

A Relationship Impact on Customer Satisfaction: Marketing Strategy



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Abstract

Marketing Strategy is long term, advance approach to planning for achieving a sustainable Competitive benefit. Marketing Strategy is a marketing approach and a find undefined value-added benefit. In strategy for consumer behavior marketing strategy and methods are generally depend on explicit and implicit believes about consumer behavior. It is important for managers and researchers to identify the key factors for the vendor's commitment within the organization to achieve sales objectives and organization. In this study is to identify the key factors of marketing strategies for consumer behavior which influencing marketing person justify to their responsibility and the commitment to the organization.

Keywords: Marketing Strategy, Consumer Behavior, Customer Satisfaction.

Introduction

Marketing strategy is central to the development and implementation of marketing practices. Is a marketing strategy to reach out to people and overall game plan of business to convert them into customers for the product or service that delivers business [2]. Marketing strategy is a long-term, forward-looking approach to planning with the original goal of achieving a sustainable competitive advantage. Marketing strategy provides a blueprint to achieve these marketing purposes. It is the building block of the marketing plan. It has been designed after extensive market research. It helps an organization to make optimum use of its resources in order to provide sales message to your target market [1]. In order marketing strategy clearly states that an organization how to predetermined objectives reaches. The definition of marketing strategy tells a lot. In commercial terms, marketing strategy meets that make it necessary to keep the customer's content about the money spent on consumer products and services, Which he sold in cash as opposed to sales: sales only tact and is concerned about the use of different marketing strategy techniques to provide customers exchange cash for the exchange of products and services you sell, customer needs And to be irrelevant to satisfaction. Marketing materials and get the customer to pay for your products and services without having to examine the relevance of the value of services [3]; however, this creates a demand to sell the right audience in the right direction for products and services.

Background

Our study examines the largely marketing problem and the traditional process of a demand uncertainty atmosphere inspired by previous studies and a rapid response mechanism [5]. In this section, we will briefly review each section of literature related to their studies. Marketing is the study and practice increased substantially, with an emphasis on the issue of a functional management to focus widespread attention on the strategic role of marketing in the overall corporate strategy (Cheng, 2006). Marketing is the study and practice was largely emphasis on marketing as a functional management issues, overall corporate strategy [4] In the broad focus on the strategic role of marketing. Integrated international marketing strategy but externally focused. Set of options about the organization. Customer satisfaction can be painted with the use of two fundamental ideas: transaction-based satisfaction and cumulative satisfaction [6, 7]. One is with regard to the satisfaction of the transaction valuation of a certain purchase, when once determined and obtained items. However, the cumulative satisfaction depends on the purchase of items / administration at a specific time limit (Anderson, 1994) and use the greater experience. (Aghmirian, 2000) is an indication of the suggested quality level organization of service. Ability to meet customer wishes and

demands. So, organizations must better their services to meet the customers' needs and requirements. Managers depend on customers' anticipation of service quality for the competition in the market

(Deming, 1982). A various number of experts have given the comments at various perspectives and also their contributions are concise in table 1.

Table 1 Experts Contribution Table

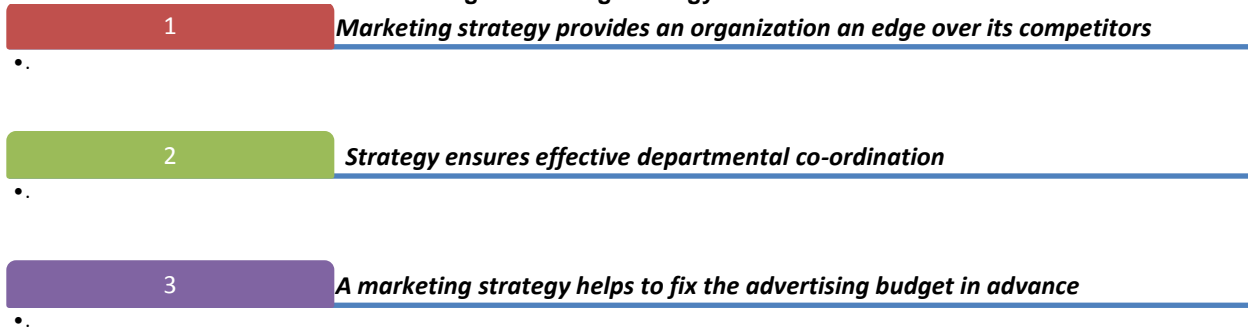
Sr. No.	Experts Name	Year	Contributions
1.	Hansemark et. al. [10]	2004	Highlighted to customer satisfaction and relations with employee
2.	Rebekahet. al. [11]	2004	Explained that Customer satisfaction is an important issue for any organization.
3.	Homburget. al.[12]	2005	A Study of the Relationship between Customer Satisfaction and Willingness to Pay
4.	Grönrooset. al. [16]	2006	A discussed about service logic for marketing
5.	Grönrooset. al. [17]	2007	Highlighted to Service management and marketing
6.	Grönrooset. al. [18]	2008	Attentions to create the value relates to customer satisfaction
7.	Baiet. al. [15]	2008	An impact analysis of customer satisfaction
8.	Zeithamlet. al. [13]	2009	Discussed About Marketing Strategy
9.	Dabholkaret. al. [19]	2012	Discussed about satisfaction, trust, and purchase intentions
10.	Cusumanoet. al. [20]	2015	Attention to services, and competitive strategies of product
11.	Hollebeeket. al. [22]	2016	Highlighted to Framework for customer satisfaction
12.	Gallarzaet. al. [21]	2017	Introduced the competing models on sacrifices, quality, value, satisfaction and loyalty

Marketing Strategy and Customer Satisfaction

Says the above definitions that marketing strategy is determined to meet the level of expectations by product. So, overall product quality level is based on the degrees, which have been fulfilled expectations. Therefore, customer satisfaction, marketing strategy is the main factor (and criteria) [8, 14]. Measuring the level of satisfaction through the factors contributing to the possible. Below by customers through word of text satisfaction defines quality as the idea of perceived quality [9]. For some important reasons why

marketing strategy matters. As indicated by Stuterile (1980) marketing strategies are association plans for arriving at the consumer, in other words they are implies by which advertiser modify their messages to the consumer at the opportune spot, cost and time. The fundamental part of marketing technique incorporates markets choice, advertise segmentation, product separation, showcase situating and marketing blend, for an organization to accomplish/accomplish benefit it will be helpful for them to look at every one of the parts distinguished. [23]

Fig1 Marketing Strategy Domain



Customer Satisfaction Factors

An association's essential key goals are to limit customer relapse and to expand customer expectation rates to purchase, as confirm by the ongoing accentuation on customer relationship management. In this manner, recently fulfilled

purchasers may help firms both lessen advertising costs, and grow increasingly stable degrees of offers when an enormous number of fulfilled purchasers are held to buy again later on. Factors are associated to customer satisfaction at various level in figure 2.

Fig 2 Factors for Customer Satisfactions**Aim of the Study**

This study examines the changing realities of the present time, one is urbanization and modernization. This study explores how to satisfy the planet through a marketing strategy. In which the marketing strategy within an organization looks at customer needs and constraints. Customer behavior and customer relations were also discussed in detail under the marketing strategy. This paper explains a relationship effect on customer satisfaction with the perspective of marketing strategy.

Conclusion

This research has revealed that value co-creation and factors involved in a variety of service marketing strategies related to customer satisfaction, and some of them have more impact on customers. A successful marketing strategy user value as the implementation of co-production. By providing a comprehensive analysis of studies of customer satisfaction factors. The next section studies emphasize support market strategy and the need for more empirical guidance for customer satisfaction value.

Endnotes

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