

Business Marketing Researches and Analysis Effect on Production

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Abstract : Mobile phones are now one of the direct marketing tools used to reach hard-to-reach consumers. Cell phones are very personal devices that you can carry with you anytime, anywhere. This gives marketers the ability to create personalized marketing messages and send them at the right time and place. The study examined consumer attitudes towards mobile marketing, particularly SMS marketing. Unlike similar studies, this study does not focus on young people, but the field study included consumers between the ages of 18 and 70. The results showed that the majority of participants found SMS marketing destructive. The biggest problem with SMS marketing is subscribing to message lists without the recipient's consent; large number of messages sent; and the irrelevance of message content. Experiential marketing is an unforgettable experience that remains deeply anchored in the customer's memory. Furthermore, customer satisfaction is defined as the emotional response to the experience provided to the customer in relation to specific products or services purchased. Therefore, experiential marketing activities can influence the level of customer satisfaction and loyalty. In this context, the study aims to examine the relationship between experiential marketing, customer satisfaction and loyalty to beauty products in Konya. The results of this study showed that experiential marketing is an important indicator of customer satisfaction and loyalty and that experiential marketing has a significant positive impact on customer satisfaction and loyalty.

Keywords : direct marketing, mobile phones mobile marketing, sms advertising, marketing sponsorship, marketing communication theories, marketing communication tools

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