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Influence of Investing in Relational Marketing on Customer Loyalty

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Abstract

Today, the importance of customer loyalty is increasing more and more, and is being recognized as the most important competitive advantage of organizations and its role in success and development of business is undeniable. Purpose of this study is to investigate the effect of Investing in relational marketing on customer loyalty. The research method was descriptive-survey and an applied one. The statistical population of the study includes customers of Pars Khazar`s permanent sale branches in Tehran. The sampling method was Non-random sampling available. Using Cochran's formula 384 people were chosen as the sample size. To gather the data two standard questionnaires, namely Lu and Lin (2010) for Relational Marketing, and Randell Till (2005) to measure Customer Loyalty were used. Univariate regression analysis test was used to analyze the data. Descriptive and inferential statistics (Kolmogorov test, correlation coefficients and regression) and Spss software were used for data analysis. The results indicated that Investing in Relational Marketing has an impact on customer`s loyalty.

Key Words: Relational Marketing, Customer Loyalty, Pars Khazar Company

Introduction

Today, the importance of customer loyalty is increasing more and more, and is being recognized as the most important competitive advantage of organizations and its role in success and development of business is undeniable. The way of marketing operations has changed as the context in which marketing is taking place has been changed and replaced by other traditional marketing approaches, as these changes are increasingly growing. The results of the study of successful brands indicate that in the most of the cases, the process of brands formation began in the first place at the national level and after gaining the trust of local citizens and customers, using new marketing techniques and methods, they have introduced their true identity to the world (Farnya, 2014) .A review of theoretical literature has shown that relational marketing, by discovering customer needs, can lead to their loyalty and lower company costs (Moorman, 2010). Complete awareness of customer, customer`s needs and wants, require close communication with customers, the main purpose of relational marketing is to build a close and long-term relationship in order to fully understand the customer and provide their satisfaction (Ndubici and Wah,

2005)..Ndubisi (2013) concluded in his research that components of relational marketing have a meaningful relationship with customer loyalty. Relational marketing is the identification, creation, maintenance and promotion of relationships with customers and stakeholders (beneficiaries) of the organization, which can be achieved by building trust as a result of fulfilling the obligations (Gamesso, 2013). Nowadays marketers are looking for ways and information to create loyal customers for themselves. This will reduce marketing and operational costs and increase profitability (Amini & Sohrabi, 2011).

Nowadays, marketers are looking for ways and information to create thereby loyal customers, as this will reduce marketing and operational costs and increase profitability. Customer loyalty is generally divided into attitude loyalty and behavioral loyalty (Aydin & Ozer 2005). Attitudinal loyalty describes customer attitude to loyalty by measuring customer tastes, purchase intention, supplier prioritization, and desire to representing, on the other hand behavioral loyalty is related to purchase share, purchase frequency (Aydin & ozer, 2005). Given the raised issues, present study will address whether investing in relational marketing provided by sellers of Pars khazar`s dealers, would have different effects on customer loyalty. The present study seeks to answer the question whether the four tactics of Email, tangible reward, interpersonal communication, and preferential behavior from relational marketing affect customer`s Loyalty in Pars Khazar?

Theoretical basics and background of the research

Relational Marketing

Relational marketing is one of the most comprehensive concepts that can be concluded from all the marketing perspectives that discuss relationality. The term was formally introduced by Leonard Beri in 1983. He defined it as the attraction, maintenance, and enhancement of customer relationships. (Sin, et al., 2008) believe that base of this branch of marketing which has a close relationship with customer`s behavior, has emerged from the heart of researches related to relationship between buyer and seller in medium and relatively large businesses. Customers and trading parties have made remarkable progress in the field of marketing over the last two decades, and the emergence of relational marketing attitudes has led to significant changes in the marketing method that are significant and applicable. Based on Leonard Beri's theory and related scientific efforts by Hakansson, the theory of relationships structure expanded throughout the 1980s and encompassed numerous and diverse areas involving buyer-seller relationships. During the 1990s, other analysts developed the theory of relationships structure and transformed it into a management trend which is called relational marketing. (Sin, et al., 2002).Relational marketing focuses on long-term related exchanges, in which each exchange of individual is considered part of a long-term relationship in which both parties benefit from the long-term relationship (Vilson and Eiriz, 2012).Relational marketing refers to long-term communication exchanges where both parties benefit from forward communication (Vincent, 2014).Based on the most definitions provided by experts, there is a general view that relational marketing refers to the creation of long-term and interactive relationships with individuals, organizations and stakeholder groups, its basis is to provide an optimal and effective communication in order to maintain them. Relational marketing wants to build such a

relationships with target market customers so that to buy from them again in the future and to persuade others to do so and the main goal is to retain more customers and lose fewer. So the goal of relational marketing is attracting and retaining customers, which involve a form of marketing from a transactional focus to a relationship with an emphasis on customer retention, excellent customer service and commitment and quality for all. It is about recognizing the existing customer base in the organization because they are the most valuable capitals of the organization that need to be protected. In the present study, the relevant marketing components include: e-mail, tangible reward, personality relationship, and preferential behavior (Lu Tien, 2010).

E-mail: The process of exchanging and sharing valid and timely information, formally or informally is defined between the parties of a relationship (Ranjbarian & Barary, 2009).

Personality relationship: creating a relationship that is the glue and the link which holds the institution and the customer together. Creation of relationship refers to the formal and informal exchange and sharing of information in a timely and meaningful way between the buyer and the seller. In fact, creation of relationship plays an important role in shaping the institution and trust. Creation of relationship is an effective relationship that creates a strategy that helps in resolving the disputes, coordinated goals, and reveals new value that creates opportunities. Effective creation of relationship, speeds up positive interactions, and increases customer satisfaction (Abbasi, 2004).

Reward: Reward is a tool that creates extra value or incentives for products of the seller, distributor or end consumer whose primary purpose is immediate selling. Reward is one of the sales promotion tools. (Samadi & Nourani, 2009). Sales promotion is an accelerating tool to increase sales to customers who are not influenced by advertising. This method can continue customer relationship with the store (Pourkiani, 2010).

Preferential treatment: The store's discriminatory behavior between permanent and temporary customers is called preferential treatment. Therefore, a customer is more attentive to being loyal when providing pre, during, and after sales services. It is an unwritten rule that companies do not pay equal attention to permanent and temporary customers.it is appeared that customers who face store`s preferential treatment are more satisfied (Doaie, Rezaie and Khaajei, 2011).

Customer loyalty

Customer loyalty is a deep and internal commitment that leads to the repurchase or re-use of a particular product or service, although situational effects and marketing offers, are potentially impacting customer behavior change (Oliver, 1999). The concept of loyalty in customer and creating loyal customers in the business context is described as "creating customer commitment to deal with a particular organization and purchasing goods and services repeatedly" (Larsson & Solana, 2004).In other words, consumers become loyal to the product first through cognition that is a sentiment towards a product or service, and then through action. Therefore, the level of customer loyalty and commitment to the product or service depends on the stage of loyalty that exists in it (Yoksel, 2010).In the present study customer loyalty is considered

based on a process that can be identified in two stages: attitudinal loyalty and behavioral loyalty (Randel Till, 2005).

Behavioral loyalty: In the past loyalty literature, many researchers have focused solely on the concept of behavior. For example, according to Newman and Werbel, loyal customers are people who buy a particular brand again, only paying attention to that brand and looking for no information about other brands. Also Tellis measures loyalties by alternating repurchases or bulk purchases of a particular brand (Randall Till, 2005).

Attitudinal loyalty: Attitude loyalty has also been the focus of many researchers in the field. When we overview the concepts of loyalty, we see Oliver as one of those who has provided a comprehensive and complete definition of loyalty. According to Oliver's definition, customer loyalty means a strong commitment to repurchase a product permanently in the future despite various environmental impacts and marketing efforts to shift potential direction to other brands (Randell Till, 2005).

Research background

Ahmadi and yahia Zadefar (2011) examined the status of using relational marketing to communicate with customers in the hotel industry (Case study: Persian Palace Hotel). As a result of this research, it was concluded that the hotel managers were unaware of the relevance of marketing strategies due to their lack of expertise in marketing and that their customer relationship management system was traditionally performed without the use of new tools.

In 2011, Venus and Zohori examined the impact of relational marketing`s valuable dimensions on customer loyalty to the mobile phones brand. The results showed that among the valuable dimensions of relational marketing, only three variables of functional, symbolic and empirical interests influenced on attitudinal loyalty. The relationship between attitude loyalty and behavioral loyalty was also confirmed.

Gholamreza Khojasteh(2011), in his research entitled "The Relationship Marketing Influence on Customer Loyalty (Case Study: Saaderat Bank of Shiraz)" investigated the impact of relational marketing fundamentals on customer loyalty. The results indicated that there were significant relationships between relational marketing fundamentals, quality of relationships and customer loyalty or in other words the research hypotheses (1 main hypothesis and 4 sub hypotheses) were confirmed. Finally, according to the results of the research, the researcher's suggestions are presented in two parts: direct and indirect suggestions.

In 2013, Yadav discussed ways to implement customer relationship management practices in the hotel industry. The purpose of this research was to successfully implement relational marketing. Customer awareness of pricing, branding and competition in the hotel industry today is commendable, so supporting customer loyalty in the hotel industry is a very challenging endeavor. Consequently, customer relationship management as a business strategy creates strategic relationships with customers, which then leads to customer loyalty.

In 2012, Chang Lo reviewed in detail the impact of relational marketing in maintaining customer satisfaction. The results of this study show that taking advantage of a better position and more confidence can keep old and previous customers. Satisfaction and trust are the two main pillars of the organization, and the goal of corporations should be to tempt

consumers by adopting a particular type of behavior and attitude.

In 2012, Abdul Alem and Basri examined the relationship between dimensions of customer relationship management and hotel performance. In this study, they propose a conceptual model that explains the relationship between customer relationship management and hotel performance. Consequently, this study show that there is a significant relationship between the dimensions of customer relationship management and hotel performance.

Amoako, Arthur, and Bandoh in 2012 examined the effective impact of customer relationship management on repurchasing (Case Study: Lale Tallai Hotel). The purpose of this study was to investigate the impact of customer relationship management on customer loyalty in Laleh Hotel. As a result, there is a significant relationship between customer relationship management and customer loyalty.

Long -Yilin (2010), in a study titled "The relationship between consumer`s personality behavior - brand personality - and brand loyalty" which fulfilled in the toy industry in Taiwan using a sample of 387 in the largest shopping center of this goods , results from Taiwan showed that brand personality had a significant positive effect on the factor of practical loyalty. The personality of honesty and acceptance had a positive significant effect on the type of emotional loyalty. Personality behavior of honesty and acceptance has a significant positive effect on the type of practical loyalty.

Development of hypotheses and conceptual model

The following hypotheses are assumed according to the existing literature on relational marketing dimensions and customer loyalty:

Main hypotheses

Relational marketing has an impact on customer loyalty of Pars Khazar brand

Hypothesis 1: E-mail affects the customer loyalty attitude of Pars Khazar brand.

Hypothesis 2: Tangible reward affect the attitudinal loyalty of customers of Pars Khazar brand.

Hypothesis 3: Personality relationship affects the attitude of loyal customers of Pars Khazar brand.

Hypothesis 4: Preferential treatment affects the attitude of loyal customers of Pars Khazar brand.

Hypothesis 5: Email affects the behavioral loyalty of customers of Pars Khazar brand.

Hypothesis 6: Tangible reward affect customer loyalty behavior of Pars Khazar brand.

Hypothesis 7: Personality relationship influences the behavior of customers of Pars Khazar brand.

Hypothesis 8: Preferential treatment affects the behavioral loyalty of customers of Pars Khazar brand.

Based on the above mentioned, the conceptual model is illustrated in Figure 1.

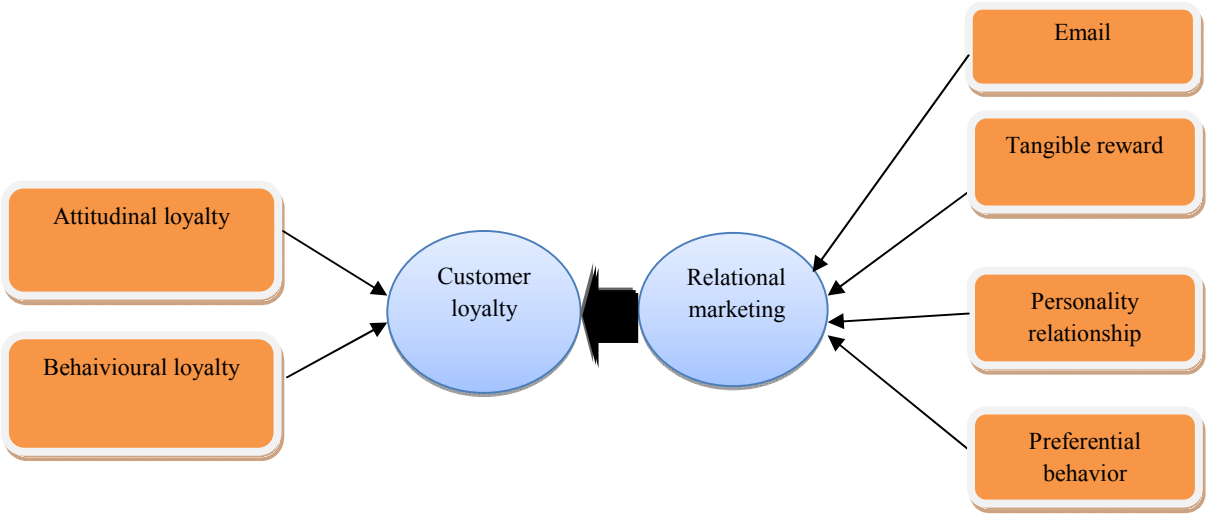

Figure 1. The conceptual model is as follow (2015).

Research methodology

Purpose of this study is applied, and it is descriptive-survey. statistical universe of the study is all the customers of Pars Khazar`s permanent sale branches in Tehran, the number of which is unknown to the researcher. The sampling method of this study was "non-probability sampling available and of course purposeful" and the sample size was selected 384 people based on Cochran's formula. To collect data, the Relationship Marketing Standard Questionnaire from Lu & Lin (2010) and the Standard Customer Loyalty Questionnaire from Randall Thiel (2005) was used. Content validity and factor validity were used to check the validity and Cronbach's alpha coefficient was used to test the reliability of the research measurement tool and the results are shown in Table 1. ■

Table 1. Calculation of Cronbach's alpha and composite reliability

Research variables	Cronbach's alpha
Behavioral Loyalty	0.782
Attitudinal loyalty	0.784
Email	0.897
Tangible rewards	0.811
Personality relationship	0.732
Preferential behavior behavior	0.195

To analysis related data, descriptive measures in descriptive statistics and statistical tests in inferential statistics, normality of Kolmogorov-Smirnov test and correlation and regression tests were performed using SPSS software.

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Table 2. Demographic characteristics of the sample under study

Demographic variable	Dimensions	frequency	Percentage
Gender	Female	71	0.18
	Male	313	0.82
Education	Diploma	251	0.65
	BS	47	0.13
	Senior	55	0.17
	Ph.D	9	0.5

Analysis of main hypothesis test

The main hypothesis of the study is that "Relational marketing has an impact on customer loyalty of Pars Khazar brand".As you can see in Table 3, the value of ANOVA (Sig.) is less than 0.01 and indicating a linear relationship between relational marketing and loyalty. The value of R Square is 0.807, indicating that ٪80 of the variation in loyalty is influenced by Pars Khazar customers' relational marketing. Therefore, the hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 0.583 + 1.003\ x$$

Table 3. Results of simple linear regression test between relational marketing and loyalty

Independent variable	Dependent variable	R Square	Level of significance	Coefficients
				B
Relational marketing	Loyalty	0.807	0.000	Constant = 0.583
				Bazaryabi = 1.003

Analysis of the first sub-hypothesis test

The first hypothesis of the study is that "E-mail has an impact on the behavioral loyalty in customers of Pars Khazar brand ".As you can see in Table 4, value of the ANOVA (Sig.) is less than 0.01, indicating a linear relationship between email and behavioral loyalty. The R Square value is 0.830, indicating that ٪83 of the behavioral loyalty changes are affected by Pars Khazar Email. Therefore, the first sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 0.735 + 0.940\ x$$

Table 4. Results of simple linear regression test between email and behavioral loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
post	Behavioral Loyalty	0.830	0.000	Constant = 0.735
				Post = 0.940

analysis of Second sub- hypothesis test

The second hypothesis of the study is that "tangible reward affect the behavioral loyalty of customers of Pars Khazar brand".As you can see in Table 5, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between tangible reward and customer behavioral loyalty. The R Square value is 0.775, indicating that 77/5% of behavioral loyalty changes are affected by tangible reward. Therefore, the second sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= -0.125 + 1.093\ x$$

Table 5. Results of simple linear regression test between tangible reward and behavioral loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
Tangible rewards	behavioral loyalty	۰٫775	0,000	Constant = -0.125
				padash = 1.093

Analysis of the third sub-hypothesis Test

The third hypothesis of the study is that "personality relationship affects the behavioral loyalty of customers of Pars Khazar brand".

As you can see in Table 6, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between personality relationship and customer`s behavioral loyalty. The R Square value is 0.882, indicating that %88/2 of behavioral loyalty changes are influenced by communication. Therefore, the third sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 0.972 + 0.899\ X$$

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Table 6. Results of simple linear regression test between personality relationship and behavioral loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
relationships	Behavioral Loyalty	0.882	0,000	Constant = 0.972
				ertebatat = 0.899

Analysis of the Fourth Sub-Hypothesis Test

The fourth hypothesis of the study is that "preferential behavior affects the behavioral loyalty of customers of Pars Khazar brand."

As you can see in Table 7, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between preferential behavior and customer behavioral loyalty. The R Square value is 0.731, indicating that 73/1% of behavioral loyalty changes are influenced by preferential behavior. Therefore, the hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 1.053 + 0.893\ x$$

Table 7. Results of simple linear regression test between relational marketing and behavioral loyalty

independent variable	**Dependent variable**	**R Square**	**ANOVA (sig.)**	**Coefficients**
				B
preferential behavior	Behavioral loyalty	0.731	٠,٠٠٠	Constant = 1,053
				shayestegi =0.83

Analysis of the fifth sub-hypothesis Test

The fifth hypothesis of the study is that "Email has an impact on the attitude loyalty of customers of Pars Khazar brand".

As you can see in Table 8, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between email and attitude loyalty. The R Square value is 0.799, indicating that ٪79/9 of the attitude loyalty changes are affected by Pars Khazar Email. Therefore, the first sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 0.788 + 0.991\ x$$

Table 8. Results of simple linear regression test between email and attitude loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
Email	attitude loyalty	۰٫799	0,000	Constant = 0.788
				Post = 0.991

Analysis of sixth sub- hypothesis test

The sixth hypothesis of the study is that "tangible reward affect the attitude loyalty of customers of Pars Khazar brand".
As you can see in Table 9, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between tangible reward and customer attitude loyalty. The R Square value is 0.723, indicating that 72/3% of attitude loyalty changes are affected by tangible rewards. Therefore, the sixth sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 0.3 + 1.134\ x$$

Table 9. Results of simple linear regression test between tangible reward and attitude loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
Tangible rewards	Attitude loyalty	۰٫723	۰٫۰۰۰	Constant = -0.3
				padash = 1.134

Analysis of the seventh sub-hypothesis Test

The seven hypothesis of the study is that “personality relationship affects the attitude loyalty of customers of Pars Khazar brand".

As you can see in Table 10, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between personal communication and customer attitude loyalty. The R Square value is 0.733, indicating that %73/3 of attitude loyalty changes are influenced by communication. Therefore, the seventh sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 1.083 + 0.938\ x$$

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Table 10. Results of simple linear regression test between personality relationship and attitude loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
Personality relationships	Attitude loyalty	0.733	0,000	Constant = 1,083
				Ertebatat = 0.938

Analysis of the eighth Sub-Hypothesis Test

The eighth sub-hypothesis of the study is that "preferential behavior affects the attitude loyalty of customers of Pars Khazar brand." As you can see in Table 11, the ANOVA (Sig.) value is less than 0.01, indicating a linear relationship between preferential behavior and customer attitude loyalty. The R Square value is 0.686, indicating that 68/6% of attitude loyalty changes are influenced by preferential behavior. Therefore, the eighth sub-hypothesis is confirmed with 99% confidence. The regression line equation can be written as follows:

$$y= 1.183 + 0.930\,x$$

Table 11. Results of Simple Linear Regression Test between personality relationship and attitude Loyalty

Independent variable	Dependent variable	R Square	ANOVA (sig.)	Coefficients
				B
Preferential Behavior	Attitude loyalty	0,686	0,000	1,183
				raftar = 0.930

Testing Research Hypotheses Using Multiple Linear Regression Analysis:

In Multiple Linear Regression we examine the simultaneous and linear effect of two or more independent variables on the dependent variable by means of multiple regressions (Stepwise). Multiple linear regressions was used to test the main hypothesis. The main hypothesis of the study is that "Relationship marketing factors influence the loyalty of Pars Khazar customers". We therefore examine the impact of email agents, tangible rewards, personal communication; preferential behaviors that are relevant marketing factors on Pars Khazar loyalty.As can be seen in Table 12, the ANOVA (Sig.) value for factors (email, tangible reward, personality relationship, preferential Behavior) is less than 0.01, except for tangible reward, indicating that there is a linear relationship between the mentioned factors and relational marketing. The R Square value is 0.881, indicating that 88/1% of customer loyalty changes are influenced by email variables, tangible reward, personality relationship, preferential behavior. Then it can be said with % 95 confidences that relationship marketing has an impact on customer loyalty and the main research hypothesis is also confirmed. The regression line equation can be written as follows:

y= 0.642 + 1.046 post + 0.215padash + 1.230ertebatat – 1.526raftar

As seen in the regression equation, the highest effect is related to preferential

behavior in the negative state and the least effect is related to tangible rewards.

Table 12. Results of multiple linear regression test between independent variables and customer loyalty

dependent variable	independent variable	R Square	ANOVA (sig.)	Coefficients
				B
				Constant = 0.642
loyalty	Email	0,881	0,000	1,046
	Tangible rewards		0,004	0,215
	Personality relationships		0,000	1,230
	Preferential behavior		0,000	-1.526

Discussion and conclusion

The results of the main hypothesis of the present study showed that "relational marketing has an influence on the loyalty of customers of Pars Khazar brand ". By using these results it can be said that relational marketing did not want purely to provide the services in the place and time and price which target market requires ,but it want to build such a relationship with the market that they buy again in the future and persuade others to do so. Relational marketing seeks to retain more customers and lose fewer customers. Consistent with our results, Huang (2015) showed in his research also that options of investing in relational marketing such as direct Email, tangible reward, interpersonal communication and preferential behavior have different effects on customer appreciation and thus loyalty in behavior. Therefore, relationship marketing in Pars Khazar should build such a strong relationships with customers of target market that to buy from them again in the future and encourage others to do so. And the main goal is to retain more customers and lose fewer customers. So the goal of relational marketing is attracting and retaining customers, which involve a form of marketing from a transactional focus to a relationship with an emphasis on customer retention, excellent customer service and commitment and quality for all. It is about recognizing the existing customer base in the organization because they are the most valuable capitals of the organization that need to be protected.

The results of the first sub-hypothesis based on this matter that e-mail have an impact on customer`s attitude loyalty of Pars Khazar brand, was confirmed. In this regard, Venus and Zohori (2011) showed in their research that among the valuable dimensions of relational marketing, only three variables of functional, symbolic and empirical interests has influenced attitudinal loyalty. E-mail has had a positive effect on customer attitudinal loyalty of Pars Khazar brand, which is probably due to the brand's dynamical feature, giving information and creating awareness and remembering to the customer.

And ultimately, it creates loyalty at the attitudes and beliefs of customer. Therefore, it can be said that the advent and entering of information and communication technologies has enabled large-scale communication between buyers and sellers as well as knowledge at their center as a source. And relational marketing also uses these technologies to gain customer loyalty.

The results also showed that "tangible rewards affect the customer`s attitudinal loyalty in Pars Khazar brand. Consistent with this result, Khojaste (2010) showed in his research that there is a significant relationship between the basics of relational marketing, quality of relationships and customer loyalty. In explaining the results, it can be said that in order to attract and retain the loyal customers, managers of Pars Khazar should also use the reward system and thus create a permanent dependency between the company and the customer. The two-way dependencies reduce transaction costs and upgrade the quality. In short, better quality at a lower cost is achieved through the dependence of the parties among the actors of valuation chain. Hence, the purpose of relational marketing is to improve marketing productivity by achieving effectiveness and competence.

Results of the research showed that personality relationship has influenced on the customers attitudinal and behavioral loyalty in Pars Khazar brand. ”In line with these results, Chung Lo in 2012 examined the impact of relational marketing on maintaining customer`s satisfaction. The results of this study show that using relational marketing concept in organization, helps in maintaining healthy relationship with customer. Therefore, it can be said that personality relationdhip has positive effect on customer attitudinal loyalty in Pars Khazar brand. This is probably due to the time which is spent to the customer, personal conversations with customer, and supportive behaviors to the customer. Establishing of relationship is the glue and bond which holds the institution and the client together. Establishing of relationship return back to the formal and informal exchange and sharing of information in a timely and meaningful way between the buyer and the seller. In fact, Establishment of relationship plays an important role in shaping the institution and the trust. Establishing of relationship is an effective relation that creates a strategy which helps in resolving the disputes, coordinates goals, and reveals new value that creates opportunities. Effective establishing of relationship promotes positive interactions increases customer satisfaction, thus communication can affect the amount and level of customer loyalty.

The results showed that preferential behavior affects the behavioral loyalty and attitudinal of customers in Pars Khazar brand. “In explaining the results, it can be said that loyalty occurs when customers feel confident that the organization in question can best meet their needs so that the competitors of the organization are out of the customer's mindset and only buy from the organization. In this regard, Day in most of his statements criticize the mere focus on behavioral measures of loyalty because that measures do not distinguish between actual and artificial loyalty. The key, he says, is that these fake loyal customers have no dependence on brand features and can easily be hijacked by other brands that offer better prices, so many companies are struggling to enhance the loyalty of their customers through their retention programs and relational marketing. Consistent with these results, Nelson Endobisi, et al. (2007), in a study entitled “Customer Relationship Management Provider and Customer Loyalty” in Malaysia, aimed at examining the basics of

relational marketing including commitment, competence, managing of communications and conflict from one hand ,and loyalty on the other hand, as well as the mediating variables of trust and quality. The findings of this study show that the basics of relational marketing, namely communication, commitment, competence and conflict management, have relation directly with the quality of customer`s relationship and trust and indirectly (through trust and quality of communication) with customer loyalty. This study also reveals how companies can apply communication marketing strategies to nurture and retain loyal customers as well as to manage customer-supplier relationships in the banking sector. The following is suggested by the results:

- The top managers of Pars Khazar should send an email to their clients informing them about discounts, gifts, festivals and awards.
- top managers at Pars Khazar should take the step in creating loyalty at their customers by taking into account tangible rewards for loyal customers and presenting programs to customers who are committed to the collection and encourage other people to join the collection.
- Pars Khazar top managers should be more effective in providing personal communication platforms by hiring highly experienced public relations staff as well as training and emphasizing staff in personal communication with clients. It is better to use survey forms or customer recognition forms in customer packages to personalize marketing or personalize their marketing by personalizing or customizing services derived from customer recognition information.
- The top executives of Pars Khazar is better to classify their customers and provide a clear marketing plan for each class and group with respect to the amount of loyalty and commitment so that at time of comparing, this discriminating behavior become evident to the customer and engage the customer in a competitive battle.

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