



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 3 ISSUE 2 (2024)



PUBLISHED BY

E-PALLI PUBLISHERS, DELAWARE, USA

The Effects of Applying the Marketing Concept on Customer Satisfaction: A Quantitative Study in the Eastern Co. for Readymade Clothes

Mohamed Nabil Ali Mostafa Elmasry^{1*}

Article Information

Received: April 22, 2024

Accepted: May 25, 2024

Published: May 29, 2024

Keywords

Customer Satisfaction, Marketing Concept, Organizational Culture

ABSTRACT

The quantitative study investigates the effects of applying the marketing concept on customer satisfaction within the Eastern Co. for Readymade Clothes. Through regression analysis the relationship between the marketing concept and customer satisfaction was examined, considering variables such as product quality and customer service. Data collected from a sample of respondents were analysed to assess the impact of these factors on customer satisfaction. Results indicate that the marketing concept that has been measured by the Marketing Concept has a significant impact on the customer satisfaction. Also product Quality has shown a significant positive impact. These findings have highlighted the interplay among marketing strategies and customer satisfaction within the context of the Eastern Co. Understanding these dynamics is crucial for the businesses aiming to enhance the customer satisfaction and achieve the sustainable growth in the competitive market.

INTRODUCTION

A marketing concept can be defined as a mindset, a way of doing business, or both. Customers want to feel that a company's existence is justified both socially and economically. As a result, a company's whole marketing, engineering, manufacturing, and finance endeavours must be focused on first identifying the needs of its customers and then meeting those needs at an acceptable profit (Kalaignanam *et al.*, 2021). The marketing concept results in gaining the confidence and satisfaction of consumers. The way a product is advertised or a marketing plan is put into action highlights and promotes the relevant issue. As a result, the focus of this study is on marketing principles, both theoretical and practical, as they apply to advertisements and various business-boosting tactics. According to Sahaf (2019), the sheer magnificence with which products are advertised and marketing plans are executed transcends ordinary expectations, magnifying and exalting the most pertinent and compelling issues to celestial heights (Sahaf, 2019). Marketing strategies serve as a set of guidelines for managers making decisions about which possibilities to seize in order to implement intelligence-driven commitment and turn it into a successful company operation (Haeruddin *et al.*, 2023). Marketing and marketing concepts are distinct from each other. While marketing involves the promotion and advertising of products or services, marketing concepts are ideologies centred around achieving specific market goals for a particular company (Dibb *et al.*, 2019). The marketing concept is a business philosophy that focuses on satisfying the needs of a specific target market for long-term profitability. It involves a clear vision, market intelligence, and addressing the competition's capabilities (Sahaf, 2019). The present study has explored various marketing concepts, including production, product,

selling, marketing, and societal marketing, to learn what the impact is on consumer satisfaction and market leadership. It is also related to the necessity to investigate how various notions have operated in the past and what practices have evolved. The development of the internet changed how businesses conducted business, especially in the retail sector, where e-commerce is the term for the business model used to deliver a service online. Though most marketers agree that it's important to interact with clients on social media, just a small percentage of businesses have effectively planned their social media presence and activity (Li *et al.*, 2021).

Marketing concept succumbs to a company's success, which further relies on its client base, which is the primary objective and satisfaction. Superior service is crucial to maintaining a competitive position and increasing customer loyalty; therefore, offering products that meet client needs, controlling quantity, type, and shape, and maintaining old loyal customers can foster understanding and cooperation (Fouad *et al.*, 2023). Good customer service reduces returns and complaints, increases confidence, and fosters a positive sensitivity to product quality, attracting more customers and maintaining a strong reputation. In accordance with that, customer happiness and value perception are positively correlated with service quality (Putta, 2023). To improve customer satisfaction, retail managers must teach or choose retail employees who can carry out their responsibilities with a service-oriented mindset (Tran & Le, 2020). Businesses should smile, establish eye contact, and provide genuine compliments in order to do this.

Additionally, necessary for honest communication is empathy. Businesses should review policies, invoices, and customer history in order to resolve consumer complaints (Perreault Jr *et al.*, 2021). Conducting customer service

¹ Netkent Akdeniz Araştırma ve Bilim Üniversitesi, Girne Cd No: 38, Lefkoşa 99010, Cyprus

* Corresponding author's e-mail: Profnabil@alzette.edu.cy

training and clarifying situations are essential. Measuring customer satisfaction is crucial for understanding product and service delivery (Titin & Ardini, 2023).

The study aimed to assess customer satisfaction with Eastern Co.'s ready-made clothing business by examining staff responses to a questionnaire. It focused on the implementation of marketing concepts, their impact on organizational culture, customer satisfaction, and stakeholder alignment, and the contribution of top management to effective marketing practices and stakeholder objectives.

LITERATURE REVIEW

A marketing concept is integrated with an aim to analyze and attain consumers' positive or negative experiences, which influences their level of satisfaction (Dibb *et al.*, 2019). In exchange for achieving certain financial, market, and other goals, it develops a purpose of generating, communicating, and providing value to consumers. Kim & Kim defined customer experience as an individual's sensory, emotional, cognitive, behavioural, and relational experiences when using a company's goods or services as a consumer (Kim & Kim, 2022).

Meeting Customer Needs with Meeting Organizational Goals

The term marketing concept refers to the contemporary marketing strategy. The core tenet of the marketing approach is that the customer, not the product, is the center of all company activity. Another name for it is the customer-focused company approach. According to Vieira *et al.* (2019), this concept recognizes that a company's objective is to create a customer. It explains why a company exists in the first place: it can satisfy certain client expectations Vieira *et al.* (2019). It emphasizes how crucial it is to satisfy organizational and customer objectives while maintaining a balance between doing so and turning a profit. Businesses using this strategy have to strike a balance between the needs of their customers and real-world business constraints (Sahaf, 2019). They begin by identifying the demands of the market and using the most effective rivalry tactic. The marketing concept has been adopted by most goods and services producers, emphasizing the importance of understanding customer needs and desires. Marketers use consumer desires to steer them towards specific products and services, ensuring they meet their needs better than competitors while earning a profit. In essence, the marketing concept emphasizes identifying the target market, understanding customer needs, and preparing products or services accordingly (Ali *et al.*, 2021).

The Concept of Customer Confidence

Retaining consumers has always been a primary priority for marketers hoping to build successful alliances and deliver improved performance outcomes (Borah *et al.*, 2020; Landsman & Nitzan, 2020). The current state of the economy, which is characterized by a worldwide recession

and fierce rivalry among enterprises, highlights the necessity of cultivating client loyalty to support business survival and growth while also posing significant practical hurdles. More precisely, 78% of respondents to a KPMG poll from 2019 said they would move to a company that offered superior products or services (KPMG, 2019). Ascarza *et al.* (2018) observed that many top executives struggle to meet their retention targets, and new research indicates that many retention programs don't provide the desired outcomes (Ascarza *et al.*, 2018). Even more concerning, according to a recent Gainsight (2020) poll, 77.5% of executives predicted that their net retention rate would drop by at least 3% and maybe more than 20% (Gainsight, 2020; Gao *et al.*, 2023). Customers' confidence is only indirectly impacted by ethical sales practices. Thus, although customer trust only affects customer loyalty through customer promises, customer commitments have a direct impact on loyalty. It also implies that companies should have suitable hiring practices for salespeople in order to foster client confidence.

Customer Loyalty to the Product or Seller

Businesses use a variety of marketing techniques to cultivate customer loyalty. They draw customers using a variety of initiatives. In exchange, businesses gain devoted customers who positively promote the company to their friends (Zanubiya *et al.*, 2023). Positive word-of-mouth marketing works wonders for businesses, enabling them to capture a significant portion of the market. How consumers respond to the characteristics and uses of goods and services is a key indicator of consumer satisfaction (Vieira *et al.*, 2019).

The Connection between Loyalty and Customer Education

When a brand continuously delivers on its promise of value to customers through exceptional performance, it can be trusted, and customer loyalty is ensured. Information sharing between manufacturers and customers is referred to as brand communication. With that data, a brand image will be created among customers, and relationships will be established (deepening ties with consumers) (Handayani & Agustina, 2022). Customer satisfaction is derived from the combination of consumer experiences; it differs depending on the products or services utilized and is experience-based. As a result, constant efforts are needed to please customers (Veleva & Tsvetanova, 2020). High degrees of creativity are required to provide novelty and diversity that further vary consumers' experiences in order to sustain consumer happiness. The fruits of entrepreneurs' labour in this field are a multitude of products and services that provide customers with a multitude of choices, enabling them to compare and contrast different items to use according to their tastes. However, producers or sellers confront an increasingly intense degree of competition as more and more items and services become accessible on the market (Lazirkha *et al.*, 2022). In order to thrive in this

competitive landscape, manufacturers or vendors need to exert progressively greater effort by utilizing a range of business tactics. According to Erkin and Muborak (2022), the management's primary responsibility is to continuously raise output, as there are no issues with selling or marketing, as the manufacturing strategy increases sales initially. Still, it also attracts criticism for taking an impersonal approach and ignoring customer interests (Erkin & Muborak, 2022). (Erkin & Muborak, 2022).

In accordance with previous studies, the current study investigates the impact of implementing the marketing concept on customer satisfaction in the context of a clothing company. It explores how prioritizing customer needs and preferences can lead to increased customer delight, considering the company's specific market and products. Prior research has also discussed client

demands and tactics, but it seems to be lacking in the use of fresh and creative approaches to establish a firm effectively. In order to remain relevant and successfully manage a business, the present study has also taken into consideration the attitudes and personal behaviors that are important to technology.

METHODOLOGY

In order to determine the effect of applying the marketing concept on consumer satisfaction, an analytical technique has been applied to conduct a quantitative study. Further the responses have been gathered with 131 of the company's employees.

Quantitative Analysis

All variables included customer satisfaction, marketing concept, and product quality and customr service

Table 1: Statistics

Statistics					
		Customer Satisfaction	Marketing Concept	Product Quality	Customer Service Excellence
N	Valid	131	131	131	131
	Missing	0	0	0	0
Mean		3.9561	4.0802	4.7137	4.9695
Std. Deviation		.28162	.26902	.15848	.18868

excellence. On average, respondents reported a mean score of 3.96 for customer satisfaction, product quality 4.71 and customer service excellence 4.97 are higher suggesting that the respondents perceive the Eastern Co. for readymade clothes favorably in terms of these aspects. Also there was a relatively low standard deviations across all variables further indicate a relatively narrow spread of responses, suggesting a consensus among respondents regarding their perceptions of the company.

Regression Analysis

The model summary provides the valuable insights based on the effectiveness of the model in exploring the variability of the dependent variable. The R-squared value indicates 2012 variance in the dependent variable. The adjusted R-squared value of 0.193 considers the number of predictors in the model provides more conservative estimate of the proportion of variance explained. Additionally, the standard error of the estimate, at 0.25299, represents the average distance that the observed values fall from the regression line.

Table 2: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.460a	.212	.193	.25299

Table 3: ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.182	3	.727	11.362	.000b
	Residual	8.128	127	.064		
	Total	10.310	130			

The Anova table has shown the regression model that has been significantly shown the F-value of 11.362. However, the mode's sum of square is larger than the residual's indicating a significant portion of the total variance is

explained. The model balances complexity of parsimony, demonstrating a meaningful relationship among the independent and dependent variables. The constant term represents the predicted value of the

Table 4: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.241	.694		7.549	.000
	Marketing Concept	-.219	.089	-.209	-2.460	.015
	Product Quality	-.259	.131	-.160	-1.985	.049
	Customer Service	.141	.045	.271	3.162	.002

dependent variable when all independent variables are zero. In this model, the constant is 5.241 ($p < 0.001$), indicating that when the Marketing Concept, Product Quality, and Customer Service are all zero, the predicted value of the dependent variable is 5.241. One unit increase in marketing concept is associated with a decrease of 0.219 units in the dependent variable, while a one-unit increase in Product Quality is associated with a decrease of 0.259 units in the dependent variable. Conversely one unit increase in Customer Service is associated with an increase of 0.141 units in the dependent variable. The t-value is associated with each coefficient indicating the significance of the coefficient.

Hypothesis

H1: Marketing Concept -0.219 suggest that for every one-unit increase in marketing concept the Customer Satisfaction decrease by 0.219 unit.

H2: Product Quality -0.259 indicates that for every one-unit increase in Product Quality the Customer Satisfaction decrease by 0.259 units.

H3: Customer Service 0.141 suggest that for every one-unit increase in Customer Service the Customer Satisfaction increases by 0.141 units.

DISCUSSION

While many businesses assert to have a thorough awareness of their client's demands, in practice, they frequently give other activities priority over actively listening to and tracking client input. It's because businesses need to be committed to it, and they frequently don't have a dedicated team that handles client feedback (Wulandari, 2022). Since acquiring new clients comes with higher costs than keeping current ones, keeping current clients is more crucial than acquiring new ones. Customer satisfaction has been much more important in the industry in recent years (Gunawan, 2022). Leading companies now strive to increase profitability not only by increasing sales volume but also by satisfying their customers' specific needs.

Therefore, all organizations have recognized the importance of retaining existing customers for the successful functioning of their products in the market. Customer trust is a significant factor in customer loyalty, mediated through customer commitment (Lucas, 2022). Salespeople who sell products ethically help establish a strong relationship with customers. Customers rely on salespeople to provide accurate information and proper

guidance. In accordance with that building trust from the customer's perspective is not an easy task, and the only way to establish trust is by following ethical practices (Iglesias *et al.*, 2020).

The results of the present study show that while customers have a wide range of choices, firms have limited options when it comes to retaining current customers. The marketing principle, said, is that in order for a business to be profitable, it must meet the requirements and desires of its customers. In order to implement the marketing idea, businesses need to know their customers and have a strong relationship with them in order to offer goods and services that they will purchase and utilize (Baisyr & Quintania, 2021; Gunawan, 2022). The American Marketing Association defines consumer behaviour as a dynamic interplay between affection and cognition, behaviour, and the environment in which people trade elements of their lives (Gunawan, 2022; Utomo, 2021). Put another way; consumer behaviour refers to the beliefs, attitudes, and behaviours that individuals have while making a purchase. Different sales targets and social ties between salespeople and customers significantly impact their ethical behaviour. Customer trust refers to the belief and confidence that customers have in an organization. Building a strong belief in an organization requires maintaining a good relationship with customers. Hence, it increases when salespersons provide services with utmost honesty, fairness, and responsibility during all interactions. It is also associated with the services provided, as expressed through communication or promotion, and is supported by product offerings (Guerreiro & Pacheco, 2021).

Some companies may aim to increase their profit margins by quickly satisfying customers without intending to maintain long-term relationships with them. However, continuous cash flow from customers can be expected when customers develop a strong trust in the company (Danilwan *et al.*, 2020). Some marketing strategies boost customer commitment; it leads to the attitude or behavioural characteristic of individuals who are loyal or committed to a product or service due to their trust and beliefs. Affective commitment is formed when customers have a positive emotional attachment to the product or service. Alternatively, forced commitment may arise when customers do not see any viable alternatives to sticking with a particular company. Ultimately, customer commitment depends on how satisfied customers are

with the company's transparent and high-quality products and services. Customers, staff members, and marketing students are among the important stakeholders who find value in this reimagining of marketing. Moreover, the significance of corporate social performance as a crucial performance result for businesses keeps growing (Janani *et al.*, 2022).

The study emphasizes the importance of integrating marketing concepts and prioritizing customer satisfaction for improved organizational performance. It recommends top management's active participation in adopting marketing principles, addressing the dynamic global market, employing effective strategies, and meeting stakeholder objectives. It highlights the significance of top management's role in successful implementation.

CONCLUSION

In the current developing market, gaining new customers and keeping hold of current ones are difficult tasks. To capture the interest of the consumer, the marketer must create a unique set of marketing techniques. The company may be able to immediately draw attention to and draw customers toward certain products and services with the use of excellent advertising, direct marketing, digital marketing, corporate social responsibility, and sales discounts. A salesperson's or any company's ethical conduct may also go a long way toward preserving positive customer relations. Using various and innovative marketing strategies is one way to draw customers to the goods and services, according to several research reports. Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and publication of this article.

REFERENCES

- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). Impact of service quality on the customer satisfaction: Case study at online meeting platforms.
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. *International journal of Engineering, Business and Management*.
- Ascarza, E., Neslin, S. A., Netzer, O., Anderson, Z., Fader, P. S., Gupta, S., Hardie, B. G., Lemmens, A., Libai, B., & Neal, D. (2018). In pursuit of enhanced customer retention management: Review, key issues, and future directions. *Customer Needs and Solutions*, 5, 65-81.
- Baisyir, F., & Quintania, M. (2021). Pengaruh Experiential Marketing terhadap Kepuasan Konsumen dan Dampaknya terhadap Loyalitas Konsumen (Studi Kasus: Konsumen J. CO Donuts & Coffee Buaran Plaza di Wilayah Jakarta Timur). *Journal of Management Review*, 5(1), 621-631.
- Borah, S. B., Prakhya, S., & Sharma, A. (2020). Leveraging service recovery strategies to reduce customer churn in an emerging market. *Journal of the Academy of Marketing Science*, 48, 848-868.
- Danilwan, Y., Isnaini, D. B. Y., & Pratama, I. (2020). Psychological Contract Violation: A Bridge between Unethical Behavior and Trust. *Systematic Reviews in Pharmacy*, 11(7).
- Dibb, S., Simkin, L., Pride, W. M., & Ferrell, O. C. (2019). Marketing: Concepts and strategies. Cengage Learning EMEA.
- Erkin, G., & Muborak, R. (2022). Modern marketing concept. *Web of Scientist: International Scientific Research Journal*, 3(8), 60-66.
- Fouad, M., Barakat, S., & Rezk, A. (2023). Effective E-commerce Based on Predicting the Level of Consumer Satisfaction. *World Conference on Internet of Things: Applications & Future*.
- Gainsight. (2020). Churn is coming: 12 learnings from a survey of SaaS CxOs. Available at <https://www.gainsight.com/blog/churn-is-coming-12-learnings-from-survey-of-saas-cxos/>
- Gao, L., de Haan, E., Melero-Polo, I., & Sese, F. J. (2023). Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention. *Journal of the Academy of Marketing Science*, 51(2), 334-371.
- Guerreiro, J., & Pacheco, M. (2021). How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. *Sustainability*, 13(14), 7877.
- Gunawan, I. (2022). Customer Loyalty: The Effect Customer Satisfaction, Experiential Marketing and Product Quality. *KINERJA: Jurnal Manajemen Organisasi dan Industri*, 1(1), 35-50.
- Haeruddin, M. I. W., Musa, M. I., & Kurniawan, A. W. (2023). Marketing strategy analysis in a global market. *Journal Management & Economics Review (JUMPER)*, 1(1), 17-24.
- Handayani, I., & Agustina, R. (2022). Starting a digital business: Being a millennial entrepreneur innovating. *Startuppreneur Business Digital (SABDA Journal)*, 1(2), 126-133.
- Iglesias, O., Markovic, S., Bagherzadeh, M., & Singh, J. J. (2020). Co-creation: A key link between corporate social responsibility, customer trust, and customer loyalty. *Journal of business ethics*, 163, 151-166.
- Janani, S., Christopher, R. M., Nikolov, A. N., & Wiles, M. A. (2022). Marketing experience of CEOs and corporate social performance. *Journal of the Academy of Marketing Science*, 1-22.
- Kalaiganam, K., Tuli, K. R., Kushwaha, T., Lee, L., & Gal, D. (2021). Marketing agility: The concept, antecedents, and a research agenda. *Journal of Marketing*, 85(1), 35-58.
- Kim, Y.-J., & Kim, H.-S. (2022). The impact of hotel customer experience on customer satisfaction through online reviews. *Sustainability*, 14(2), 848.
- KPMG. (2019). How do customers define

- loyalty? Available at. <https://home.kpmg/xx/en/home/insights/2019/11/customer-loyalty-survey.html>.
- Landsman, V., & Nitzan, I. (2020). Cross-decision social effects in product adoption and defection decisions. *International Journal of Research in Marketing*, 37(2), 213-235.
- Lazirkha, D. P., Hom, J., & Melinda, V. (2022). Quality Analysis Of Digital Business Services In Improving Customer Satisfaction. *Startuppreneur Business Digital (SABDA Journal)*, 1(2), 156-166.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51-70.
- Lucas, R. (2022). Customer service. McGraw-Hill US Higher Ed USE.
- Perreault Jr, W. D., Cannon, J. P., & McCarthy, E. J. (2021). Essentials of marketing: A marketing strategy planning approach. McGraw-Hill.
- Putta, S. S. (2023). The Effect of Service Quality on Consumer Satisfaction in Restaurants.
- Sahaf, M. A. (2019). Strategic marketing: Making decisions for strategic advantage. PHI Learning Pvt. Ltd.
- Titin, T., & Ardini, L. (2023). The Impact Of Product Quality With Consumer Satisfaction In Experiential Marketing Strategies. International Conference on Business & Social Sciences (ICOBUSS),
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(9), 517-526.
- Utomo, R. A. (2021). Pengaruh Experiential Marketing dan Persepsi Kualitas Produk terhadap Kepuasan Konsumen. *Jurnal Kompetitif Bisnis*, 1(5), 13-13.
- Veleva, S., & Tsvetanova, A. (2020). Characteristics of the digital marketing advantages and disadvantages. IOP Conference Series: Materials Science and Engineering,
- Vieira, V. A., de Almeida, M. I. S., Agnihotri, R., da Silva, N. S. D. A. C., & Arunachalam, S. (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, 47, 1085-1108.
- Wulandari, D. (2022). Customer Satisfaction as a Priority in Excellent Banking Services. *KINERJA: Jurnal Manajemen Organisasi dan Industri*, 1(1), 27-34.
- Zanubiya, J., Meria, L., & Juliansah, M. A. D. (2023). Increasing Consumers with Satisfaction Application based Digital Marketing Strategies. *Startuppreneur Business Digital (SABDA Journal)*, 2(1), 12-21.

Appendix A

Questionnaire No: 1

Gender

- Male
- Female

Age:

Qualification.....

Experience.....

Position.....

The Importance of the Consumer in the Company

- The company always puts the consumer in the first place
- The company makes every effort to meet the needs of consumers in general.
- The company always seeks to solve the problems of consumers.
- The consumer is the guide, guide and target for each decision.

Production System Applied in the Company

- Consider all production decisions from the point of view of the consumer.
- The company makes every effort to reduce production costs for the benefit of
- consumers.
- Quality control system focuses on satisfying the desires of consumers.
- The product range meets the needs of all consumer groups.

Selling and Pricing Applied in the Company

- Company prices are considered to be the best in the market.
- The Company agrees to the forward sale on favorable terms.
- The company agrees to sell in installments to facilitate the consumer.
- The company agrees to accept the returns.

Public Relations with Consumers

- Employees improve reception and farewell to customers
- The company provides incentives and grants to consumers on special occasions.
- The company does not forget to congratulate customers in the seasons and holidays
- Each customer is treated appropriately.

Advertising and Promotion

- The company's ads are spread everywhere.
- The company's ads are attractive and compelling.
- The company's advertising is objective and takes into consideration the customers'
- Mentality.
- The company applies traditional and electronic advertising.

Appendix B

Questionnaire No. 2

Gender:

- Male
- Female

Age.....

Trading Preferences

- Eastern co. for readymade clothes is my favorite company.
- Company employees deal with us with patience and comfort.
- The company's employees are always welcoming and smiling in their faces.
- The company's branches are spread throughout the region.
- The company's employees spare no effort to meet the customers' wishes.

Pricing and Selling Systems

- Company prices are considered the most suitable prices in the market.
- The company accepts the forward sale for the convenience of customers
- The company offers the sale installments to relieve the burden of customers.
- The company follows the electronic sales system for those who want according to
- The product numbers.

Advertising and Promotion

- The company's advertisements are spread all over the market.
- Company ads are attractive and attractive to customers.
- The company's ads are objective and do not focus on the emotions of consumers
- Mainly.
- The company applies traditional and electronic advertising to reach all customer segments.

Product Range

- The company's products are characterized by high quality of materials.
- The company's products are characterized by the quality of production and finishing.
- The product range meets all customer desires.
- The company's products are friendly and respectful of customs and traditions.