

Research Article

WHAT IS THE RELATIONSHIP BETWEEN CUSTOMER-ORIENTATION AND THE SALES LEVEL?

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ABSTRACT

Individuals who either use or are in quest of the goods and services of a company are termed "*the Customer*". Each company has some customers who either potentially or practically are in request / demand for using goods and services of the same company. Although all companies aim at the producing goods & services and supplying them to the customers, in such a company the customer while being significant is received an especial sensitivity and priority for its survival. The present article seeks to answer the question that, what is the relationship between the state of Customer-Orientation and rating of the sales?

Keywords: *Customer-Orientation, Sales, Product, Service Delivery, Price*

INTRODUCTION

The customer satisfaction comprises the essential result of marketer activity, contributing to a linkage between different phases of the consumer behavior. For instance, should if customers are satisfied to a particular service they would more likely repeat their purchase. The satisfied customers would also talk on their experiences to the others, consequently, engaging in positive verbal promotion. In contrast, unsatisfied customers are likely to interrupt/disrupt their link with the company engaging in a negatively verbal promotion, more over the behaviors such as repeated purchase and verbal promotion directly affects the survival of a company and the continued profitability (Damal and Naswe, 2002).

Comments assessment of Kalboud Company shows 500 executive managers whose greatest concerns were maintaining the presently absorbed customers. The researches performed by Kalboud Company realize that, price cut down, and increased quality of goods & services are the essential preceding condition for maintaining the customers. The researches shows that, companies which have successfully absorbed the customers, have also been able (companies whichever successful in absorbing the customers also have been able) restructuring their customer's mind in favor of themselves (SouriNia, 2008).

Customer-orientation means producing and supplying goods or delivering services as on the basis of customers in order for satisfying them through providing their applied, usage, sensibility/sentimental and logical demands and requirements.

Therefore, stability and sustainability of any manufacturer depends on the number of customers and their satisfaction from the/its products. Thus before anything, we should stress, and put importance on the customer's tastes, needs, and viewpoints, while they prove the principle of the Customer-Orientation.

Definition of the Customer

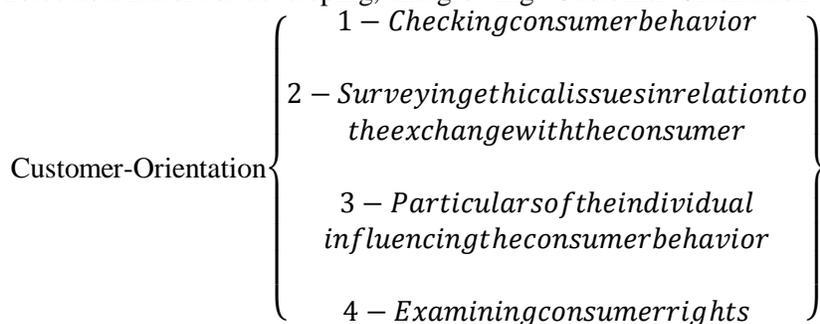
Customers are accounted for the vital artery of any organization. To be concerned of the customer is significant factor for success in any organization. The essential priority in any organization should be absorbing customer and maintaining it. Paying a deep attention to the Customer-Orientation today comprises the mystery and secrets of the world's business - industry (Iran NejadParizi and SasanGouhar, 2007).

Now at this time the business world has been founded on the "Customer-Orientation" and "Customer-Satisfaction", in a way that, without considering this principle, extending service, and even serving it, is not only difficult, but rather impossible. Actives in the economy arena and whose are thoughtful of the survival in that arena, are well - knowing that, the viable oxygen for the life in business world is the principle of Customer-Orientation, and the mill-stone of their plans is understanding this same word that, "customer is always the righteous". Attend of a customer in a unit of economy is an everlasting

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awakening reveille to be prepared like as solders setting-up for challenge rendered in the arena of competition. In the meantime what makes sense of significance isn't the Customer-Orientation itself, rather is the specifications and parameters that, have to be existent in interaction with the customer to realize/for materializing the "Customer-Orientation".

What are illustrated below is much more applied experiences acquired in such markets which could be noted as a factor for developing, and growing "Customer-Orientation".



Examining Behavior of the Consumer

Having general awareness (overall knowing) of the consumer behavior is deemed as a personal value and by one's cognition of the factors influencing his own mode of consumption, could be changed to a better consumer, and moreover in the process of purchase could help consumers to be able to realize/conceive approaches employed by companies in their sales. For many people, awareness of the factors influencing consumption held as an intrinsic value (Ar'destani *et al.*, 2007).

Otherwise the consumer behavior of various individuals are different i.e., different people for a different individual particulars evolve various behaviors, it is for the same reason that, they attempt with marketers to divide the market.

Examining the Ethical Issues in Relation to the Interacting Exchange with the Consumer

In (transaction) exchanges, trust between vendor and purchaser has an up- most importance, and one of the factors influencing that link, is trust, comporment and moral behavior of the buyer and seller. Legal and canonic writs on the issue that, whatsoever is righteous or unrighteous have been founded on some criteria (as follows):

- 1- They are seriously dealing with losses and benefits of man.
- 2- They may left aside or maintained by force of imperative powers.
- 3- To relinquish personal benefits.

Often, the ethical judgments between one's own benefits and a behavioral criterion produce a contradiction, so sellers before desire of their ((entire)) benefit are obliged to consider the entire benefit of the customer, and when adapting decisions may entail in ethical consequences one should mediate unbiased discretions in his decision making. Such a decision, ((would base)) on the issue that who is receiving help and who is incurring loss (Karing, 1995).

Individual Particulars Influencing the Consumer's Behavior

Purchases of the consumers are strictly under serious influence of their cultural, social, political, and psychological attributes. Although such factors are out of the scope of penetration, and control of marketer, still considering them is significantly important (Fourouzandeh, 2008).

	Psychological	Personal Factors	Social Factors	Cultural
	Stimulation	Age and the phase of life	Groups	Culture
The purchaser←	Perceiving/Realization	Financial & Economy Condition	Reference	Mico-Culture
	Learning Beliefs & ideas	Personal perception	Family Role& Function	Class

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1- Cultural Factors

a) Culture

The culture is accounted for one of the factors forming the behavior and wishes of an individual, the human behavior is mainly an issue of learning, so individuals in a community learn different deductions, inferences, desires, and behaviors from each other. Therefore marketers should always precisely watch and consider the cultural orientations for provisioning recent goods for which may have been demands.

b) Micro-Culture

Any culture has been comprised from a few micro-culture or some groups of people, having common value discipline and those disciplines founded on their common life practices, precedents, folks, and experiences.

c) Social Class

The social class has been constituted/comprised from well-organized and regular, and relatively stable aggregate parts of community of which, members enjoy from a shame and common value, desire and wishes, and behaviors.

2- Social Factors

a) – Groups

The behavior of an individual undergoes influences from many small groups; the groups that have a direct influence on the individual himself, and also the groups to which the individual belongs are called the membership groups. The groups having an informal ordinary relation with the individual are called the principal groups. Of those groups, the family, friends, neighbors, and the collaborators could be named. Some of these groups are secondary ones, and relation of the individual with them is one of the formal relations, lacking a reciprocity and regular state. These groups include organizations such as religious groups, professional assemblies, and the corporate unions.

b) Reference

The reference groups are those of directly or indirectly contributing to the efficient formation, and efficient configuration of the individual's behaviors and beliefs. Often, people are influenced by some reference groups to which, they does not belong.

J) Family

Family members have strong ability to drastically bring the buyer's behavior under their own influence/effect. Subject to a great effect of the sons having on the parent's decision making, this strictly influences the consumer behavior.

3- Personal Factors

a) Age and Life Phase

People along their lives, are buyers of a different goods & services. Their taste in choosing dresses, furnishings, and recreations are seriously under influence of their ages.

b) Job

For everyone his job influences the type of goods & services he buys, and usually they select the type of goods in relation to their jobs.

J) Character

The differentiate characters of individuals whether men or women, seriously influences their purchasing behavior. The Character is a set of exclusive psychological particulars, resulting in the relatively stable and permanent reactions of the individual to his own environment; the character could be suitable for analyzing the consumer behavior in most choices and purchases of the particular goods and brands.

4- Psychological

a) Stimulation

One in a time have a different needs, a stimulation/and or motivation is a need of sufficient seriousness for directing him in towards providing his contentment.

b) Understanding

An excited individual is ready to act. The mode of his acting is under influence of his understanding from the environment. A people with similar stimulation/and or motivation in a same condition have fully

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different mode of action, as their understanding of the environment differ. Understanding is a process through which people in order to depict a significant imagination of the world they select, organize, interpret, and construe the information.

j) Learning

Learning is materialized through practicing. Learning is some changes in the behaviors of an individual took place by undergoing experiences. On the basis of the learning theories, the behavior of man is much of a learning type. Learning is materializes under reciprocal influence of willing and inclinations, stimulus, situations and conditions, reactions, and enhancement factor.

c) Beliefs and Ideas

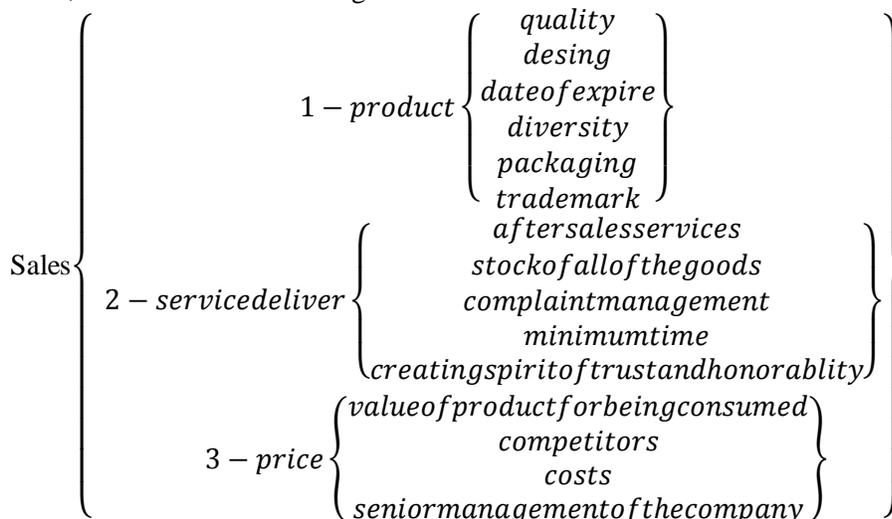
People acquire their beliefs and ideas by practicing and learning. This in turn influences their buying behavior.

5- Examination of the Consumer Rights

Subject to the law consumer rights are attributed to a set of privileges owned by consumer in consideration of buying goods & services. Observation of such rights, help citizens take efficient actions for administer justice in case of revealing troubles, detecting defects and failures, losses and or malfunctioning, being useless, or damage.

Sales

Sales is one of sub-set factors of marketing, in the other word sales is the end practice of marketing in a trade, while it is start of a long term relation with customers.



Product

Today, for selling product we can perform in two ways. One is the form of clinics of the product that is a method of marketing in which ideas and comments of customers on the product are questioned, and the company in different phases adopts its decisions on that basis. And the second way is sampling method, which is of the new approaches having recently been promoted in Iran. In this method products of the company at opposite of the shops, in complexes, and public places is directly exposed and put at the disposal of end users for the purpose of demonstration. This is of the direct marketing method and it is categorized and located in the section/class/division of encouragement and promotional activities. The objective of sampling is closely relating, linking with consumers and persuading them for the future purchases. In deed in each of the two ways mentioned above attention should be paid to the followings:

Quality, easier, date of expiration, diversity, packaging, and trade mark.

Service Delivery

After sales services in our country should be aimed at respecting customer rights, serving the customer and orientation at whom, and improving the quality indexes of the after sales services, as the reciprocal influences of such services could be witnessed in the economic, social, and cultural life of the community.

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Product Price

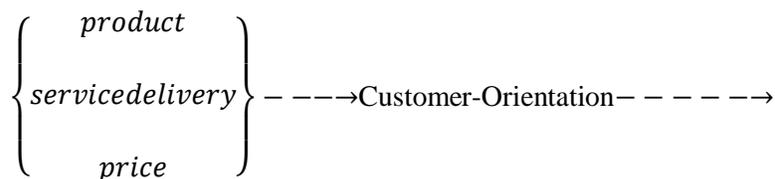
By identifying the product and its market you are prepared for pricing it. This seems very simple but it is one of the significant aspects of the marketing. Ability to fairly pricing is significant of work situation and defeat. Correctly pricing makes competition, and absorbing the customer more easier. As already noted a low price makes loss and high price makes customers expel, so in both cases any success does not achieved. Therefore pricing is the process of determining fair monetary value for the products & services. Price has a sensitive role in the manufacturing activities and supplying products. Long before companies supposed pricing as responsibility of the accounting division, and it determined prices on the basis of production costs and a desired and fair level of profit. But from the perspective of marketing what has been ignored, is value of the product held for the consumer. Therefore in pricing the product an extremely precise care should be taken. In principle among the mixed components of marketing price is (merely) the sole factor to gain earnings. Also the price is recognized as the most flexible factor of marketing – mix, as it can be changed very quickly. By leveling product qualities for different companies and by competition growing rigorous, the element of price has been turn up to one of significant factors affecting on the maintaining, and absorbing customers, and their loyalty, and contentment. This, more increasingly proves at present with day by day extension of the internet, thus for pricing products the followings should be considered:

- a) The high ranking managers of the organization who are effective on the pricing, and dealing with resources and goals of the organization.
- b) Pricing on the basis of value. In approach this price should be indication of a high value product for the customers, in this method company should set up some attempts so as without any harm to the quality of product, produce them cost-effectively, or by supplying them at a lower cost, to absorb more cost-sensitive customers. This method is much more observed in the retailers.
- c) While demands for products of a company could determine a ceiling price, the estimation of costs shall set the marginal costs, so each company should consider a price on that basis, so as to cover costs of production, distribution, and sales of the product, with a reasonable efficiency for the task, and the implying risk, whatsoever accepted by the company.
- d) Competition, product analysis, prices and costs of the competing companies

When the company subject to the market demand is to estimate costs & prices it must exactly analyze costs & prices of the competitor company and the reaction of which against its own products price with scrutiny intervening them in own computations.

Conclusion

The more customers have a company the more power it has in competition in the market, and in successfully executing more strategic plans. Therefore it would have a greater brand value. On the other hand, such an organization would enjoy of a larger protection from the stakeholders, and would gain sufficient financial resources for sustaining and empowering the brand. Also contentment of the customers is one of the factors for evaluating the brand, for the same reason direct increase in Type equation here. the contentment will result in a higher value brand. Customer Orientation in the supply & demand market raises the sales of manufactured products, or services and upgrades the marginal profit. With an increase in the profit, the demand for buying stocks of the customer-oriented organization will increase. Therefore the customer-orientation cycle, whose objective is finally entailed in gaining profit and prestige for the company, should receive more attention.



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