

The Role of Relationship marketing and its dimensions on costumer's appreciation and consumer's behavior of Saipa representatives

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Abstract

Using relationship marketing is an increasing for earn profit in organizations / companies. In today's world the use of this kind of marketing is possible for marketers along with conception of correct consumer's behavior and timely resolve and optimize their demand and need. This marketing is one of the known solutions in marketing that dissatisfied customers has restrected by strengthening appreciate among them and thereby has been caused to enhancing and thereby has been caused to enhancing loyal customers. In this study it's intended to consider effect of relationship marketing and its aspects such as the true commitment communications, conflict management competency customers' Satisfaction, on the behavior of consumer and anor management competency customer's Satisfaction on the behavior of consumer and appreciate of customers The present study in terms of is pracjcal and in terms of data collecting method is descriptive and correlation type, based on Cochran formula sample size earned 384 people, and but for authenticating to research results some too questionnaires based on: some 400 questionnaires based on: simple. random sampling method the at completed form among customers of SAIPA representations in Ardebil province was collected Requirement data collecting was done by standard questionnaire. In order to Measuring relationship marketing components was used Andobysys Inventory(2005) ,(2013). Also measuring consumer's behavior indix , was done based on AJZens Inventory (1977). Finally, Mc calok etal's Inventory (2002) was used for measuring appreciate of customers, Research Model Test was done based on method of structural equations and Lisre software. The results showed that relationship marketing and it aspects on the appreciate of Customer and also relationship:

marketing and its aspects except conflict management has effect positive and significant on consumer's behavior Based on research results was provided purposes for improving consumer's behavior .

Key words: relationship marketing, customer's appreciate, behavior of consumer, SAIPA automobile manufacturing group representations

Introduction

Using relationship marketing is an increasing for earn profit in organizations / companies. In today's world the use of this kind of marketing is possible for marketers along with conception of correct consumer's behavior and timely resolve and optimize their demand and need. This marketing is one of the known solutions in marketing that dissatisfied customers has restrected by strengthening appreciate among them and thereby has been caused to enhancing and thereby has been caused to enhancing loyal customers. Relationship marketing is a strategy to overcome customer loss by recognizing consumer behavior that attracts customers' trust and satisfaction, and therefore increases customer profitability and consequently increases the profitability of the company.

Case study

The statistical population of this research includes customers of Saipa Automobile Dept. in Ardebil province. Saipa dealers with sales and after-sales services sell Saipa products on behalf of the company for profit, and pay for after-sales services by attending Saipa Yadak services. The reason for choosing these dealers as a statistical community is the growing importance of customers and the need to attract and retain customers' loyalty in order to achieve superior performance and increase market share and profitability in the automotive competition industry in Iran.

Materials and Methods

The present study in terms of is pracjcal and in terms of data collecting method is descriptive and correlation type, based on Cochran formula sample size earned 384 people, and but for authenticating to research results some too questionnaires based on: some 400 questionnaires based on: simple. random sampling method the at completed form among customers of SAIPA representations in Ardebil province was collected Requirement data collecting was done by standard questionnaire. In order to Measuring relationship marketing components was used Andobysys Inventory(2005) ,(2013). Also measuring consumer's behavior index , was done based on AJZens Inventory (1977). Finally, Mc calok etal's Inventory (2002) was used for measuring appreciate of customers, Research Model Test was done based on method of structural equations and Lisre software.

Discussion and Results

The results show that: Marketing affiliated with the first main variable, ie customer appreciation with path coefficient (0.96), and from subordinate variables related to appreciation, trust (0.446), commitment (0.848),

communication (0.848), Conflict Management (0.624), Competency (0.786) and Customer Satisfaction (0.786) have a positive and significant effect. The findings of the study were related to the second main variable, consumer behavior with path coefficient (0.13), and the related related variables of trust (0.432), commitment (0.445), communication (0.285), competence (0.387) , Customer satisfaction (10/0) confirms and has a significant effect on the measured variable in Saipa Agencies, but conflict management (0.031) has a significant negative effect on the measured variables.

Conclusion

The results showed that relationship marketing and its aspects on the appreciation of Customer and also relationship marketing and its aspects except conflict management has a positive and significant effect on consumer's behavior. Based on research results, purposes for improving consumer's behavior were provided.

Key Words: relationship marketing, customer's appreciation, behavior of consumer, SAIPA automobile manufacturing group representations