Investigation of factors of relationship marketing in Mellat bank and relationship to customers' satisfaction

Mohsen Yahyapoor, Mehdi Amozad Mahdiraji, Maysam Bahadori

MSc. Industrial management,and member of Young Researcher Club Islamic Azad University, Firoozkooh, Iran
(Corresponding Author)
Email: Myahyapoor@Yahoo.Com
[1] MSc. Industrial management, Islamic Azad University, Firoozkooh, Iran.
[1] MSc. Industrial management, Islamic Azad University, Firoozkooh, Iran.

Abstract: The main purpose of this paper is to investigate the factors of relationship marketing and their relationship with customer satisfaction in the Mellat bank. The present study is a survey method that has been done. The statistical population of his research is 160 persons of the Mellat bank customers of the east branch of Mazandaran province. Standardized questionnaire was used for data collection and a questionnaire based on the studies is desirable from the validity and reliability point of view. The collected data were analyzed by spss software and Spearman correlation test was used for this purpose. The results show that the trust, interaction, communication, linking, empathy and common value have a relationship with the customers' satisfaction of the Mellat bank services. [Yahyapoor M , Amozad Mahdiraji M, Bahadori M. **Investigation of factors of relationship marketing in Mellat bank and relationship to customers' satisfaction**. *Life Sci J* 2013;10(3s):199-203] (ISSN:1097-8135). http://www.lifesciencesite.com. 29

Key words: Relationship marketing, Customer Satisfaction, Trust, Common values, empathy

1. Introduction

The importance of relationship marketing as a key business strategies, has emerged over the past decade, it appears that there may be reasons to factors such as unclear boundaries between markets or industries, fragmentation of markets, shortening product life cycles, rapidly changing customer buying patterns and the customers are more knowledgeable and sophisticated. With respect to the increasing competition among banks in global level, relationship marketing is considered as a clear and convenient method to create and maintain long-term relationships with customers, because commercial banks offering services in relatively a shape and distinctive service for most banks relative to competitors are the problem. So, many of the world's banks to the systematic use of relational marketing approach and the implementation of its founders have developed a tendency. Now, with the advent of private banks beside government banks have increased the intensity of competition in the banking industry. Private bank must be moved in order to retain customers and build long-term relationships. Unfriendly relations with customers lead to loss of status and will be removed from the competition. Due to the role of relationship marketing in the context, the main objective of the present to investigate factors of relationship marketing in Mellat bank and Relationship to Customer Satisfaction (Case Study: branches of Mellat Bank in the East of Mazandaran province**.**

Table (1): Branches of studies

Row	Branches	Level of branch
1	The Central Branch of Bank Mellat Neckar	1
2	MELLAT Bank branch three way power station Neckar	4
3	The Central Branch of the Bank in Behshahr.	2
4	MELLAT Bank branch, Shahid Hashemi Nejad Behshahr	2
5	MELLAT Bank branch, Behshahr, Imam Khomeini	2
6	Shares in Bank Mellat branches	3
7	MELLAT Bank branch zaghmerz	3
8	MELLAT Bank branch bottleneck	2

2. Review of Literature

Relationship marketing includes activities in order to develop long-term relationships between an organization and its customers cost-effective, in order to create mutual benefit for both sides. On other hand, permanent maintaining and strengthening with the client is only a one-way route that service organization on the use of defensive strategies and enhance your current customers should keep it pass. The customer is the only source of corporate profitability at the time of present and future. But anyway a good customer that utility shall create more could always be lost, because the competition is intense to achieve good customers. Companies have to maintain and keep current customers and establish long-term and profitable relationship with the emphasis. The main point is that this should keep customers supplied with superior value to the customer's satisfaction (Legato) providing;

Philip Cutler defines relationship marketing as follows: relationship marketing include creating, maintaining and enhancing strong relationships with customers and other interested parties. Relationship marketing also includes strategies for the defense and invasive. Aggressive marketing attract new customers or persuade potential customers include recruiting and attracting customers to a competitor. In other words, the defensive strategies are trying to retain current customers and more business with them respectively. The present article inspired by the model of sin et al, a mutual trust relationship variables, create link communications, empathy and shared values as customer satisfaction is a predictor variables on the Bank of the nation has been studied. In each of these variables are described in detail. Trust is a key component of commercial relationship and specifying that each side of the relationship, to what extent can the other side on the promise. Trust is a central variable in the interaction term. Morgan and hunt considered the trust as a key structure in the model reviewed in relationship marketing. More trust between the buyer and the seller creates more efficiency and more long term relationships. The second factor in systematic relationship marketing, link building, which is between the two sides of the relationship can be created and integrated into a situation to achieve the desired objective role. The existence of this component in a systematic relationship marketing, will develop and enhance customer loyalty, and directly related to the feeling of belonging and indirectly felt creates organization to belong. The third variable in the marketing relationship is communication, which consists of formal and informal exchanges of meaningful and timely information exchange between buyer and seller leads. The third variable, the common value is

the relationship of the parties is simply the common beliefs about behaviors, goals, ranging from the easiest to the importance or low importance, fit or unfit, and true or false. There are goals shared values will cause greater engagement. The fifth variable in the marketing relationship refers to empathic relationship that allows each party to investigate the situation from the perspective of the other side. Empathy is the understanding of the needs and goals of the relationship. The last variable in the marketing relationship refers to relationship that makes the benefits received by each party against the other, to provide special accommodations for him next time.

1.2 Background

The concept of relationship marketing in the first time defined by Barry in 1983 in the background and service organizations were presented as strategy attract, maintain and develop relations with the customers. Cutler and others have defined the concept of relationship marketing, maintaining and enhancing strong relationships with customers and other stakeholders. They believe that the increasing marketing of jointly running away from personal transactions and move towards making the relationship with customers and marketing networks. Ranjbar and Barari in your research have been studied foundations of relationship marketing include commitment, trust, communication and conflict management on customer loyalty, customer vision of the variables rand bank about the success of each of these variables. The results show that the state banks the four foundations of relationship marketing on customer loyalty has a significant positive effect. Shahriari in research emphasized on relationship marketing factors such as trust, commitment, communication, conflict resolution and customer loyalty were investigated. The results show that female clients of the bank, trust and commitment is high, the ratio of men to show more loyalty. Travatanavng et al, in their study have studied the foundations of relationship marketing, association, trust, commitment, cooperation and conflict management norms for the Brrzayt based customer relationship life cycle.

The aim of the present study was a descriptive study and application of research methods - is a survey. The most general classification, methods of library research and fieldwork considered that both methods have been used in the present study.

The model is derived from the model, Sin and colleagues, in the form of numbers (1) are presented. The model includes six variables, trust, communication, empathy, shared values, mutual respect, creating links between relationship

marketing and variables related to customer satisfaction

3. Methodology

1.3 Type of study: The aim of the present study was a descriptive study and application of research methods - is a survey. The most general classification, methods of library research and fieldwork considered that both methods have been used in the present study.

2.3 Model of Conceptual research

The model is derived from the model, Sin and colleagues, in the form of numbers (1) are presented. The model includes six variables, trust, communication, empathy, shared values, mutual respect, creating links between relationship marketing and variables related to customer satisfaction**.**
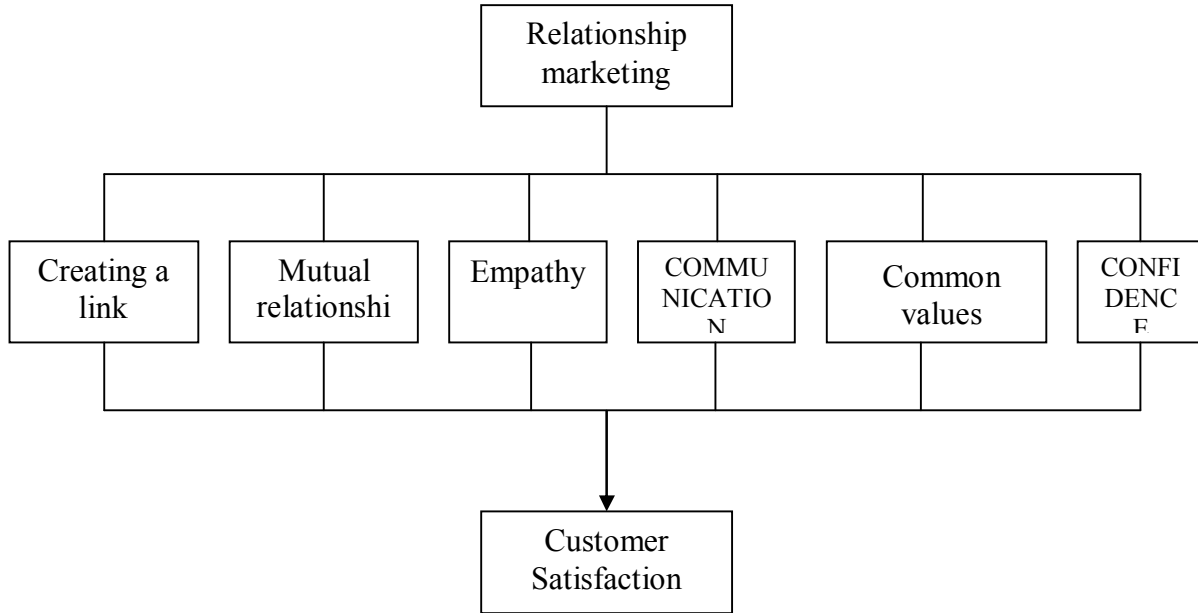

Figure 1. Systematic relationship marketing components

3. Participants

The population of this research is the customer's bank branches in East province. The bank has eight branches are in the East province. Since the population size is infinite, the following formula is used to obtain the sample. For this purpose, a preliminary study was conducted separately on each of the branches and the number of 30 questionnaires was distributed in each of them.

$$n = \frac{Z_{\frac{a}{2}}^{2} \times S^{2}}{d^{2}}$$

n= minimum sample size

$Z_{\frac{a}{2}}$ = Confidence level

95 % = 1/96

D= authorized error percentage = 0/05

S= Variance z Prototype = 0/3226

Data Collection

In order to collect the required information, the researcher used research questionnaire. This questionnaire includes 25 questions that are 5 questions about trust, 4 questions about link building, 4 questions about communication, 4 4 reciprocal relationships, questions about the question about empathy, and finally 3 questions about shared values. Also, a scale of measurement options 5 likert scale is the range of a concession.

Statistical analysis

Research on bearing based on feedback to the questionnaire responses of the five darqalb fitted deployment option (likert scale) is designed, therefore, to analyse the results obtained, using SPSS software and test the correlation Spearman has been used. As well as the direction of the ranking level of the impact of customer satisfaction on the model variables Friedman is used.

Based on the results, as shown in Table (1) is also visible, 57.5 percent of men and 42.5% women, which indicates that the number of males than females. The age distribution of patients in the bank to 16.3 percent in the age group 20 to 30 years, 32.5% aged 31 to 40 years, 33.1% between the ages of 41 and 50 years and 18.1 percent were above 50 years. Statistical distribution of the sample suggest that 20% of working time of between 1 to 5 years, 56.3 percent of those aged 6 to 10 years and 23.8 percent of those older than 10 years banks have cooperated. Statistical distribution studies showed that 31.9% of visitors to the bank hold a bachelor's degree and 48.1 percent of men and 20 percent of associate degree or higher (Table2).

Table 2. Demographic data of sample

Age (Year)	Quantity	20-30	31-40	41-50	Upper 50	
	Frequency	26	52	53	29	160
	Percentage	16.3	32.5	33.1	18.1	100%
Duration of cooperation (Year)	Quantity	1-5	6-10	Upper 10	-	
	Frequency	32	90	38		160
	Percentage	20	56.3	23.8		100%
Education	Quantity	Diploma	M.A	Ph. D		
	Frequency	51	77	32		160
	Percentage	31.9	48.1	20		100%
Gender	Quantity	Male	Female			
	Frequency	92	68			160
	Percentage	57.5	42.5			100%

Table 3. Results of the research hypotheses

Test	sig	Number of Items	Number of samples	fields	coefficient
Spearman coefficient	0/004	5	160	confidence	/431
	0/008	4	160	Empathy	/210
	0/003	4	160	communication	/323
	0/031	3	160	Common value	/201
	0/019	4	160	Creating a link	/242
	0/023	4	160	Mutual relationship	/401
	-	6	160	Satisfactory consumer	1

Table 4: Table Average Friedman test

fields	Rating Average
confidence	5.48
Empathy	3.96
communication	3.77
Common value	3.67
Creating a link	2.90
Mutual relationship	1.22

According to the information table (2) and considering whether the independent variables have significant coefficients for all smaller than the 5./., It can be claimed that all of the independent variables (mutual trust, communication, communications, create links, common values and solidarity) with the consent of the clients the services of Bank Mellat had a relationship and thus all assumptions are accepted. According to Table 3, the mean Friedman test levels and meaning obtained in the table is the level of confidence of 5.48, interaction 3.96, Community 3.77 link 3.67, Empathy 90/2 and the collective value of 22/1 is - . They were the same, most of the following table related to the trust clients.

4. Conclusion

Due to the significant benefits relationship marketing, companies are moving toward choosing this method. In the new situation, the marketing methods do not work and they are less profitable. More mature markets with intense competition, supply and demand are facing very frequent. In these circumstances, it is hard to find new customers, and

we need to maintain the existing customers of the companies and businesses are feeling. Due to these changes, organizations must equip themself and be ready to deal with competitors. The extent of the essential knowledge and relationship marketing maintain and increase market competitive power companies. The results were expressed that trust, interaction, links, link building, empathy and shared values significant relationship with customer satisfaction with bank services.

Practical –management suggestion
- Development of customer satisfaction and complaints system as broadly.
- Develop programs to attract foreign customers and factors influencing satisfaction.
- Establishing appropriate training for bank staff to inform and how to deal with customers.
- Updating websites for quick communication, direct and accurate internal and external customers.

2/8/2013

- Continuous communication with customers and to inform customers of new developments and services**.**

References
1 - Ebrahimi, Abdul, village, Ahmed, Venus, referee, Marketing Management, Tehran, reading and writing books in the Humanities University (right), 2010.
2 - Arabs, SM, Rezvani, HR, Marketing Strategy, Tehran, Iran Eyes Institute, 2009.
3 - Haji Karim, AA, M. Maki, V., relationship marketing (commercially oriented), commercial publishing company, 2010.
4 - Rashidi, D, marketing, banking services, in Tehran Press mountainside, 2009.
5 - Shahriari, S. Emadedin, H., B., Principles of Marketing, Tehran-based Press Micro, 2009.
6 - Moheb, D., cultural, AA, Marketing Management, Tehran, Amir Kabir Publications, 2007.