

# Analyzing the Main Marketing Strategies Leading to Customer Satisfaction

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**Abstract-** The main aim of this study is to examine the relationship between marketing strategy and customer satisfaction in businesses in Kurdistan. Quantitative method employed to analyze the relationship between marketing strategies and customer satisfaction in Kurdistan. A survey was prepared and adapted from different academic sources to examine the relationship between marketing strategies and customer satisfaction. The researcher attempted to gather data from customers in Erbil, however 100 surveys distributed in supermarkets located in Erbil, but only 79 questionnaires have been completed successfully. The sample size of this study is 79 participants to measure the relationship between marketing strategies and customer satisfaction in Erbil. The findings revealed that by developing and expanding current market and current strategy, it will effect positively and significantly on the level on customer satisfaction. Furthermore the marketing strategy is the key success for all businesses and essential tool to increase level of customer satisfaction. The limitation of this research is few time to collect data for this reason the sample size was small for this research, it is recommended to have bigger sample size for future studies. The study is a contribution to the new business houses to understand their business in much organized way and I is must to have the marketing strategy for a successful business venture.

**Keywords-** Marketing Strategy, Customer Satisfaction, Kurdistan

## 1. Introduction

In this competitive business environment, firms to react to the challenges and market opportunities, they should involve in the marketing strategy process. Moreover, one of the main challenges that business is facing today international competition in the marketplace. While latest studies have created a considerable contribution to the field of marketing strategy, but only few consider the relationship between marketing strategy and customer satisfaction. Therefore, customer satisfaction and marketing strategy have considered very essential themes in the field of academician and businesses. Yet, there are

few studies on the relationship between marketing strategy and customer satisfaction in Kurdistan region of Iraq. The businesses should be aware of customers' needs and expectations even in minor changes in the strategy for example product strategy, it could change in the shape or color or design. Customer satisfaction is the customers' feeling of the fulfillment of desired product or service obtained. To measure customer satisfaction, it could be done by conducting a questionnaire and gathering data to find out the level of customers' satisfaction on certain product or service. Customer satisfaction is very essential that numerous businesses assign great portion of funds and resources to chase and reach the highest level of customer satisfaction [8]. One of the best methods to obtain the highest level of customer satisfaction is that a business uses an effective marketing strategy. Therefore, this study is aimed to find the relationship between marketing strategy and customer satisfaction in businesses located in Kurdistan region of Iraq.

## 2. Literature Review

### 2.1 Concept of Marketing

The idea of marketing has been discussed and assessed frequently meanwhile marketing was perceived as an unmistakable train and field. Numerous definitions of marketing have been stated and debated throughout the years as every scholars and academicians attempts to catch what marketing is and what it intends to them [4]. The advanced idea of marketing considers the customers' needs and desires as the managing soul and concentrates on the providing high quality of products or services that can fulfill those necessities generally adequately [9]. Hence, marketing begins with recognizing purchaser demand and expectations, at that point design of products or service in like manner to offer customers the most extreme fulfillment. While it might appear un-important to begin talking about fundamental of marketing it is critical to build up a typical perspective concerning marketing challenges that match the recent customers' needs and expectation [18]. Marketing is a term that is utilized as a part of different settings and a pattern understanding is fundamental. The assignments they perform go from

marketing observing, and monitoring the market competition through to drafting activity designs and consulting with publicizing offices and statistical surveying firms and the investigation and arrangement of general vital ideas [10].

## 2.2 Marketing Strategy

Marketing can be defined as the art and science of discovering, producing, and transporting value to fulfill the desires of a target market at revenue" [11]. Furthermore, another author defined marketing strategy as a declaration in overall terms of the way that the marketing goals is to be accomplished, for instance competing in a very competitive business environment, by reducing the cost, by improving the quality of the product, or by effective advertisement [3].

Moreover, another academician defined marketing strategy as a considerate the planned circumstances challenging a business is a vital preliminary point in emerging a marketing strategy [16]. Consequently based on the mentioned definitions of marketing strategy by different authors and academicians, it can be declare that a marketing strategy is a development that could permit a business to focus its restricted assets on the highest opportunities to raise revenue and obtain a competitive advantage [17]. A marketing strategy would be focused around the important idea that purchaser satisfaction is the main objective. Satisfaction of needs of the predictions is one the significant marketing objectives [6]. Investigating the value of the service or the product retains and the fundamentals that it contains of will shed light to the aids of the goods that will influence customers' purchasing decision. The awareness of industry products and services and their value similarly influence the customer's assessment of a provider's competitive position [13].

## 2.3 Customer Satisfaction

The meaning of customer satisfaction has been broadly wrangled as associations progressively endeavor to gauge it. Customer satisfaction can be knowledgeable about an assortment of circumstances and associated with the two merchandise and enterprises. It is an exceedingly individual evaluation that is significantly influenced by client desires [7].

Customer satisfaction is characterized by one creator as "the customer's reaction to the assessment of the apparent disparity between earlier desires and the real execution of the item or administration as saw after its utilization" [5] in future considering fulfillment as a general post-buy assessment by the purchaser". A generally acknowledged

meaning of 'fulfillment' is: 'Fulfillment is the customer's satisfaction reaction.

Ref. to [2] Customer satisfaction can be related with sentiments of acknowledgment, satisfaction, alleviation, fervor, and pleasure. Customer satisfaction has been a noteworthy objective for business associations for a long time and that dependable clients add to the organization's gainfulness by spending more on the organization's items and administrations, however caution that one ought to recognize customer satisfaction with administrations and products as they might be affected by various components. Customer satisfaction would thus be able to be comprehended as the aftereffect of a subjective procedure – the client contrasts his thoughts and saw reality [5].

## 2.4 Relationship between Marketing Strategy and Customer Satisfaction

Businesses have since a long time ago utilized concentration bunches as a technique for research to comprehend client prerequisites particularly amid the item advancement organize. This technique empowers the Businesses to investigate the passionate and mental captions in understanding the foundations of consumer loyalty [14]. In a business domain that has turned out to be more focused, organizations must focus on the essentialness of nature of their item and administrations contributions. Customers are currently spoilt for decision by the wide cluster of genuinely comparative items to browse and these powers the makers to make satisfactory levels of item quality or miss out to the opposition [12]. The Customer at that point settles on a decision of the item in light of what will give the most extreme the conveyed esteem [15].

## 3. Statement of the Problem

Effective and efficient of marketing strategy interactions affect purchasers' satisfaction regarding of buying regularly and common visits to markets. This creates the problem of determining the influence of effective and efficient interaction via effective marketing strategy with purchasers, and purchasers' satisfaction in this regard. Today, there are many marketing strategies considered as a new marketing method in Kurdistan, therefore many businesses faces challenges in terms of customers' satisfaction.

## 4. Research Objectives

The main purpose of this study is to investigate the relationship between marketing strategy and customer satisfaction in Kurdistan.

- To Analysis market development and expansion strategy in order to find the effect on customer satisfaction.
- To analyze marketing mix and its influence effect on customer satisfaction
- To analyze marketing strategy importance on customer satisfaction

## 5. Research Questions

1. Does Analysis market development and expansion strategy have positively affected consumers' satisfaction?
2. Does marketing mix have effect on customer satisfaction?
3. Is marketing strategy the main significant issues in customer satisfaction?

## 6. Research Methodology

Quantitative method employed to analyze the relationship between marketing strategies and customer satisfaction in

### 7.1 Frequency Analysis

Kurdistan. A survey was prepared and adapted from different academic sources [1] to examine the relationship between marketing strategies and customer satisfaction. The researcher attempted to gather data from customers in Erbil, however 100 surveys distributed in supermarkets located in Erbil, but only 79 questionnaires have been completed successfully. The sample size of this study is 79 participants to measure the relationship between marketing strategies and customer satisfaction in Erbil. Though the population is quite big in number but it is very difficult to find qualified respondents who can understand the concept and can have the right responses. Though the sample taken is less but still it is the best available sample for this specific condition.

## 7. Findings

After receiving 87 questionnaires from respondents, as mentioned earlier that the researcher set 11 questions concerning the relationship between pricing strategy and customer retention, the researcher was able to find the following results.

**Table 1.** Demographic Variables Description

Parameters		Frequency	Percentage
Gender	Male	60	75.9
	Female	19	24.1
What is your age	20-30	5	6.3
	30-40	14	17.7
	40-50	30	38.0
	50-60	23	29.1
	60+	7	8.9
Marital Status	Single	15	19.0
	Married	45	57.0
	Widowed	6	7.6
	Divorced	9	11.4
	Separated	4	5.1
Education	High School	4	5.1

	Institute	16	20.3
	Bachelor degree	42	53.2
	Master degree	13	16.5
	Doctorate degree	4	5.1
<b>Employment Status</b>	Employed	3	3.8
	Self-employed	7	8.9
	full time student	16	20.3
	Jobless	36	45.6
	Retired	17	21.5

Source: from SPSS

The demographic analysis for this research as found in table -1- that 60 (76%) of participants in this researcher are male and 19 (24%) of participants in this research are female. As I found that most participants participated in this researcher are male. Regarding participants age, I found that 5 (6%) are 20 years old to 30 years old, 14 (18%) are 30 years old to 40 years old, 30 (38%) are 40 years old to 50 years old, 23 (29%) are 50 years old to 60 years old, and only seven (9%) are 60 years old and older, based on my demographic analysis results, I found that the most participants are 40 years old to 50 years old. Regarding participants' marital situation participated in this research, I found that 15 (19%) of participants are single, 45 (57%) of participants are married, 6(8%) of participants are widowed, 9(11%) of

participants are divorced, and 4(5%) of participants are separated. Regarding of participants' academic information and qualification, I found that 4(5%) of participants have high school certificate, 16(20%) of participants have institute certificate, 42(53%) of participants have bachelor certificate, 13(17%) of participants have master certificate, and 4(5%) of participants have doctorate certificate. Regarding of the employment situation of the participants, I found that 3(4%) of participants are employed, 7(9%) of participants are self-employed, 16(20%) of participants are full time students, 36(46%) of participants are jobless and seeking for career, and 17(22%) of participants are jobless and are not seeking for career or they are retired.

**Table 1.** Reliability analysis

Cronbach's Alpha	N of Items
.726	15

The reliability analysis as found in table -2- shows the item reliability, it was found the value of Cronbach Alpha = .726 since this value is greater than .7, as a result all questions used in measuring the relationship between marketing

strategies and customer satisfaction are reliable for this research.

**Table 2.** Items Description

Parameters	Frequency	Percentage
Q1. The marketing strategy considers the key significant in investigating customer satisfaction as resulting in enhancing organizational outcome.	Strongly disagree	2.5
	Disagree	5.1
	Neutral	17.7

	Agree	45	57.0
	Strongly agree	14	17.7
Q2. The marketing strategy has to be match consumers' expectations and needs to increase level of customer satisfaction which resulting in enhancing organizational outcome.	Strongly disagree	3	3.8
	Disagree	6	7.6
	Neutral	17	21.5
	Agree	32	40.5
	Strongly agree	21	26.6
Q3. The necessity of examination the influence of marketing strategy on level of satisfaction	Strongly disagree	4	5.1
	Disagree	5	6.3
	Neutral	12	15.2
	Agree	33	41.8
	Strongly agree	25	31.6
Q4. The development of marketing strategy has a positive influence on the level of satisfaction.	Strongly disagree	4	5.1
	Disagree	5	6.3
	Neutral	12	15.2
	Agree	33	41.8
	Strongly agree	25	31.6
Q5. The products innovation that have significant influence on the level of satisfaction	Strongly disagree	5	6.3
	Disagree	7	8.9
	Neutral	15	19.0
	Agree	35	44.3
	Strongly agree	17	21.5
Q6. The influence of social responsibility and its influence on the level of satisfaction	Strongly disagree	5	6.3
	Disagree	9	11.4
	Neutral	21	26.6
	Agree	27	34.2
	Strongly agree	17	21.5

Q7. The business has regarding their customers' satisfaction or dissatisfaction of their products or services.	Strongly disagree	3	3.8
	Disagree	6	7.6
	Neutral	11	13.9
	Agree	34	43.0
	Strongly agree	25	31.6
Q8. The market assistance in setting product price and service based on customer satisfaction.	Strongly disagree	3	3.8
	Disagree	4	5.1
	Neutral	11	13.9
	Agree	33	41.8
	Strongly agree	28	35.4
Q9. The setting product price and service in attractive method that satisfy current and future customers	Strongly disagree	3	3.8
	Disagree	7	8.9
	Neutral	13	16.5
	Agree	36	45.6
	Strongly agree	20	25.3
Q10. The price flexibility of product and service in attractive method that satisfy current and future customers	Strongly disagree	5	6.3
	Disagree	6	7.6
	Neutral	20	25.3
	Agree	30	38.0
	Strongly agree	18	22.8
Q11. The customer satisfaction regarding of the product quality	Strongly disagree	5	6.3
	Disagree	7	8.9
	Neutral	12	15.2
	Agree	31	39.2
	Strongly agree	24	30.4
Q12. The customer satisfaction regarding of professional marketing skills	Strongly disagree	3	3.8
	Disagree	3	3.8

	Neutral	12	15.2
	Agree	32	40.5
	Strongly agree	29	36.7
Q13. The customer satisfaction with market employee and performance	Strongly disagree	5	6.3
	Disagree	6	7.6
	Neutral	13	16.5
	Agree	35	44.3
	Strongly agree	20	25.3
Q14. The customers' feeling comfortable with the current market	Strongly disagree	4	5.1
	Disagree	14	17.7
	Neutral	43	54.4
	Agree	18	22.8
	Strongly agree	4	5.1
Q15. The customers' overall satisfaction with current marketing strategy in Kurdistan	Strongly disagree	4	5.1
	Disagree	7	8.9
	Neutral	19	24.1
	Agree	36	45.6
	Strongly agree	13	16.5

Source: from SPSS

I found frequency and percentage for each question used to analyze and measure the relationship between marketing strategy and customer satisfaction. I found the following results; question one which explained that marketing strategy considers the key significant in investigating customer satisfaction as resulting in enhancing organizational outcome, I found that 2 (2.5%) of the participants responded as strongly disagree, 4(5.1) of the participants responded as disagree, 14(17.7) of the participants responded as neutral, 45(57) of the participants responded as agree, 14(17.7%) of the participants responded as strongly agree. This clarifies that the most of respondents responded as agree marketing strategy considers the key significant in investigating customer satisfaction as resulting in enhancing organizational outcome. Regarding question two which explained that marketing strategy has to be match consumers'

expectations and needs to increase level of customer satisfaction which resulting in enhancing organizational outcome. I found that 3(3.8%) of participants responded as strongly disagree, 6(7.6%) of participants responded as strongly disagree, 17(21.5%) of participants responded as disagree, 32(40.5%) of participants responded as neutral, 21(26.6%) of participants responded as agree, 4(5.1%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree marketing strategy has to be match consumers' expectations and needs to increase level of customer satisfaction which resulting in enhancing organizational outcome. Regarding question three which explained that the necessity of examination the influence of marketing strategy on level of satisfaction. I found that 4(5.1%) of participants responded as strongly disagree, 5(6.3%) of participants responded as disagree, 12(15.2%) of participants responded as neutral, 33(41.8%)

of participants responded as agree, 25(31.6%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the necessity of examination the influence of marketing strategy on level of satisfaction. Regarding question four which explained that the development of marketing strategy has a positive influence on the level of satisfaction, I found that 4(5.1%) of participants responded as strongly disagree, 5(6.3%) of participants responded as disagree, 12(15.2%) of participants responded as neutral, 33(41.8%) of participants responded as agree, 25(31.6%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the development of marketing strategy has a positive influence on the level of satisfaction. Regarding question five which explained that the products innovation that have significant influence on the level of satisfaction. I found that 5(6.5%) of participants responded as strongly disagree, 7(8.9%) of participants responded as disagree, 15(19%) of participants responded as neutral, 35(44.3%) of participants responded as agree, 17(21.5%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the products innovation that have significant influence on the level of satisfaction. Regarding question six which explained that the influence of social responsibility and its influence on the level of satisfaction. I found that 5(6.3%) of participants responded as strongly disagree, 9(11.4%) of participants responded as disagree, 21(26.6%) of participants responded as neutral, 27(34.2%) of participants responded as agree, 17(21.5%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the influence of social responsibility and its influence on the level of satisfaction. Regarding question seven which explained that the information that business has regarding their customers' satisfaction or dissatisfaction of their products or services. I found that 3(3.8%) of participants responded as strongly disagree, 6(7.6%) of participants responded as disagree, 11(13.9%) of participants responded as neutral, 34(43%) of participants responded as agree, 25(31.6%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the information that business has regarding their customers' satisfaction or dissatisfaction of their products or services. Regarding question eight which explained that the market assistance in setting product price and service based on customer satisfaction, I found that 3(3.8%) of participants responded as strongly disagree, 4(5.1%) of participants responded as disagree, 11(13.9%) of participants responded as neutral, 33(41.8%) of participants responded as agree, 28(35.4%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the market assistance in setting product price and service based on customer satisfaction.

Regarding question nine which explained that the setting product price and service in attractive method that satisfy current and future customers. I found that 3(3.8%) of participants responded as strongly disagree, 7(8.9%) of participants responded as strongly disagree, 13(16.5%) of participants responded as strongly disagree, 36(45.6%) of participants responded as strongly disagree, 20(25.3%) of participants responded as strongly disagree. This clarifies that the most of respondents responded as agree that the setting product price and service in attractive method that satisfy current and future customers. Regarding question ten which explained that the price flexibility of product and service in attractive method that satisfy current and future customers. I found that 5(6.3%) of participants responded as strongly disagree, 6(7.6%) of participants responded as disagree, 20(25.3%) of participants responded as neutral, 30(38%) of participants responded as agree, 18(22.8%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the price flexibility of product and service in attractive method that satisfy current and future customers. Regarding question eleven which explained that the customer satisfaction regarding of the product quality, I found that 5(6.3%) of participants responded as strongly disagree, 7(8.9%) of participants responded as disagree, 12(15.2%) of participants responded as neutral, 31(39.2%) of participants responded as agree, 24(30.4%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the customer satisfaction regarding of the product quality. Regarding question twelve which explained that the customer satisfaction regarding of professional marketing skills, I found that 3(3.8%) of participants responded as strongly disagree, 3(3.8%) of participants responded as disagree, 12(15.2%) of participants responded as neutral, 32(40.5%) of participants responded as agree, 29(36.7%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the customer satisfaction regarding of professional marketing skills. Regarding question thirteen which explained that the customer satisfaction with market employee and performance. I found that 5(6.3%) of participants responded as strongly disagree, 6(7.6%) of participants responded as disagree, 13(16.5%) of participants responded as neutral, 35(44.3%) of participants responded as agree, 20(25.3%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the customer satisfaction with market employee and performance. Regarding question fourteen which explained that the customers' feeling comfortable with the current market. I found that 4(14%) of participants responded as strongly disagree, 14(17.7%) of participants responded as disagree, 43(54.4%) of participants responded as neutral, 18(22.8%) of participants responded as agree, 4(5.1%) of participants responded as

strongly agree. This clarifies that the most of respondents responded as agree that the customers' feeling comfortable with the current market. Regarding question fifteen which explained that the customers' overall satisfaction with current marketing strategy in Kurdistan. I found that 4(5.1%) of participants responded as strongly disagree,

7(8.9%) of participants responded as disagree, 19(24.1%) of participants responded as neutral, 36(45.6%) of participants responded as agree, 13(16.5%) of participants responded as strongly agree. This clarifies that the most of respondents responded as agree that the customers' overall satisfaction with current marketing strategy in Kurdistan.

**Table 3. T-test  
One-Sample Test**

Parameters	Test Value = 3		
	t	df	Sig. (2-tailed)
Q1. The marketing strategy considers the key significant in investigating customer satisfaction as resulting in enhancing organizational outcome.	18.547	78	.000
Q2. The marketing strategy has to be match consumers' expectations and needs to increase level of customer satisfaction which resulting in enhancing organizational outcome.	15.166	78	.000
Q3. The necessity of examination the influence of marketing strategy on level of satisfaction	15.438	78	.000
Q4. The development of marketing strategy has a positive influence on the level of satisfaction.	15.608	78	.000
Q5. The products innovation that have significant influence on the level of satisfaction	13.301	78	.000
Q6. The influence of social responsibility and its influence on the level of satisfaction	11.924	78	.000
Q7. The business has regarding their customers' satisfaction or dissatisfaction of their products or services.	16.144	78	.000
Q8. The market assistance in setting product price and service based on customer satisfaction.	17.337	78	.000
Q9. The setting product price and service in attractive method that satisfy current and future customers	15.326	78	.000
Q10. The price flexibility of product and service in attractive method that satisfy current and future customers	13.058	78	.000
Q11. The customer satisfaction regarding of the product quality	13.651	78	.000
Q12. The customer satisfaction regarding of professional marketing skills	17.781	78	.000
Q13. The customer satisfaction with market employee and performance	13.927	78	.000
Q14. The customers' feeling comfortable with the current market	18.183	78	.000

Q15. The customers' overall satisfaction with current marketing strategy in Kurdistan	13.739	78	.000
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Source: From SPSS

I applied t-test (table-3- ) to measure the significance of each item used to measure the relationship between marketing strategy and customer satisfaction. I found the following results; first question had significant (2-tailed) value = .000, the question explained that the marketing strategy considers the key significant in investigating customer satisfaction as resulting in enhancing organizational outcome. Second question had significant (2-tailed) value = .000, the question explained that the marketing strategy has to be match consumers' expectations and needs to increase level of customer satisfaction which resulting in enhancing organizational outcome. Third question had significant (2-tailed) value = .000, the question explained that the necessity of examination the influence of marketing strategy on level of satisfaction. Fourth question had significant (2-tailed) value = .000, the question explained that the development of marketing strategy has a positive influence on the level of satisfaction. Fifth question had significant (2-tailed) value = .000, the question explained that the products innovation that have significant influence on the level of satisfaction. Sixth question had significant (2-tailed) value = .000, the question explained that the influence of social responsibility and its influence on the level of satisfaction. Seventh question had significant (2-tailed) value = .000, the question explained that the business has regarding their customers' satisfaction or dissatisfaction of their products or services. Eighth question had significant (2-tailed) value = .000, the question explained that the market assistance in setting product price and service based on customer satisfaction. Ninth question had significant (2-tailed) value = .000, the question explained that the setting product price and service in attractive method that satisfy current and future customers. Tenth question had significant (2-tailed) value = .000, the question explained that the price flexibility of product and service in attractive method that satisfy current and future customers. Eleventh question had significant (2-tailed) value = .000, the question explained that the customer satisfaction regarding of the product quality. Twelfth question had significant (2-tailed) value = .000, the question explained that the customer satisfaction regarding of professional marketing skills. Thirteenth question had significant (2-tailed) value = .000, the question explained that the customer satisfaction with market employee and performance. Fourteenth question had significant (2-tailed) value = .000, the question explained that the customers' feeling comfortable with the current market. Fifteenth question had significant (2-tailed) value = .000, the question explained that the customers'

overall satisfaction with current marketing strategy in Kurdistan.

## 8. Conclusion

The main aim of this study is to examine the relationship between marketing strategy and customer satisfaction in businesses in Kurdistan. I set three research questions to be answered, after analyzing the collected data by SPSS, and using descriptive analysis and t-test I have found the following results: first research question which "Does Analysis market development and expansion strategy have positively affected consumers' satisfaction?", I found that the majority of respondents believed that by developing and expanding current market and current strategy , it will effect positively and significantly on the level on customer satisfaction. Second research question which "Does marketing mix have effect on customer satisfaction?" I found that most of respondents believed that the marking mix will have positive and significant influence on the level customer satisfaction, and finally the third research question "is marketing strategy the main significant issues in customer satisfaction?" I found that most of respondents believed that marketing strategy is the key success for all businesses and essential tool to increase level of customer satisfaction. Though such study is done in many aspects of business all around the world but in specific case of Erbil in Kurdistan, it is a new study as this market is new evolving market and companies are not much aware about the upcoming trends of business. The study is a contribution to the new business houses to understand their business in much organized way and I is must to have the marketing strategy for a successful business venture.

## 9. Suggestions and Limitations

According to the findings, I suggest the followings for businesses in Kurdistan to increase level of customer satisfaction: Setting a marketing strategy that match customers' expectation and needs in order to increase the level of satisfaction, Developing current market strategy to enable satisfying customers, Developing existing products and services, The limitation of this research is few time to collect data for this reason the sample size was small for this research, it is recommended to have bigger sample size for future studies.

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