



SATISFACTION INFLUENCE CUSTOMER BEHAVIOUR

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ABSTRACT:

Many companies across the world tries to satisfy customers to greater extent because customers enjoys status of imperials, customer satisfaction is the driving force behind sales maximization therefore situation that create psychological benefits for customers. In this article when Sneha consume the tea in the thunder snowy evening it gives lot of pleasure and satisfaction for her that is a reason her behaviour for purchasing the tea from same tea seller which turns to purchase and repeat purchase. Now it becomes necessary to say that satisfaction influence customer behaviour. The same ideology can be translated in other kinds of products for instance- Rexona, Dove, Pears, RIN, Dettol-antiseptic liquid, Colgate-toothpaste these products have greater amount of customer satisfaction which leads to sales maximization as well as profit maximization.



KEYWORDS : customers enjoys status , satisfaction influence customer behavior.

INTRODUCTION:

Consumer behaviour is the matter of paramount consideration therefore many companies irrespective of national and international boundaries spends huge amount towards conducting marketing research to understand trends and changes occurring in customer psychology by which the company adopts the procedure to influence customer behaviour to greater extent. Nestle Nido milk pack offers nappies at free of cost and P&G Complian offers milk shaker at free of cost Nestle Milo offers cricket bat and ball at free of cost, these strategies helps not only to influence customer behaviour but also give maximum satisfaction for customer psychology.

SATISFACTION INFLUENCE CUSTOMER BEHAVIOUR:

It was the thunder snowy evening when Sneha left the office and going to the home in the middle of the way she found a tea seller and she has purchased a cup of tea and had consumed it, that particular cup of tea has relaxed her to greater extent and made her more satisfied this particular feeling results in influence of her behavior towards process of purchasing and repeat purchasing the cup of tea from the same tea seller. The degree of satisfaction arose from the tendencies of her tiredness and relaxation after its consumption. This aspect became the new successful business mantra but the question arises how do the cooperates makes the customers satisfied towards their products, of course

a product is the balancing bridge between the customers satisfaction and cost minimization, these offspring's of corporations must attract large number of customers towards the process of purchasing but this phenomena involve greater strategic marketing to boost the performances of the product in the competitive market. In the scenario of pandemic situation followed with global recession has decelerated the commercial activism of businesses in all over the globe, it is because of decline in the rate of employment devaluation of currency economic downturn which lead in emergence of high density of competitiveness in national and international marketisation. As the past decade observed the greatest bankruptcy in perspectives of Lehman bros and AIG insurance which referred to Section 7 and 11 of bankruptcy laws of USA these 2 incidence has shaken the global economy to the greater extent, with the passage of time economies osmosis filtrates the path of momentum with certain recoveries by means of merger and acquisitions but still there is a shortages of purchasing power in hands of customers. In this situation creation of need and satisfaction plays a catalyzing rule to boost business performances in national and internationalism.

There was an expo of industrial exhibition in a metro city of India which has attracted large no. of people with the greater access of commercialization with true sense of marketing. The theater of industrial expo represents monopolistic competition with greater access of sales of industrial products. In this scenario some of peasants also visited the exhibition there psychological aspect impressed by bright glittering lights and songs, as these peasants habituated to consume beedi chutta instead of cigar, suddenly they listen an advertisement gungun chutta with this advertisement these peasants moves towards the side of that particular stall they have purchased that beedi and consume, it gives the immense pleasure and satisfaction to those peasants here creation of need tryst up with satisfaction which lead in emergence of sales maximization. Here it is the discerning of beedi seller that he has attracted the peasants with creation of need followed with satisfaction. The exponential aspect of competition which has daunting the entrepreneurial and managerial ideologue this condition stresses upon bold rethinking of strategic function to boost the business performances of the firms therefore, the companies needs to adopt concept of strategic re-engineering along with competition cycle 10 Forces Model 5s strategy Green and yellow ocean strategy. This is the time where the companies needs to understand customers psychology and has to create demands for their products, creation of demands and creation of needs for the products amongst the customers is a matter of paramount consideration because it maximizes the sales and profitability of the firm.

PEPSI THIS THE RIGHT CHOICE BABY

Companies have to survive in the tough race of competition by deployment of formulating and implementing new strategies to overcome from this situation. APPLE iphone has created its fans in all over the globe by creating its brand image by creating its brand image with value proportionate and value delivery system. Red bull has adopted Gorilla marketing by throwing its empty cans in the garbage box which has attracted customer attention towards red bull. Nestle has adopted the strategy of pre distribution of nappies along with Nido milk pack, all these strategies leaves a positive impact on customer psychology and builds a relation of loyalty towards the product.

PEARS DOVE

The long standing of Pears and Dove in the competitive market makes a good image in the minds about these products in the minds of customers which lingers and long and long. Now it is advisable for corporations to understand customer psychology according to their emerging needs and wants, Samsung Note 20 the greatest competitor for iphone 13 both brands tries to beat the toughest competition of the competitive market.

CONCLUSION:

From the above presented analysis it is clear that customer satisfaction influence customer behaviour.

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