

# Symbiotic Success: Unveiling the Crucial Link Between Human Resources Strategies and Elevated Customer Satisfaction an Analytical Study of a Sample of Small Companies

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## ABSTRACT

The study aims to understand the role of the availability of skilled people in marketing activities for Iraqi technology companies to acquire nice hangs in Consumer behavior, which maintains the business enterprise's position in the marketplace price stability It was obtained by conducting a survey, whereby the survey obtained various objectives and hypotheses.

The important finding of study is that marketing activity is one of the most important functions in firms that are directly connected with the public, as that activity helps to create an enabling environment in which the public also accepts these firms' products.

The most important recommendation of the study is the importance of increasing the interest of Iraqi companies in marketing and human activities that can have a better analysis of consumer behavior and pursue best marketing practices of Iraqi industrial companies internationally between comparisons In sectors and obtain positive attitudes results related to customer satisfaction.

**Keywords-** Quality of service, Loyalty, Customers relationship management, Retention.

## I. INTRODUCTION

Due to the recent fast development of external enterprise environment and the purpose of availability of resources to achieve future goals and retain customers in a manner that increases the prices in the market - Modernity has become key in the development of organizations.

In order to comprehend, this study looks at a sample of Iraqi technology companies. Professional staff members' roles in marketing, advertising, and sports promotion are focused on bringing about positive changes in consumer behavior since human knowledge is becoming a more significant component of promotional materials. Three sections made up this investigation. The problem, research methods, ramifications, and study objectives were covered in the first section. The study's theoretical components are covered in the second section. The sample's marketing

abilities and their effect on shifting consumer behavior were investigated in the third segment. Several conclusions and suggestions were made at the study's conclusion.

## II. METHODOLOGY

### *Research problems:*

Businesses are currently training their human staff members to become more professional, especially those who work in the advertising division. By improving these abilities, the agency will be able to market and sell its goods at competitive prices, which will positively influence consumer behavior and increase profitability. In this way, the following queries serve as a representation of the research problem:

1. Does improving human resources increase corporate profits in businesses founded in the Iraqi era?

2. Do advertising and human resources management skills contribute to favorable shifts in customer behavior?

**Significance:**

The marketing departments of Iraqi technology businesses play a crucial role in creating marketing bases that eventually lead to beneficial changes in customer behavior by raising pricing and increasing sales.

**Goals:**

The following are the study's aims.

1. To provide a theoretical foundation for the idea of HR, its significance, and its ability to direct advertising divisions inside a business.
2. Recognize the contribution that professionals have made to the growth of marketing divisions in Iraqi industrial companies.

**Three:**

Performing an investigation into how to increase the advertising departments' human resources in order to bring about a superior trade inside the behavior of the final buyer.

**Study Hypotheses:**

The companies included in the study are Baghdad Soft Drinks, Baghdad Packaging Materials Industry, Iraqi Carton Industry, Iraqi Engineering Works, and Iraqi Carpets and Furniture. These companies rely on data to assess the abilities and adaptability of their human staff members in relation to customer behavior.

### III. METHODOLOGY FOR RESEARCH

Research methods and inductive techniques are utilized to address the theoretical and practical aspects of studies and achieve research objectives. To establish price tiers and ability tiers, financial reporting of the study pattern is obtained from incentives and payments distributed among them. The amount of the shift in customer behavior will also be determined by the growth charge and sales volume, as well as by the number of interactions with human resources and the use of statistical machines (Spss).

**Search limitations:**

Study limitations, such as...

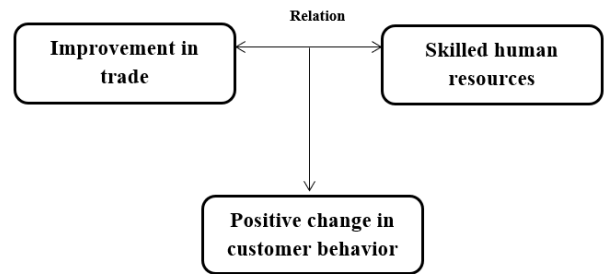
1. Spatial boundaries: Baghdad Soft Drinks, Baghdad Packaging Materials Industry, Iraqi Cardboard Industry, Iraqi Engineering Works, and Iraqi Carpets and Furniture are examples of the industrial enterprises in Iraq that are represented.
2. Timeline: Research papers covering Iraqi technology companies from 2016 to 2018 are included.

**Method of Data Collection.**

1. Theoretical aspect: The researcher used Arabic-language references, dissertations, papers published by Iraqi and Arab universities, and the internet to gather data and information on the research topic.

2. A practical consideration was that the researcher used reports from the research sample and published data.

**Relation**



### IV. THEORY

**HR Concept**

With computers, communications, and financial sectors that do not keep up with this progress, they are unable to interact with the new financial world. ICT infrastructure has become an essential instrument in business. And it has the infrastructure to provide people who need it with the information they need. When it comes to human resources, the economic sector's workforce and all occupational levels are unquestionably included (Sumaya, 2003: 72).

The process of tracking and reporting on employee development inside a company defines human sources. This is the process of evaluating the agency's human resources and tracking changes to this kingdom over time. It is also the process of providing decision-makers with information about individuals and groups within the company.

The HR idea views man as one of the bigger resources in the community, but on an equal footing with other resources. Because man initiated this metamorphosis into other matter and is their worker, he is able to change matter into a productive and helpful power. Additionally, because he is an endless source of matter, which is ultimately the aim of energies in the accumulation of the process of locating, evaluating, and disseminating HR data is another definition of HR.

**Concerns of HR.**

To improve decision-making for the project by all involved, both inside and outside of it, and to increase collaboration between staff and project managers (Al-Akra, 2010:13).

HR provides management with numerous advantages through the aforementioned (Ballow at el, 2004:26):

1. Appropriate staffing strategies to match workloads both now and in the future.
2. Ascertain the monies allocated by the group for the establishment of the humanitarian organization.

Determine the optimal domains for utilizing human capital through measurement (Bamber, 2009:32):

- Refunds for using this particular property.
- Completing accurate task cost calculations, which promotes human productivity and prudent financial decision-making.
- 1. The human factor is the most important resource in a monetary unit and has a significant impact on output.
- 2. The events that transpired within the United States in 1968 serve as evidence that the human element has a high market cost. The share price of the first firm dropped by around \$41 million when eight executives from Motorola left to work for a rival company, Vichler, and the share price of the second company increased by \$14 million in a single day on the day of the termination announcement (Blkaoui, 2004:43).

#### **HRM Goals:**

The goal of HR is to accrue as much money as possible from other economic units through rent or from the time all services rendered and anticipated to be rendered on HR, as well as from the total amount spent on training initiatives and courses that contribute to retirement (if applicable). Needing data on the worth of current labor as an asset whose market value influences the value of an economic unit in financial markets (retirement or termination for other reasons, 2003:12). Bocij. They must choose what to do.

In order to limit its core value and subsequent depreciation, which must be disclosed in the financial statements of the financial unit, HR can deliver the future. This is done by employing one of the techniques that the finance team deems appropriate. This helps HR extend it to achieve its objectives, particularly with regard to the project's outcome and the degree of human contribution and resources (Bontis, 2005). 2002:247).

#### **Customer-focused methodology.**

Generally speaking, one of the primary axis around which all businesses and their marketing initiatives revolve is satisfaction. Accordingly, "the pleasure or satisfaction a customer feels after receiving a product or service, resulting from a comparison between actual and expected performance by the customer" is the definition of customer satisfaction (Al -Zahra, 23:2011).

It can also be philosophically understood as the level of peak performance or the amount of energy needed to reach the highest level of performance. According to this definition, customer satisfaction is as follows (Bae, 2012:51): -.

- 1- Self-pride: - refers to what is called client goal.
- 2- Related satisfaction: - Unstable expectations.

**Three- Progress satisfaction:** Adjustments over the years.

In addition to these attributes, you can pick out elements that decide patron satisfaction, represented by the following statements:

- 1- Expectations
- 2- Communication

- 3- Actual overall performance.

#### **The second component is customer satisfaction:**

A corporation should offer a variety of products to expand the vast diversity of clients in order to meet customers. These products might also include important financial and human resources, which could boost the employer's market share. The following classes are created by the Kano model of patron joy to represent the provider criteria that influence reaching excessive levels of patron delight:

**1. Basic needs:** If these are not fulfilled, the buyer will not obtain the service offered. These requirements are anticipated in the course of providing services to the clients.

**2. Performance requirements:** These are one-of-a-kind, meaning that the degree of client pride corresponds directly with the required diploma. Greater pleasure is correlated with greater pride, and vice versa. The customer is specifically asked for these necessities.

**Three: Gravity desires:** These requests are not articulated and cannot be started by the customers because they are mostly impacted by the clients. The impact of demands on customer pride can be illustrated using Kano's model as follows (Ahmed,85 :2004)

#### **Third: Tools for Tracking Customer Satisfaction.**

Insurance businesses have a wide range of instruments at their disposal for client and customer tracking. Among these techniques, the following are arguably the most well-known: Al-Tai, 155:2008

1. A system for complaints and suggestions: Many insurance companies offer a simple method for clients to contact them with grievances and suggestions; you can provide a hotline, email address, or website via which the company receives all of its information and guidance.
2. Community Survey of Customer Satisfaction: The company offers a service that enables the measurement of customer satisfaction levels via the use of unique questionnaires, remarkable tactics, and metrics.
3. Phake advertising: To identify the strengths and limitations that customers recognize in a company's product, a group of people are employed to pose as potential customers.
4. Get in touch with customers who have left the company: The company uses this to get in touch with customers or customers who have left the company and find out why they don't need to.

#### **Fourth: How crucial it is to comprehend buyer pride**

Understanding the satisfaction of a company's clients or consumers plays a crucial role in accomplishing a number of goals, the most important of which may be (Al-Harathi and Al-Salmi, 23:2007):

1. It informs the organization of any changes in the needs or wishes of the clients, enabling the employer to accommodate their wishes.

- It allows the business to evaluate its performance and determine how well it meets client expectations, as these expectations have the potential to alter the company's marketing plan.
- It assists the business in identifying critical problems that are crucial to the creation of its goods and services.

Factors influencing superior customer behavior exchange

The following internal and external elements contribute to the occurrence of technical and informational changes, which alter customers' perceptions of the products they wish to buy (Amal, 32:2017):

**Physical attributes:**

- Motives: "They are the factors behind an individual's actions, manifested as needs and desires that they either wish to fulfill or shun. Motives are the latent and hidden forces—often good, sometimes bad—that give rise to particular behaviors.
- "The way humans select, organize, interpret, and map the world" is known as cognition. Another perspective defines perception as "the process or processes by which an individual chooses, arranges, and interprets information from the external subconscious, organizing, and forming

Second External Factors: These are shown in Erekat (21:2008) as follows:

- Cultural Factors: These are all the alterations that arise from the patient's interactions with the outside culture or the culture of the new location.

- Social Factors: These are the social factors, exemplified by the customer's circle of friends or relatives, that influence their choice of purchases. Purchasing decisions involving intimacy frequently impact the buyer or customer

**The role and proficiency of HR in changing the behavior of buyers**

The HR specialist that most groups employ plays the role of influencing client behavior as they approach the business to purchase goods or services. Through their advertising and priceless ideas, the marketing, advertising, and marketing division contributes

**V. PRACTICAL PART**

**Preamble**

This topic offers with the sensible factor of the research, as an analytical approach might be used to discover how a good deal HR works in advertising, and advert banks and their satisfactory Comparison The relationship and impact of this variable could be diagnosed with a statistic structure among these species (spss).

First: Analysis of the share of expenditure in the advertising and marketing department in terms of human resources and marketing

Heavy spending on HR and advertising and its boom in disposal is cited as a issue in growing the hobby of generation companies in obtaining advertising skills. This could be proven in the following table.

**Table (1) Analysis of the amount spent on human development, advertising and promotion in an Iraqi industrial company (number in thousands).**

Year	People Salary	Growth Rate	Advertising Spend	Growth Rate	Average Marketing Development Growth Percentage
2016	532	50%	1200	25%	37.5%
2017	550	55%	4,320.	45%	50%
2018	591	60%	5630	50%	55%

The analysis of advertising expenditure and human remuneration in Iraqi industrial service company is noted from Table (1), which can be calculated as an indicator of human resource development in marketing department with the purpose of positive change in consumer behavior in, and the growth rates in tunnels were extracted by following equation.

$$\text{Growth} = \frac{\text{Percentage of Bonus or Advertising Increase in Current Year} - \text{Percentage of Bonus or Advertising Increase in Previous Year}}{\text{Percentage of Bonus or Advertising Increase in Full Year}} \times 100\%$$

**Table (2) Analysis of the amount of money spent on human development, advertising and promotion in Baghdad soft drinks company (number in thousands).**

Year	Human Rewards	rapid development	Advertising Expenses	Growth Rate	Average Marketing Development Growth Percentage
2016	150	1%	3200	5%	3%
2017	191	10%	3420	7%	8.5%
2018	136	7%	4520	20%	13.5%

The analysis of advertising costs and human remuneration in Baghdad Soft Drink Company is noted from Table (2), which can be considered a behavioral indication of HR development in marketing department

aimed at making positive customer changes and increases which in turn can be constantly changing influence the buying decisions of the buyer or the buyer.

**Table (3) Analysis of the amount spent on human development, advertising and promotion in the Iraqi company Carpets and furnishings (number in thousands).**

Year	Human Rewards	Growth Rate	Advertising Expenses	Growth Rate	Average Marketing Development Growth Percentage
2016	130	2%	2410	9%	5.5%
2017	140	10%	2620	7%	8.5%
2018	151	20%	3520	15%	16.5%

From Table (3), it is determined the analysis of carpet furniture advertising costs and human remuneration in Iraqi company, which can be calculated as an indicator of human resource development in marketing department with the objective to make positive changes in consumer behavior, and the Table (2). In its explanation, the growth rate is extracted by the equation, and it is noted from the table that if continuous changes are made in the marketing department and costs are increased in order to achieve the decisions of the customers or customers about procurement impact.

acquire high-quality consequences in consumer behavior.

- 2- It is crucial for Iraqi era companies to observe the first-class commercial enterprise practices in comparison to global businesses a good way to attain higher high-quality effects regarding patron pride.
- 3- It is suggested that Iraqi technology agencies pursue a spending coverage on humanitarian and industrial activities on the way to keep consumer willingness.
- 4- Technology companies should enhance their human resources in a manner that helps in providing viable solutions to the problems associated with consumer reluctance to sell due to their reluctance to buy

**VI. CONCLUSIONS AND RECOMMENDATIONS**

**First Conclusions:**

Through the sensible element, the researchers located the subsequent:

- 1- Marketing is one of the most important activities in companies which have an instantaneous relationship with the local people, as such sports contribute to creating an environment conducive to nearby acceptance of those firms' products.
- 2- Human knowledge in marketing departments contributes by providing new perspectives on advertising and marketing activities that change consumer and consumer behavior towards products .
- 3- There is a strong correlation between the expenditure on human resources and advertising activities and the increase in sales volume, which is obviously due to changes in consumer behaviour
- 4- Sales activity helps customers and customers to supply their desire for the required products in time, which can be obtained through skilled personnel.
- 5- Human marketing expenditure in developing human resources strategies and new ideas so that they can advertise their products at a competitive price in the market.

**Secondly Suggestions:**

Based on the above findings, the researchers recommend the following.

- 1- Iraqi agencies ought to increase their interest in advertising and humanitarian sports with a view to

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