

Study the Relationship Oriented Marketing and Customer Loyalty Sport Places on Kermanshah Province and Providing Model

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Abstract

The objective of this research is investigating the relationship oriented marketing and customer loyalty sport places on Kermanshah province. The statistical populations were customers of 192 multi-purpose sports salons of Kermanshah province which they had at least 6 months sport activities experience. The numbers of samples were determined 382 people considering Morgan table and they selected in three regions of west, central and east of the province by using stratified cluster method. This research is descriptive and co relational study and was conducted as a field. The data collection tool in this research was relationship oriented marketing standard questionnaire of Kim (2011) and Lim loyalty questionnaire (2006). To analyze the data, descriptive and inferential statistics (KS, Spearman correlation coefficient, simple and multiple regression) is used at the significant level ($p < 0.05$). also the LISREL software has been used to provide research model. The results showed that there is positive and significant relationship between relationship marketing and customer loyalty as well as there is a significant positive relationship between all aspects of relationship marketing and customer loyalty. The regression results also showed that among the dimensions of relationship oriented marketing conflict management and self communication respectively is stronger predictor of customer loyalty. Also results of constructive equations showed that all causal relationships among relationship oriented marketing components and loyalty are significant. According to the results of LISREL software we can say that the data are fairly consistent with the model. In total, the proposed model is appropriate and the data are compliance.

Keywords: Relationship oriented marketing, loyalty attitude, behavioural loyalty, Sport places.

Introduction:

With increasing competition among organizations to find customers for their products and services and also aware their customers and different tastes finding customer is not the single criterion but organizations should be able to maintain their customers. The competition and understand the importance of maintain customer caused that organizations gradually take actions to develop and maintain long-term relationships with customers which according to researchers view relationship oriented marketing, the

most appropriate option for achieving this. Relationship oriented marketing is the process of identifying, deployment, maintenance, growth and terminate to customer relationship and beneficiaries in the required time as well as both the customer and organizations reach to their specified goals (Hasan zadeh, 2012). Nowadays, customer satisfaction is not enough and the banks and firms should not be relying on customer satisfaction. They must be sure that their satisfied customers are faithful. Customer loyalty for market is a vital factor for survive in today's full competition market. Undoubtedly, the formation of loyalty is not an easy process and it formulate in following special activities and customer's interest after doing his first purchase. Thus sport places meanwhile exploit the benefits of customer loyalty they can improve their situation in this competitive market. In this regard multi-purpose salons has always trying to offering strategies and programs for create and maintain long term relationship with customers and finally their loyalty. But planning in this regard requires that sport places recognize their strengths and weaknesses and improve their relationships with customer and make them faithful. Two main elements of loyalty include behavioral loyalty and attitudinal loyalty. Researchers believe that the element of behavioral loyalty is the repetition of purchase. Attitudinal loyalty is of effective and cognitive components of loyalty to brand which defines as prefer brand, purchase intention and customer long-term commitment to a brand and their attitudes towards word of mouth advertisement (Man, 2000). Relationship marketing is defined as a structure of dependence between the company and the customer. Commercial company can establish relationships with customers by creating one or more type dependency. This dependence can be, emotional, financial, and social or structure dependency. The dependency as the core and the main center of importance trust and commitment definition in relationship oriented marketing has been considered (Palmatier, & etl, 2006). the competition among organizations including sport organizations has intensified today and the delivery of services in the global market today has changed. The most important occurred changes business is the change of marketable values to buyers which is recognized as the main agent of organizations success (Samadi, 2009). the successful sport marketing depends on having sufficient information and knowledge of consumer behavior –which considered as confident guidance in the marketing activities of business organizations and institutions. All marketing strategies and tactics are based on explicit and implicit beliefs of consumer behavior.

the probability of success decisions which have formed based on explicit assumptions, proved theories and researches is more than the decisions that are made based solely on subjective and implicit beliefs (Hakkak, 2013). according this relationship oriented marketing knowledge can considering consumer behavior as a computational advantage cause to significant reduction in the making incorrect decisions. Nowadays marketers are seeking information and strategies in order to create faithful costumers for them. Because it reduces marketing costs and increase operational profitability (Assel, 2001). relationship marketing can cause to loyalty of customers and reducing company,s cost by discover customers' needs. Research has shown that the cost of providing services to a loyal customer is much less than the cost of attracting and providing services to a new customer. Thus, organizations those are unable to meet their consumer expectations, will be removed from the cycle competition (Hasanizadeh, 2012). Organizations by maintain almost 5 percent of their customers increase their profits at the rate of 100%. relationship marketing by discover customer needs van lead to their loyalty and reducing organizational costs (Kim, 2011). organizational with correct contact with their customers can aware of their tastes and comprehend the values from the view of customers and improve that values in order to provide loyalty from the customers (Thunman, 2007). The importance and necessity of this research in relationship marketing role is in attracting, retaining and supporting customer. A fact that customers are faithful with the services, is a proper criteria for evaluate long-term effects of decisions of marketing managers. This consumer behavior plays an important role in creating long-term benefits for the organization. Because loyalty customers haven't need extensive promotional efforts, they gladly willing to pay costs to services to take advantage of their interests. Relationship oriented marketing with focusing loyalty, helps organizations to consolidate itself strategically for the future and can reach to profitability

with systematic planning (Rabbani, 2012). Sometimes customers despite optimal sport services are not successful from manager's treatments. Sometimes sports venues is not responsive with different tastes of people and after a while the desire to go to that location loses and if not satisfy his needs from another sport places, will be retired from the sport unconsciously. Consequently causes the inactivity and followed by different illness among people, thus it is necessary to managers and owners of sport places provide their satisfaction and increase profitability for different tastes. In Mazandaran province so far has done different researches as case study (pool, gym) about customer loyalty. Due to lack of a research in relation with relationship oriented marketing and customer loyalty in sport places the researcher wants to investigate the relationship between relationship oriented marketing and customer loyalty in sport places of Kermanshah. Results of this research can be guidance for managers of sport places of the Province in attract and loyalty of customers.

The objective of sport marketing is encouraging customers to buy the product and sport services. Sport places as a place that offers a major part of sport services to the customers, with using relationship oriented marketing method can establish a mutual bridge between itself and their customers. Also sport managers must while attracting customers toward themselves cause to make loyalty the customer to themselves and through this method have both customer satisfaction and gain normal profit. Now this question is raises: if there is a relationship between relationships oriented marketing and customer loyalty in sport places?

Research methodology

The objective of this research is study relationships oriented marketing and customer loyalty in sport places of Kermanshah province. The statistical populations were customers of 192 multi-purpose sports salons of Kermanshah province which they had at least 6 months sport activities experience. The numbers of samples were determined 382 people considering Morgan table and they selected in three regions of west, central and east of the province by using stratified cluster method. This research is descriptive and co relational study and was conducted as a field. The data collection tool in this research was relationship oriented marketing standard questionnaire of Kim (2011) and Lim loyalty questionnaire (2006). To analyze the data, descriptive and inferential statistics (KS, Spearman correlation coefficient, simple and multiple regression) is used at the significant level ($p < 0.05$). Also the LISREL software has been used to provide research model.

Research Findings

Results showed that 67.6 percent of respondents were customers of state sports venues and 32.4 percent of them were the customers of private sports halls. Also 48.4 percent of respondents were 21 to 30 years old, 25percent under 20years, 20.8 percent 31 to 40 years old and 1percent over 50.

There is no relationship between relationship oriented marketing and customer loyalty in Kurdistan province.

As it can be seen in table 1, according to the spearman correlation coefficient and significant level, the null hypothesis is rejected and the research hypothesis is confirmed. Thus there is positive and meaningful relationship between relationship oriented marketing of sport places and the amount of customer loyalty.

Table 1: Spearman correlation coefficient between relationships oriented marketing and customer loyalty

Variable	statistic	Loyalty of customer
Overall relationship marketing	Correlation coefficient	0.715
	Significant level	0.000
	number	382

Significant level 0.01

Table 2 shows the obtained results from predicting loyalty variable of customer loyalty by using simple regression which correlation coefficients between relationship marketing and customer loyalty is $r=0.522$.and because this figure is positive indicates the a direct relationship between relationship oriented dimensions with customer loyalty. It means that by increasing relationship oriented marketing the customer loyalty also increases. According to the value of the coefficient of determination $R^2=0.259$ almost 25.9 percent of customer loyalty changes can be explained by the value of relationship oriented marketing.

Table2: determiners of regression analysis of effects of relationship oriented marketing on customer loyalty

Regression model	Correlation coefficient(r)	R^2	Modified R^2	Estimate standard error	F	Significant level
oriented marketing	0.522	0.272	0.259	0.720	19.976	0.000

Table 3: ANOVA test results

model	Sum of squares	Freedom degree	Mean Square	F	Significant level
Regression	72.686	7	10.384	19.976	0.000
Remaining	194.412	374	0.520		
total	267.098	381			

Results of table 3 indicates that the value of F is meaningful in error level lower than 0.01, it means that regression model of research is a combination of 7 independent variable and a dependent variable is a good model and the sum of dependent variables (relationship oriented) are able to determine customer loyalty changes.

Table 4: Prediction loyalty of relationship marketing dimensions using multiple regressions

Variable	Beta coefficient	B coefficient	The value of T	Significant level
Constant coefficient	-	1.118	4.613	0.000
confidence	-1.118	-1.125	-1.518	0.130
Commitment	0.030	0.033	0.410	0.682
Relationship satisfaction	0.095	0.099	1.274	0.204
intimacy	0.148	0.144	1.841	0.06
Self communication	0.228	0.241	3.580	0.000
mutual relationship	0.001	0.001	0.019	0.985
Conflict Management	0.252	0.263	4.335	0.000

Simultaneous multiple regression has used for investigate predicting loyalty variable from the dimensions of relationship oriented dimensions. As you see in table 4 ,F =191.976 is meaningful for regression equation(P=0.01).for describe all predictor subscales, the value of t was meaningful only for self communication components and conflict management and components of trust, commitment, intimacy, relationship satisfaction and mutual relations have no meaningful impact on overall customer loyalty(due to significant level more than0.05).also the variable conflict management with regression coefficient 0.263 and self-communication with 0.241,respectively have the highest impact on overall loyalty of customers. In other words for an increase of one standard deviation in each of these two component the amount of customer loyalty is changes 0.263 and 0.241 respectively.

Customer satisfaction=0.263(conflict management) +0.241(self-communication)

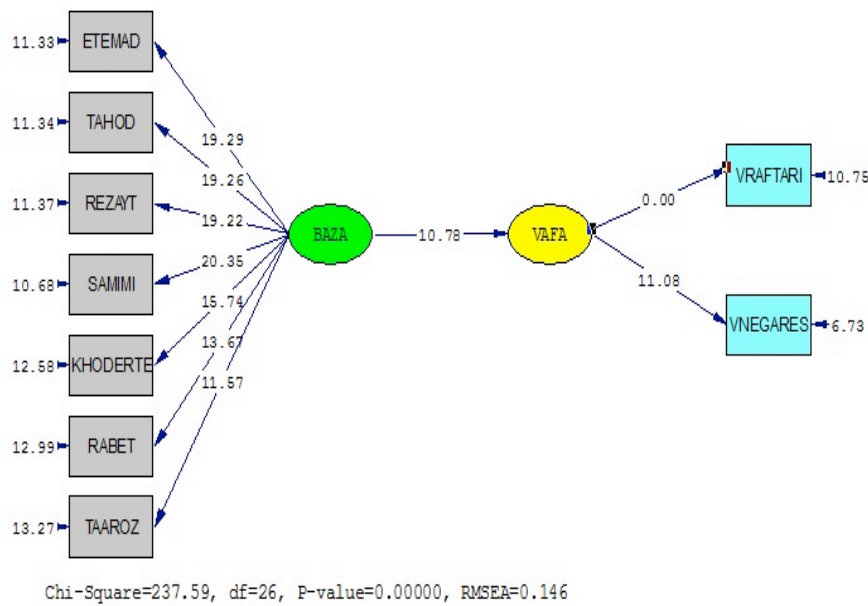


Figure1: Output LISREL software in the state of meaningfulness of casual test between relationship oriented marketing and loyalty.

Table5: The results of the implementation of the structural model of the relationship between relationship marketing and loyalty

relationship	Standard coefficient(β)	T - value	result
Relationship oriented marketing	0.79	10.78	Signifying
Chi-square = 237.59 Df = 26 RMSEA = 0.146 GFI = 0.91 AGFI = 0.82 CFI = 0.97 NFI = 0.96 RMR = 0.032			

According to significant value of ($T=10.78$) of above table, due to have not located at interval (-1.96 to 1.96), thus we can say that there is relationship between relationship oriented marketing with customer loyalty. According to the impact value ($\beta=0.79$) we can say that there is a strong positive relationship between relationship oriented marketing with customers satisfaction, or in other words for a unit change in relationship oriented marketing, 0.79 unit comes change in customer satisfaction.

Check indicators

According to LISREL output which provided in above table the calculated amount of x^2/df is 9.13, the existence x^2/df less than 3 indicates the appropriate fitness of the pattern. Thus the considered pattern is not fit, in this regard. Also the approximation of the root mean square error (RMSEA) should be less than

0.08 which in offered pattern this value is 0.146, therefore in this term the considered pattern has no fitness. The amount of components CFI, NFI, AGFI and GFI should be more than 0.9 which in under investigation model is 0.97, 0.96, 0.82 and 0.97 respectively. Also the value of RMR should be less than 0.05 which in the under investigation pattern is equal to 0.032. According to indexes and outputs of LISREL software we can say that data are relatively consistent with the pattern and presented indicators are showing this issue which in total the proposed pattern is appropriate pattern and experimental data are consistent as well.

Conclusion:

The results show that there is positive and meaningful relationship between relationship oriented marketing with customer satisfaction in sport salons of Mazandaran province. Which is consistence with findings of Shirkhodae et al (2015), Sheidaee Habashi et al (2014), Houri et al (2014), Hakkak and Zari (2014), Afchangi et al (2013), Ranjbarian et al (2012), Samadi et al (2010), Lenora et al (2014), Kwan (2013), Piliter et al (2013), Kim and Tril (2011), Bojei& Alwie (2010), Vilte (2010), Jia (2008), Travatan Ang et al (2007). Customers are the main assets of any organization. In fact the customers launch the producing cycle of organizations with their demands and desires. Therefore attention to them should be the first and most important part of strategic programs of any organization. On the other hand given the plethora of manufacturers in goods and other similar services, only the quality of products and services is not raised which attracts the satisfaction of customers and finally converts them to loyalty customers yet today attention to the customer is considered an important issue, that is the relationship of the organization and customer to be so close which by attracting customer, making them loyalty. When the organization with making confidence, solving problems and customers issues and providing what is favor to customer, satisfy the customer and finally customer remains loyalty to the organization and its products including products or services. Thus according to results of this study and direct and positive relationship which exists between relationship oriented marketing and customer loyalty in sport places of Kermanshah province the managers of these sport salons, given that most times rent the salons to people must be aware that in today's computational situation, the utilization of relationship oriented marketing that they can attract the customers to themselves. They should give confident to customers that they are reliable and their fees are fair and yet they are respectful for their constant and old customers. In this case the customers know him a part of the whole and have a great impact on his/her loyalty.

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