



The effect of relational benefits on customer perceived value among customers Sabah Dairy Company in Golestan Province

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ABSTRACT

Objective: The aim of this study was to evaluate the effect of relational benefits on customer perceived value among customers Sabah Dairy Company in Golestan province. **Methodology:** The research method is descriptive correlation is considered. The target population included all dairy customers Sabah in Golestan province of 100,000 people. The sample proportional to the number of people using Morgan table is 384. And random sampling method was used tools. The reliability of the questionnaire using Cronbach and validity were confirmed by content. The structural equation modeling to analyze the data using LISREL software was used. **Results:** The results showed that the relationship between the benefits to the customer's perceived value among customers Sabah Dairy Company in Golestan province, there is a significant relationship. **Conclusion:** So it can be concluded that the benefits of customer relationship on perceived value and significant positive effect. The first hypothesis is confirmed.

1. Introduction

Knowledge in different parts of the world and of distance learning network coverage and become far different from traditional methods and conventional methods. All meaningful marketing activity is directed at creating value Adamson et al., (2014) see—from a practitioner's perspective—as the “sine qua non for businessmen and marketers”. Hence, customer perceived value is widely regarded as a key source of competitive advantage in the twenty-first century (Maydeu-Olivares and Lado, 2013).

This becomes manifest in an increase in research efforts focusing on the measurement, interrelation, and development of the concept. In fact, purchase or consumption-related value perceptions of consumers have been studied in traditional behavioral settings within the field of management, marketing, and consumer behavior but also in terms of neural data in the field of consumer neuroscience (Anderson and Weitz, 2012). Although the fundamentals of customer perceived value and its ability to assist in gaining a better understanding of customer purchase–decision-making-related behavior have widely been established and agreed upon in past research, there are still white spots that need to be covered (Chiu et al., 2005).

Whereas there has been a high output of empirical papers during the past 20 years, with a peak at the beginning of the new millennium and a constant rise in those dealing with customer perceived value during the last 10 years, conceptual and review papers on value have subsided to a lower level of interest since then. Besides the merits of those reviews (Anderson and Narus, 2013). it is surprising that they failed to comprehensively discuss three major issues. First, discussions regarding the dimensionality (number and type of dimensions) remain to be tackled. Second, questions regarding the level of abstraction (first-order or higher order), and third, the model taxonomy (formative or reflective) remain to be resolved. In this regard, Conway and Swift (2014) state: “Despite the importance of customer value, considerable divergence of opinion exists on how to adequately conceptualize and measure this construct.

Hence, given this trend towards empirically applying the construct, it is time for a comprehensive state-of-the-art review that provides an answer to the following research question: What is the current predominant understanding of the dimensionality, abstraction, and model taxonomy of customer

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perceived value? Only with a profound understanding of the concept and its properties, it is possible to apply it in a valid manner to a nomological network of outcome variables relevant to relationship marketing. Moreover, such a fine-grained understanding of customer perceived value can contribute to a more elaborated application of its future empirical assessments in the contexts of value co-creation and management. Hence, next to the core area reviewed in this paper (conceptualization of customer perceived value in terms of dimensionality, abstraction and model taxonomy), we also identify directions for future applications of customer perceived value in relationship marketing, management, and business models. In sum, we elaborate on two major areas in current value research: (1) customer perceived value and its conceptualization, and (2) customer perceived value in its nomological network—avenues for further research. Against this background, it becomes clear that the present review does not aim at fully recapturing what has happened in the past within the frame of customer value research in general. Rather it is about contributing to a better understanding of the status quo in terms of dimensionality, abstraction, and model taxonomy and derived from that, it is about paving the avenue for future research in the area of customer perceived value. By focusing on these avenues, future research can contribute coherently to reducing crucial research gaps, thus contributing to a reduction of the fragmentation of the research field. A well-paved path in this sense might assist both research and practice—research for a more focused and coherent analysis of customer perceived value, and practice for being able to act on the basis of more precise conclusions as a result of the wider application of a more valid measurement of customer perceived value (Barnes and Howlett, 2010).

1.1 Background research:

Berry, (2012). The purpose of this article is to draw the reader's attention to service productivity and its connection to service quality and eventually to profits. In service operations the customer plays an active role in influencing productivity and quality. Furthermore, contemporary companies are networks, not delimited hierarchies, and the productivity and quality issues affect all members of a network, not just the provider and the customer. This is clear from the new developments in relationship marketing and imaginary (virtual) organizations. In order to assess the financial outcome, the concept of return on relationships is introduced based on the notions of intellectual capital and the balanced scorecard. The article ends with challenging questions as well as recommendations for practising managers (Colgate and Stewart, 2013).

According to Heffernan et al., (2008), the imaginary organization is a system where crucial resources, processes, and actors are found and managed not only inside but also outside of a company's legal boundaries, official accounting reports, and organizational charts. The imaginary organization is a network of relationships. It has a core consisting of a leader company and an "imaginor" (the leader, the entrepreneur) and his/her strategic map; a customer base which is tied to the leader company through production, delivery, market communications, and payment systems; partnering companies and others that contribute resources; and shared interests and a mission that keeps the network together.

Harrison, (2012). in their study entitled "The effect of relational benefits and product features on perceptions and intentions acceptance of new products," the role of mediator variables such as the characteristics of innovation and quality relationship with The intention of accepting studied innovation that resulted in a significant relationship between innovation and quality features regarding the intention of accepting The intention of accepting innovation and new products have been proved.

Dwyer et al., (2014), are some of the obstacles and restrictions that impede the realization of the benefits of state-owned insurance companies in Iran relationship has Ratbbyn. The results of his research is in order of importance: lack of information and communication. Lack of expertise (ability) on the staff. Inadequate system of supervision relationship. Inability to manage staff absence of reliable service. Unmotivated staff. Centralization of decision-making. Inadequacy of social organization recognized organizational complexity. Customers and competitors disability-related barriers in the management of Representatives.

2. Materials and methods

The method of research, data collection, is descriptive and correlational. For a description of the findings that have been collected in the same way, without any manipulation are described and relationships between variables are reviewed and evaluated the relationship between independent variables and the dependent variable. Because the data by a random sample of the original community survey by questionnaire obtained after the survey also been provided.

2.1 Statistical Society

In the present study examined the population of Sabah Dairy Company customers in Golestan province which are unlimited.

2.2 Sample and sampling methods

The sample size is proportional to the number of people 384 people, according to Morgan table and a randomly chosen. It should be noted that since the probability of return to the questionnaires was 10% more than the 420 questionnaires were distributed.

2.3 data analysis method

To determine the type and method of analysis to be used in research In this study, according to the type and hypothetical in nature descriptive and inferential analysis, statistical analysis is done, To do Lisrel and analysis software for structural equation model was used to analyze and verify hypotheses.

2.4 Describes the variables:

According to Table 1 Descriptive statistics for all variables in terms of statistical indices as the following table. For example, for variable relationship benefits (BR) Comments amount of 1.00 minimum and maximum values of 6.60 and mean comments Comments 3.1518 and 0.95597, respectively, to the Democrats.

Table 1. descriptive variables

		N	Minimum	Maximum	Mean		Std. Deviation	Variance
Variable	symbol	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Benefits relationship	BR	384	1.00	6.60	3.1518	.06249	.95597	.914
Costumer loyalty	pv	384	1.00	4.00	2.8665	.06090	.93163	.868

2.5 Solidarity variables:

Given the significant level ($\text{sig} < 0.01$) and ($\text{sig} < 0.05$) correlation between variables is latent (hidden) shown in the table below. For example, the correlation between relational benefits (BR) and customer loyalty (cl), the average is 0.262.

Table 2-matrix of correlations between variables

		BR	CL
BR	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	384	
pv	Pearson Correlation	.215**	1
	Sig. (2-tailed)	1.00	
	N	384	384

Table 3. The result is a significant direct relationship and assumptions of the model coefficients

Test result	meaningful	Path coefficient	symbol	Direction
Acceptable	5.32	0.24	PJ---SC	Perceived value --- Costumer loyalty

3. Discussion and results

Hypothesis. The benefits of relational a significant positive effect on customer perceived value dairy products is Sabah in Golestan province. Model shows the value of the relationship between benefits and perceived customer value and the value for this coefficient of 0.30, 4.49, and significantly above the threshold value of 96.1 is obtained. So it can be concluded that the benefits of customer relationship on perceived value and significant positive effect. The first hypothesis is confirmed. Offers results of research hypothesis: the benefits of relational a significant positive effect on customer perceived value of dairy products in Golestan province of Sabah.

4. Conclusion

Due to the substantial benefits of relationship marketing companies chose this method of marketing moves in the past had required efficacy. Less mature market with intense competition and delivering face of demand. So it can be concluded that the benefits of customer relationship on perceived value and significant positive effect. The first hypothesis is confirmed.

4.1 Practical suggestions

1 out agreements with other institutions, universities, technical schools in order to hold short-term training courses tailored to the needs of training in techniques of relational benefits.

- 2-establish long-term relationships with organizations specializing in the promotion of the benefits of relationship-based techniques.
- 3-creation policy for research and development in the field of techniques strong and powerful relational benefits.
4. Welcomes the new ideas of staff in perceived value among customers.
- 5-established institutional procedures for employees to encourage innovation and provide better services in the area.
6. In order to improve the organization of relational benefits, investment in improving customer loyalty is paramount, and then to refine the company's organizational structure dairy products in Golestan province of Sabah.

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