Customer Satisfaction

Dr. Nishu, Assistant Professor, Economics, Shree Aatm Vallabh Jain Girls PG College, Sriganganagar

Abstract

Customer expectation is what the customer expect from a product or service. Customer expectation can be measured via surveys and market research among potential customers. Customer perception is not static. it is dynamic. So customer perception is about the present mindset of a customer. Both customer expectations and customer perceptions are highly important in delivering a superior offering to the customer and to making them satisfied. The variable in confirmation of the customer satisfaction are expectation and performance. The goal of customer satisfaction can be accomplished by narrowing the gap between customer perceptions and customer expectations.

