

The Effectiveness of the Modern Concept of Marketing in Achieving Customer Satisfaction in Commercial Establishments

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Abstract

Customer satisfaction is a fundamental concept in modern marketing. In many organizations, customer satisfaction is considered the most important marketing metric, primarily because it is considered a key driver of customer loyalty and bottom-line financial performance. Customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of truly customer-focused management and culture. Measuring customer satisfaction offers immediate, meaningful, and objective feedback about clients' preferences and expectations. In this way, a company's performance may be evaluated in relation to a set of satisfaction dimensions that indicate the strong and the weak points of a business organization. This paper presents an original customer satisfaction survey in commercial establishments. The implemented methodology is based on the data collection of existing researches in the field. The most important results are focused on the determination of the service dimensions and customer satisfaction factor to customer clusters with distinctive preferences and expectations.

Keywords: Modern Management, Marketing Concept, Customer Satisfaction, Commercial Establishments.

I. INTRODUCTION

In general, the Marketing of goods and services has been centred on the identification and fulfilment of the requirements of external clients. On a global scale, a wide variety of studies have been carried out with the aim of measuring the level of satisfaction experienced by external customers [1]. When it comes to services, the moments of truth occur when the consumer interacts with a front-line employee of the company. This is the time when the customer will either be satisfied or dissatisfied with the service. In point of fact, at the moment of truth, the customer's judgement is what determines the quality of the services supplied, and this judgement is the outcome of a disparity between the expectations and perceptions of the customer [2]. Therefore, it is impossible to attain external customer satisfaction without the vital participation of the employees who are in direct contact with

customers and who supply the service. Therefore, front-line employees should maintain their attention on the requirements of the clients. Market orientation is one strategy that may be used to create an atmosphere at work that is conducive to initiating and sustaining a culture that is conducive to the production of proper behaviour. In addition, due to the significance of the service that is being provided, businesses that provide services should ensure that their employees who interact directly with customers are aware of the requirements of the customers, that they receive ongoing training, that they are supported in their efforts to acquire skills in communication and recovery, and that they are made to feel comfortable and content in their work [3]. The conclusion reached above led to the development of the idea of internal marketing. In this regard, businesses should design marketing strategies that target the internal market (that is, their employees) in conjunction with those that are geared toward their target audience in the external market (customers). Relationship between internal marketing of services is dependent on increasing stress placed on the high quality of banking service because customers are no longer simply using banking service; rather, they prefer to participate in the production of banking service that they use. This shift in customer behaviour has caused a shift in the relationship between internal marketing of services and the quality of banking service. This places an obligation on the employees of financial institutions to comprehend the requirements, desires, and inclinations of consumers from the perspective of the clients themselves [4]. This study fills a gap in the literature by examining the relationship between internal marketing, good quality of service, and the satisfaction of customers from the perspective of both banking establishments, as represented by their employees, and customers, in terms of their level of contentment with the level of service quality provided to them by commercial establishments [5]. There is a paucity of local studies that deal with internal marketing, good quality of service, and their relation with customers' satisfaction. It is important to note that internal marketing is the application of the marketing philosophy and practises to individuals who serve customers in order to ensure that the most qualified individuals are hired and retained to perform their tasks in all respects. This is an important distinction to make. In terms of service quality, this refers to a combination of traits that, when combined, have the ability to fulfil the requirements of the clientele by delivering work that meets or exceeds the prerequisites and prerequisites outlined by the clientele. According to the ethics of internal marketing, customer satisfaction is defined as the expression of enjoyment and pleasure arising from a comparison between the performance of actual services that a customer receives and the expectations that they had for those services.

II. COMMERCIAL ESTABLISHMENTS ORGANIZING

When we talk about "Commercial Establishments," we're referring to places like banks, offices, hotels, restaurants, retail stores, drug stores, barber shops, and other similar business establishments and premises [6]. These are places that aren't owned by or under the control and jurisdiction of the City, but they are occupied by authorised employees and officials of the City in order to get work done for the City. Private offices, Business Viewing Locations, and Public Viewing Locations are required to be included in the composition of commercial establishments (except where such term is used in the definitions of such locations and offices). DIRECTV shall have the right to determine, in its reasonable discretion, whether a Commercial Establishment constitutes a Public Viewing Location, Business Viewing Location, Private Office, or none of the foregoing in accordance with the applicable terms of

this Agreement [7]. DIRECTV shall have the right to determine whether a Commercial Establishment constitutes a Public Viewing Location, Business Viewing Location, Private Office, or none of the for Depending on their status as legal entities, their internal organisational structure, and the management procedures they use, commercial enterprises can be organised in a number of distinct ways [8].

i. Pre-bureaucratic structures:

The pre-bureaucratic structures, also known as entrepreneurial structures, do not have task standardisation. This structure is most frequent in smaller businesses and is most effective when applied to the resolution of straightforward problems. The organisation has been completely centralised, giving it the appearance of a hierarchy. The strategic leader is responsible for making all of the important choices, and the majority of communication takes place in one-on-one settings. It is especially helpful for new businesses that are started by entrepreneurs since it gives the founder the ability to govern how the business grows and develops.

ii. Bureaucratic structures:

According to Weber, a fully developed bureaucratic mechanism is comparable to other organisations in the same way that the machine is comparable to non-mechanical means of production. Accuracy, promptness, and lack of ambiguity... In a strictly bureaucratic administration, rigorous subordination, the avoidance of friction, and the minimization of both material and personal costs are brought to their highest possible levels. Standardization is typically included within bureaucratic organisational structures. They typically take the form of a vertical hierarchy and are therefore best suited for businesses that are either more sophisticated or operate on a greater scale. The conflict that exists between bureaucratic and non-bureaucratic structures is mirrored in the dichotomy that Burns and Stalker make between mechanical and organic systems.

iii. Functional structure:

The employees that work inside an organization's functional divisions typically carry out a particular set of responsibilities; for instance, the engineering department only hires software engineers to fill its positions. This results in increased levels of efficiency within the group's operations. On the other hand, it can also result in a breakdown of communication between the various functional units that make up an organisation, which would make that organisation sluggish and rigid. A functional organisation, when seen as a whole, is most ideally adapted to the role of a manufacturer of standardised goods and services that are produced in high volume at low cost.

iv. Divisional structure:

The divisional structure, which is sometimes referred to as a "product structure," organises all of the organisational functions into separate divisions. Every division that makes up a divisional structure incorporates all of the essential resources and functions into its own operations. Depending on one's perspective, divisions can be arranged in a variety of ways. Distinctions could be made on the basis of geography (for instance, a US division and an EU division) or on the basis of the product or service being provided (different products for different customers, households, or companies). Another illustration of this would be a car

manufacturer that is structured into divisions, with one division specialising in sport utility vehicles (SUVs), another in subcompact automobiles, and yet another in sedans.

v. Matrix structure:

Employees are organised into matrices according to their functions as well as the products they work on. This structure has the potential to incorporate the most beneficial aspects of both of the independent structures. When it comes to getting work done, a matrix organisation will typically use employee teams. This is done to capitalise on the benefits of functional and decentralised types of organisation while compensating for their drawbacks. Consider the case of a business that manufactures not one but two products, which we will refer to as "product a" and "product b." This company would organise the functions within the company in the following manner if it were to use the matrix structure: "product a" sales department, "product a" customer service department, "product a" accounting department, "product b" sales department, "product b" customer service department, and "product b" accounting department. The matrix structure is one of the most straightforward examples of an organisational structure; it is a straightforward lattice that imitates the order and regularity seen in nature.

vi. Legal considerations:

In the United States and worldwide, numerous business structures call for some kind of incorporation to be completed before the company may be registered as a legal entity. The proprietor submits articles of incorporation to the department of the secretary of state that is responsible for the jurisdiction in question. In addition, the group might hold meetings, choose members for its board of directors, write its own constitution, and submit reports on a regular basis. When deciding what entity type to use, in what jurisdiction to incorporate, how the articles should be drafted, and if a stock form should be used, some of the factors that should be taken into consideration include the type of the business entity, the geographic span of its operations, the risk profile of the business, and other factors.

vii. Business perspective:

When it comes to running a business, you have the option of choosing from a number of distinct organisational structures, such as sole proprietorships, cooperatives, partnerships, limited liability companies, and corporations. There are also other kinds of corporations and other kinds of structures that are not for profit, but these ones are all for profit. The number of businesspeople or owners involved, as well as the applicable taxes, are two factors that might contribute to the variety of organisational structures. The question of culpability is one of the factors that differentiates the types. It is possible for owners of sole proprietorships and some forms of partnerships to be personally accountable for the losses sustained by their businesses. This means that the owners' personal assets are not shielded from the claims made by creditors. In contrast to a corporation, these organisational structures are not considered to be independent entities from their respective owners or entrepreneurs.

viii. Organizational behaviour:

Internally, organisations can also be formed differently, both in terms of the groupings of organisational links and the features of management. These differences might have an effect

on how the organisation functions. Functional, divisional, matrix, team, network, and modular architectures are some examples of frequent organisational configurations.

Different behaviours are possible for companies despite the fact that their legal and internal structures remain unchanged. Hybrid organisations, for instance, are able to combine aspects, value systems, and action logics from the private, public, and voluntary sectors. These organisations can come under a variety of legal classifications. [9].

III. MODERN MARKETING APPROACH

The old idea of marketing has been fundamentally transformed as a result of the contemporary influence of technical progress, inventive ways of thinking and behaviour, and an unquenchable appetite for the acquisition of lucrative goods or services. Now, marketing is not something that is limited to the actions of only buying and selling; rather, it is something that goes beyond those two activities. Because extensive data analysis and machine learning are now more accessible to more people, modern marketing no longer needs to be a form of dark arts; we no longer need to make educated guesses [10]. We are able to learn and discover fast what works and what doesn't work regardless of whether we are online, offline, or on the move thanks to the magical touch that contemporary technology has bestowed upon us. The idea behind modern marketing is all-encompassing and customer-focused; it entails finding potential customers and designing products or services in such a way that they satisfy the requirements and preferences of the customers, rather than only giving them what the seller has produced. Therefore, it is essential for the retailer to read, scan, or otherwise comprehend the physiological facts of the customer [11]. It is about building relationships with customers offering and providing a variety of free and value-added services, becoming familiar with new digital landscapes on an ongoing basis, and marketing across the multiple channels in order to reach different consumers. There is a significant gap between the modern and traditional concepts of marketing, in which an advertisement is created and then that is that. Traditional forms of marketing are still widely used but fraught with difficulty in Bangladesh. In Bangladesh, there is a large number of both large and small business firms; however, only a small percentage of these businesses are able to read the psychology of their customers from the bottom line of their inner eyes, which results in an unrivalled relationship between the market and the marketer. However, the question that has to be answered is why we should adopt new marketing concepts when old marketing strategies are simple to implement and do not require any study [12]. Because of this, employment opportunities are being created, an emphasis is being placed on marketing research, a healthy level of business competition is being encouraged, improved production quality is being achieved, consumer needs and wants are being met, the welfare of social media is being improved, and other business goals are being met. The placement of advertisements in newspapers and magazines, radio commercials, telephone sales, direct mail, and door-to-door sales are all examples of traditional forms of marketing. Traditional forms of marketing also include the use of the internet. These approaches to marketing have all been successful in the past in Bangladesh; but, in light of the rapidly expanding use of the internet, they each have a number of drawbacks that should be considered. Promoting a product with static text or television commercials is an example of traditional marketing practised in Bangladesh. Once we have submitted an ad for publication in the newspaper, we are unable to make any changes to it

until we submit another ad. On the other hand, the Internet enables us to rapidly change our page and inform visitors that the things we were selling are no longer available. The expense of running an ad in the newspaper is sufficient, and we are required to do so each time we launch a new campaign. Because we already have someone on our staff who is able to keep our product information up to date, and because our advertisement is viewable across the entirety of the World Wide Web [13], adding new products or sales pages to our website does not result in any additional costs being incurred. It is only possible to do so through specific market segmentation but not an individual, and this is something that is only possible by applying the modern concept of marketing. In point of fact, it is difficult to target a specific group of customers using the traditional concept of marketing; in order to do so, you will need to apply the modern concept of marketing, see Figure 1 [14].



Figure 1: Marketing Concepts

For instance, a commercial may direct itself toward young women living in our modern urban society. It's possible that the advertisement will feature young individuals engaging with one another and provide interesting copy on a new model of pocketbook. Here, innovative marketing strategies can monitor what a person has looked at and then recommend more items that are comparable. In order for modern marketing methods to be effective, marketing philosophies need to be embraced. The development of a modern marketing plan necessitates the incorporation of a number of distinct elements, including a Tech Stack, Skills, Team, Measurement, and Ongoing Education. This tutorial will discuss each of those topics in some detail. But before we get into that, let's talk about something else [15].

There are six different contemporary marketing concepts that can assist marketing managers in being successful and achieving their business goals [16]. These contemporary marketing concepts include the production concept, product concept, selling concept, marketing

concept, consumer concept, and societal marketing concept. The production model places a strong emphasis on production and operates under the presumption that consumers would always respond favourably to things that are made available to them due to the supremacy of manufacturing and the negligible amount of competition. This notion completely disregards the interests of the consumer. However, the product concept places emphasis not only on the quantity of production but also on the quality of the product. It does this because it makes the assumption that customers will respond favourably to products that are of the highest quality at the most reasonable price. As a result, the primary responsibility of management is to enhance the quality of the product in order to attract and maintain customers. The proliferation of new technologies has led to an increase in the number of competitors as well as the complexity of the market. In this context, the concept of selling suggests that customers will not purchase a sufficient quantity of the product unless interest is gained through significant selling and promotional activities. It disregards the concerns of customers, which may put the business in a precarious position in the long run. The term "marketing concept" refers to the modern method of marketing that has been developed in recent years. It is essential for the manufacturer to produce the product in accordance with the needs and desires of the consumers to ensure that the consumers are satisfied and the manufacturers are able to make a profit. Because the concept of marketing is predicated on satisfying the demand of the customer, it is essential that the manufacturer produce the product. One-to-one marketing is one method that businesses are turning to in order to deliver individualised attention to customers in this day and age, which is made possible by the fact that the concept of the consumer is becoming increasingly significant in the marketing world. The societal notion places a premium on customer happiness in addition to social welfare and the financial success of businesses [17]. Because of the social focus of this idea, the corporation has a responsibility to satisfy society by meeting all of its social obligations, which include preventing pollution and protecting the environment, maintaining a healthy ecological balance, and participating in various forms of social welfare. Every single day, the globe undergoes a new transformation. As a result of the success of globalisation and the technological advancement of internet usages, people's lives, ways of living, fashion trends, and wants are all changing at the same time. As a result, there is no way around adopting and putting into practise the contemporary concept of marketing if a marketer wishes to continue to be successful in today's cutthroat business environment.

IV. MODERN MARKETING AND CUSTOMER SATISFACTION IN COMMERCIAL ESTABLISHMENTS

The level of fulfilment experienced by one's clientele is an essential component of contemporary marketing. In many businesses, the level of satisfaction experienced by customers is considered to be the most important marketing metric. This is primarily due to the fact that high levels of customer satisfaction are thought to be a key driver of both customer loyalty and bottom-line financial performance [18]. When compared to manufacturing companies, service companies place a greater emphasis on achieving high levels of client satisfaction [19]. This is due to the fact that service companies, which can include merchants as well, typically have direct contact with the end-user. This interaction can take place through salesmen, service employees, call centre staff, and so on. The degree to which a company satisfies its customers is not frequently seen as one of the most essential

factors in the manufacturing industry because most of these companies sell their wares through distribution channels, which may include retailers.

In discussing this important topic, introductory students need to review three key aspects, which are [20]:

- How customer satisfaction is constructed (that is, the disconfirmation model of customer satisfaction),
- The benefits of customer satisfaction, and
- Suitable tactics to improve customer satisfaction.

More advanced marketing students should also consider [21]:

- The limitations of customer satisfaction as an effective marketing metric,
- How customer satisfaction can be measured, and
- How customer satisfaction levels evolve over time.

To begin the process of reviewing and comprehending the concept of customer happiness, it is essential to comprehend its development in the head of the individual consumer. Take note of the phrase "client," which makes it very evident that the individual has conducted business with the company at least once in the form of a transaction. Also, keep in mind that the consumer is the one who determines whether or not they are satisfied as a client; it is their perspective, not the actuality. As an introduction, this section will walk you through a straightforward model of customer satisfaction (see figure 2 [22]). As can be seen, customer satisfaction is an outcome that is generated from the consumer making a comparison between the level of value that they believe they received after making a purchase and the level of value that they anticipated receiving before making the purchase.

Here are some ways that you can use to improve customer satisfaction for your brand [23].

- i. Surveys: Customer loyalty can be measured with the assistance of Net Promoter Score (NPS) surveys, which are also utilised extensively in customer satisfaction polls. This article describes in detail how your company can achieve a high rating.
- ii. Web intercept surveys: Web intercept surveys provide an opportunity for a specific number of your website's users to participate in online customer surveys. Visitors to your website will see a notice informing them about the customer survey, and they will also have the opportunity to take part in the survey. They are liked by many brands since they are not invasive, which helps to ensure that you do not lose the people who come to your website.
- iii. Customer service surveys: In order to determine whether or not a company provides satisfactory customer service, it is helpful to conduct customer service surveys. Typically, they are triggered when a customer has an interaction with a customer care professional, and their purpose is to determine whether or not the customer was pleased with the interaction and whether or not their questions were answered.
- iv. Social media handles: When consumers discuss your company's name, whether in reference to its products or services, their attitudes toward your brand are revealed. Customers now have the option to provide nearly rapid feedback thanks to social media. This might turn out well or it might not. Utilizing social media platforms such as Facebook, Instagram, LinkedIn, or Twitter can assist you in determining the level

of happiness your customers have with your business. Utilize these platforms and make use of the tools they provide, such as customer reviews and live polls.

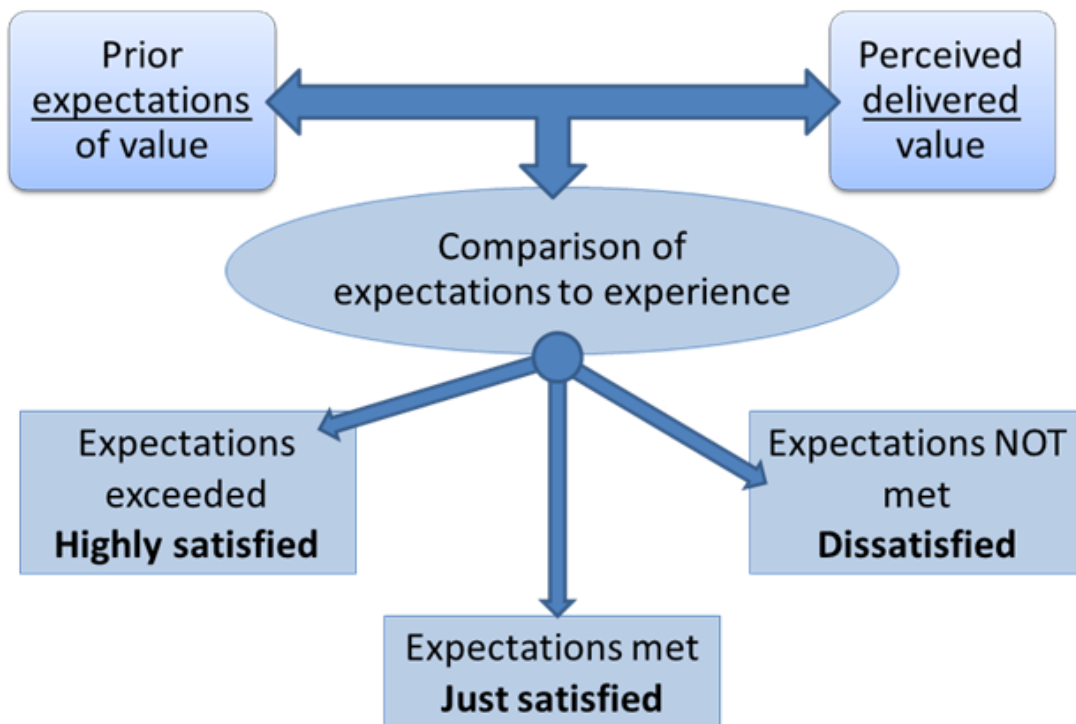


Figure 2: Customer Satisfaction Model

- v. Live website chats: Live chats are now able to be supported by every website, and companies of all sizes, from the smallest to the largest, use them to communicate with their customers. It is helpful in addressing customer questions and expectations, guiding customers to where they need to go, etc., collecting feedback, and other similar tasks. Make use of live chats to interact with clients and solicit their input in order to provide them with an enjoyable and satisfying experience. You can utilise history to investigate patterns and look at prior conversations in order to fill in any gaps that may be there.

V. DISCUSSION

The contentment of one's consumers is crucial to the maintenance of one's existing clientele as well as the acquisition of new clients. Customers that are unhappy with your products or services pose a threat to your business because losing them would be detrimental to your brand. why maintaining happy relationships with customers is essential to the success of brands. The top five reasons why it's critical to provide good service to customers See figure 3 [24]. It is essential to have a solid understanding of the significance of providing satisfactory service to the clientele. Listed below are the five most essential main variables that contribute to the importance of customer satisfaction. [25].

i. Repeat customers

Customers that leave your store feeling satisfied are more inclined to shop with you again. Customer satisfaction surveys provide a straightforward method of obtaining this information. Ask them to rate their degree of satisfaction on a scale from 1 to 10, and then determine which of those customers will be pleased to buy from you again in the future. Customers who gave you a rating of 7 or above are happy with the service they received and are likely to do business with you again. A score of six or lower is cause for concern; this indicates that the consumer is dissatisfied with your business and poses a significant danger of defecting. Customers who gave you a rating of 9 or 10 are some of your most vocal supporters and devoted patrons.

ii. Competition differentiator

Whether a brand succeeds or fails ultimately depends on how satisfied its customers are. In this cutthroat market filled with a dizzying array of brands, the satisfaction of your customers really must take centre stage in your customer strategy. If your clients are unhappy with your products or services, it won't matter how many advertising campaigns and sales you do. There is a good chance that in the not too distant future, brands that have low levels of consumer satisfaction may go extinct. It is statistically more likely that a brand will have success if it has advocates than if it does not.



Figure 3: Customer Satisfaction Factors

iii. Reduce customer churn

It is a common misconception that cost is the primary factor in client churn; however, this is not the case. We are aware of a few different companies that, despite having high prices, have a sizable consumer base. It is possible to enhance the quality of your customer service procedures by making use of the ratings of customer satisfaction and the responses to surveys regarding customer satisfaction. If you provide poor customer service, you will suffer financial losses and lose clients in the long run. Seek out ongoing input from customers in order to monitor your progress, and routinely communicate this information to the representatives of your customer service department.

iv. Decrease negative word of mouth

According to research conducted by McKinsey, a dissatisfied customer will tell anywhere from 9 to 15 individuals about their experience. [Citation needed] That's a significant amount of negative press, especially taking into account the number of unhappy consumers you might have. This will have a direct impact on the revenue of your business as well as the reputation of your brand. Customer happiness is essential to generating repeat business, and losing consumers who are dissatisfied is bad for your company. You can expect some level of client turnover at all times; nevertheless, you do not want to lose consumers due to negative word of mouth. You will be able to measure customer satisfaction as well as uncover reasons that may be lowering your customer satisfaction scores with the assistance of customer satisfaction surveys that are conducted on a regular basis.

v. Retaining customers is cost-effective

The expense of acquiring new consumers is anywhere from seven to ten times higher than the cost of keeping your existing customers. This sheds light on how important it is to ensure that customers are satisfied. Rather of investing large sums of money on gaining new consumers, you should invest some of that money towards enhancing the procedures and systems you already have in place to keep your current clients. This will have a significant impact on lowering costs and increasing income for your company. The top five most important advantages of happy customers are as follows: Before investing time and money in improving their customer satisfaction score through the implementation of new processes and systems, companies need to understand the benefits that come from having satisfied customers (see figure 4 [26]). The following are some of the most important advantages that might result from satisfied customers, which every company should take into mind. [27].

i. Customer loyalty

When a customer's needs are met, they develop faith in the company's product or service and become loyal patrons. These devoted clients provide businesses with recurring sales and account for a significant portion of overall revenue. The revenue of your company and the percentage of clients that leave over time will take a significant hit if you lose customers. According to the data from Adobe, loyal customers spend an average of 67 percent more than new customers through repeat orders, upsells, and other means. When you add to this the positive word of mouth that your loyal customers spread to their friends and family, you can see how things start to pile up. Existing consumers who are happy with the brand believe that they can confidently recommend it to their friends and family because of the positive experiences they've had with it.

ii. Support pillars

Satisfied customers are more likely to stand by in times of crisis; they care for the brand and want to see it thrive. This has been observed in many cases for big brands such as McDonald's, when there are rumours of caterpillars in their foods. They trust the brand and are understanding of any shortcomings or crisis that may befall them.

iii. Sales revenue

Businesses that put an emphasis on the contentment of their customers enjoy robust levels of sales revenue. They have a consistent revenue stream from repeat business and do not lose

any of their previous consumers. The level of satisfaction experienced by customers has a direct bearing on the amount of income generated. Customers who are pleased with your products and services are more likely to remain loyal to your company, participate in its activities, purchase its offerings, and promote it to their coworkers, friends, and family. Conduct online customer surveys to determine which aspects of the business are having a negative impact on customer satisfaction and need to be improved. This will contribute to increased levels of customer satisfaction and a decrease in the rate of client turnover.



Figure 4: Customer Satisfaction Benefits

iv. Boost brand reputation and popularity

The contentment of a brand's customers influences the popularity and reputation of the brand. Review the input from customers and determine which aspects of the experience should be enhanced to increase levels of satisfaction. Is it the customer service or the accounting department? Asking your consumers for their honest feedback will help you manage their expectations and respond accordingly, so don't be scared to do so. In order to reach high sales figures, well-known brands have devoted teams and projects aimed at increasing the level of happiness experienced by customers.

v. Reduce marketing expenses

Customers who leave happy are your greatest brand ambassadors. Your brand will gain legitimacy and popularity as a result of their favourable word-of-mouth, which will also help you obtain new clients. This saves brands a significant amount of money that they otherwise would have to invest in advertising and promotional activities in order to attract new clients.

VI. CONCLUSION

The incorporation of relationship marketing as a central tenet has not only introduced a new facet to marketing, but it has also emphasised the need of meeting the needs of customers in terms of both products and services. In this study and the researches that have been studied, the processes that commercial establishments follow to get the intended results as well as the tactics that they employ to increase sales and improve customer satisfaction have been emphasised throughout. Several pieces of previous research done in this field have also been

taken into consideration. It has been said that trust and customer satisfaction are two of the most significant factors in preserving and improving the image of a firm. Awareness customer behaviour in foreign settings requires not only an understanding of the antecedents of relationship marketing but also an understanding of the constructions of international marketing. A significant portion of our research focused on aspects such as dedication, personalization, thankfulness, and communication. The study of relationship marketing has been given a significant amount of emphasis in recent years, mostly with the intention of demonstrating how vital it is to preserve positive relationships with one's clientele in order for businesses to flourish and expand their operations.

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