Different Levels of Relationship Marketing Dimensions and Felt Utility by Customers

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ABSTRACT

The purpose of this study is to identify the effect of different levels of relationship marketing on customer satisfaction of the Saderat Bank. In this study has been used causal - comparative method. Statistical Society in the study is Saderat Bank customers in the city of Tabriz that in the course of the study has had account in the bank and statistical sample is non-probability random sampling from available society. Statistical sample is equal to 425. For data processing was used from one-way analysis of variance test (ANOVA). The test results show that there is significant difference between Different levels of relationship marketing dimensions and customer satisfaction.

Keywords: Relationship Marketing, Customer Satisfaction, Established Relationship, Maintain Relationships, Develop a Relationship.

1. INTRODUCTION

Financial services sector (banks) is changed that has not experienced Earlier in its history. Banking industry is changing rapidly. With the development of international economy and competitive markets, banks are also affected (Taheri & et al, 2011). Current arena is the period of accelerated and unpredictable evolutions and companies confront with the most difficult and unprecedented competition conditions (Gilaninia, Rezvani& et al, 2011). These changes had profound effects on industry structure and nature of competition. It is no wonder that, in this turbulent environment of accelerating change, financial institutions have been forced to change their practices reaction towards Market. So that fewer are focused on products and more focused on customer and relationships and instead of short-term view, are in long-term vision (Abbasi, 2003, p1). Intensity of competition and its complexity, many banks inevitable to accept the new worldview of marketing concept, namely 'relationship marketing' and instead of aggressive marketing strategies, they leads toward a defensive strategy of marketing. Relationship marketing in the banking industry is rapidly becoming the dominant attitude and philosophy. Relationship marketing is included activities towards relationships development of long-term and affordable between the organization and its customers, in order to create mutual benefit for both parties' service companies can use various strategies to maintain and improve their relationships (Tajzadeh Samin, 2003, p198). On the other hand maintaining and strengthening the ongoing relationship with the customer is only a one way that banks in use of defensive strategies and increasing to maintain their current customers must pass through it (Abbasi, 2003, p1). Gomson (1996) describes relationship marketing as customer support process during the life of his relationship with the company and in contrast to traditional marketing (which is based on the 4p) knows approach of interventionist and the short-term. He can be described traditional approach to an environmental system that (farmers) with enriched wheat field moment (its) by using fertilizers and pesticides increases their harvest in short-term and in contrast, relationship marketing can be metaphor to a chain of sustainable activities that also helps to improve and develop the whole nature and as well all parties involved, both in short and long term are achieved benefits.

Banking industry is unique in industry that according to two-step production process of banks, implementation of relationship marketing strategies to maintain and increase profitability plays a central role in bank

McCormick (1996) Believes that the excellent performance is the marketing tools that can increase the bank's earnings growth. Generally marketing is the new words in the Iranian banks. Marketing is necessary when organizations are faced with the competitive environment. Iran's banking industry in recent decades, with changes and developments in the area of deregulation, technology of provide services and setting growth objectives by the public banks goes toward being competitive gradually. In these years Iran's banks attempt to establish department of service to customers with marketing and marketing research that this is reason to move the industry towards becoming competitiveness that no doubt in the near future we will witness the intensity of it all (Haeri, 2008).

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2. LITERATURE REVIEW

In today's world, buyers for make decisions in the purchase process are facing with many questions and ifs, but. The varieties of goods and products have been caused that customers are faced with many choices (Todor, 2003, 23). On the other hand companies have to deal with two customer groups (New and old customers). Nowadays technology is a key element in competition that has created changes in how products and services are presented (2002, Liao z, Alipour & et al, 2012). Researches have shown that attracting costs of new customers is five times the cost of retaining existing customers. So attention to keep old customers is more important than attracting new customers (Kotler & Armestrang, 1999, p.28). Current era is called post-industrial or information era (Gilaninia & et al, 2012). In new conditions past marketing methods don’t have efficiency necessary and have less profitable. More markets matured and faced with intense competition and supply more very great from demand. In these circumstances, new customers are found hardly and therefore urgent need to maintain current customers be felt strongly in companies and firms (Pierz & Rajerz, 1993, P.102). Due to increasing changes in societies, organizations must equip themself already and be prepared to deal with competitors. In this regard, attention to market situation and identify needs and expectations of customers is including issues that organizations should be respect for it. Because every organization that can identify and meet these needs ahead of competitors in competitive field will be victorious. Finally, organizations must have conducted their systems in order to customer satisfaction (Hosseinazadeh, 2007, p.11). Customer satisfaction is defined as difference between derived values from having and consume of a product and paying cost for it. It is dependent on product performance and product quality (Kotler & Armestrang, 1999, p.22). So as customer-oriented is accepted as formally the main philosophy of bank management and other hand marketing concept will form the basis of customer-oriented philosophy. It is good that the bank accepted this philosophy, is based on the new marketing concept that it is create and maintain long-term relationships with customers.

In fact, this study seeks to identify the level of relationship marketing that it has most impact on customer satisfaction. Satisfaction is key success of the banks because for organization customers of satisfied and happy provide satisfaction more than financial program and investment and a program of human resources for employees. Today, according to the competition existing among banks in the country and also due to differences of providing services, banking is required to their present customer and will try to understand the wants and desires in the competitive environment and tries to the full satisfaction of customer from organization and more and more meet mutual cooperation (Haeri, 2008).

2.1. Relationship Marketing

Customer is the only profitability source of companies at the present and future time. But, however, a good customer that provides more useful is always possible lost; because competition over access to good customers is intense (Gray, Byun, 2001, 8). Relationship marketing is a new approach in the banking industry to build close and long-term relationships with its customers in order to provide an understanding of the customer and their satisfaction considering the increasing competition. The variety of goods and products causes that our customers are faced with many choices (Tahmasbi, Ashtiani, Noroozi, 2007; Mohammadi Moaf & et al, 2011). Our time companies must be emphasizing to maintain current customers and create long-term and profitable relationship with them. The main point to maintain customers are that must by supply superior value to the customer; his/her satisfaction (continuous) will provide (Kotler, Gray, 2001).

Gummesson is said (1999): relationship requires to both parties that have contact with each other. For example, the basis of marketing relationships is between provider (service) and a customer. Grönroos (2000) is believed when a relationship is developed that with all customers or with the most important customers are concerned contact and interactions be relationships. Relationship marketing involves creating, maintaining and upgrading, and if necessary terminates relationships with customers, so that the goals of involved both parties provide in the relationship. Therefore, organizations, to create a relationship, should create required communication and interaction processes (Rashid, 2003, p.742). Relationship marketing is encompasses both defensive and offensive strategies are in place. Aggressive marketing pay to attract new customers which includes attract potential customers or encourage and attracting customers of competitor. In contrast, defensive marketing pay to defend market share and protect from valuable customer and in other words, defensive strategies trying to retain current customers and to arrange more business with them. Relationship marketing is a regulatory framework for creation, development and maintain of valuable relationships between interest groups that is caused the formation of stable and continuous exchanges in the value chain.
2.1. Creating relationship
Overall Creating relationship with the customer can be divided into two groups: Attracting customers and creating relationships with the customer that in this way should be realized economic purpose of relationship.

2.1.2. Maintaining relationship
Maintaining relationships with customer rather than current results and outcomes has interest to future consequences and it is a long term problem.

2.1.3. Relationship development
Strengthen of created relationship by resolving customer problems (Haeri, 2008).

2.2. Customer satisfaction
The emergence of customer satisfaction at financial institutions has been widely studied and focus on customer satisfaction is the primary goal of any organization, especially bank. Full understanding of this issue is important for researchers and officials (Arbore, 2009, Ziaikhosooesi, & et al, 2011). Customer satisfaction is defined as a customer’s overall evaluation of the performance of an offering to date (Johnson and Fornell 1991, Gillaninia & et al, 2011). Knowledge of modern management can be examined customer satisfaction as a basic standard of performance and a possible standard for excellence in any business organization. In today's competitive world, customer satisfaction and outshine competitors is the most important point in the way of business success (Zarezadeh & et al, 2011). Customer satisfaction provides numerous advantages for the company. In fact, higher levels of customer satisfaction will lead to greater loyalty. Maintaining good customers is more profitable than attracting new customers. Satisfied customers with a positive verbal advertising as advertising spokesperson reduce to attract costs of new customers (Tajzadeh Samin, 2003, p175). Each customer after receives service or purchase and use of goods, are satisfied or dissatisfied. Satisfaction is existence of a positive feeling that ultimately, is created in the consumer or receiver. In principle, this feeling occur due to meet customer expectations and supplier performance. According to customer expectations and received goods or services are with the same level, or goods be higher or lower than the level of customer expectations, occurs feeling of satisfaction or dissatisfaction or tasteful (Venoos & Safaeian, 2005).

3. Research Hypotheses
3.1. Main hypothesis:
1- There is significant difference between different levels of relationship marketing dimensions and customer satisfaction.

3.2. Sub hypotheses
1- There is significant difference between levels of creation of relationship with customers and their satisfaction.
2- There is significant difference between levels of maintaining the relationship with customers and their satisfaction.
3- There is significant difference between levels of Relationship development with customers and their satisfaction.

4. Research Method
In the above study Statistical community is Saderat Bank customers in the city of Tabriz that in the course of the study have had account in the bank and statistical sample is the random sampling non-probability of available population. Number of samples obtained from sampling formula achieved 384.16 to ensure that amount of returned questionnaires; with an additional 20 percent compared to the prototype385 is distributed means 465 number. In this study has been used causal - comparison method. From questionnaire used data collection. In this study for assessing the validity of the questionnaire, In addition to questions designed to fit the theoretical principles, comments and suggestions of Six of Tabriz university marketing professor and guide professor, a questionnaire was designed. In order to determine the reliability of the questionnaire before its final distribution of a preliminary study was performed by questionnaire distributed among 30 cases from bank customers and Cronbach’s alpha test was used to measure it that the amount of it was obtained equal to 93% because alpha coefficient is greater than 70%, therefore questionnaire has good reliability. For processing of data was used one-way analysis of variance test (ANOVA).

5. Data Analysis

<table>
<thead>
<tr>
<th>Source</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean squares</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between group</td>
<td>97.570</td>
<td>4</td>
<td>24.393</td>
<td>43.647</td>
<td>.000</td>
</tr>
<tr>
<td>Within group</td>
<td>226.340</td>
<td>405</td>
<td>559</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>323.911</td>
<td>409</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
According to analysis of variance table, because amount sig = 0.000 and this value is less than 5%. Therefore research hypothesis is confirmed and can say that there is significant difference between levels of creation of relationship with customers and their satisfaction.

Table 2) ANOVA test for second hypothesis

<table>
<thead>
<tr>
<th>efficiency</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean squares</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between group</td>
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<td>30.707</td>
<td>53.785</td>
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<tr>
<td>Within group</td>
<td>231.790</td>
<td>406</td>
<td>571</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>323.911</td>
<td>409</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to analysis of variance table, because amount sig = 0.000 and this value is less than 5%. Therefore research hypothesis is confirmed and can say that there is significant difference between levels of maintaining the relationship with customers’ satisfaction.

Table 3) ANOVA test for third hypothesis

<table>
<thead>
<tr>
<th>efficiency</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean squares</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between group</td>
<td>105.401</td>
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<td>26.350</td>
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<tr>
<td>Within group</td>
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<td>393</td>
<td>553</td>
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<tr>
<td>Total</td>
<td>323.911</td>
<td>397</td>
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</tbody>
</table>

According to analysis of variance table, because amount sig = 0.000 and this value is less than 5%. Therefore research hypothesis is confirmed and can say that there is significant difference between levels of Relationship development with customers’ satisfaction.

Table 4) ANOVA test for main hypothesis

<table>
<thead>
<tr>
<th>efficiency</th>
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<th>Mean squares</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between group</td>
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<td>53.629</td>
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<td>Within group</td>
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<td>Total</td>
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</table>

According to analysis of variance table, because amount sig = 0.000 and this value is less than 5%. Therefore research hypothesis is confirmed and can say that there is significant difference between different levels of relationship marketing dimensions with customers’ satisfaction.

6. Conclusions and Suggestions

The relative increase in costs to attract new customers is caused that marketing experts to improve the profitability pay activities to maintain current customers. In this regard, relationship marketing is a new approach to customer orientation, it has been special place. For the implementation of relationship marketing is necessary to provide suitable substrates. The most important issue is to create suitable atmosphere and environment in organization. In fact success or failure each strategy is depends on coordination or lack of coordination with beliefs that is established in employees and existing structures and systems in an organization. The results of testing data in this study show that there is significant difference between different levels of relationship marketing and customer satisfaction and considering the following suggestions are offered:

1- Because there is significant difference between levels of creation of relationship with customers satisfaction in Saderat bank of Tabriz and more satisfaction will be created in high level creation of relationship, Therefore, banks should attempt to enhance relationship for having satisfied customers.

2- Because there is significant difference between levels of maintaining the relationship with customers satisfaction in Saderat bank of Tabriz and more satisfaction will be created in high levels of maintaining the relationship, Therefore, banks should attempt to enhance maintaining the relationship for having satisfied customers.

3- Because there is significant difference between levels of relationship development with customers satisfaction in Saderat bank of Tabriz and more satisfaction will be created in high levels of development the relationship, Therefore, banks should attempt to enhance the relationship development for having satisfied customers.

4- Because there is significant difference between different levels of relationship marketing dimensions with customers satisfaction in Saderat bank of Tabriz and more satisfaction will be created in high levels of relationship marketing, Therefore, banks should attempt to enhance marketing for having satisfied customers.
REFERENCES


Todor, J. (2003). What does consumer need from relationship?

