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Simulation Model for Commercial Success of Customer Behaviour

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Abstract

The commercial success of customer behavior and characteristics must be outweighed by the appropriate strategic planning. One of the most important criteria for the sustainability of a company is to minimize possibilities for making an incorrect decision. In addition, high importance shows the correct quantitatively dissemination of company resources with a vision of potential development.

In this research approach there is an effort to design a dynamic simulation model. This model has been designed to minimize chances for receiving an incorrect decision, as well as the determination of channelling company resources at the right time in the right quantity creating in this way the proportional feedback resources for an organisation.

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1. Introduction

In a global environment of intense competition and continuous change, companies need to focus on improving the level of their services and enhance the satisfaction of their customers in order to stay competitive and achieve long-term survival Chatzoglou et al. (2014). The reduced financial flexibility in the overall environment of markets appears as one of the major factors reducing consumer purchasing mobility. The concept of consumer behavior involves special attention especially at a time when the corporate economies showing signs of a recession. One of

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the essential requirements for companies to achieve successfully their survival, their performance and growth during crisis period is changes in their marketing strategy Notta and Vlachvei (2014).

Therefore high importance displays the process of decision-making by a group. This group can be framed within as an emerging business model or be framed within a clearly recognized company with years of experience in the successful development of relations with its customers, being a veteran with consumption habits. In each case the relevant decision-making must be outweighed by a strategic planning process, so that the level of a wrong risk can be reduced on a regular basis. Additionally Strategic Planning is a process which may be followed by an organization of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy Mott Linn (2008).

In this research process we try to analyse and model factors which may be directly influence consumer behavior for a product of a company, whether these factors are endogenous (emerging issues within an organization) or external (emerging issues outside the organization). The analysis has to be carried out at an internal level as well as an external level to identify all possibilities and threats of the external environment as well as the strengths and weaknesses of the organizations Nasiopoulos et al. (2013). Identifying factors, fall within the overall strategic planning process. The determination of factors would be a starting point for adopting practices and methods which reduce the negative influence of these factors contributing to sustainable development of the organization. The creation of a strategy aimed at developing a positive behavior of consumer toward a company, requires an analogue determination as well as the modeling of processes require the definition of the central axes.

In the context of this research it is necessary to determine the axes which are operating as a cornerstone for modelling the commercial success of the consumer behavior. The Company's Resources (economic resources, technological equipment, human resources) and the Customer Behavior and Characteristics are the main corridors. However, a high-level analysis of consumer behavior is focused on motivation as well as the characteristics that may have been the behavior of a consumer. Below this section, are described in more detail each of them within the framework of the effort, planning a strategic process that performs the maximum in bilateral relationship between consumer and company.

2. Human Resources as an Influencer Factor

The management of human resources with the correct communication and efficient manner possibly could be a decisive factor in the overall picture showing employees of the company to the consuming public. Providing opportunities for human resources for continuing vocational training as well as the interpersonal communication between the upper management levels and the staff could improve the satisfaction level of employees. The continuous recognition of the given effort of employees is in the order of the determinant. A "pat on the back" in the most cases reinforces the employee's confidence.

These variables could serve as signs of growth to determine high level improvement of employees job satisfaction. In addition, the establishment of a mechanism of measuring satisfaction of employees could operate as a feedback to the leaders of the organization. A key consideration, and a separate path of employees development, is to understand how leadership drives results and how the latter can be appraised and fed back to the organization Sakas and Kutsikos (2013), Markaki et al. (2014), Sakas et al. (2014). A successful strategy development of satisfaction of employees would result in better customer service, a decisive point for the total configuration of consumer behaviour.

3. Technology and Organisation's Knowledge Management

In the framework of growth and analysis of this axis is probationary to examine the concept of common interest and diffusion one of the most important resources that an organization holds, the manageable information. The environments of new technologies and communications are a barometer for sharing information and knowledge that is useful for the achievement of the objectives of a company. In advanced industrial economies, small and medium-size enterprises have developed much of the innovative and cutting-edge technology Sakas et al. (2013). The dissemination of information and the management of it, at an appropriate time with the appropriate tools, could be an important factor for studying the characteristics of customer behavior.

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