

Adegboyega Paul Salawu

Marketing 334

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Writing Assignment #5

When consumers buy a product or service, they do so with the aim of acquiring a set of satisfaction--the benefits they receive from obtaining the product. It is the job of the seller to deliver high level of satisfaction by making sure that the benefits provided matches or exceeds the consumer's expectations. Whenever consumers perceive benefits beyond what is delivered by the seller, they will be disappointed. Therefore, they will not hesitate to patronize the competitors. It is the marketer's job to manage expectations through the promises they make to customers about how their company will meet their needs. It is their responsibility because they are able to communicate what their company have to do in order to earn a customer's business.

Consumers play a role in satisfaction by assessing their experience and deciding whether their expectations were met or not. If their expectations were met, then they tend to become loyal customers to the company and draw new customers to the company through their recommendations. However, if their expectations were not met, they tend to defect. Furthermore, marketers can affect this process to deliver more satisfaction by always seeking and encouraging customers' feedback. Suggestions and complaints will help marketers improve

their products to serve the customers better, and this will help build a truly customer-centric business.

Social networking sites play a significant role in amplifying consumers' experience with a brand. Lots of customers tend to share both remarkable and bad experiences that they had after using a product or service on their social media accounts, before even giving feedback to the seller. Social media is powerful to the steps of consumer decision making process in the sense that it can influence people to either buy a product or "cancel" that product. Through a single tweet, or Instagram and Facebook post, lots of potential customers' decisions will be influenced. In 2020, I really wanted to purchase a pair of Nike mercurial cleats to play soccer in. However, after I watched a video on Instagram in which a soccer player reviewed the cleats and concluded that due to its flaws it wasn't worth buying, I decided not to buy it.

Personally, I hold Word of Mouth (WOM) to high standards because I believe that a customer has to really be dissatisfied/satisfied with a product for them to try and talk others out of or into purchasing it. WOM influences me greatly to either try a product or stay far away from it. I do not believe that all WOM are equally influential because it depends on who is telling me and what they stand to gain from my actions (purchasing the product or not). An example of a situation whereby WOM influenced a brand positively was when gas prices were high and people were telling their relatives and friends that Exxon had low gas prices. This then influenced several customers to purchase their gasoline from Exxon.

[Customer Satisfaction: Why It's Important in 2023 \(survicate.com\)](https://www.surveicate.com/customer-satisfaction-why-it-is-important-in-2023)