Analyzing the Process of New Customer Attraction through Relation Oriented Marketing System

**Seyedeh Fariba Bayani[a], Hassan Eghdamy[b], Hossein Ebadati[c], Saeed Hassani Shirkoohi[d],
Sadegh Askari Jirhandeh[e]**

[a] Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran
[b,c,d,e] M.A. Student of Executive Management, Science and Research Branch, Islamic Azad University,
Guilan, Iran

ABSTRACT

In today's world buyers for the purchase decision process are facing with many questions and but ifs. The variety of goods have caused customers are faced with many choices. With extensive changing marketing, relationship marketing is alternative to traditional marketing based on marketing mix elements. Relationship marketing strategy is based on creating, developing and maintaining relationships with buyers and customers. Today, many organizations are moved toward customer-oriented and banks are also not exceptions to this principle and also according to their type of activity are more visible. This study is survey and it has studied impact of relationship marketing factors including trust, commitment and quality of communication on attract customers in Saderat bank. Main object of this study had examined the impact of marketing on attracting new customers in Saderat bank of Guilan and data collection tool from customers was a questionnaire and to collect the second part by using from statistics and information of research technology branch in Bank and has been conducted by using correlation method that its hypotheses include the impact of trust, commitment and relationship quality on customer attracting that after data analysis and hypothesis test by using SPSS software has been accepted all three hypotheses of this research.

KEYWORDS: Relationship Marketing, Service, Marketing of Banking Services, Attract Customers.

1. INTRODUCTION

The modern banking system has got the attention of all the people in the world (Gilaninia & et al, 2011). Iran's banking industry as effective basis of the national economy plays determined role in economic activity. In today's business environment is characterized by increasing competition (Amiri, Gilaninia & et al, 2011).Exclusive and limited banking services in Iran during the long years are created conditions for customers that accept what banks offer. That we can remember from it as seller market. In this situation banks usually dictates their services to customers and are ignored many tools and competitive behavior. But with the changes that were made in the banking system and the emergence of several private banks, which led to the start of competition among banks, gradually customers found more choice and increased more diverse services, better attitudes and readiness for change and competition. Guilan Saderat Bank according to strong competitive conditions towards other private banks and public clients in attracting, retaining and increasing its market share among other banks, currently they are facing with difficulties in attracting customers and keep them that position and their share can maintain by using new marketing techniques in financial market. On this basis and according to the results obtained and also Saderat Bank should use serious attitude in marketing and market maker (Market maker is the use of simple and complex types of techniques marketing and competition strategies to create and increased for market share to attracting customers and maintaining their customers. Research results show that relationship marketing by Lnard Berry for the first time in early 1983 had been raised regarding the services, has been able to help organizations and service companies in attracting and maintain of customers that is appeared in Fontenot definition "relationship marketing to maintain customers and develop relationships more attractive of this relationship with customers (Fontenot, Hymon, 2004). In this competitive world, accessing to competitive advantage is very important (Ramezani,Gilaninia & et al,2011). Industry marketing is one of the following main branches marketing and according to industry specialization and extensive, This branch of marketing science has created significant growth for its users(Gilaninia,2009;ebrahimi ,gilaninia & et al,2012).In the current situation bankers are required that they see themselves in customer and try to understand wants and desires of its customers in competitive environment, to act in such a way that the customer is completely satisfied from organization. Today's service organizations is well known to this point that maintaining a customer and add 5% to the cost of maintaining a customer can add up to 25 percent of its profitability (Saeednia & et al,2006). In this study, the researcher tries to respond to this question that does Relationship marketing effect on customer attracting or not?

*Corresponding Author: Seyedeh Fariba Bayani, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran.

2. Theoretical Framework

The concept of relationship marketing was used about service first by Berry formally and has remembered as a strategy to attracting, maintain and improve customers' relations (Berry, 1983, p6). An organization to achieve its overall objectives has required to planning and accurate control of tasks process with corrects management (Ahani & et al, 2012). A key goal of relationship marketing theory is the identification of key drivers that influence important outcomes for the firm and a better understanding of the causal relations between these drivers and outcomes (Taleghani & et al, 2011). The current business environment is very different from the past and the competition has a special role (Ziakhosoosi & et al, 2011). There is much definition about relationship marketing that all of them has considering set of attracting, maintain and strengthen the customer relationship with the organization. Hence, relationship marketing includes defensive strategies and offensive strategies. Offensive marketing deals to attracting new customers that include attracting potential customers or encouraging and to attracting customers of competitors. In contrast, defensive marketing deals to defend market share and protect valuable customers (Harrison, 2000, p15). Today there is a new interest in strategic planning as a means of monitoring a rapidly changing environment and taking effective decisions and action based upon that monitoring (Rezvani & 2011, Salami & et al, 2012).In general a customer relationship can be divided into two groups: "attract customers" and "create relationships with the customer "That this relationship should be realized through objectives of economy. Ndubisi research in 2005 has been proved impact the basics of relationship marketing on customers' loyalty and on the other hand customers' loyalty is concept that in today's competitive world will result in successful organizations and loyalty customer will be transferred their satisfaction to another and their friends that this will increases buy customers from an organization and attracting new customers (Saeednia, 2006, p20).

Michael Laking in book with names profitable values are expressed that an organization in comparison with a unique feature will provide more value and this is very important that service organization have considered the importance and the amount of components to customer commitment. These factors can effect on customer loyalty in the long time (Ranjbaran, 2009). Dynamic model of customer loyalty is described in following figure.
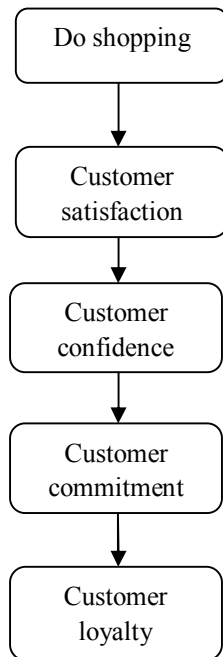
```
┌─────────────────┐
│   Do shopping   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│    Customer     │
│  satisfaction   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│    Customer     │
│   confidence    │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│    Customer     │
│   commitment    │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│    Customer     │
│     loyalty     │
└─────────────────┘
```

Figure 1) Dynamic model from customer loyalty (Jean Donio' & et al, 2006)

In this study bank's marketing department are studied and investigated three dimensions of relationship marketing during the past year and with the help and advice of experts and as regards the bank's customers be used as a statistical society, independent variables include three factors of relationship marketing:

Trust: It is one of the most important foundations of relationship marketing. Departments and others are defined Trust as be reliable Statements and other commitments.Morgan and Hunt are believe that the formation of trust in relation having implies a level of confidence to the truth and honesty the promises of each opposed party . They also know the cause of the emphasis on trust as a variable of relationship marketing in its essential for the formation of exchange relationships (Ranjbaran & Barari, 2009, p88). Tendency and rely a partner in exchange

that person has to trust him/her. Expertise, credibility, or deliberate actions can cause the trust. Trust will cause continuing relationship customer with the company and it is clear that customers' attraction and relationship with her /him is the survival condition of any business company (Ahmafi, 2007, p1). According to the definitions provided by scientists, trust includes information and raise awareness of customers and commitment to the promise of the relationship (Bayani, 2008).

Commitment: The concept of "Commitment " is a key element in the relationship marketing approach. According to Henrik Kalonis marketing task isn't only giving promises and thus persuading customers because commitment can only to create or start a relationship but it is necessary to maintain and sustain relationships that are meet promises (Sadeghi & et al, 2009, p2). It is intention to continue or maintain a relationship with the other party (Danciu, 2005, p86). Commitment is an important determinant to strengthen relationship marketing and a useful structure for measuring customer loyalty possible and predicting future purchase (Welson, 1995, p35). According to the definitions provided commitment including staff behavior in order to attract customers and make feel secure in them and organization has a special interest to them (Bayani, 2008).

Communications: All formal and informal exchanges that lead to meaningful and timely exchange of information between buyer and seller (Danciu, 2005, p86). Communications refers capability to provide timely and valuable information (Moorman, 1992, p15). Communications is defined as process of exchange and sharing of reliable and timely information as formal or informal relationship between the parties. According to the definitions, communication is including employees' behavior. Research analysis model presented by using Ndubisi model that variables conflict has been deleted it. (Bayani, 2008).
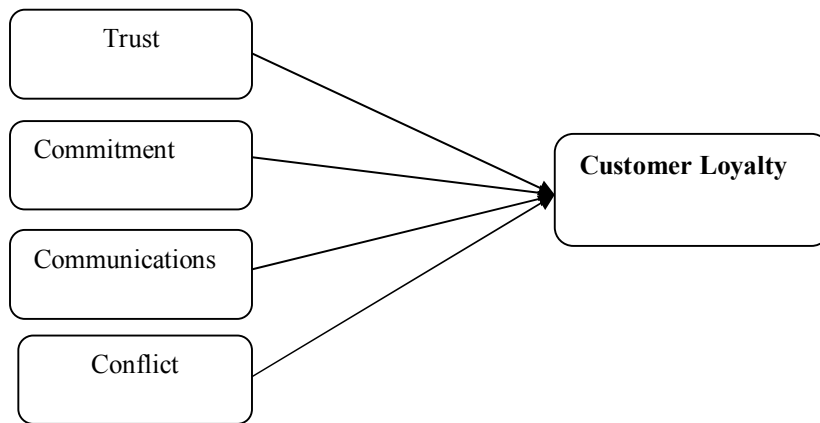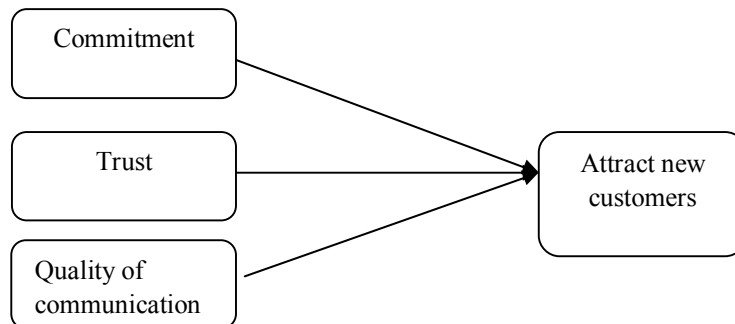

Fig 2) Ndubisi model

Figure 3) analytical model of research

According to the conceptual model of research, hypotheses are presented as follows:
1- The trust has an impact on new customer attraction in bank.
2- The Commitment has an impact on new customer attraction in bank.
3- The Quality of communication has an impact on new customer attraction in bank.

3. RESEARCH METHODOLOGY

This study is non-experimental and field and is used the correlation method. Statistical society of research includes all of new bank customers in Saderat bank of Guilan province that they have accounts at different

branches of the banks. In order to represent the statistical society, all bank branches were provided to separate areas that all branches of the Saderat Bank with to merge the branch has been 100 branches that According to Morgan determines the number of branches for the chosen sample And then the number of customers branches were selected randomly. The number of explored branches in this study is 80 branches that a number of 478 questionnaires were distributed and collected among customers. For testing the hypotheses were used correlation and regression methods.

4. DATA ANALYSIS

Table 1) summery of hypotheses result

Hypotheses	R	R^2	B	Sig	Result
First hypothesis	.549	301	604.585	.000	Confirmed
Second hypothesis	.474	.224	570.121	.000	Confirmed
Third hypothesis	.583	.340	608.750	.000	Confirmed

First hypothesis: In this test R shows the relation and R^2 represents the square of correlation coefficient. According to results show that there is relationship between trust and customer attraction and according to being positive values B, this relationship is a positive. Intensity of this relationship is 54%. Considering that obtained SIG is less than 0.05, Therefore research hypothesis is accepted and variable of trust has an impact on customer attraction.

Second hypothesis: In this test R shows the relation and R^2 represents the square of correlation coefficient. According to results show that there is relationship between commitment and customer attraction and according to being positive values B, this relationship is a positive. Intensity of this relationship is 47%. Considering that obtained SIG is less than 0.05, Therefore research hypothesis is accepted and variable of Commitment has an impact on customer attraction.

Third hypothesis: In this test R shows the relation and R^2 represents the square of correlation coefficient. According to results show that there is relationship between quality of communication and customer attraction and according to being positive values B, this relationship is a positive. Intensity of this relationship is 47%. Considering that obtained SIG is less than 0.05, Therefore research hypothesis is accepted and variable of Quality of communication has an impact on customer attraction.

5. Conclusions and Suggestions

Results of testing the first hypothesis show that confidence has an impact on attracting customer. This relationship is positive. If confidence towards to bank be more, in result customer maintain their relationship with bank and the intensity of this relationship is also 58 percent. In other words, more average level is important for customers that bank is committed compared to its commitments. About confidence factors, first mode of operation bank employees to their duties and also how approach bank when problems occurs and customers are demanding the elimination of defects has most impact. Also according to intensity of test is the positive and 30 percent. This show that confidence makes up 30 percent of a long term relationship and it is caused that customer to the banks had a positive view and are interested in continuing their relationship with the bank.

According to the second hypothesis is accepted and issue of commitment has an impact on attracting customer and this relationship is positive.it means that if bank have more responsibility to its commitments in result customer maintain its relationship with bank and intensity of this relationship is 47%. For customers to be coordinated services with the needs of customers and understanding customers have high priority. Impact of the commitment variable is in line with trust variable. If the bank be successful in trust, in result they is committed to its commitments and can effect on behavior of their customers, positively and they can attract. According to the results, commitment represents 22% the relationship and encouraging customers to continue the relationship with the bank. If the banks do not understand the demands of customers, this causes to eliminate their relationship with customers.

According to research data, the third hypothesis is accepted and relationship quality is effective on customer attraction and this relationship was positive. If the bank employees' behavior with customers be desirable, customers will maintain their relationship with banks and intensity of this relationship is also 58 percent. In other words, employee behavior with customers, their respond in times of customers' needs and problem feel is effective more than fifty percent in customer behavior. Employees' behavior is most effective factor about communication in branches with low customer attraction. In this test determined that 34 percent of the communication will form a relationship and it is almost one third of a relationship and is the most important factor affecting.

According to results show that today's consumers are looking for a bank that understands the needs of its customers and do their commitment, in order to discuss trust is suggested that:

1 - According to the results, because for customers to do things carefully has the priority, it is suggested that bank shall be paid efforts in this regard to employees with correct training and errors correct in the shortest time possible and Inform to customer.

2- Because act to promises is very important for customers at the time of issuing circulars or at the time of granting of facilities act according to their facilities and their capacity in order to be responsive to their customers.

About discussion of commitment that it is another variable influencing customer's behavior:

1- About providing new services will behave in such a way that provide needs of customer and understand their needs.

2- Also services are designed and provide training to their employees that a customer can easily access to all bank services.

About the quality of communication and discussion of communication is expressed that:

1- Today discussion of communications is in priority of service institutions and according to third hypothesis results in elections of their staff be serious and careful until enable customers to more easily communicate with them and also staff have the necessary train to service of bank.

2- Staffs have necessary train about bank service and they can guide to customer about having awareness the quality of communication factors.

3- About response to customers to give the necessary training to their employees that staff can help customers because customer be satisfaction from bank.

REFERENCES

Ahani,M; Gilaninia,Sh; Mousavian.S. J; Hosseini,S.H;Farzin,A;Bayrami,A;Sayad,K;Bizhani,H;Moridzadeh,H; Zadbagher Seighalani,F.(2012). Position IT in Project Management (Case study: municipalities of Namin), Interdisciplinary Journal of Contemporary Research in Business, VOL 3, NO 9, pp 751-757.

Bayani Barkadhi,S.F.(2008). Impact relationship marketing to attracting new customers (Case Study: Saderat Bank of Guilan), Master of Business Management thesis, Islamic Azad University, Rasht.

Berry,L.L.(1983). Emerging Perspective On Services Marketing,Amercan Marketing Assocdefinition Chicago Il.

Danciu,victor,(2005). performance in service marketing for philosophyto customer relationship management,2005,pp95-102.

Fontenot,J,Rence,Hymon,R.Micheal.(2004). The Ontitrust Implications Of Relationship Marketing,Journal Of Business Research ,Vol 57,Pp 121-130.

Harrison ,T.(2000). Financial Services Marketing,Edinburg,Prentice Hall.

Gilaninia,Sh;Seyed Danesh,S.Y;Amiri,M;Mousavian,S.J.(2011). Effective Factors on Adoption of E-Commerce in SME Cooperative, interdisciplinary journal of contemporary research in business, ijcrb.webs.com,VOL 3, NO 6,pp13-21.

Gilaninia,Sh;Chirzni,E;Ramezani,E; Mousavian,S.J.(2011). The Impact of Supply Chain Management Practices on Competitive Advantage, Interdisciplinary Journal Of Contemporary Research In Business, VOL 3, NO 6,pp 577-587.

Gilaninia,Sh;Fattahi,A;Mousavian,S.J.(2011). Behavioral Factors Tend to Use the Internet Banking Services Case Study: System (SABA), the Melli Bank, Iran, Ardabil, International Journal of Business Administration, Vol. 2, No. 3,pp173-179.

Gilaninia.Sh; Mousavian.S. J ; Alipour. H; Zia Khosoosi. E,(2011). CRM Application Impact on Customer Satisfaction in Financial and Credit Institutions (Case study: Financial and Credit Institutions in Guilan, Iran), Journal of Basic and Applied Scientific Research , 1(8),pp956-963,www.textroad.com.

Gilaninia,Sh; Mousavian,S.J;Salimi,M.A;Aziz Zadeh,A;Makarehchian,A;Zadbagher Seighalani,F.(2012). Economic Growth in Iran and Effective Factors on Its Changes, J. Basic. Appl. Sci. Res., 2(2)986-994.

Gilaninia,Sh; Mousavian,S.J;Deray,S;Ebrahimi,A.A;Akhavn,S;Taskini,A;Tavasoli,A.S, ; Zadbagher Seighalani, F . (2011). Assess the Impact of Internet Advertising on the performance of Industrial Marketing Units, Interdisciplinary Journal Of Contemporary Research In Business, VOL 3, NO 8,pp479-488.

Jean Donio' & Paola Massari and Giuseppina Passiante, (2006)."Customer satisfaction and loyalty in a digital environment: an empirical test", Journal of Consumer Marketing.

Moorman,C,Zaltman,G And Deshpand,R.(1992). R Between Provider And User Of Market Research ,"The Dynamics Of Trust Within And Between Organizations,Journal Of Marketing Research,Vol 29,Pp14-28.

Ndubisi, O. N and Wah, C. K. (2005), "Factorial and discriminant analyses of the underpinning of relationship marketing and customer satisfaction", International Journal of Bank Marketing, Vol. 23, No 7, pp: 542-557.

Ranjbaran,B;Barari,M.(2009). Impact of Foundations relationship marketing on customers loyalty comparison public and private banks, business management, No. 2, pp. 83-100.

Rezvani,M;Gilaninia,Sh;Mousavian,S.J.(2011). The Effect of Relationship Marketing Dimensions by Customer Satisfaction to Customer Loyalty, Australian Journal of Basic and Applied Sciences, 5(9): 1547-1553.

Saeednia,H.R;Baniasasi,M;Sharifi,S.(2006). Effect of gender on the amount of customers loyalty by using relationship marketing approach, Third International Conference of Marketing Management.

Taleghani,M;Gilaninia, Sh; Biabani,Sh;Rahbarinia,S.A;Mousavian,S.J.(2011). The Relationship between Customer Satisfaction and Relationship Marketing Benefits, *Arabian Journal of Business and Management Review, Vol. 1, No.3,pp 78-86.*

Welson,d.t.(1995). An integrated model of buyer-seller relationship,journal of the academy of marketing science,vol.23,pp 18-53.