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ISSN (Online) : 2455 - 3662
SJIF Impact Factor :3.395 (Morocco)

EPRA International Journal of
**Multidisciplinary
Research**

Volume: 2 Issue: 11 November 2016



Published By :
EPRA Journals

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RELATIONSHIP BETWEEN MARKETING AND CUSTOMER SATISFACTION: CASE STUDY FROM BECO POWERING SOMALIA IN MOGADISHU-SOMALIA

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ABSTRACT

The current study investigated the relationship between marketing and customer satisfaction; the study utilized explanatory and descriptive design to analyze 100 respondents from beco customers in Mogadishu, Somalia. The study developed three hypotheses to test the impact of independent variables on dependent variable; to test the hypothesis the researchers utilized regression analysis and checked the outliers and co linearity and no violation were found. The research found that the three dimensions of marketing had significant and positive relationship with customer satisfaction in Mogadishu, Somalia. This study can contribute to assist beco managers to carry out marketing activities and give space to the staff to take their own decision while they are running their marketing work to maintain and enhance customer satisfaction.

KEY WORDS: Marketing, Customer Satisfaction, beco

1. INTRODUCTION

Beco Powering Somalia is a Power Production Company that was established in May, 2014. Beco Powering Somalia started improving the previous power generating center that was used by the merged companies to form beco. Through the use of modern technology many power generating centers had been put off in order to reduce the noise and smoke. The staff from the different companies

that united was given training. Beco Powering Somalia also hired highly qualified professional electrical engineers. The investment made by beco Powering Somalia created many job opportunities to youth in Somalia. The streets were beautified, after cemented poles were installed and excluded anything that interferes with the beauty of the city.

The ability of organizing an organization to enable it compete effectively in this competitive

business environment is complex and difficult and it requires a unified marketing approach to address it. The focus of marketing has moved from managing transactions to managing relationships (Christopher et al, 1991; Webster, 1992; Gummesson, 1997). Alongside this shift in the focus of marketing, there have been many calls for businesses to focus on "customer satisfaction" (Narver and Slater, 1994; Gale 1994; Naumann, 1995). According to Kotler (2002) marketing is the delivery of customer satisfaction at a profit which can only be actualized through the cooperation of both the customers and the marketers (relationship).

Progress and transformation in industries, institutions and companies has to do with their ability to deal with problems, activities, as well as competitors. Each institution should adopt policies with respect to long-term vision, mission, goals, opportunities, arrangements and using internal facilities of an external to develop comprehensive marketing (Industries, 1384), because in today's global business environment there is increasing complexity, rapid change and unexpected developments (Mason, 2007).

Each institution has the task of marketing managers by analyzing, planning, implementing and controlling effectively marketing programs in order to develop a superior competitive position in target markets. Marketing plan includes a process designed for predicting future events and determining strategies to achieve the objectives of an institute (Mnty and Trustee).

In the 1960s, the term was common in marketing. It says everything starts with consumer's needs and demands. Marketing and market management, an important branch of knowledge management, is the main task of understanding people's needs and desires and help them through the process; a process where resources are exchanged. Society needs are increasing today more than ever, especially with the growing shortage of human and other resources. Managers are faced with limited resources available to meet those demands which are unlimited; but knowledge management is here to help the economy scientifically as well a set of skills and knowledge for the optimal use of limited resources. Marketing also needs to recognize the efforts put up by the exchange of resources (Venus, 1386). Marketing is a social and managerial process by which needs and desires of individuals and groups are provided through the production, supply and exchange of useful goods (Holm, 2006).

Marketing management can be defined as follows: "The analysis, planning, implementation and monitoring of programs to create, provide and maintain a profitable transactions process with the buyers, in order to achieve organizational goals

(Cutler, 2000). Marketing management is the analysis, planning, implementation and controlling of programs to achieve organizational goals. It involves programs made to establish and maintain beneficial exchanges with buyers (Lavak, 1382).

According to the Marketing Association of America, "marketing is the process of planning; the realization of an idea, pricing, advertisement and distribution of goods and services, where the exchange makes the individual and the organization in it a reality (Cutler, 2000; Belch and Belch, 2001). The art and science of marketing is to create or establish favorable conditions between supply and demand. The main task of marketing is to meet product and service needs of customers and focus on target market (Frank, 1994).

Customer satisfaction is a subject with a lot of interest in both the marketing and finance literature. The great emphasis on customer satisfaction has given birth to multiple studies and innovative methodologies to assess and to understand customer's behavior. Parasuraman et al. (1985, 1988) and Corin and Taylor (1992, 1994) are among the most well-known researchers who assessed customer satisfaction and quality of services using ServQual and ServPerf scale measurements. Today, those scales are used, with adaptations in the banking sector and have supported numerous studies (Pont and McQuilken, 2002; Othman and Owen, 2001). Studies which dedicated to develop or to adapt previous scale measurement for measuring customer satisfaction in microfinance are still rare. Existing studies try to measure customer satisfaction using a list of items without grouping them in structured scale (Muray, 2001; IFAD, 2007).

Customer satisfaction can be analyzed as a general/ overall judgment that a customer makes after consuming a product or a service. Customer satisfaction is perceived as "psychological state (feeling) experienced after buying and consuming a product or service ..." (Lendrevie and Lindon, 1997; Merouane, 2008/2009). Thus, customer satisfaction reflects "the pleasure level resulting from consuming a product" (Oliver 1997) leading to positive feeling (satisfaction), a negative (dissatisfaction) or indifference (neutral) feeling from consuming a product or a service (Bhattacharjee, 2001b; Swaid and Wigand, 2007). In this perspective, customer satisfaction is conceived as "the emotional state that occurs as a result of a customer's interactions with the firm over time" (Anderson et al., 1994; Verhoef, 2003). In fact, customers are usually comparing the product received from the firm to their own expectations over time. If the product fulfills and performs to the customer's expectations, customers

will be satisfied (Conchon et al., 2006; Parassuraman et al., 1985, 1988, 1991).

Customer satisfaction strategy has built a great deal of consideration during the past decades (Oliver, 1996). Therefore, satisfaction is in reality probably the most unassailable concepts of the modern management field (Oliver, 1996). Not simply does the idea of satisfying customers have a good, common-sense appeal, it can be also believed that customer satisfaction would lead towards loyalty, resulting in to increase higher profit gain (Oliver, 1996). For many firms, customer satisfaction is becoming the guiding principle for establishing marketing tactics as well as developing marketing activities. Customer satisfaction must not be described as a goal in its place, it should be considered as a means for improving the company's performance (Martensen et al., 2000). During the 1990s, there was a popular realization that satisfaction ratings have been in actual fact a means for attaining strategic purposes, such as customer retention which is considered to affect companies' profits directly (Jones and Sasser, 1995; Reichheld, 1996). Now the companies are focusing to increase satisfaction strategy because satisfied customers have higher chances to repurchase the same product (Reichheld, 1996).

2. LITERATURE REVIEW

This section highlights review articles about relationship between marketing and customer satisfaction that were published in various international journals. This report also compares the findings of the articles since these studies were conducted in disparate situations according to the environment.

This study investigated the impact of Customer Relationship Marketing on Customer Satisfaction in Banking Industry in KSA and Jordan. An e-mail questionnaire was designed and sent to 500 hundred customers of Arab Bank in KSA and Jordan, creating two sample pools of respondents. A total of 151 of the collected questionnaires were valid. The study findings show medium to high degrees of positive attributes of the two samples toward Customer Relationship Marketing dimensions (trust, commitment, communication, empathy, social bonding and fulfilling promises) on customer satisfaction. The findings also indicate different attitudes regarding the importance of Customer Relationship Marketing dimension between the two samples. The findings also indicate different results regarding the impact of Customer Relationship Marketing on customer's satisfaction due to gender, age and educational level (Al-Hersh, Aburoub, & Saaty, 2014)

This paper takes a cautionary stance to the impact of marketing mix on customer satisfaction, via a case study deriving consensus rankings for benchmarking on selected retail stores in Malaysia. ELECTRE I model is used in deriving consensus rankings via multicriteria decision making method for benchmarking base on the marketing mix model 4Ps. Descriptive analysis is used to analyze the best practice among the four marketing tactics. Outranking methods in consequence constitute a strong base on which to found the entire structure of the behavioral theory of benchmarking applied to development of marketing strategy (AL., Saludin, & Mukaidono, 2012)

Same study was conducted to examine the impact of interactive marketing on customer satisfaction. A questionnaire derived from previous studies and the relevant Literature was completed by 100 mobile communication service providers' customers in Jaffna district, SriLanka. Single linear regression analysis assessed the impact on customer satisfaction of seven key constructs of interactive marketing such as trust, relationship commitment, and quality of employees, quality of atmosphere, complaint handling, personalizing services and familiarity. Correlation analysis was carried out to examine the interrelationship between interactive marketing and customer satisfaction. And also independent sample T-test and independent sample one way ANOVA were utilized to find out the significant mean different in customer satisfaction among personal demographic variable. Interactive marketing contributes significantly to customer satisfaction and predicts 41.6 percent of the variation found. Relationship commitment and trust in the interactive marketing contribute significantly to customer satisfaction. And customer satisfaction is not contributed significantly by personalizing services and complaint handling in the interactive marketing. And also there is a significant mean different in customer satisfaction among prepaid and postpaid services. But there is no significant mean different in customer satisfaction among different age groups. Overall association between interactive marketing and customer satisfaction is moderate positively correlated. (Dhushyenthan, 2012)

This study investigated the impact of marketing mix in attracting customers to Saderat Bank in Kermanshah Province. Questionnaire which included 30 questions was used to collect information in this research. The reliability of the questionnaire was calculated using Cronbach's alpha, and a value of 0.882 was obtained, greater than 0.7 which is the reliability of the questionnaire. The population used in this study is the customers of Saderat Bank in Kermanshah Province, with at least one account, interest-free loans and savings. 250 questionnaires

were collected by stratified random sampling. The work has one main hypothesis and 5 sub- hypotheses. Pearson correlation test was used to test the hypotheses. It was established that factors in the marketing mix have a significant positive effect in absorbing customers. That means the bank has a significant positive effect. (Pour, Nazari, & Mostafa , 2013)

Another study was conducted to examine the impact of marketing on customer satisfaction. Determine the customer satisfaction level and assess to what extent customer satisfaction is influenced by customers' characteristics. Using factorial analysis, customer satisfaction index and ANOVA, we found that responsiveness remains the most important dimension in microfinance sector. Results reveal that customer's branch, customer's revenue and number of services accessed by customers strongly influence customer's satisfaction. (Kanyurhi, 2013)

This study investigated the relationship between marketing and customer satisfaction. The author used primary data in this study and for this purpose a survey has been conducted through a structured questionnaire. The view of 300 middle class households or business people was recorded. The study findings show medium to high degrees of positive attributes of the two samples toward Customer Relationship Marketing dimensions (trust, commitment, communication, empathy, social bonding and fulfilling promises) on customer satisfaction. The findings also indicate different attitudes regarding the importance of Customer Relationship Marketing dimension between the two samples. The findings also indicate different results regarding the impact of Customer Relationship Marketing on customer's satisfaction due to gender, age and educational level. (Awan, & Asad-ur , 2014)

The study aims to investigate the impact of Customer Relationship Marketing on Customer Satisfaction. A questionnaire derived from previous studies and the relevant Literature was completed by 100 mobile communication service providers' customers in Jaffna district, SriLanka. Single linear regression analysis assessed the impact on customer satisfaction. It was established that factors in the marketing have a significant positive effect in absorbing customers. That means the bank has a significant positive effect. (Munusamy,, Chelliah, & Mun, 2010)

Objective of the study was to study the factors affecting Customer Satisfaction in Banking Sector of Pakistan and to find the relationship between marketing, Customer Satisfaction and Customer Loyalty. Research design of the study is quantitative and surveys research method has been used in it. Data was collected from four different cities: Sahiwal, Arifwala, Okara and Pakpatan. Data

has been collected through already tested structured questionnaire from 72 respondents. Results of this study show that there is significant relationship between marketing attributes and customer satisfaction. It also revealed that positive relationship exists between customer satisfaction and customer loyalty. With the help of this study we can conclude that marketing leads to satisfied customers and customer satisfaction leads to customer loyalty. In today's competitive world banks can get competitive advantage by providing superior services to their customers. (SABIR, GHAFOR, AKHTAR, HAFEEZ, & REHMAN, 2014)

The research aim is to examine the impact of relationship marketing on customer satisfaction considering the context of Tesco plc. A self-administered questionnaire derived relevant to research objective completed by 100 Tesco Customers. An interview approaches also used on 50 customers and 10 team leaders in this research. A contents analysis used to analysis qualitative and quantitative data. Quality of product is dominate factor of relationship marketing to make satisfy customer and Other relationship marketing factor works to being loyal in the long run. (MOLLAH, 2014)

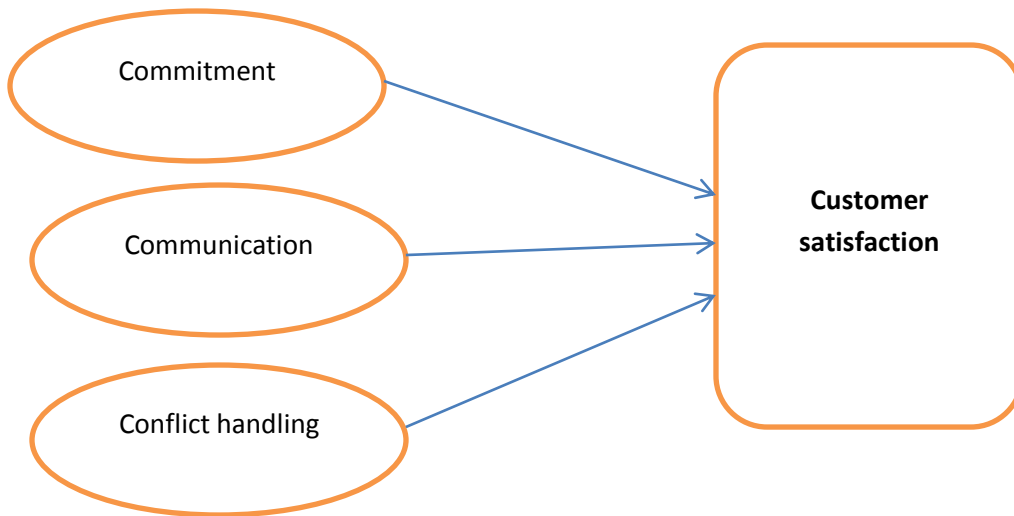
This research aims to investigate the impact of marketing mix strategy on patient satisfaction in private sector hospitals in Jeddah city in Saudi Arabia (KSA). This research consists of the independent variables represented by marketing mix strategy components (namely health service, pricing, distribution, promotion, physical evidence, process, and personal strategies) and dependent variable which represented by patient satisfaction. In order to explore the relationship between independent and dependent variables the quantitative method was used to collect primary data through a questionnaire, which was administered in the private sector hospitals in Jeddah city with hospital managers. The results confirm significant differences in the influence of the marketing mix strategy have varied significant and insignificant influence on the patient Satisfaction. Furthermore, the results exhibit those hospital managers might benefit more by placing more Emphasis on an integrated service marketing mix strategy and recognizing the patient satisfaction. The result shows that five out of seven variables are significant (health service, promotion, physical evidence, process and Personal strategies) on the other hand two variables are insignificant (pricing and distribution strategies). This research contributes to the academic and practical knowledge as being one of the first attempts to investigate empirically the impact of the marketing mix strategy on patient satisfaction. (Khalaf Ahmad, Al-Qarni, Alsharqi, Qalai, & Kadi, 2013)

The purpose of this study is to provide an insight into the impact of relationship marketing strategy on customer satisfaction of retail bank sector in Pakistan and to examine whether these relationships strengthen through improvements in banking relationships. A questionnaire derived from previous studies and relevant literature was completed by 100 university students having accounts in different banks and Convenience sampling used. Multiple regression analysis assessed the impact on customer loyalty of four key constructs of relationship marketing (Trust, Commitment, Communication and conflict handling). Results

indicate that four variables have significant effect and predict good proportion of variance in customer loyalty. It is reasonable to conclude, on this evidence, that customer satisfaction can be created, reinforced and retained by marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable and proactive fashion, and handling conflict efficiently. (Husnain & Akhtar, 2015)

After reviewing the literature, most of the researchers found that there is a positive relationship between marketing and customer satisfaction. The researchers generated the following hypothesis.

CONCEPTUAL FRAMEWORK



3. METHODOLOGY

This study was conducted through case method to investigate the relationship between marketing and customer satisfaction at beco; the study utilized regression, correlation analysis to answer the research objectives and to test the research hypothesis.

The researchers utilized convenient sampling to collect 100 respondents from the beco customers in

Mogadishu. Customers from this company were provided a questionnaire with four main constructs which measure commitment, communication, conflict handling and customer satisfaction. The researchers utilized Cronbach alpha to investigate the internal consistency of the questionnaires collected from the respondents.

Table 1: Reliability test

Variables	Items	Gronbach alpha
Commitment	4	.723
Communication	4	.749
Conflict handling	3	.803
Customer satisfaction	4	.801

4. FINDINGS AND DISCUSSIONS

4.1: Demographic profile

As shown in table 1. The age of respondents, 11.0% of the respondents were under 20 years. 71.0% of the respondents were between 21-30 years old,

14.0% were between 31-40 years, 4.0% was above 40 years. In terms of marital status majority of the customers participated in the study are married (49.0%) percentages of singles are (51.0%). In terms of educational background, 15.0% of the respondents

had secondary level. 14.0% of the respondents had Diploma, 59.0% had first University degree and

12.0% master degrees. As well as gender, 76.0% were male and 24.0% were female.

Table 2: Demographic Characteristics

No	Characteristics	Frequency	Percentage
1.	Gender		
	Male	76	76.0
	Female	24	24.0
	Total	100	100.0
2.	Age		
	Under 20	11	11.0
	21-30	71	71.0
	31-40	14	14.0
	41 and above	4	4.0
	Total	100	100.0
3.	Marital Status		
	Single	51	51.0
	Married	49	49.0
	Total	100	100.0
4.	Highest level of Education		
	Secondary level	15	15.0
	Diploma	14	14.0
	Bachelor degree	59	59.0
	Master degree	12	12.0
	Total	100	100.0

4.2 CORRELATION ANALYSIS BETWEEN THE VARIABLES

The first objective of this study was to identify the relationship between commitment and customer satisfaction in Mogadishu-Somalia. The result displayed that there is positive relationship at level (r=.507 and p>0.01). The second objective was

to examine the relationship between communication and customer satisfaction and the result found positive relationship at level (r=.485 and p> 0.01) And the third objective was to identify the relationship between conflict handling and customer satisfaction and the result indicated positive relationship at level (r= .508 and p>0.01)

Table 3: Correlations analyzes

No	Variable	1	2	3	4
1	commitment	1			
2	communication	.494	1		
3	Conflict handling	.531	.527	1	
4	Customer satisfaction	.507	.485	.508	1

4.3: Hypothesis test

The current study wished to investigate the relationship between marketing and customer satisfaction at beco in Mogadishu, Somalia, three hypotheses were developed after reviewing the literature, to test the research hypothesis we employed the linear regression analysis, The

researchers checked regression assumptions before taking place to further analysis. The dependent variable Marketing was normally distributed across all independent variable. No violation was observed after checking the outliers, linearity and co linearity.

Three hypotheses were developed after reviewing the existing literature; **H1** asserted that

there is significance relationship between commitment and customer satisfaction in Mogadishu-Somalia. **H2** was claim that there is significance relationship between communication and customer satisfaction at beco While **H3**: there is significant

relationship between conflict resolution and customer satisfaction at beco in Mogadishu.

The result of regression analysis shown in below table shows that marketing which is measured (commitment, communication and conflict resolution) had significant positive relationship with customer satisfaction.

Table 4: Regression Analysis

Variables	Beta	t-value	Significant	Results
Commitment	.264	2.633	.010	H1 Accepted
Communication	.223	2.228	.028	H2 Accepted
Conflict handling	.250	2.443	.016	H3 Accepted
R		.607		
R Square		.369		
Adjusted R Square		.349		

5. DISCUSSION AND CONCLUSION

The current study investigated the relationship between marketing and customer satisfaction at beco in Mogadishu-Somalia; the paper had three main objectives which are: 1) To identify the relationship between commitment and customer satisfaction in Mogadishu-Somalia; 2) to examine the relationship between communication and customer satisfaction at beco in Mogadishu-Somalia; 3) to explore the relationship between conflict handling and customer satisfaction at beco in Mogadishu-Somalia.

The researchers employed convenient sampling to collect 100 respondents from beco customers in Mogadishu. Customers of this company were provided a questionnaire with four main construct which measuring commitment, communication, conflict handling and customer satisfaction.

The result of correlation coefficient reveled that customer satisfaction (Dependent variable) had significant positive influence with three independent variables namely; commitment, communication and conflict handling. The result of regression analysis found that three constructs had statistically significant, positive, and direct effects on the customer satisfaction.

By understanding the importance of meeting customers' demands and needs, modern organizations are gradually moving towards establishing and retaining long term relationships with customers. Unlike traditional approach, relationship marketing approach is seeking to create such long term supportive relationships.

Primitive or classical marketing theory was mainly due to the transaction and did not pay attention to customer satisfaction. But with competition and saturation of many markets and the continuous changes in the environment and combined population of companies were faced with this fact

that organizations like the past are not facing with a growing economy and emerging markets. Today, every customer has its own special value and now companies fight for to get a larger share of the market and stable or declining. Thus cost of attracting new customers has increased. With the decline of Primitive marketing and the emergence of relationship marketing, Organizations and companies to want that with utilize of relationship marketing strategies create strong links with its customers.

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