

# Mod reflection journals

Psychology



**ASSIGN  
BUSTER**

Module Reflection Journal In the first module, one component that I consider to be very important and applicable in everyday life is the relationship between businesses and customers. Customers play a very vital role in the success of a business since they directly determine the sales that are made (Mackey and Raj 37). When the relationship between the two is not good, problems are bound to arise thus affecting all the parties involved. One strategy that is used to solve this is through customer education. A conversation with my friend John proved how important this aspect can be in the market. In the conversation, I asked John about the problems he normally encounters when he goes shopping for electronics. He pointed out that his major challenge is lack of sufficient information on the capabilities of the items and the related safety and health concerns. He added that very few companies provide facts which as the user of the device, he will require to make an informed decision on what kind of item to buy.

From this, I think that businesses should play an active role in educating their customers and potential consumers of their products. This will allow them to make informed decisions on what to buy. Other people may argue that the cost will be high thus affecting the profitability of the business. However, I believe that it is not only the consumer who will benefit, but also the business since this will also act as a marketing strategy. Few businesses engage in this; hence more should be encouraged to embrace it.

#### Work Cited

Mackey, John and Raj Sisodia. *Conscious Capitalism: Liberating the Heroic Spirit of Business*. Boston: Harvard Business Review Press, 2013. Print.