



# Investigating the relationship between relationship marketing with customer responsiveness regarding the role of mediator of customs customers' trust in Golestan province

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## ARTICLE INFO

### Article history:

Received 09 Jun 2017

Received in revised form 10 Jul 2017

Accepted 20 Jul 2017

### Keywords:

*Affiliated marketing,  
Customer responsiveness,  
Customer trust,  
Mediator of customs*

## ABSTRACT

**Objective:** The purpose of this study was to investigate the relationship between the relationship between marketing and customer responsiveness with respect to the role of mediator of customs customers' trust in Golestan province. **Methodology:** The research method used was descriptive correlational survey. The statistical population of this study included all customs customers in Golestan province was unlimited. The sample size was 384 according to Krejcy and Morgan tables. The method of this research was stratified random. The research data were collected using library and field method and the tool used was a questionnaire. The reliability of the questionnaires was confirmed by Cronbach method and the validity of the tool was confirmed by the content method. Also for analyzing the data, the structural equation test was used using pls software. **Results:** The results show that there is a significant relationship between the relationship between marketing and customer responsiveness with respect to the role of mediator of customs customers trust in Golestan province. **Conclusion:** It can be concluded that there is a meaningful relationship between the financial benefits with the customer's trust, also and it can be concluded that there is a meaningful relationship between social factors with customer trust, and that there is a meaningful relationship between the structural links with the customer's trust, finally it can be concluded that there is a meaningful relation between customer trust and customer responsiveness.

## 1. Introduction

In today's world, buyers are faced with many questions, but many things to decide on in the buying process. Variety of different products has led customers to choose from a variety of options. On the other hand, companies have found that the cost of attracting new customers is five times the cost of maintaining current customers, and losing a customer is not just a loss of a sales item, but beyond that, it also means a loss of total purchases that the customer could have. During his life he will be a customer. By providing them with the right understanding and understanding of the needs and values of their customers, valuable goods and services, in order to create loyalty by satisfying them, thereby preventing them from changing their direction to other companies. Relational marketing is one of the most successful approaches (Anderson and Weitz, 2012).

Relationship marketing is a concept that has emerged as a paradigm shift in trading marketing, and despite its colorful role that can be achieved by firms, much attention has not been paid to it. Over the past few years, affiliate marketing has forced executives to look for more creative ways to build a mutually beneficial relationship with customers. In fact, relationship marketing makes companies more competitive, such as lower marketing costs, increased cross-selling rates, positive marketing effects, and reduced marketing failure costs (Conway and Swift, 2000).

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DOI: <https://doi.org/10.24200/jmas.vol5iss03pp40-44>

### ***1.1 Statement of the problem***

With the advent of e-commerce, many economic and industrial sectors have been more or less affected by this promising technology. Today, the use of Internet services is more than an advantage, and organizations need to provide their services electronically to survive and reduce their costs. But it seems that these services should not be welcomed as it should be. Considering this point and by studying the factors affecting the acceptance of Internet services, it became clear that the image of the company and the relationship marketing can have an impact on the intention of using customers from Internet services. In fact, these two factors increase the trust of customers, and the trust that is crucial to the adoption of Internet services by organizations (Maydeu-Olivares and Lado, 2013; Izquierdo and Cillan, 2015).

By expanding the network and turning customers into this phenomenon in order to meet their needs, companies have the opportunity to attract more customers through new Internet services. On the other hand, the intensification of competition between service providers through the virtual world has led companies to seek to retain their existing customers, so attracting new customers has led to concepts such as relationship marketing and corporate customer responsiveness in this area. Because in the web world, face-to-face communication is not an issue, and the level of customer confidence is decisive in customer purchasing decisions and their use of Internet services. Relationship marketing is the creation of relationships based on cooperation, trust and commitment with customers, and by real interactions to deliver high quality goods and services, responding to customer opinions and suggestions, defective behavior and knowledge of ignoring short-term benefits for achieving Long-term benefits are described (Adamson et al., 2003). Relationship marketing is the creation, maintenance, and strengthening of strong relationships with customers and other interest groups (Colgate and Stewart, 1998). The dimensions of relationship marketing are divided into three categories. These dimensions are:

1. Financial Benefits: Product and service providers use economic benefits such as prices, discounts, free products, and other discounts to ensure customer loyalty. Researchers believe that maintaining money is an incentive to encourage relationships with the service provider.
2. Social factors: Participating in implementing a value-based approach to a customer, it tries to strengthen its social relationships with the client, through personal, personal, and intimate relationships with the client. In this case, the company wants to establish relationships with customers through intimate relationships with customers.
3. Structural links: Another way in which companies add value to a customer is to provide the client with specific gadgets or computer communications so that the customer can use them to handle orders for and inventory of goods and Do things like that.

In this research, we explore the relationship between marketing and customer responsiveness with respect to the role of mediator of customs customers' trust in Golestan province. The main question of this research is whether there is a meaningful relationship between marketing and customer responsiveness with respect to the role of mediator of customs customers trust in Golestan province?

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## **2. Materials and methods**

### ***2.1 Hypotheses***

- There is a meaningful relationship between financial interests with the trust of customs customers in Golestan province.
- There is a significant relationship between social factors with the trust of customs customers in Golestan province.
- There is a meaningful relationship between structural links with the trust of customs customers in Golestan province.
- There is a meaningful relationship between the trust of customers and the responsiveness of customs customers in Golestan province.

### ***2.2 Type of research method***

This research is, in terms of its nature and purpose, of the type of applied research. An applied research is an attempt to address a problem and scientific problem that exists in the real world (Berry, 2011). In terms of data collection method, a survey is descriptive of type and in view of the fact that the hypotheses used are relationship or correlation in which the relationship and the direction of correlation between variables are examined, so the research method of type Descriptive / survey and correlation (Hallowell, 2012).

### ***2.3 Information gathering method***

The method of data collection was carried out in two ways: library and field studies.

### ***2.4 Information gathering tool***

In this research, a questionnaire is used as a research tool in relation to the subject matter and the survey method. In this research, standard questionnaires were used to measure the variables of the research. The standard questionnaire (Kotler, 2013) was used to measure the relationship between marketing and standard questionnaire (Joroen et al., 2014). Standard questionnaire was used to measure customer confidence (Chiu et al., 2015). Standard questionnaire was used to measure customer responsiveness (Anderson and Narus, 2014).

### ***2.5 Information analysis method***

The method of analyzing data and information in this research is as follows:

1. Descriptive statistics were used to estimate the central characteristics and to determine the distribution of statistical frequency and graphing.
2. In this research, structural analysis modeling (SEM) and pls software have been used to analyze the hypotheses.

### ***2.6 Statistical population, sample size and sampling method***

The statistical population in this research is customs customers in Golestan province, which is unlimited.

The statistical sample of this research is the customers of Golestan province. By random sampling, 384 people were obtained according to Krejsi and Morgan tables.

### 3. Discussion and results

#### 3.1 Test the hypothesis of the research

In this section, we examine the test of research hypotheses using PLS software.

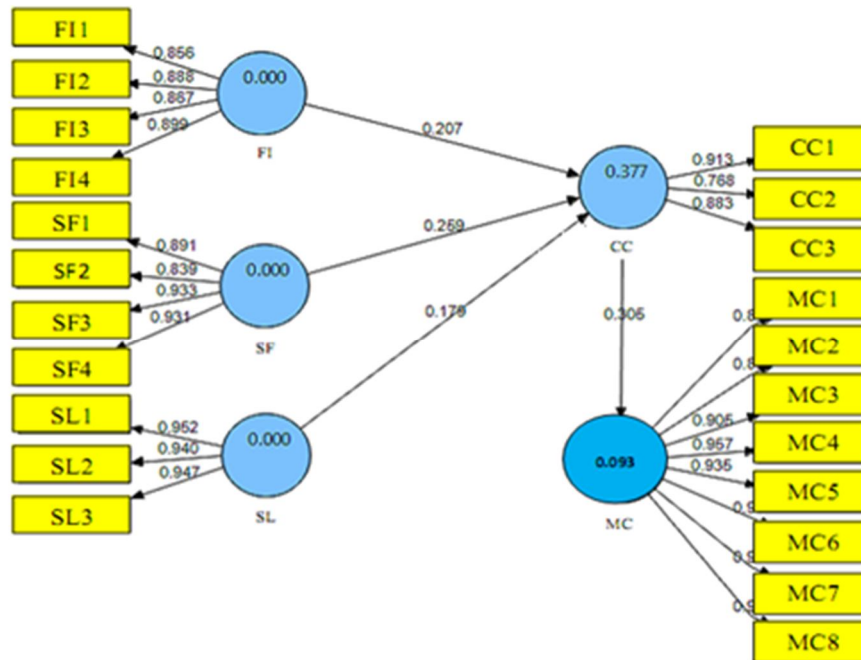


Figure 1. Structural model of research along with factor load factors

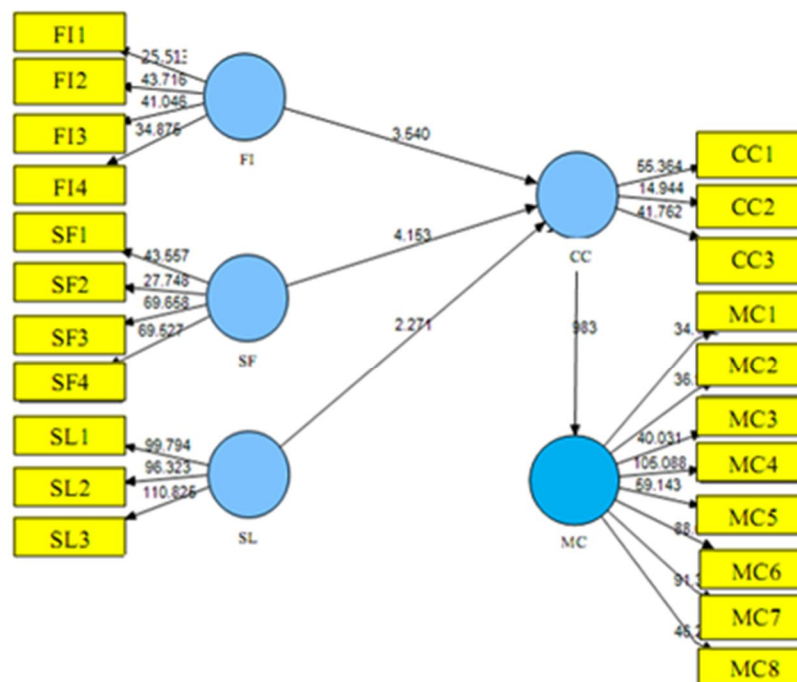


Figure 2. Structural research model with significant coefficients

Table 1. The results of direct relationship and significance coefficients of research hypotheses

Test result	meaningful (T-Value)	Path coefficient ( $\beta$ )	Symbol	The causal relationships between research variables	Hypothesis
Confirm the first hypothesis	3.540	0.207	FI---CC	Trust customers ← Financial interests	First
Confirmation of the second hypothesis	4.153	0.259	SF---CC	Trust customers ← social factors	Second
Confirmation of the third hypothesis	2.271	0.179	SL---CC	Trust customers ← Structural links	Third
Confirmation of the fourth hypothesis	4.983	0.305	CC---MC	Customer responsiveness ← Trust customers	Fourth

## 4. Conclusion

### 4.1 Discussion and commentary

#### 4.1.1 Hypothesis 1:

H0: There is no meaningful relationship between financial interests with the trust of customs customers in Golestan province.

H1: There is a meaningful relationship between the financial benefits with the trust of customs customers in Golestan province.

According to Figures 1 and 2, the standardized coefficient (path coefficient) between two variables (financial benefits with customer confidence) can be said to be  $\beta = 0.207$ . And the significant coefficient (t statistic) between these two variables is  $t = 3.540$  (more than 1.96), which indicates that this relationship is significant. Therefore, the hypothesis H0 is rejected and the H1 hypothesis is verified and it can be concluded that there is a meaningful relationship between the financial benefits with the customer's trust and therefore the first hypothesis will be confirmed.

#### 4.1.2 Hypothesis 2:

H0: There is not a meaningful relationship between social factors with the trust of customs customers in Golestan province.

H1: There is a significant relationship between social factors with the trust of customs customers in Golestan province.

According to Figures. 1 and 2, the standardized coefficient (path coefficient) between two variables (social factors with customer confidence) is  $\beta = 0.259$ . And the tangent coefficient (t statistic) between these two variables is  $t = 4.153$  (more than 1.96), which indicates that this relationship is significant. Therefore, the hypothesis H0 is rejected and the hypothesis H1 is verified and it can be concluded that there is a meaningful relationship between social factors with customer trust and therefore the second hypothesis will be confirmed.

#### 4.1.3 Hypothesis 3:

H0: There is no meaningful relationship between structural links with the trust of customs customers in Golestan province.

H1: There is a meaningful relationship between structural links with the trust of customs customers in Golestan province.

According to Figures. 1 and 2, the standardized coefficient (path coefficient) between two variables (structural ties with customer confidence) can be said to be  $\beta = 0.179$ . And the tangent coefficient (t statistic) between these two variables was  $t = 2.271$  (more than 1.96), which indicates that this relationship is significant. Therefore, the hypothesis H0 is rejected and the H1 hypothesis is verified and it can be concluded that there is a meaningful relationship between the structural links with the customer's trust and therefore the third hypothesis will be confirmed.

#### 4.1.4 Hypothesis 4:

H0: There is no meaningful relationship between customer confidence and customs customers' responsiveness in Golestan province.

H1: There is a significant relationship between customer confidence and customs customers' responsiveness in Golestan province.

According to Figures. 1 and 2, we can say that the standardized coefficient (path coefficient) between two variables (customer confidence with customer responsiveness) is  $\beta = 0.156$ . And the significant coefficient (t statistic) between these two variables is  $t = 2.083$  (more than 1.96), which indicates that this relationship is significant. Therefore, the hypothesis H0 is rejected and the hypothesis H1 is verified and it can be concluded that there is a meaningful relation between customer trust and customer responsiveness, and thus the fourth hypothesis will be confirmed.

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## How to Cite this Article:

Goli Nia A., Naeimi M., Investigating the relationship between relationship marketing with customer responsiveness regarding the role of mediator of customs customers' trust in Golestan province, *Uct Journal of Management and Accounting Studies* 5(3) (2017) 40–44.