

THE PRINCIPLES OF AN APPROPRIATE BEHAVIOR WITH CUSTOMERS AND THEIR EFFECT ON MARKETING

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ABSTRACT

Nowadays the role of customers has changed from the pure production followers to the leaders of the investors. Sometimes their role is even expanded to researchers and innovators. In this regard, many organization and management theories and concepts are offered in the field of customers' centeredness or how to behave and deal with customers. In today's competitive and complex market (either national or international market), most of the organizations are trying to satisfy the needs of their customers and attract their confidence. In today's expanded market, the choice of success or failure is something that depends on how to behave with customers and how to attract their confidence. It is possible to define the concept of customer centeredness as a type of value making and satisfying human beings' needs and desires. This is a practice-based research study and the method of investigation is based on library studies. The study was aimed at finding out the concept and principle of customer centeredness and its effect on marketing, the importance of customer, the received benefits of a customer, customer's expectations, and organization's approach towards customers.

Keywords: *Customer, Importance of a customer, Principles of Treating and behaving with a customer*

INTRODUCTION

The topic of how to deal with a customer is a really important issue. In other words, the key issue in terms of length and weight of the topic of marketing is the concept of customer. The key towards success for a great marketing is the quality of customers' treatment. One of the definitions of marketing can be: "the art of attracting a customer for the purpose of buying, choosing, and coming back again". It is important to prioritize the task of appropriate behavior with customers and keeping customers. This is because nowadays the chance of customers' decision making, bargaining for a good, and choice making has increased. In order to be able to keep the status of a company, it is important to add to our understanding of customers and their interests. This is good because we can save our customers in this competitive market. The key point that needs our consideration is that we must learn how to appropriately behave with our customers to be able to reach our desired results.

DEFINITION OF A CUSTOMER AND ITS TYPES

All the issues of marketing are about customers. Now, the point is to answer these questions. Who is called a customer nowadays? Is there any difference between a customer from today's world, and a customer from yesterday's world?

In the Persian culture and language the concept of customer is equivalent and synonymous with buyer. In the topics of marketing and selling a customer is a person who is capable of identifying and buying a good or service.

In this definition, capability means the possibility of paying money, and identification means the ability to understand and know the advantages of a good or service which is going to satisfy part of a customer need.

As a result, a person can be changed into a customer when capability and identification are going to be felt at the same time in a person.

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At this moment, the task of buying is done. Sometimes a customer is enriched with the capability of identification of a good or service, but because he cannot afford the good or service the possibility of making the buying process would not be shaped.

DIFFERENT TYPES OF CUSTOMERS

Customers division based on their appearance in the different stages of buying process is done according to the mentioned types.

True Customer

A customer which appears with his real identification in all the stages of shopping is named a true customer. It can be seen in most of our daily shopping.

Legal Customer

The companies, organizations, subjects, and economic bases which appear in the shopping process are called legal customers. This can be like the type of shopping which ministries, organizations and companies make.

Organizational Customer

From the organizational perspective which has created a good or has offered a service, organizational customers are divided into two categories. Inner organization and outer organization. In the chains of production and service a customer is a person whose result of work refers to him. For example, in car production lines; a customer is regarded as the person who creates pieces for an assembly sector. Such customers are named as inner organization customers. In this organization, the person who uses the car is regarded as an outer organization customer.

Geographic Customer

There is another division planned for a customer. And this division is based on geographical distinctions. The division is that a customer who is at national levels (such as city, town, district, and country) is named a national customer, and a customer who is not included in this categorization is named as a foreigner customer.

THE IMPORTANCE OF CUSTOMER

It's important to take care of the following issues to be able to show the importance of a customer and the necessity of keeping him.

The cost of attracting a new customer is 5 to 11 times more than saving an old customer.

In order to be able to increase the number of customers up to 2 percent, it is a must to pay 10 percent.

The disadvantage of losing an old customer is equal to losing 100 other customers.

Customers' satisfaction is the precondition towards all the future successes of a company.

Customers' satisfaction is the most important management priority in comparison to other purposes (such as benefit, markets' share, and goods' expansion).

The most valuable priority of an organization is customers' confidence, and trust.

The choice of permanent and reliable customers is the only prerequisite towards the success and permanency of an organization.

Higher ranked managers must themselves be the solo role model of fidelity in front of customers

In order to be able to attract customers' trust, have promises less than your abilities. And do more than your own promise.

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About 98 percent of unsatisfied customers move to other competent without filling out complaining. The probability of having satisfied and happy customers in our next shopping is 6 times stronger than only satisfied customers.

Listening to customer's complaint means 90 percent, solving the complaint is 7 percent, and following the complaint request to be known about customers' satisfaction means 3 percent.

TTH PRINCIPLES OF AN APPROPRIATE BEHAVIOR WITH CUSTOMERS

In order to have a suitable behavior with a customer it is important to take care of the following 4 principles:

- 1) True personality
- 2) Appropriate understanding
- 3) Appropriate service
- 4) Appropriate behavior.

True Personality

Can all people be marketers? This question can be posed in other ways, too. Can all people be surgeons, carpenters, or engineers?

Based on the opinion of some people who are excessively interested in marketing, all people can be named as marketers to some extent. This is because they make use of marketing in different occasions and situations during their life. The point is that it is not possible to call all people as marketers. This is like when we get cold, we all know that we should avoid eating ice cream, but are not doctor. In conclusion, marketing also needs its own knowledge and capability so as other professions need their own skill and capability. In general, not all people are named as marketers because marketing needs its own personality, capability, and knowledge.

So as the previous example, if a person is going to choose medicine as his field of study, it is necessary to have an understanding of the related lesions and topics at university.

The person must acquire the ability of becoming a doctor and reach to the personality of becoming a doctor. A person who cannot stand against a blood drop cannot become a heart surgeon. Personality is a mixture of both internal and external behavior. In so saying, it is possible to categorize people's personality based on their jobs. Marketing is a suitable job for a person whose personality matches the job of marketing. Job personality is an acquired type of personality. It means that a suitable personality can be gained via a job. This means a person can work in the field of marketing. The personality of a person who is into marketing has got many appropriate points which are necessary to refer to them in the following: Extrovert: interested in communication, interaction, an able speaker, effective, impressive, exact, and interested in learning, a true understanding about failures and success, intelligent, thoughtful, balanced, and interested in reaching to success. All of the mentioned cases are not because of personal interest. These are the cases which guarantee success in the field of marketing. Now, if a person is not enriched with a true personality for the task of marketing, this person must gain this personality. He should also try to reach to that personality. A person in the field of marketing has a suitable mind and behavior for marketing.

Appropriate Understanding

Why it is necessary to visit a patient before prescribing for him? The reason is to find out the true method of curing. A doctor cannot prescribe antibiotics for a person who is suffering from stomachache. Knowing a customer means knowing about the needs, desires, and method of communicating with him. Without understanding a customer it is not possible to start a marketing-based relation with him. For example, the company which its main problem is how to pay the debts of his colleagues, why advertising in a local agent? If we go to the sessions of marketing with an appropriate understanding and we decide to say that

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all the issues are pure incidents or chance, there will be nothing than annoying our customer and ourselves. It is necessary to know to say what to whom and in what method.

Appropriate Service

It's a good idea to refer to our previous example. A good doctor is a person who prescribes a suitable drug for a sickness in an appropriate way. As a result, the sickness will fade away. Based on this, a good marketer is a person who prescribes a suitable good or service to be able to satisfy the needs of his customers. This is the reason that I always recommend to sellers and marketers to have a good relationship with the type of service or good which they want to offer to their customers. Even if you are named as a highly professional marketer, if you suggest a low quality service or good to your customer, it means that you are endangering your job credibility. Be careful of customer's strong feeling of doubt. If they understand about your doubt, they will set aside your offerings. If you are not satisfied of the quality of the service or good which you are offering, your marketing will face too many barriers.

In order to reach an express solution towards this problem, it is recommended to ask this question from you. Can I persuade my family and I to make use of the suggested good or service themselves? Why?

Appropriate Behavior

Any job has its own suitable method of behavior. Marketing is also not aside of this role. Professional behavior of a job is part of an external behavior which is depended on that job and the circumstances. Behavior and personality are so related to each other. Behavior has got more inner aspects of working behavior.

The appropriate behavior of marketing needs these two prerequisites:

- 1) Personality
- 2) Knowledge and understanding

In order to reach to the needed professional marketing behavior, there is no way rather than acquiring the necessary knowledge and skills. Being facilitated with marketing behavior is regarded as the most important practical tool in this profession.

Behavior is a collection of actions and reactions. In order to reach the necessary professional behavior for marketing, one should use knowledge and the different methods of learning. The purpose of professional behavior is reaching success in the way of a job.

The professional behavior of a marketer has got many features including:

Self-confidence

Honesty/brevity

Self and other respect

Following culture, norms...

All of the stated issues make us to have a dependency on our own behavior with a customer. Being a marketer or so does not matter, the important thing is that do we want to confront with a person called customer or not? Even if you are an architect who is seeking to have the confidentiality of his managers, you'd rather to be qualified to marketing behavior.

An important criterion in marketing is that right is always with customers.

In today's competitive world, the companies which can have more values for their customers are more successful. Customers, now days need better quality, better service, fast speed, and the type of good or service which is agreement with today's needs and desires. Customers also need reasonable price for their goods, and guarantee. It is important to analyze the question of customers' needs and the company's profitability together at the same time. The companies which have accepted the philosophy which is behind marketing (by philosophy it means: they have taken care of society and customer) are always in the way of attracting a permanent satisfaction for their customers.

There are different factors which add to the value of customers. Quality, service, speed... A funding factor to create goods is customer's satisfaction. This is in relation to the received value from a customer.

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Customers compare and contrast the values which they receive from different companies. Later, they will select the company which puts more values for them. Perhaps, customers cannot talk about the above mentioned comparative procedure, but this comparison is shaped in their mind. When customers decide to buy from a certain shop, they have already concluded that the certain product from the certain company has got more advantages in comparison to others.

THE EFFECTIVE AND VALUABLE STRATEGY

The main use of strategy is its competitive creation advantage and the empowering of organization's status in a competitive environment. The competitive advantage is what makes an organization distinctive of other organizations. The effective strategy must create more value for the customers and the competitive advantage for the organization. Distinctive qualifications are the reasons which create value for customers, and achieving to this is not easily possible. To be able to reach the competitive advantage one must see the values from the customers' perspectives and satisfy the values better than the other competitor. In the circumstances which the advantage creator agents are constantly changing, the only advantage of a constant competition is the ability to diagnose such factors. Besides strategic planning, one must have strategic thinking style. Strategic thinking creates perspective for managers. It shapes the key values of an organization. Strategic thinking also makes mental models. The success of an organization depends on knowing the roles of business, the roles which show how values will be created for customers.

CONCLUSION

Competition has largely been expanding from national to international levels. Consumers have got better rights to choose something in comparison to the past. The right to choose and the related issues are constantly moving forward for their benefits. Companies need to offer better and more in comparison to their competitor if they really want to survive.

Value, comparison between the prices and values, and the benefits which consumers will receive are regarded as the key issues in choosing or not choosing a good. It is our duty to have an effective strategy, analyze the procedures and activities to be able to offer more to our customers. We should try to add to our knowledge and information. We and all the people in charge should comprehend that in order to survive in this changing and competitive market one must know and have enough information. He must try to know his customers. If this happens, the person can keep his position among others. Later, by keeping and expanding this position we can reach our company's goals. This achievement would not be possible until we plan acutely, be committed to our work, accept responsibility, and make use of new ideas. There is a principle which says: having the right and enough number of happy and satisfied customers is better than having a large number of angry and unsatisfied customers. In this case, the amount of satisfaction, blessing, and communication with customers should be regarded as wealth of that organization or company. These factors are not expenses; they are wealth for that organization. Later, by using a true method of thinking and planning we can reach to our ideal result. We will reach to our goals, when we respect our customer and consumer's needs, ideas, opinions, and thoughts. We should add to our knowledge and information on a daily basis in this regard.

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