

## BUZZ MARKETING STRATEGIES AND THEIR IMPACT ON REINFORCEMENT CUSTOMER SATISFACTION

Jassim Ali Hassan

Al-Furat Al-Awsat Technical University

Email: ah.jasim@atu.edu.iq

### ABSTRACT

The current study aims to demonstrate the link between buzz marketing strategies and customer satisfaction on a sample of Al-Taif Islamic Bank employees, and the fact that business organizations today, in their quest to satisfy their customers, face many challenges posed by the current market reality, and as a result, they are in urgent need to improve their competitive performance by adopting New Strategies. The analytical descriptive approach was used in the current study, and it came to a number of conclusions, including the following: The ability of an employee to assume responsibility by offering the client the right kind of service and the availability of a suitable work environment were shown to be related to the organization's ability to satisfy its customers. There are also some recommendations, chief among which are: The importance of paying attention to buzz marketing tactics, particularly at senior management levels, by encouraging them to take on responsibility and view their errors as chances to improve customer pleasure.

**Keywords:** buzz marketing strategies, customer satisfaction, Al Taif Islamic Bank.

### 1. INTRODUCTION

Because of the complexity of customer behavior in a postmodern world, the notion of marketing has undergone a significant change in recent years. People are less interested in traditional advertising, and there has been frequent or growing criticism of it. The next stage of marketing was to create substitutes to enhance communication with target customers.

Additionally, new technologies have greatly increased social interaction on the Internet, which has influenced the actors who shape consumer behavior and attitudes. These developments in the Internet, social media on the Internet, and telecommunications technology have expanded the field of marketing for businesses and benefited buzz marketing. One of the coolest things about the internet is how, with the right idea, a brand or business can instantly become famous online. The primary significance of the current study is found in the outcomes it attempts to obtain, which, by offering fresh information on the correlation between the two variables, might have a significant impact on administrative processes.

Learning about the tools and procedures for applying buzz marketing strategies in corporate settings is urgently necessary. The following query can be used to sum up the research problem: What impact do buzz marketing techniques have on client satisfaction? In light of this, buzz marketing strategies can be thought of as a technique or method that was formerly known as "street marketing" and was intended to advertise goods and services in public areas in order to generate "word of mouth" in a focused manner among a large number of consumers to achieve their satisfaction.

## 2. LITERATURE REVIEW

### 2-1 BUZZ MARKETING STRATEGIES

Buzz marketing is a viral marketing strategy that focuses on maximizing the potential for word-of-mouth promotion of a specific campaign or product, whether that be through conversations with customers' close friends and family or more extensive discussions on social media platforms. Buzz marketing is used by businesses to raise awareness through increasing online traffic, sales, and profits (Walters & Anagnostopoulos, 2009:417).

An illustration of buzz marketing would be if a company chose to advertise a product through an occasion based around some sort of deal or gimmick that allowed customers to test the product and encouraged them to share their experiences in everyday or online conversation. (Purwanto, 2023), Astroturfing is a different word for buzz marketing. Early adopters or "influencers" who are eager to promote their product ideas and are proactive in starting conversations about it are typically the ones who create buzz marketing (Mahajan & Vasa, 2022). The opinions of influencers are more readily observed and can have a beneficial impact on sales and product awareness. These people typically have an online presence and a sizable following on social media sites like Facebook and Twitter, and they have power and influence over the follower base. Marketers hope to engage these influencers to generate buzz for their goods (Handini & Dunan, 2021:480). Some marketers go after "connectors" or well-known figures and celebrities who can provide a product instant credibility and visibility. Marketers seeking a large increase in product awareness will search for connectors, hoping to give the public an immediate, pertinent jolt. (Daved, 2007:18).

In light of this, buzz marketing is a contemporary and significant topic. It refers to marketing tactics that use social media and word-of-mouth to spread brand awareness. The buzz marketing technique bases its effectiveness on selecting a select group of loyal, long-term customers to act as though leaders or as a promotional tool for the company's goods (Mahajan, 2021), and following their pick, it is agreed that they will tell others about these goods or services, amplifying the marketing message. Alternatively, they spread information via social media among themselves and potential clients, whether through friends, family, or coworkers in exchange for a reward or some sort of recognition, and do so in a way that increases the perceived value of clients for the businesses' goods and services (Al-Hadrawi & Jawad, 2022).

Additionally, the enormous technological advancements forced marketing managers in banks to adopt contemporary marketing techniques, such as buzz marketing, which uses customers as influencers among other customers by encouraging them to spread the word about the product or service through word-of-mouth or other channels. With the help of a specific incentive or reward, people will spread the word about a good idea, product, or service by starting conversations (Porter, 1980:19)

It can aid in boosting market adoption of the product, which will boost sales as well as market share and openness to new markets. By employing social media or word-of-mouth, which spreads quickly between people, this objective can be accomplished (Le et al., 2022:245), and due to the low cost advantage—or lack thereof—for the marketer, it is possible to reach international customers instead of protected customers and acquire new customers. Next, draw attention to a brand, product, or service by developing a message that will encourage consumers and the media to talk about it. Marketing and this message must be seen as the process of

informing clients about the features of the product in a manner that is appealing, clear, credible, transparent (Sultan & Alhadrawi, 2015).

And straightforward, reinforced by the employment of well-known characters and storylines that are remembered by viewers and can be easily kept at the time when purchasing decisions are being made, as well as appropriate for various target audiences (Kataria & Bhadal, 2020), and that choosing opinion leaders should take into account factors including age, social standing, and academic credentials. When he talks to a friend, neighbor, coworker, or a member of his family about a particular product, he does not add anything of value in an exaggerated way in order to influence his peers, but rather he must be honest because he views the opposing person as a target with regard to information or advice. It is a way to advertise this product without giving the interviewer the impression that he is interested in it, because if the recipient finds out, he loses trust in the interviewer. Since it offers incentives or rewards to people to encourage them to publish information about its product, and frequently bases these incentives on the nature of the products that the organization hopes to market in addition to taking into account the nature of markets and customers, the product and the person lack credibility (Slater & Never, 2004:22), and he specified (Ella & Emil, 2014) have three buzz marketing strategies, namely:

**Noise creation strategy:** Using words that come from the mouth to help amplify and transmit the message that includes details about these products is referred to as "creating advertising hype." It may be possible to use buzz marketing for social networking sites and the Internet in order to attract and motivate customers (Hospos, 2005:65). And making a big deal out of products is a good way to get customers talking about the company and its goods, which will encourage them to swiftly share their opinions with hundreds or even millions of other customers, which suggests the likelihood of the organization using social media for the creation of content for these products and the dissemination of information about their nature and quality, which is a useful tool for generating cash flows by increasing the market share of the product and thereby increasing sales, as well as the uproar encourages innovation, development, and the launch of new products or the introduction of improvements or modifications to exist (Fritz, 2008:10).

**The seeding strategy or the cultivation of ideas:** In order to provide them before competitors, the seeding strategy attempts to establish a first set of target consumers who will be contacted and strive to determine via them the nature of the products required by customers at an early stage of the marketing process (Keller et al., 2012 :103)

and that choosing the initial set of clients wisely is required by the seeding strategy, which is a critical choice for many businesses, particularly at the start of promotional activities. to connect with as many potential customers as possible (Steyer et al., 2007:67).

**The strategy of granting incentives for participation:** In order to encourage people to post content about its product, the organization offers incentives or prizes, and frequently these rewards rely on the types of items that the company is trying to advertise (Carl, 2009: 602), Additionally, it considers the nature of marketplaces and clients throughout the time period. In the latter, communication has evolved into the sharing of marketing content from users, such

as videos, illustrations, flyers, etc. However, it is crucial for the organization to find a balanced level of rewards for work, as the rewards must be appealing enough to motivate people to work as a promotional tool for this good or service, but it is not a great reward to the extent that it encourages people to exaggerate their speech and thereby lacks credibility (Al-Hadrawi & Al-Zulfi, 2022).

Despite the fact that promotional programs with intrinsic motivations are more effective, influencing the recipient, and responsive than those motivated by external rewards and incentives, they also increase social capital (Geddes, 2011: 722).

## 2.2. CUSTOMER SATISFACTION

consumer contentment The word "customer satisfaction" has recently become widely and noticeably popular, especially in light of the oversaturation and rise in the number of corporate organizations operating in the same field, especially with the expansion of global and international marketplaces (Ginting et al., 2023:330), and with the growth in the production of commodities, both in volume and rate, as well as in the demand for goods and services, each company is required to keep track of its clientele because they are the most crucial component and the ultimate aim of their efforts, as they are the main factor ensuring their continuity, success, and ability to gain a competitive advantage (Al-Hadrawi et al., 2022).

Customer satisfaction is one of the most important modern commercial ideas that aims to satisfy customers' wants and expectations, reply to all of their queries, and fulfill their needs on schedule, in accordance with the necessary specifications, and under the given conditions (Nasser & Al-Hadrawi, 2023), in a way that guarantees their continuous business with them, increases sales, and so secures a rise in material profits (Ilham et al., 2023:188). The concept of customer satisfaction is exemplified by the efforts made by various business enterprises to gain consumer satisfaction through the provision of material productive goods or significant services in accordance with standards appropriate to their requirements and needs, and the prevention of their acquisition by rival businesses through the sale of goods at fair prices with comparable features. It is of acceptable quality and delivered without delay at the periods agreed upon by the buyer and seller (Mainardes et al., 2023).

Customer satisfaction is regarded as one of the marketing principles that gauges how closely goods and services adhere to client expectations with regard to things like pricing, quantity, and the dates of arrival and distribution in the market. It makes its clients happy (Eckert et al., 2022:596). The customer is the organization's primary user, and he makes decisions based on internal elements like personality, beliefs, styles, motives, and memory as well as external factors like resources, family influences, preference groups, and friend influences (Gunawan, 2022:37).

Customers might include people or organizations, whether they are from rural or urban areas or come from different societal groups. There are numerous definitions that address customers (Vukmir, 2006:9) describes it as a person who looks for a good or service and buys it for themselves or their families (Al-Hadrawi & Jawad, 2022).

Whereas (Barsky & Labagh, 1992:34) defines the customer as the person who purchases the goods or services with the intention of meeting his or her material and psychological needs, or those of his or her family members, for personal consumption or for others, in a rational way of

buying and consuming. The customer is also known as the average person or the legal entity that purchases goods and services from the market in order to meet its needs and requirements, which are met by obtaining them.

Whereas (Hill et al., 2003) A client is defined as an internal or external person who purchases a product from an organization's industrial, consumer, or internal market to satisfy his or her own needs and desires as well as the needs and wishes of his or her family.

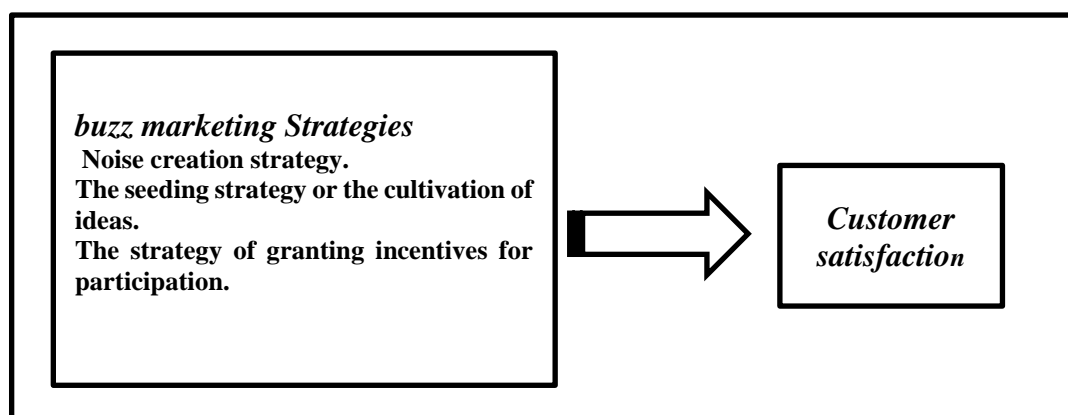
There are two different kinds of customers: the external client, who centers all operations and endeavors around gratifying his desires and encouraging him to purchase the good or service offered by the firm. The work is not done (Alzoubi et al., 2022:173). The study hypotheses can be formulated as follows:

Main Hypothesis (H): There is no statistically significant effect relationship of the independent variable (pretentious marketing strategies) on the dependent variable (customer satisfaction).

The following sub-hypotheses emerge from it:

Sub-hypothesis (H1): There is no statistically significant effect relationship between noise creation strategy and customer satisfaction. Sub-hypothesis (H2): There is no statistically significant effect relationship between the strategy of implanting or refining ideas and customer satisfaction and the sub-hypothesis.

Sub-hypothesis (H3): There is no statistically significant effect relationship between the strategy of granting incentives for participation and customer satisfaction. Based on the above study hypotheses, the hypothetical scheme was formulated:



**FIGURE (1) SCHEME OF THE HYPOTHETICAL STUDY**

### **3. DATA AND METHOD**

The necessary information was gathered by conducting an exploratory approach on a group of Al-Taif Islamic Bank employees in the Iraqi province of Al-Najaf. A questionnaire was used to gather data from the study sample, which comprises (69) participants out of the study sample's total of (77), and a number of statistical tests were used during the statistical analysis procedure.

The study questionnaire was divided into three sections: the first section asked for the sample's personal information, and the second section measured the buzz marketing techniques variable using a scale created by (Ella & Emil, 2014) It included (15) elements split across three techniques, Following the first five questions, which measured the strategy of making noise,

the next five questions measured the strategy of sowing or cultivating ideas, the next five questions measured the strategy of providing incentives to participate, and the final three questions measured the variable of customer satisfaction and the scale. (Got, & Sharaf Al-Din, 2021), This comprises of ten questions, and the paragraphs were evaluated using a five-point Likert scale. The responses were given in the following order: totally agree, agree, neutral, disagree, strongly disagree.

### 4. RESULTS

**Testing the main hypothesis (H):** The results of evaluating the structural model of this hypothesis are summarized in Table 1 and show that there is no statistically significant relationship between the independent variable (buzz marketing strategies) and the dependent variable(customer satisfaction). This hypothesis was tested using the structural model shown in Figure (2).

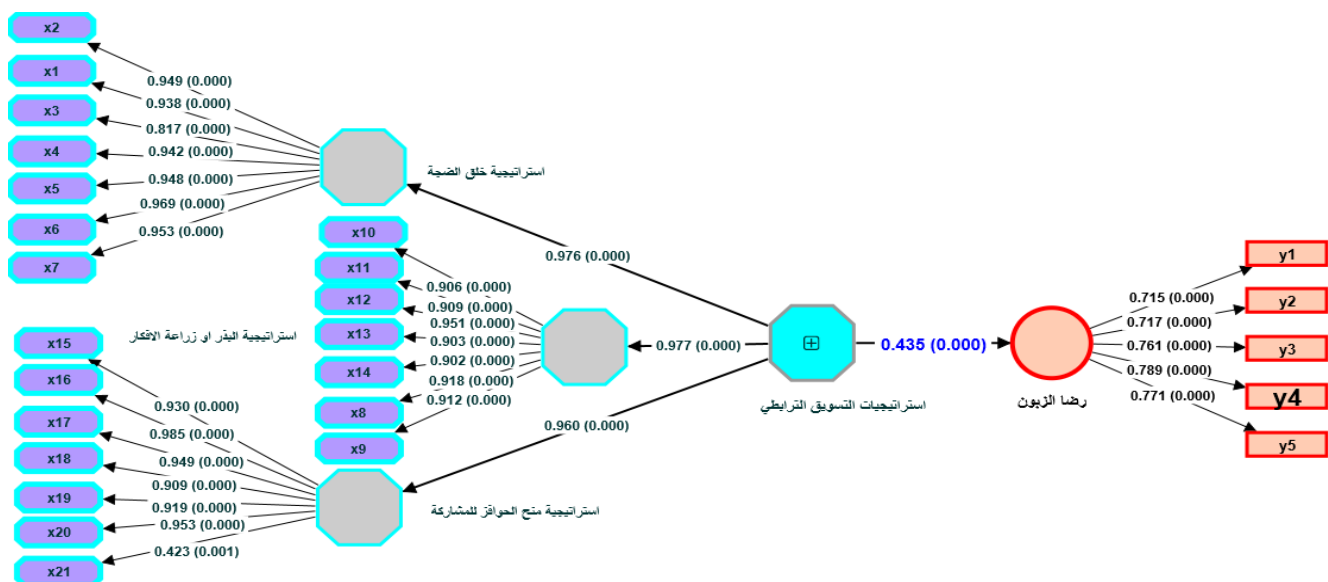


FIGURE (2) STRUCTURAL MODEL FOR TESTING THE MAIN HYPOTHESIS

TABLE (1) THE RESULTS OF EVALUATING THE MAIN HYPOTHESIS MODEL

R <sup>2</sup>	coefficient of determination R <sup>2</sup>	f <sup>2</sup>	RESULT	p Value	t Value	standard deviation	MEAN	VIF	track	HYPOTHESE
0.182	0.189	0.234	Accept the alternative hypothesis	0.000	5.571	0.078	0.435	1	<b>buzz marketing Strategies</b>	H2

The results of evaluating the structural model of the main hypothesis are shown in Table 1. It was determined that the alternative hypothesis was accepted because the coefficient of the path (effect) reached (0.435), which is significant when the value of (t) exceeds (1.96) and the value of (P) does not exceed (0.050) per the rule (Hair et al., 2017).

The modified coefficient of determination values were also (0.182), which means that the variable (buzz marketing strategies) was able to explain the dependent variable (customer satisfaction) with a percentage of (0.182), with other factors not covered by the study accounting for the remaining percentage.

On the basis of the above result, the hypothesis will be accepted, which states: (There is a significant effect relationship of the independent variable (buzz marketing strategies) on the dependent variable (customer satisfaction)).

**Sub-hypothesis (H1):** The technique for creating noise and customer pleasure have no discernible link.

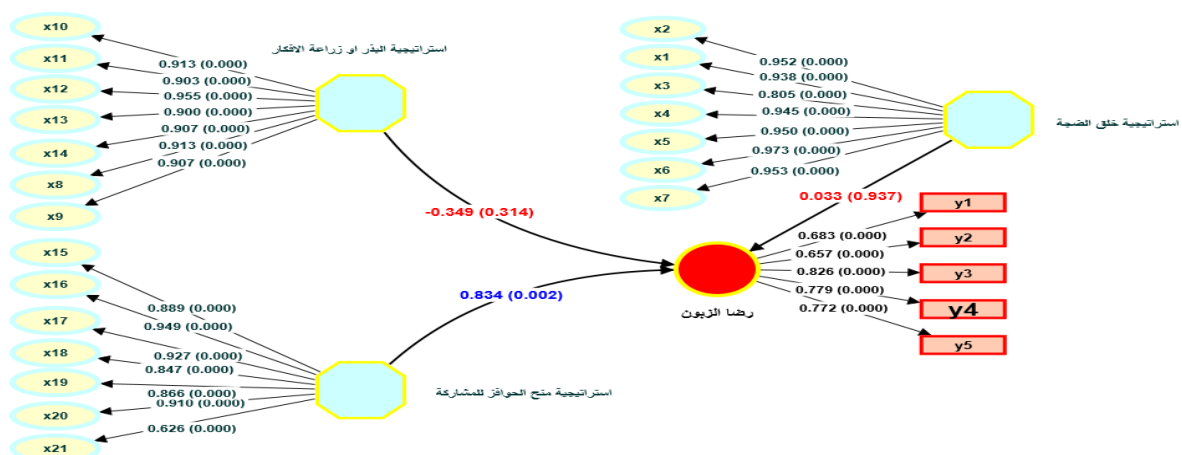
There is no statistically significant association between the noise generating approach component and customer happiness, as shown by Figure (3) and Table (2) The alternative hypothesis must be rejected because the value of the effect coefficient between them was (0.033) at a non-significant level (0.937).

**Sub-hypothesis (H2):** The strategy of sowing or growing ideas and customer pleasure have no discernible relationship.

Since the value of the effect coefficient between them reached (-0.349) at a significant level (0.314), Figure (3) and Table (2) demonstrate that there is no significant relationship between the strategy of sowing or cultivating ideas and customer satisfaction, and this necessitates rejecting the alternative hypothesis.

**Sub-hypothesis (H3):** The strategy of offering incentives for involvement and customer pleasure have no discernible relationship.

The association between the method of offering incentives for involvement and customer happiness is strong, as shown by Figure (3) and Table (2) Since the impact coefficient between them reached (0.834) at a significant level (0.002), the alternative hypothesis should be accepted.



**FIGURE (3) STRUCTURAL MODEL FOR TESTING SUB-HYPOTHESES OF THE MAIN HYPOTHESIS**

TABLE (2) RESULTS OF EVALUATING THE SUB-HYPOTHESIS MODEL OF THE MAIN HYPOTHESIS

R <sup>2</sup>	The coefficient of determination R <sup>2</sup>	f <sup>2</sup>	Result	p Value	t Value	standard deviation	path parameter	VIF	
0.325	0.344	0.000	reject the alternative hypothesis	0.937	0.079	0.416	0.033	1	Hype creation strategy - customer satisfaction
		0.017	reject the alternative hypothesis	0.314	1.007	0.347	0.349-	1	Sowing strategy or planting ideas - customer satisfaction
		0.260	Accept the alternative hypothesis	0.002	3.131	0.266	0.834	1	The strategy of granting incentives for participation - customer satisfaction

The structural model for the sub-hypotheses of the main hypothesis was evaluated, and the results are shown in Table (2) According to the rule, the path coefficients for the first and second sub-hypotheses are significant when the value of (t) exceeds 1.96 and the value of (P) does not exceed (0.05) (Hair et al. ., 2017), While the alternative hypotheses for the hypothesis (H1, H2) are obviously rejected and the alternative hypothesis (H3) is accepted, the path coefficient for the hypothesis (H1, H2) is not significant. The findings also revealed that the updated determination coefficient values totaled (0.325). This shows that the independent variable's (buzz marketing methods) dimensions could account for (0.325) of the dependent variable's (customer happiness) variance, with the remaining proportion being explained by other variables not included in the study.

On the basis of the above results, the sub-hypotheses (H1, H2) that state:

(H1) There is a significant effect relationship between noise generation strategy and customer satisfaction.

H2) There is a significant effect relationship between the strategy of seeding or cultivating ideas and customer satisfaction.

and accepting hypothesis 3h) which states:

H3) There is a significant effect relationship between the strategy of granting incentives for participation and customer satisfaction.

## 5. CONCLUSIONS AND DISCUSSION

The current study has demonstrated that buzz marketing techniques are one of the crucial subjects for any businesses dealing with a shifting competitive landscape. Customer happiness has risen to the top of the list of objectives for many businesses. should put additional measures in place to reduce the threat of extinction.

Additionally, the idea of buzz marketing methods did not grow on its own but rather as a result of numerous administrative and intellectual advancements. It came out that the availability of a suitable workplace and a worker with the necessary skills and aptitude to take on the responsibility of serving the customer in a suitable manner are related to the customer's



happiness with the firm. As a result, it's important to pay attention to buzz marketing methods, especially at the upper administrative levels, by enlisting their help in accepting responsibility and viewing their errors as chances to improve customer satisfaction.

In order to enable employees to realize their capabilities and skills in controlling work methods, which supports their sense of competence and ability to develop work and supports their skills and capabilities in performing their work toward applying marketing strategies, organizations should reevaluate the traditional organizational structures and try to replace them with modern structures that tend to be more horizontal than hierarchical. Additionally, senior management must use fresh approaches that enable ideas to be shared between the superior and the report, fostering a sense of competence, the capacity to have an impact on work, and the embodiment of cumulative experience necessary to meet organizational objectives.

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