# An Overview about the Mercedes Benz's Existing Branding Strategies: A Comparison between Moroccan and Turkish Consumers

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* This Study is derived from Zineb IDDOUTE's Master Thesis Study " Analysis of Impacts of Branding Strategies on Consumers and Non-Consumers Behaviors: The Case of Mercedes Benz,

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*Abstract:* **Branding strategies refers to the ways businesses advertise their products to a specific market segment of a specific target market. Therefore, branding strategies have a direct relationship with consumer buying behaviors along with significant connection to non-consumer behaviors as well. The primary objective of the study is to understand and analyze the impacts of branding strategies on consumer and non-consumer buying behaviors as a case study for Mercedes Benz. Mercedes-Benz is an international segment of the German automaker Daimler AG that produces premium vehicles, buses, coaches, and trucks under the Mercedes-Benz label. The study conducted a short survey for the Mercedes-Benz users in Morocco and Turkey to measure the level of their attachment to the brand and used primary data. The study findings revealed that attachment to the brand is higher in Turkey than it is in Morocco, and the company performs better in the Turkish market except for the consumers' dissatisfaction with the price range that the company offers. However, this may be due to the difference in the exchange rate parities in Morrocco and Turkey.**

*Keywords:* **Branding, consumer buying behavior, customer satisfaction, customer loyalty.**

## 1. INTRODUCTION

Branding strategies refers to the ways businesses advertise their products to a specific market segment of a specific target market. Branding strategies have a direct relationship with consumer buying behavior along with a significant connection with non-consumer behavior as well. Human perceptions of appeal and similarity are shaped by brand awareness. Brands become investments when they cultivate satisfied consumers and continuous revenues (Samoggia et al., 2020).

The saturation in each sector is increasing and numerous local, national, and international companies are operating in each industry. Therefore, companies have to face serious competition and the only key to success is to target their customer preferences and their product quality. Companies could never understand their customer needs unless they have significant communication with their customers (Yu et al., 2018). The brands could not walk door to door to their customers to ask them about their preferences. The best method for them is to have innovative and attractive branding strategies. It allows companies to attract their target customers towards their products and services. Moreover, the customers could give their feedback about such products and services and the companies could understand their consumer preferences in this context (Yu et al., 2018).

The primary function of a label is to provide the corporation with individuality for its goods, with authenticity characterized as the collection of suggested characteristics that create the business desirable by the designated destination. Since it is an intrinsic managerial instrument, which should be utilized thoughtfully to accomplish the preferred strategic goals, the individuality must be easy and understandable (Beldad&Hegner, 2018). Furthermore, the label gives the

business the ability to differentiate itself and gain a benefit over rivals. The brand's following role is to provide constitutional immunity to the corporation. Intellectual property privileges safeguard the brand from being used by another business (Beldad&Hegner, 2018).

Owing to globalization and enhanced compression throughout every sector, contest among businesses in each sector all over the world has advanced. Various regional and worldwide businesses are a portion of each sector around the world, and they are all striving for superior and boosted results. Branding is essential in this regard because invention and technical progression are essential for any corporation to be effective in its intended marketplace (Theurer et al., 2016). No organization could implement sophisticated technology into its company operations unless its marketing is welcoming and supportive. The major aim of the study is to understand the impacts of various branding strategies on consumer and non-consumer behavior taking Mercedes Benz as a case.

Therefore, the major problem under consideration in this study is to understand the role and impact of branding strategies on Mercedes's consumer behavior along with the non-consumer behavior collectively. For instance, Mercedes-Benz has created labeled hashtags that can be communicated across social networking sites, like # MBPhotoPass, to enable brand ambassadors, reporters, and squad members to collate healthy and natural subscriber material for their accounts (*mediaTUM - Media and Publication Server*, n.d.). Second section will deliver a brief summary of the branding strategies. Mercedes Benz's existing branding strategies for consumers and non comsumers of the brand will be given in the third section, and in the fourth section data findings will be shared. The final conclusion will be shared in the fifth section of the study.

## 2. A BRIEF SUMMARY OF BRANDING STRATEGIES

A famous commodity by an intended audience could reshape a company. As customers are becoming better informed, companies need to become more decisive in their advertising initiatives to maintain that their goods and facilities are in elevated consumption. There is no such thing as yet another advertising strategy. The advertising agency must label the goods and facilities in a way that coincides with the company's beliefs and resounds with the shoppers (Boisvert&Ashill, 2018).

Companies around the world use various branding strategies for promoting and advertising their products and services. The study targets some of the most significant and the most prominent branding strategies in this context. Line extension branding strategy is the most significant technique in this context. The line extension label development approach entails developing new goods in reaction to customer demands. An instance might help to illustrate a deeper examination of the line extension approach (Boisvert&Ashill, 2018). With the update of the six, Apple debuted the iPhone Plus for its first time. The iPhone Plus was created to meet the needs of customers who wanted a bigger display. Consumers could now use their iPhones in the manner that best satisfies them. This strategic plan advantages Apple since it attracts customers who might have regarded purchasing from one of Apple's rivals. Rather than dropping those prospective consumers, Apple has discovered a lucrative manner to satisfy them (Boisvert&Ashill, 2018).

Another important strategy, in this case, is the brand extension strategy. After combining the trademark in a relevant area, brand extension strategy entails the emergence of a novel product in a marketplace. Hershey Foods Inc. employs this marketing plan (Cassia &Magno, 2019). They create Twizzlers, even though Twizzlers have performed well in comforting the industry for crunchy sweets treats, Twizzler Nibbles may find a novel customer base. Starbucks, for instance, initiated k-cups for coffee consumers who want to experience the joys of Starbucks' gourmet coffee at their residence or the workplace.

The new brand approach is another significant technique in this case. When a company develops an innovative product to go along with a particular model, this is referred to as a new brand strategy. The innovative marketing plan has been the most expensive because launching a novel product incurs expenses like marketing, salespersons, production costs, and so forth. Frito Lay has formed a variety of salty snacks under various label identities, such as Doritos and Cheetos (Cassia &Magno, 2019). Even though this is the most expensive label strategic approach, it could yield the most advantages if executed accurately. The organization would be capable of capturing a customer base by meeting multiple sides of the continuum if you introduce completely new products in the market (Cassia &Magno, 2019).

Flanker branding strategy is another significant approach in this context. Flanker brand strategy is the positioning of an innovative product or sub-brand at the extremes of the continuum in an attempt to grasp innovative business sections. Apple, for instance, introduced the iPhone 8 alongside the iPhone X. Users could argue that the iPhone X was launched solely to commemorate Apple's 10th anniversary. Experts, on the other hand, respectfully disagree! Companies, in their opinion and encounter, do not make such large judgments except they are lucrative. The iPhone X also functioned as a high-end Flanker commodity (Kolotouchkina&Seisdedos, 2017).

Fighter brand strategy is another significant method under consideration. Whenever a company develops an innovative product to take customer base from another, this is known as a fighter brand strategy. Typically, combatant products are not formed to reach customers, but rather to focus on contenders (Kolotouchkina&Seisdedos, 2017). Squirt, for instance, was a Grapefruit fizzy drink possessed by Dr. Pepper that was initiated without contest in 1938. Soon after, Coca-Cola saw an ability to thrive with the fresh citrusy fizzy drink Squirt and agreed to generate Citra in an attempt to generate competitive advantage (Kolotouchkina&Seisdedos, 2017).

In the same manner, another significant branding strategy is the private-label branding strategy. To achieve a competitive advantage in retail outlets, effective department stores could employ a private-label marketing strategy. Grocery stores like Kroger, for instance, generate premium product choices for particular food products. Company name branding and individual branding are famous among business communities as well (Lu et al., 2020). Well-known manufacturers capitalize on the prominence of their product names to increase product awareness. Buyers usually associate emblems, mottos, wrapping, or colors with the company overall. Companies such as Coca, Tylenol, and Porsche, for example, depend on corporation title marketing to participate their consumers (Lu et al., 2020). Large corporations with a wide range of well-known goods may choose an independent advertising strategy in which each commodity is given its brand image. Apple, for instance, is the parent organization but uses a personal advertising strategy to advertise its multiple products including Mac, iPhone, and iPad (Lu et al., 2020).

Similarly, attitude branding is another important branding technique in this case. Often a corporation will advertise its product lines and represent its enterprise by relying on a general impression or perception. This advertising strategy draws the company to existence by promoting a greater impression to establish an intimate attachment between the product and its clients (Theurer et al., 2016). Nike, for example, uses attitude marketing not just to advertise sports footwear, and to encourage a wholesome way of living consistent with its egregious motto ", "just do it."

## 3. MERCEDES BENZ'S EXISTING BRANDING STRATEGIES FOR CONSUMER AND NON COMSUMERS OF THE BRAND

### 3.1. Mercedes Benz's Existing Branding Strategies for the Consumers of the Brand

### 3.1.1. Attachment to the Brand

Fournier (1994) proposed brand attachment as one of the six relevant dimensions in a relationship between the consumer and the brand. Indeed, marketing research pays attention to the emotional attachment of the brand and supports all investigations on this subject (Thomson et al., 2005). There are a various number of variables that explain the brand attachment which can be regrouped in two categories:

- The "relational" variables: those factors describe the consumer's relationship with the brand (satisfaction, trust the brand, nostalgic connection, and brand image,

- The "traditional" variables have a relation with the product (product category, involvement on the product category, and the origin of the brand (Webster, 1992).

Attachment is more about the emotional connection between the consumer and the brand and it should also be distinguished from the trust. Trusting a brand comes down to giving it qualities that allow consumers to deal with uncertainty. We can trust the tax guide published each year by the monthly Le Particulier without feeling any attachment to this magazine. The determinants of trust are perceived with credibility, integrity, and innovation (Thomson et al., 2005). While brand attachment is defined by the emotional connection between consumers and brands. A customer becomes attached to a brand when the product responds to his emotions, including affection and passion.

### 3.1.2. Customer Loyalty

Before analyzing the loyalty strategies that can be implemented by Mercedes Benz, it is necessary to ask why a customer is loyal to a brand. According to Kotler, this is because he perceives "the superior value of the company's offer compared to its competitors". With the development of new technologies, consumers now have tools which they can compare companies.

They can therefore easily choose the offer that they believe has the most value. This value can be assessed using several criteria, but some are more important than others (Hou & Shen, 2019). Moreover, if the company can meet customers' expectations, then they will be satisfied. This will condition the probability of customer loyalty (Hou & Shen, 2019). In their book Marketing Management, Kotler and Dubois recognize that loyalty implies high satisfaction of products that the brand offers. However, a feeling of dissatisfaction will undoubtedly prevent loyalty if the company does not take this dissatisfaction into account. For example, a complaint must be resolved by the after-sales service. Of the customers who file a complaint, between 54 and 70% of them will buy from the company again if their issue has been resolved. This percentage goes up to 95% if this problem has been resolved quickly (Hou & Shen, 2019). In addition, a customer who has experienced an efficient after-sales service will talk about it to more or less five people around him, while if his problem has not been solved (or too slowly), he will talk about it to about eleven people. Satisfaction is therefore the basis of loyalty without necessarily guaranteeing the loyalty of all customers (Hou & Shen, 2019).

Customer loyalty is the action where a customer repeats business with a company due to a beneficial transaction between the two parties. In the branding strategy, customer loyalty is important, in fact, it is a way for the company to obtain and gain more customers. Due to the positive experience, the customer can either purchase another product of the company or he can defend the quality of the brand and talk about it with his friends and family, this way the customer is promoting the brand because of the positive experience.

In general customer loyalty make the company more credible due to the trust of the customer, in fact having loyal customers can attract more benefits to the company because the customer who is used to the brand tends to spend more than a first-time customer. It is also known that a company spends less by retaining a loyal customer than looking for a new one (Marzo-Navarro et al., 2019). Commitment isn't just an attitude of purchase but is an investment in a long-term relationship based on some fundamental elements like satisfaction, one of the foundations on which the loyalty relationship will be built (Marzo-Navarro et al., 2019). The company must continue to engage and develop the relationship to solicit the customer's participation in the production of the service.

Trust, as the second element of loyalty, is an essential ingredient for the success of the relationship established between the company and the client or for "B to B". It is essential for the initiation of a long-term relationship (Marzo-Navarro et al., 2019). This trust is the development of an attitude of the affective component of the recipient of services. It stems from a positive satisfaction with a service (Marzo-Navarro et al., 2019).

As the third element of loyalty, communication allows the company to communicate with its customers in order to obtain information about their needs and listen to them, and also to deliver various advantages about its products and services. The mission of the company is not only to sell its products. This is how it will be able to accumulate a lot of information about them by identifying their needs in order to offer a product with high quality and adequately with the costumer's expectations to obtain their satisfaction and their loyalty.

### 3.1.3. Customer Satisfaction

Customer satisfaction is defined as the post-evaluation of an experience, which consists of an overall evaluation of the services received from the company (Caruana et al., 2000). Kotler (1991) further clarifies this definition and insists on the fact that satisfaction is the evaluation of the service received concerning the expectations set at the outset. Customer satisfaction or dissatisfaction is therefore based on positive or negative experiences with a company (Caruana et al., 2000). In short, satisfaction is a positive response following a consumption experience and dissatisfaction is a negative response.

Post-purchase satisfaction is one of the most important processes in the field of consumer behavior. This is why the relationship between customer satisfaction and the quality of services has received special attention in the literature in recent years (Caruana et al., 2000). Dick and Basu (1994), Anderson and Fornell (1994), Lacobucci et al. (1995), and Rust

and Oliver (1994) agree in asserting that the quality of services is a primordial dimension of satisfaction and that the quality of services is an antecedent of satisfaction.

**3.2. Mercedes Benz's Existing Branding Strategies for the Non-Consumers of the Brand**

**3.2.1. Consumer Goal Structures and Reference Points**

For any company having loyal customers is a primordial thing but also trying to attract non-consumers is important. There are many strategies to create the intention of purchasing among non-consumers. First and foremost, ensure that your product has the best component. because on the off chance that you furnish excellent items with the greatest amount, your non-customer will begin purchasing your product.

Second building a solid distribution channel can be exceptionally useful for an organization. Everybody needs quick conveyance and effectively accessible products, in light of this reason non-purchaser likewise need something very similar.

Third Promoting is a key to advertise items or administrations as it assists with making mindfulness among shoppers. As referenced by (Ariffin et al., 2010), publicizing gets one of the best approaches to help attention to items and administrations promoted. Given this methodology, publicizing has the capacity to raise purchasers' sharpness on the labor and products advertised. Alongside that Naidoo (2011), additionally concurs that publicizing can persuade or impact buyers' psyche in settling on choices to gain the labor and products advertised. Mindfulness on items and administrations assumes a significant part in accomplishing the objective of a business. This matter is fundamental as there are countless labor and products offered to customers. In view of (Ariffin et al., 2010), mindfulness will direct purchasers' decisions among the enormous choice of items offered to them. In association with that, promoting will be a significant instrument to advertisers to make their items and administrations apparent in a broad market scene.

Also, free or limited items can bring new customers through your entryways. For instance, you can offer a discount for first-time clients – perhaps they get 10% off on their first buy (Ariffin et al., 2010).

**3.2.2. Strategies for Purchase Intention**

The purchase intention can be defined as the ability of a customer to buy a product or service, which is an important element of marketing because marketing based on purchase intentions as a measurement leads to the increase in the return on investment in terms of marketing activities. Having an idea or an exact measure of the intentions of a customer can help design the marketing activities in ways that they reach the target audience and produce the desired results that are greater customer involvement and higher return on investment. This happens because of the absence of the need for the creation of awareness about a product or service rendered by a brand in the consumer's mind before promoting it. Purchase intentions as a measurement may be predicted or recorded based on the behavior data or the interaction database, captured explicitly when the customer tries to purchase a product or service and the transaction gets aborted or the purchase doesn't happen.

To create the intention of purchase two major approaches must be understood by the brand: (1) the means-end approach and (2) the behavior of customers.

Consumers buy a product or service to satisfy their needs. The purchase decision is based on the characteristics of the product but also on the nature of the customer's need. For example, one person can buy a car from Mercedes Benz for its comfort and move around peacefully while another individual wants to acquire this car because it is a luxury item and therefore to differentiate himself in his group. Both consumers buy the same feature, but use it for two different purposes (comfort vs. differentiation).

The Means-End approach is based on this observation. It consists of building a range of products or services based on the potential benefits provided by the commercial offer. To carry out this research, a relationship between the customer and the product must be created by (Ariffin et al., 2010):

- Product attributes: characteristics and functionalities that the article brings to customers,

- Customer benefits: the real benefits consumers get from using the product,

- Customer value: the characteristics of the target that determine their interest in this product (financial, social, physical, psychological characteristics, etc.).

On the other hand, the behavior and attitude of consumers towards a brand provides valuable insight into how these individuals feel about the brand in question. There are various research methods to analyze customer needs and gather information about prospect expectations. For instance, top-of-mind market research is used to identify associations of ideas that are made by prospects or customers when they think of a brand, product, or service (Reynolds & Olson, 2013). Trademark categories analysis, furthermore, involves identifying groups of similar or different brands within an item category by interviewing consumers. Companies can thus identify the attributes that motivate the purchase of a particular consumer (price, design, function). Understanding the context in which a product or service is used is essential as well in marketing. It is by collecting information on the use environment (place, time) and the objective of use (relaxation, work, health, etc.) of a product that companies will be able to increase the efficiency of their marketing and their advertising messages (Reynolds & Olson, 2013).

# 4. SUMMARY DATA FINDINGS

## 4.1. Sample Size and Background of the Respondents

110 (54.7%) out of 200 respondents are from Morocco while the rest 90 respondents (45.3%) are from Turkey. 122 respondents (61.2%) own a car while 94 of the respondents (47.3%) are also Mercedes Benz owners. In sum, 106 respondents (52.7%) do not own a Mercedes while 78 of those respondents (38.8%) even have no car.

Regarding consumer preferences, 97 respondents (48.3%) like Mercedes for its luxury design. Likewise, those 63 respondents (31.3%) like it for the comfort level it has. Moreover, 38 respondents (18.9%) focus on its safety features, and only 2 respondents (1.4%) emphasize its price range.

## 4.2. A comparative analysis of the Mercedes Benz Consumer Motivations in Turkey and Morocco

**Question 1:** Which of the following attracts you more to Mercedes Benz?

The results suggest that Mercedes Benz attracts 57.1% of the users in Turkey for its luxury design and 40.9% of the users in Morocco. Likewise, it attracts 32.7% for its comfort level in Morocco while this is 29.7% in Turkey. Only 9.9% of the users in Turkey like Mercedes Benz for its safety while this ratio is 26.4% in Morocco for the same reason. Such a huge gap should be investigated well since the company is behind the margin in Turkey. Furthermore, comport level has a similar characteristic as well. On the other hand, it seems like, the company designs are the gap for the Moroccan market.

## Question 2: How do you rate your relationship with the brand?

The results suggest that 33.8% users in Turkey have excellent relationship with the brand, 52.1% users in Turkey have good relationship with the brand. 9.9% users in Turkey have fair relationship with the brand and 4.2% users in Turkey have poor relationship with the brand. On the other hand, 32.2% users in Morocco have excellent relationship with the brand. 54.4% users in Morocco have good relationship with the brand. 11.1% users in Morocco have fair relationship with the brand and 2.2% users in Morocco have poor relationship with the brand. It means that the company needs to improve its relationship in Morocco market as compared to the Turkish market

## Question 3: How do you rate the price level of the Mercedes Benz?

The results suggest that 64.8% users in the Turkish market believe that the price level of Mercedes Benz is good. It means that 64.8% people are willing to buy the car in this price range. On the other hand, the Morocco market suggests that 72.7% users believe that the price level of Mercedes Benz is good. It means that 72.7% people are willing to buy the car in this price range. In simple words, the price level of the company is more appreciated in the Morocco market as compared to the Turkish market. The management of the company needs to devise and implement robust pricing strategies in the Turkish market to achieve the price acceptance level of the Morocco market.

## Question 4: Does the performance of Mercedes Benz meet your expectations?

The results make it evident that the performance of Mercedes Benz meets the expectations of 94.0% users in the Turkish market and it is unable to meet the expectations of 6.0% users in the Turkish market. On the other hand, the performance of Mercedes Benz meets the expectations of 93.1% users in the Morocco market and it is unable to meet the expectations

of 6.9% users in the Morocco market. Therefore, it is good to say that the company is doing well in the Turkish market as compared to the Morocco market in context to its performance and meeting expectations of its users. Likewise, the comparison suggests that a more customer oriented strategy is needed for the Morocco market to improve the customer satisfaction.

**Question 5: How do you rate your attachment to the brand?**

The results suggest that 25.0% users of Mercedes Benz have excellent attachment to the brand in the Turkish market. 59.5% users of Mercedes Benz have good attachment to the brand in the Turkish market. 11.9% users of Mercedes Benz have fair attachment to the brand in the Turkish market.3.6% users of Mercedes Benz have poor attachment to the brand in the Turkish market. On the other hand, 19.4% users of Mercedes Benz have excellent attachment to the brand in the Morocco market whereas 65.3% has good and another 12.2% has fair attachment to the brand. Regarding poor attachment, only 3.1% users of Mercedes Benz show poor attachment to the brand

## 5. CONCLUSION

The results obtained from the survey questionnaire and literature review make it evident that the relationship of branding strategies on consumer and non-consumer buying behavior is positive in the case of Mercedes Benz. Moreover, the result suggests that the impact of branding strategies on consumer and non-consumer buying behavior is positive as well in the case of Mercedes Benz. Most of the respondents agree that the quality and performance of Mercedes Benz are the major attraction for them. It implies that the quality of a product has a positive impact on consumer buying behavior (Pappas, 2016).

The current definition of a trademark is customer and personality-driven, and prestige or esteem businesses are defined as firms whose majority of goods are high quality. Furthermore, it might include some companies whose identities are associated with premium, high cost, or excellent quality, thus their items are now valued as premium products. Premium brands must provide expensive things; yet, a premium company's product offering does not have to comprise only of premium products. Hence, a premium brand reputation cannot be achieved until a business spectrum includes premium products.

Audi, for instance, may sell both premium vehicles such as the Audi S8 and non-luxury vehicles like the Audi S3. All of the items supplied by these premium brands, such as Audi or Mercedes, will, nevertheless, be viewed as privileged goods. Non-luxury companies, on either side, are frequently linked with non-luxury items (Pappas, 2016). Nonetheless, several non-luxury company instances provide luxury items. For example, the "Genesis G80" is classified as a premium vehicle in Hyundai, yet it still suffers from a severe lack of customer awareness and identification as a premium brand. It means that currently, the lot of enterprises that are not renowned for their luxury items but are concentrating on inventing a premium or signature item to be recognized as a premium brand is growing as each day (Ajitha & Sivakumar, 2017).

Pricing is another important factor in this context. The responses of the customers suggest that less than 50% of customers of the company are not satisfied with its price range. It means that the pricing strategy of the company plays an important role to attract new customers. In simple, words, it is good to say that the pricing strategy of Mercedes Benz influences non-consumer buying behavior (Ajitha & Sivakumar, 2017).

The price plan must be adopted while keeping a number of corporate and outside limitations in mind. External restrictions involve a contest, transit and dispersal expenses, particular groups, and desire to accept. Control variables involve existing business proportion, administrative expenses, and placement, while constraints include a contest, transit and dispersion expenses, specific demographics, and willingness to spend. The most frequent price strategies may be used to calculate the price. The firm can opt to pursue a skimming policy, in which it sets higher starting pricing for its item during the preliminary phase, then progressively lowers the rates when additional rivals enter the industry.

Furthermore, the company might employ a competitive pricing strategy in which prices are much higher than rivals might but for a very particular client niche with significant disposable income. As it might choose a penetration pricing strategy of cheap pricing to entice customers and defend itself from rivals and conflict. It also has the choice of implementing a similar strategy by implementing the same rates as rivals (Ajitha & Sivakumar, 2017). This technique allows for the avoidance of a pricing war between the different enterprises. Lastly, there is the emotional pricing strategy, which involves accepting the price that buyers anticipate. This technique exploits the consumer's psyche.

The next important outcome or result is that the promotional strategies of the company are excellent. The company can attract its existing and new customers towards its innovative products. Moreover, the company is especially targeting technology lovers through its efficient strategies. The goal of promoting is to encourage the dissemination of product knowledge in an attempt to induce the client that this product precisely matches their demands (Duffett, 2017). Its primary role is thus to enlighten, presenting anything inspiring to the notice of the public to change its conceptual framework and sentiments about the offering. Marketing could also serve three additional complementary purposes: announcing the availability of an offering, describing its features, and encouraging a more in-depth investigation (Duffett, 2017). They completely encompass the intellectual, emotional, and normative elements of mindset.

Promotion does not actually influence the prospect's or the individual targeted action, but rather their thoughts and beliefs, which might result in a transaction. The measures taken by a business to establish itself recognized and to develop and then retain a favorable impression of itself through different customers, which include clients, economic associates, executives, sponsors, government entities, vendors, resellers, workers, the media, and so on (Mehrmanesh & Ghasemi, 2018). These comprise, in particular, media releases, media packages, and briefings, as well as involvement in exhibits, the staging of discussions, media brunches, circular discussions, promotional events, symposium and conventions, the dissemination of messages, and data, and participating in the community.

The performance of any product is the major decisive factor for its consumers to purchase it or not. The result of the study makes it evident that around 94% of customers of the company are satisfied with the performance of the company's products. Consumer support has a beneficial impact on consumer happiness as well as corporate profitability. Inadequate client care, on the other hand, restricts the possibilities of the firm and could have a detrimental impact on its success (Mehrmanesh & Ghasemi, 2018). This is demonstrated by the fact that the architecture of customer care in service organizations frequently results in cost reductions, increased effectiveness, increased quickness, improved cooperation between multiple divisions, and other benefits. Elevated concentrations of job satisfaction for the people involved.

Nevertheless, client contentment and delivery performance are unquestionably essential in the construction of customer relations, that is, providing the requisite service dependably and accurately, in conformance with the guarantee, explicitly or implicitly, created to service users, without damage or failure, as per the signed agreements, and with continuity in the standard of excellence from one moment to another. As a result, we could distinguish an organizational value from the competitors by the happiness of its consumers as well as the reality that it is sustained over time. Client satisfaction may be a strong indication of the health of a company's customer support and its overall health (Mehrmanesh & Ghasemi, 2018).

Because of growing rivalry, consumer happiness has gotten significantly greater attention during the last decade. Consumer happiness cannot be taken for granted by today's company executives. Customer satisfaction is a subjective term, and they should keep in mind that it is ephemeral. It is no more enough to just please the client; you must also be aggressive to surpass their assumptions and foresee their requirements (Eicken, 2018). Client satisfaction necessitates an in-depth examination and a thorough grasp of clients' aspirations, goals, aspirations, and behavior.

The firm should operate in line with the service delivered and conducted. However, exceeding standards for quality would be much more challenging for the service sector than exceeding standards for goods. User satisfaction and discontent are thus determined by good or unfavorable interactions with a firm. In a nutshell, contentment is a good reaction to a consuming encounter, whereas disappointment is an unfavorable one (Eicken, 2018). Among the most important procedures in the realm of the customer, behavior is post-purchase contentment. As a result, the link between client satisfaction and service standards has garnered considerable attention in the recent literature.

The outcome of the research survey and literature review shows that the connection between marketing strategy and customer and non-consumer purchasing behavior is optimistic in the scenario of Mercedes Benz. Furthermore, the findings demonstrate the influence of brand positioning on purchaser and non-consumer purchasing behavior is encouraging in the case of Mercedes Benz (Vernuccio et al., 2020). The majority of the respondents concur that the achievement and reliability of Mercedes Benz are the most appealing to them. It assumes that an item's performance has a beneficial influence on consumer purchase decisions. The study findings also revealed that attachment to the brand is higher in Turkey than it is in Morocco, and the company performs better in the Turkish market except for the consumers' dissatisfaction with the price range that the company offers. However, this may be due to the difference in the exchange rate parities in Morrocco and Turkey.

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