Marketing Researches and Analysis Effects on Industry

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Abstract: The marketing efforts of a modern company are aimed not only at satisfying consumer needs at the right price but also at ensuring high customer satisfaction and developing strategies to retain these customers. Customer satisfaction and loyalty can be achieved by aligning marketing mixes; product, price, advertising and location; relationship marketing; Service after the warranty period has expired; Price discounts/discounts/discounts and Total Quality Management (TQM) policy. A direct customer, when satisfied, becomes a loyal customer of the company, a customer, and moreover, an advocate of the company by praising the company's products/services and encouraging others to purchase from it. The aim of this article is, therefore, to give companies tips on how they can increase customer satisfaction and retain existing customers so that they can survive in long-term marketing. The responses of 72 randomly selected marketers from three (3) agri-food companies in Nigeria were analyzed. One of the hypotheses was tested using the statistical tool of one-way analysis of variance (ANOVA), and it was found that relationship marketing contributed to the profitability and growth of the company.

Keywords: sponsorship, marketing communication theories, marketing communication tools internet, marketing, tourism, tourism management corporate responsibility, employee organizational performance, internal marketing, internal customer experiential marketing, customer satisfaction, customer loyalty, social sciences.

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