

## The Effect of Relationship Marketing Tactics on Customer Loyalty Given the Mediating Role of Quality Relationship (Case Study: Shahab Gas Industries)

Mohammad Sadegh Horri<sup>1</sup>, Hamid Reza Alipour Shirsavar<sup>2</sup>, Amirhosein Borghaei Movahed<sup>3</sup>

<sup>1</sup>Assistant Professor of Management Arak Branch, Islamic Azad University of Arak, Markazi, Iran

<sup>2</sup>Assistant Professor, Department of Management, Rasht Branch, Islamic Azad University, Rasht, Gilan, Iran

<sup>3</sup>Master of Business Management, Islamic Azad University, Rasht, Gilan, Iran

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### ABSTRACT

This paper is a field of research. The purpose of its the effect of relationship marketing tactics on customer loyalty given the mediating role of quality relationship. Various studies indicate that the choice of relationship marketing tactics can increase customer loyalty. This study seeks to provide a model and test the impact of relationship marketing tactics on customer loyalty. Research community is representatives and distributors of products and components Shahab Gas Industries in Iran of them have been chosen 155 centers available for sampling. the results of the ,Lisrel software Showed that the population model, can be used. The subsequent data analysis was performed using Pearson correlation test. The results indicate that relationship marketing tactics (personal communication) a significant relationship with the quality of the relationship between company and customer. There is a significant relationship between trust and relationship satisfaction of the factors quality relationship and increase customer is a significant relationship. The result show at a positive effect on relationship marketing tactics to increase customer loyalty to the company. This study could be possible for smaller companies and retailers to more effectively evaluate of relationship marketing tactics on customer loyalty by taking the mediating role of quality relationship may help.

**KEYWORDS:** Relationship Marketing Tactics, Personal Communication, Relationship Satisfaction, Trust, Quality Relationship, Customer loyalty.

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### 1. INTRODUCTION

The current era of change is accelerating and unpredictable And companies due to factors such as unclear boundaries between markets, market fragmentation, shortening product life cycles, rapidly changing customer buying patterns And more sophisticated customers are facing the most difficult competitive situation that has never existed ( Wong and shohal,2002). One of the major concerns for every company using marketing tactics to increase sales and long term customer relationships this tactic is the effect on consumer behavior. The necessary relationship with all customers, not worth memorizing. Some customers are not in agreement

with the trends of the company, has since changed customer needs and behavior. Therefore, companies need to assess regularly to consider investment on their customers and to end the failed relationships. In fact, many organizations are looking at how the issue of relationship marketing tactics can lead to customer loyalty. The purpose of study the effect of relationship marketing tactics on customer loyalty given the mediating role of quality relationship.

### 1. LITERATURE REVIEW

#### 2.1. The Effect of Relationship Marketing Tactics on Customer Loyalty

Called the Company's efforts to develop and maintain a close relationship with its customers to develop Relationship marketing. In this study, using the tools of tangible rewards, personal communication, direct correspondence.

##### 2.1.1. Tangible Rewards

Customer perception of the tangible benefits that the Company makes available to customers Belech, george (2003). Any perceptible and tangible rewards such as cash benefits, commuted, or gift coupons which are good for maintaining customer loyalty. Tangible rewards change in customer behavior model is obtained by transferring the subjectivity of desire to serve, to the benefit of the service.

##### 2.1.2. Personal communication

Is to create a link between sellers and buyers in marketing a product with the applicant product(Anderson,1990). Communication in relation to the concept of providing customers with presenting information to customers and other

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\*Corresponding Author: Amirhosein Borghaei Movahed, Master of Business Management, Islamic Azad University, Rasht, Gilan, Iran

procedural requirements. Community dissatisfied customer tells the supplier to clear their dissatisfaction with what is done. (Ndubisi, 2007). Personal communication are information transfer and sharing between people in show business. (Fonteont, Wilson, 1997). Communications as well as to maintain, improve and create a relationship that helps at higher levels (Gwinner, Kevin, Gremler and Jo Bitner, 1997).

### 2.1.3. *Direct correspondence*

Direct correspondence including letters, catalog sent directly to customers, which has proved to be a suitable method for communicating with customers (Dwyer, Schurr and Oh, 1987). In addition, organizations can increase the direct correspondence, the chance to interact with customers.

## 2. 2. *Quality Relationship*

Relationships: the relationship of the organization is to create loyal customers. In fact, interdisciplinary create effective and appropriate communication between internal and external components. Levitt quality of communication can be defined as: a set of values that intangible goods or services that will enhance the expected results of the transactions between buyers and sellers. Bejou et al., 1996. Concluded that the quality of customer-supplier relationship is a key requirement for success in making long relationship with the client. Gomson two dimensions in relation to identified levels of service they introduced him as a professional relationships

### 2.3. *Trust*

Trust is a multidimensional concept that include is aspects of behavioral, emotional, and perception (Sanchez, Iniesta, 2004). Supplier trust is created through consistent product quality, competence and compassion (Barry, 2004). Prerequisite for trust is satisfaction. Without satisfied customers can not be trusted to attract customers.

### 2.4. *Relationship Satisfaction*

Satisfaction relationship: a relationship that is mutually sale - seller and buyer - both are happy to establish this relationship. Cutler tells the story of the concept of satisfaction as the key to customer retention. Satisfaction is a key determinant of customer loyalty. Most scholars have said it is satisfied Stimulus as likely to buy or use the product or service from one supplier (Rauyruen, Miller, 2007). Satisfaction as a positive emotional state that is effective and can be effective in increasing cooperation between the parties the buyer and seller (Van Bruggen, et al., 2002).

### 2.5. *Customer Loyalty*

What is customer loyalty? deep commitment to rebuy or encourage other people to buy products / services. Meanwhile, marketing efforts, and the effects of treatment have the ability to change position (Oliver, 2006).

## 3. **Background research**

1-In 2005, a study Ndubisa and wah seeking certification as the basis of factor analysis and relationship marketing and customer satisfaction and independent variables), trust, commitment, communication, conflict management competence (dependent) relationship quality and satisfaction (correlation analysis (analysis factors and audit) conducted a marketing relationship between customers on the basis of the results of five perceived relationship quality and customer satisfaction achieved distinction.

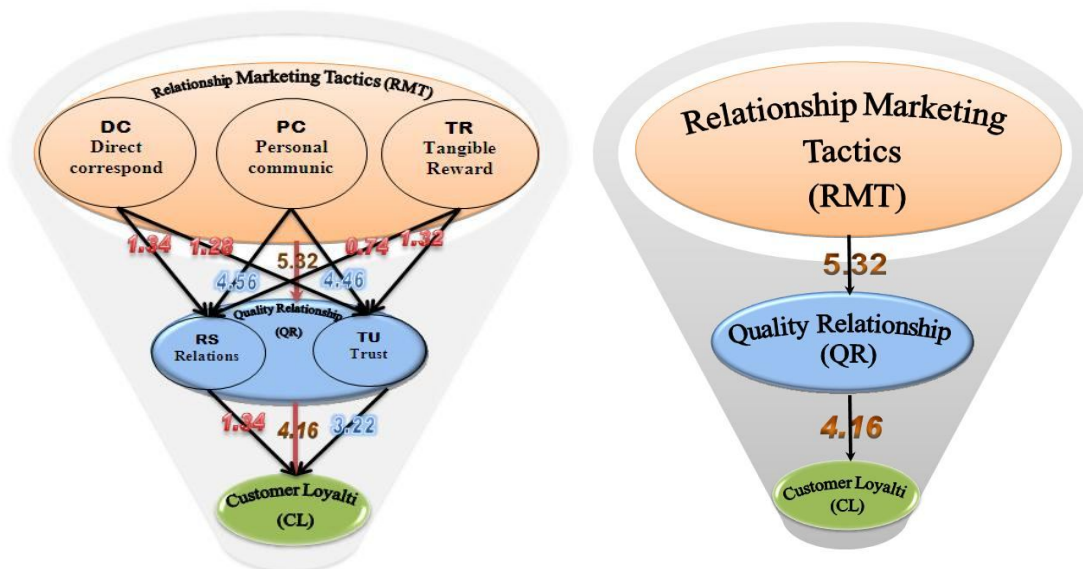
2-In 2006, Ndubisa dimensions of relationship marketing, trust, communication, commitment, and conflict management (resolving conflicts and disagreements) consider the impact of gender on customer loyalty in the relationship between these dimensions is studied. His research results showed that the four relationship marketing directly linked to customer loyalty, and gender as a variable mediating the relationship between trust and loyalty mediates. While they do not play such a role in other aspects of the relationship between relationship marketing and customer loyalty.

3-In 2006 Leverin et al effect relationship marketing strategy on customer satisfaction, loyalty, and examined the different market segments of the banking industry. They found that there is no difference in the evaluation of the results of the Concurrent communications services to customers in different market segments, more important is the satisfaction and loyalty of the determinants of productive sectors.

4- Lages et al in 2008 research criteria B2B and RELPERF scorecard: Bringing theory of relationship marketing practice relations firm to firm variables independent research (procedures and policies of the relationship, commitment, mutual cooperation, relationship satisfaction (dependent) fidelity) with correlation methods (factor analysis, correlation analysis) into a positive and significant results obtained between independent variables and dependent.

5-Heffernan in 2008 as a marketing research relationship: the impact of emotional intelligence on performance and trust banks with independent variables) emotional intelligence and trust) affiliate (loyalty (to the method of correlation (correlation coefficient), which conducted the research positive correlation between the independent variables and the bank.

Figure 1 .the conceptual framework of study



#### 4. Research hypothesis

Main Hypothesis 1: The effect of relationship marketing tactics on the quality of relationships.

Main Hypothesis 2: The effect of quality relationship on customer loyalty.

Sub Hypothesis 3: The effect of tangible rewards on trust.

Sub-Hypothesis 4: The effect of tangible rewards on relationship satisfaction.

Sub-hypothesis 5: The effect of personal communications on trust.

Sub Hypothesis 6: The effect of personal communications on relationship satisfaction.

Sub Hypothesis 7: The effect of direct correspondence on trust.

Sub Hypothesis 8: The effect of direct correspondence on relationship satisfaction.

Sub Hypothesis 9: The effect of trust on customer loyalty.

Sub Hypothesis 10: The effect of relationship satisfaction on customer loyalty.

#### 5. RESEARCH METHODOLOGY

The way research is descriptive –survey. Data is collected questionnaire. This is a questionnaire with 22 questions and used likert scale. Reliability and validity of the questionnaire was desirable. Measure of relationship Marketing tactics ranging from questions 1 to 12 (Reward tangible 1 to 3, personal communication 4 to 7 of and direct correspondence of 5 questions 8 to 12), variable quality of relationship 13 to 19 (Trust 13 to 15, relationship satisfaction 16 to 19 and loyalty uses 20 to 22). The population of this research is Shahab Gas Industries. Including 107 agency and 17 wholesale centers and 10 retail centers and 21 centers had Misc. Total population is 155 people and the final number of 131 questionnaires were completed and usable. The sampling method used in this study sample is available.

Table 1. Reliability of scales

Variables	Marketing (variables) elements	Number questions	of	a-Chronbach
Relationship marketing tactics	Tangible rewards	3		0/837
	Personal communication	4		0/779
	direct correspondence	5		0/810
Quality relationship	Trust	3		0/803
	Relationship satisfaction	4		0/817
Customer loyalty	.....	3		0/873
Total questionnaire	131	22		0/819

## 6. Analyze data and research findings

In order to better understand the population, including questions on demographic factors such as age, employment status, education level, duration is familiar with the products..

Table 2. Descriptive statistical of research

Percentage	Frequency	Dimension					
11/5	15	High School	Education	2/3	3	Less than 25 years	Age
42	55	Diploma		45	59	26 to 35	
13/7	18	Advanced Diploma		28/2	37	36 to 45	
26	34	Bachelor		23/7	31	46 to 55	
6/1	8	MA		0/8	1	Over 55	
0/8	1	PhD	About Time Products	65/6	86	agency	Job
1/6	2	Less than 1 year		7/6	10	wholesale centers	
26/7	35	1 to 4		11/5	15	retail centers	
71/8	94	Over 4		15/3	20	Misc	

The results show that the most Percentage age are range 26 to 35, the most Percentage Job Index is agency, the most Percentage Index Education is Diploma and the most Percentage About Time Products Index are Over 4 years.

## 7. Experimental model

The data collected was analyzed using LISREL which is a multivariate modeling technique. LISREL aims to explain the structure or pattern among a set of latent (unobserved or theoretical) variables, each measured by one or more manifest (observed or empirical) and typically fallible indicators. The LISREL model assumes a causal structure among a set of latent variables. These latent variables appear as underlying causes of the observed variables.

Figure 2. Path Analysis Model

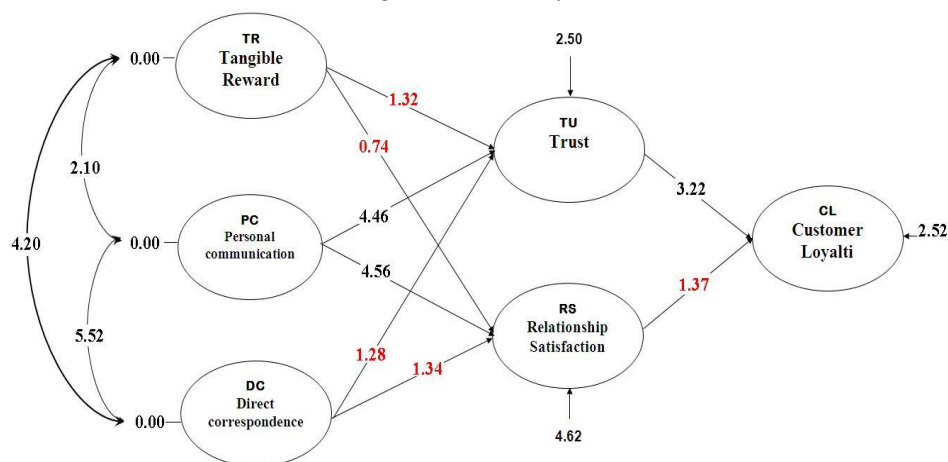


Table3 .index measurement model

Index value	Index
198	Degrees of Freedom
391/57	Chi-Square
1/97	$\chi^2 / df$
0/087	RMSEA
0/088	RMR
0/85	NFI
0/90	NNFI
0/92	CFI
0/92	IFI

### 7.1. Test the hypothesis

Using the Pearson correlation coefficient and Lisler software to examine the relationship between independent and dependent variables and hypotheses of the study was to investigate. The results shown in Table 3.

Table4. Test the hypothesis

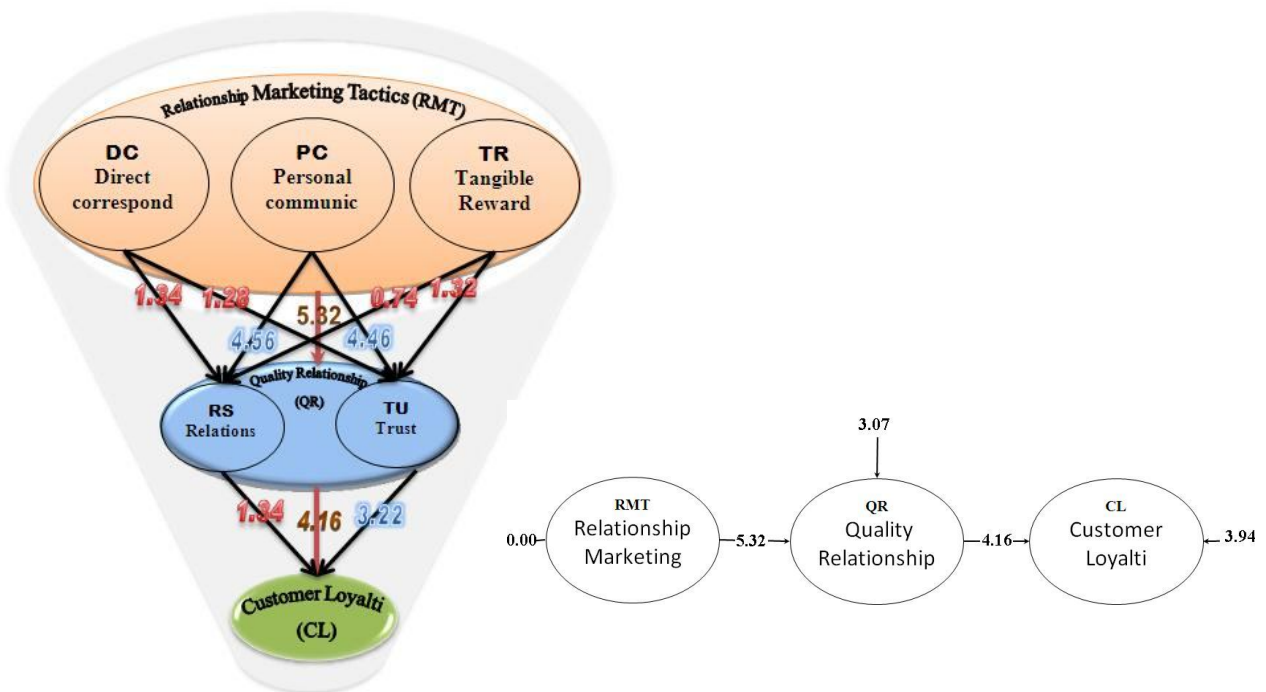
Result	Sig	Coefficient	Research hypotheses
Accept hypothesis	0/69	5/32	Main Hypothesis 1 –relationship marketing tactics → quality relationship
Accept hypothesis	0/50	4/16	Main Hypothesis2– quality relationship→ Customer loyalty
Reject hypothesis	0/15	1/32	The first sub Hypothesis – tangible rewards → Trust
Reject hypothesis	0/08	0/74	The second sub-hypothesis –tangible rewards → relationship satisfaction
Accept hypothesis	0/61	4/46	The third sub-hypothesis –personal communication →Trust
Accept hypothesis	0/51	4/56	The fourth sub-hypothesis –personal communication → relationship satisfaction
Reject hypothesis	0/16	1/28	The fifth sub-hypothesis - direct correspondence → Trust
Reject hypothesis	0/16	1/34	The sixth sub-hypothesis –direct correspondence → relationship satisfaction
Accept hypothesis	0/46	3/22	Seven sub hypothesis –Trust → customer loyalty
Reject hypothesis	0/16	1/37	The eighth sub-hypothesis – relationship satisfaction →customer loyalty

## 8. DISCUSSION AND RECOMMENDATIONS

### 8.1. Discussion of the findings

Figure 2 shows the results of the analysis of data collected through questionnaires, based on the third sub-hypothesis, personal communication has a positive effect on trust this hypothesis is accepted. There is also the communications between company representatives and customers to increase relationship satisfaction this result confirms the fourth hypothesis of this paper. Personal communication is only through relationship first main result of the hypothesis test is to assess the effect of relationship marketing tactics on the quality of the relationships. . Based on the results of the Seven sub hypothesis is that trust increases customer loyalty. The Main Hypothesis 2 is based on the quality of relationships that increase customer loyalty. In fact, these results indicate that customer loyalty Shahab Gas Industries is due to improved relations.

Figure 3. Analysis Model



## 8.2.Recommendations Based on Hypothesis of the Research

- Diversification Target Market: Our main customers Shahab gas industry comprise the representatives of the company. It can be used with a variety of target markets or other brands in other markets to get more sales.
- Establishment of a system to respond to customers: the customers who represent the products they use, the system is able to collect opinions and suggestions and provide a data base, is very useful.
- After-sales service: Due to Shahab Gas Industries CNG and LPG products in dire need of customers are buy parts after purchase, after sale services, can provide appropriate services in these areas to provide practical guarantee for buying the product, the customer shall provide for a greater sense of trust and satisfaction. Concluded that it would be increasing the loyalty of customers.
- Placing new educational system for sales forces and agencies according to the latest findings marketing: It is important and necessary training vendors are familiar with the concepts of marketing to communicate with customers can play an important role in increasing the sales of stores.

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