

## **The Rule of Relationship Making Level Investment to Customer Fulfill the Brand Promise**

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### **Abstract**

The purpose of this research is relationship making the level investment to customer Fulfill the brand promise check that is: Basic marketing, response marketing, marketing responsible, active marketing and cooperative marketing on Fulfill the brand promise. This research is the type of Descriptive survey; it is used of questionnaire Tools in order to collect data. Cronbach's alpha coefficient was calculated questionnaires, respectively, 84 and .78 That confirms the reliability of the questionnaire. also, It is used for content validity in order to Test validity. It is used by the experts, academics and experts' comments to The validity of the questionnaire content Which confirms the validity of the questionnaire. all the Mihan company customers make the population study of this research which due to the unlimited population of study 385 number of people calculated as sample size which it is used of Random sampling for choose people. in order to testing hypothesis it is used of Spearman correlation test and finally it is used of multiple regression to determine the impact of variables on the fulfillment of the brand promises. Eventually determined that Active and cooperative marketing (positively) and basic marketing (negatively) effects on the fulfillment of the brand promise in Mihan company.

**Keywords:** customer relationship, relationship marketing, investment levels, brand promise

### **Introduction**

The brand is so important for every organization and making it's Maintaining proper position in customer's mind is one of the important goals for the merchants.

One of the Prestigious and well-known concepts in brand and marketing is loyalty to the brand that has an important role in Long-term benefits for the company because the loyal customers don't need to Extensive promotional efforts. They are willing to take advantage of more benefits and quality of their favorite (Clotey et al, 2008 ).

one of the most important variables of making brand loyalty is making promises and brand owners to their customers true and know it as the brand promise. the brand promise is like contexts that set Different Experiences and related to the brand in time, place and special situations for that, from the company for customers (Light & Kiddon, 2009).

Those variables inside and out of the company can have the most effect on Organizational moves to come true these promises that impress one of the most important variables that impress Competitive ability of the company to come true the promises company to customers.

Customer Relationship Management is known as one of the most powerful tools in this area.

Defined as an approach to maintain a positive and efficient Relationship to Increase customer loyalty and increase customer CRM lifetime (Bruissing & Pettit 2000).

On one side feeling customers' needs and present valuable services with added value have been identified as a determinative factor in companies success or failure. Access to more loyal customers will increase the earning of a company. We Must remember to create more loyal customers we have to spend more money. Create customer loyalty in some economic activity has more benefits than other activities. The question is how much an organization should invest to build the relationship with a customer to spend money don't overtake from earned benefits (Culter, 2006).

There are 5 different level of investment in marketing to create the relationship between customers that these levels of investment will have different results for different industries. Now it is the question which of these levels can make the brand promise true in the relationship with a customer? To answer this question, this study is done to the aimed to investigate the role of investment in achieving the relationship with the customer brand promise.

## **The literature**

Relationship marketing first emerged in the 1980s by a handful of marketing experts. But the foundation of this branch of marketing, closely linked with consumer behavior from the investigation related to the relationship between buyer and seller came out from relatively large and mid-sized businesses. In this paradigm rather than the hostile attitude to the issues of bargaining in each transaction The buyer and seller reach an understanding with each other to achieve their goals and in a Customizable design made commitments to each other and make their own relationship (Palmer et al, 1994).

Relationship marketing point to create the longtime and corresponding relationship to company members and Beneficiary groups and its base is creating the favorable and effective relationship in order to maintenance then.

### *2.1 Relationship marketing definition*

Different definitions have been raised by researchers and theorists to express the meaning and concept of relationship marketing in the following some of them mention:

- Relationship marketing is customer retention and further development of relations and spiffs up the relationship with the customer (Fontenot & Hyman, 2004).
- relationship marketing is understanding and relationship management with customers and suppliers (Palmer & others, 2006).
- relationship marketing is identifying, build, maintain and promote relations with customers and stakeholders of the company which This will be achieved through the establishment of trust as a result of fulfilling obligations (Gummesson, 1994).

Relationship marketing wants to establish such relationships with customers they buy from them in the future and encourage others to this. relationship marketing wants to attach more customers and lose less. relationship marketing set the strategy for dealing with customers' priority Customers can be prioritized with regard to their type and the percentage of their relationship revealed.

In relationship marketing effective factor in recognition and commission longtime relationship with customers, the customer creates value for the organization and the organization defines its relationship with a customer by this factor. The purpose of prioritization is achieving customer satisfaction and loyalty.

Customer satisfaction is the result of comparisons customer does between the real customer product or service with expectations, desires, goals and social norms associated with the product (Ramezani & Amin, 2006).

### *2.2 Customer loyalty*

Loyalty called for a strong commitment to repurchase a product or a better service in the future, as the brand or product and marketing efforts despite the impact of potential competitors be purchased (Beverly et al, 2004).

In terms of concept, customer loyalty includes three dimensions: behavioral, attitudinal, and compounds. the behavior loyalty aspect focuses on repeat purchase. View aspect concept is the number of favorable trends to Service provider. at last combined perspective of loyalty, behavioral and attitudinal dimensions' definitions from loyalty (Zins, 2001) attitude is Attitude approach is divided into three distinct parts:

- 1) Cognitive loyalty: led to customer behavior and goes to customer's believe.
- 2) Emotional loyalty: led to commitment and customer confidence and goes to his emotion.
- 3) The act of loyalty: goes to the customer to do buy in the future (Carolyn, 2002).

Different aspects of relationship marketing caused to customer loyalty. different Researchers have been considered a variety of variables for relationship marketing.

Variables of trust, commitment, communication and conflict management as customer loyalty predictor variables.

Trust as the most important variable of relationship marketing is the identifier both side of the relationship how much can trust on each other's promises and define as trust and reliance on the audience (Wong & Shoal, 2002).

The second planed variable is commitment. Commitment is the goal and intent of on side of the relationship to continue or keep the relationship with the other one (Rashid, 2003).

Communication is the second relationship marketing variable that defined as the process of credible and timely exchange and sharing of information in the formal or informal relationship between the parties and on the hole it defines as a supplier of conflict management as the ability to minimize the negative results of the obvious potential conflict (Dubisi, 2007).

### *2.3 Customer relationship management*

Customer relationship management dates back to the market economy. Sellers are trying to manage relationships with customers and create additional value for clients and their business. This simple concept of marketing has createdequivalent to \$ 40 billion for CRM software and services (Khanlari & Sohrab, 2007).

Customer relationship management systems are a Strategic business to collect customer needs and behaviors to create more strong relationships to help them. Powerful relationship with customers is the most important secret of every business. To lots of peoples believes this concept is considered in management and marketing for a long time. The concept of customer relationship management roots is this old root that " The customer is right." In fact, CRM sets Its implementation profitably at times and different organization channels. CRM in the simplest style is the style found its customers, attract and keep.

Why these companies turned to CRM can have different reasons. Reasons, such as social, cultural, technical and business development. Nowadays companies know the competition based on a product even complicated. Technological advances are made mimicking the features and functions of the products easy for competitors. The price a time was the base of competitive differentiation, could no longer provide meaningful sales and service experience. But CRM can be the reason of Buy regular customers of the company instead of buying from competitors thus can be the tool for creating differentiation. Companies have found that customers purchase decisions are based on experience. An experience that includes not only products and prices, but also includes sales, service, knowledge, and support. If companies can provide these factors and pensions adequately, it can lead to loyalty and value of customers who obtain higher profit margins (Reynolds, 2002).

Creating and maintaining customer relationships is not a new concept and is not necessarily dependent on information technology. However, to improve customer lifetime value of the customer relationship management system is very important (Winer, 2010).

In recent years the term ((customer relationship management)) attracted much attention in the field of marketing, information technology, Especially academics, software vendors, consultants, and businesses have been involved in this field and the concept of CRM which means efforts to create and deliver higher value to client organizations have developed Etc (Stone & Foss, 2001).

Organizations widely recognize that their customers are the most important asset and look to customer's relationship as Exchange and mutually beneficial and also the opportunities they need to manage (Plakoyiannaki, 2005). These systems by presentation needed information about profile and customer's history support important area of the company's core processes, especially in the area of marketing, sales and customer service (Ling, 2001).

#### *2.4 Levels of investment in customer relationship*

As mentioned in the introduction creating customer loyalty in some economic activity has more profitable than other activities and should consider how a company should invest in building a relationship with the customer to the pay costs do not to overtake of exceeded benefits.

There are five different level of investment about creating a relationship with the customer:

1. Basic Marketing: Seller pays just to sell a product.
2. Marketing reaction: Seller pays to sell the product. In addition, encourages If he has questions, comments or complaints contact him.
3. Committed Marketing: Customer Contact the seller immediately after the sale. The purpose of this call is to find out whether the product purchased to meet customer expectations or not. Proposals for reform of the product or service or any of the dissatisfaction are the questions the seller asks the customers. This information helps companies constantly strive to improve their performance.
4. Active Marketing: Seller sometimes calls the customer. In these calls regarding the intended use of the products or product some dialogue tells.
5. Partnership C Marketing: corporations for ways to help the customer to achieve further savings or increased efficiency, always working with him (Kalter, 2007).

#### *2.5 Brand promises*

Brand promise or promised reciprocal nature of the relationship between brands and their audiences depicting (Swystun, 2007).

Brand promises often show themselves in the form of product functional characteristics, experiences, feelings/emotions of buying the brand, meet different characters for the purchase and acquisition of the distinctive features of the product by buying a particular brand. ( Light & Kiddon, 2009). Among the features of a brand is a promise for the promised has features such as simplicity, compliance with customer requirements, continuity, the direction is given to the customer (Chernatony, 2010).

Brand promise system is a targeted effort been raised to base on brands promises fits the hierarchy of needs brands promises applies the necessary reforms if needed.

Due to constant changes and the importance of matching the needs of customers with the brand promise of change brand managers in today's companies need to explore three fundamental aspects in the design of their brand promises, the first aspect relates to designing and create brand promises. In a second aspect the way of this brand presentation is considered, and in a third aspect, the maintain a successful stabilization of these promises Journal. Therefore companies, to fulfill the three basic aspects of the promises given by the company's brand, should have the direct connection to customers and constantly measure the percentage of each this promises effect and do the corrective actions (Pringle & Field, 2008).

The relationship between company and customers often create the brand promise. Brand promises often pass a four steps way that it called "Cycle deliver on the promise of the brand.



1. Communication: special promises give to the customer.
  2. scrutiny: the consumer analyzes this promise.
  3. customer accept this promise.
  4. care: the consumer continues to compare these promises with other items exists and if compatibility or incompatibility of the decision -making to be loyal to the brand or leave it.
- The support of the board and the CEO is a key factor in institutionalization and brand promise within and outside the company (Sutton & Klein, 200).

If the excellent company teams are not pledged to promises given by the Company brand, Other employees cannot be expected to be bound by these promises and make it happen. In this case, the board should formulate internal regulations with their promises to employees specify the main route to fulfill these promises and in connection with the Company's daily activities as the main performance areas CEO provide give some authority to the CEO and his executive team (Daye et al., 2010).

### Conceptual model

The theoretical framework is a model based on theoretical relationships between some factors that have been identified important on issues of research.

This theoretical framework flow with evaluation of Research Activities in the realm of the logical way and Conceptual model is also derived from this framework. Based on what was mentioned conceptual model is shown in Figure (1).

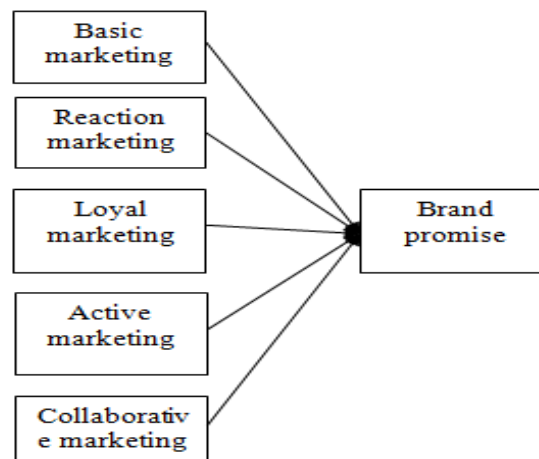


Figure 1. conceptual model

According to this concept, the research hypotheses are:

1. Use basic marketing has a significant impact on the realization of the brand promise.
2. use participatory Marketing has a significant impact on the realization of the brand promise.
3. Use active marketing has a significant impact on the realization of the brand promise.
4. 2. Use Marketing is committed to fulfilling the brand promise significant.
5. The use of reactive marketing has a significant impact on the realization of the brand promise.
6. Use basic marketing has a significant impact on the fulfillment of their promises.

### Research methodology

The aim of this study is to evaluate the effect level of Investment to build a relationship with customers on the fulfillment of the promise on a brand in Mihan company.

This study is practical from the aspect of goal and is a Descriptive survey of the aspect of studies. For collecting data, it is used of the questionnaire with five options tools. The primary distribution relationship with the customer questionnaire with Cronbach's alpha coefficient of 0.,84 and.78 were

calculated Cronbach's Alpha questionnaire brand equity. Also for the content validity was used to test the validity. To test the validity of the questionnaire content, experts, academics, and experts have been used that in this point questionnaire was approved with a large convergence between the views of these experts and ensure that the same questionnaire measure features of researchers. The total result of this researches shows this research questionnaire has suitable stability and validity. The population of this research is clients of man in Tehran. Sampling was randomly and According to the infinity of population size and the sample size was calculated using the following formula.

$$n = \frac{(z_{\alpha})^2 \cdot P(1 - P)}{d^2}$$

In the above formula  $P = 0/5$ : Perhaps the most important factor in choosing insurance,  $d = 0/05$  % of allowable error,  $z_{\alpha} / 2 = 1/96$  confidence level,  $n$  the sample size is. So the size of the sample size is:

$$n = \frac{(1/96)^2 \cdot 0/5(1 - 0/5)}{(0/05)^2} = 384/16 \cong 385$$

for surer and according to the loss 400 questionnaires were distributed. at last, it is used Spearman correlation test software Spssto analyze the data.

Using multiple regression variables affecting the realization of the promise they showed.

#### *4.1 Data analysis*

1. The results of the public profile of the respondents are as follows:

- Gender: 20 % female, 80 % male
- Age: 20 % are under 20 years, 47 % of 21 to 30 years, 24 % between 31 and 40 years, 9% of 41 to 50 years,
- Education: 24 % high school diploma, diploma and low literate 33 %, 30 % undergraduate, graduate 12 %, 1% Ph.D.

#### **Research findings**

Spearman correlation coefficients were calculated to test the hypothesis that the results in Table 1 are:

**Table 1. Results of hypothesis testing**

result	hypotheses	Sig	Spearman correlation coefficients	Research Hypothesis	Research Hypothesis
Hypothesis1	Using basic marketing has a significant impact on the on the brand achieve promise.	0/003	-0/172	0/50	Hypothesis prove
Hypothesis2	using of reactive marketing has a significant impact on the on the brand achieve promise.	0/000	0/390	0/50	Hypothesis
hypothesis3	using of active marketing has a significant impact on the achieve brand promise significantly.	0/006	0/234	0150	Hypothesis prove
hypothesis	Using of loyal marketing has a significant impact on the fulfill the brand promise.	0/009	0209	0/50	Hypothesis prove
hypothesis	Using of participatory Marketing has a significant impact on the realization of the brand promise.	0/002	0/410	0/50	Hypothesis prove

As Table 1 indicates, according to the Spearman correlation coefficient test all assumptions prove to be. In this stage to examine the effect of relationships with customers on the realization of the brand promise of multiple regression and to enter the preceding variables is stepwise multiple regression methods (Stepwise) the results in Table 2 were specified.

**Table 2. stepwise multiple regression methods (Stepwise)**

Model	Multiple correlation coefficients	The coefficient of determination	Adjusted coefficient of determination	The estimated standard error
1	0/219	0/068	0/063	7/36401
2	0/309	0/110	0/103	7/24491
3	0/370	0/177	0/165	7/13573

1. predictor variable collaborative marketing
2. predictor variable marketing partnership, active marketing
3. Variable Marketing Forecast participatory, active marketing and marketing base

As it is shown in Table (2) Intensity of collaborative marketing the brand promise 0/219 is the realization that the amount of active marketing with variable intake has increased at a rate of 0/309. Finally, by entering of marketing variable the base of this relationship intensity the brand coming true promise increase. But enter into Marketing variable responsive and committed marketing don't cause to increase correlation and have been excluded from the final equation. Column coefficient of determination shows that model 3 that is the final model 0/177 Changes fulfill the brand promise by three variables participatory marketing, marketing, and active marketing base explained.

**Table 3. results of the coefficient of variation**

Statistical Indicators variables	The coefficient of variation	Standard coefficient error	Standard factor	The amount of t	Chance of t
Constant	73/390	4/741		21/620	0/000
Cooperative marketing	0/599	0/211	0/288	3/910	0/000
Active marketing	0/543	0/186	0/224	4/400	0/002
Basic marketing	-0/407	0/169	_0/206	4/138	0/0016

The results of stepwise regression analysis show that Collaborative marketing variables, active marketing, and marketing base as the criterion variable predictive regression equation to explain the changes to fulfill their brand promises. Table (3), t-test and regression coefficients to test this significant coefficient at each level shows that by change a standard deviation in collaborative marketing 0/288 standard deviation in brand promise fulfill will accrue. Similarly, per one standard deviation in active marketing 0/224 in achieving the brand promise will occur. Finally, with the change of one standard deviation in basic marketing \_0/206 in the fulfillment of their promises will happen. In general, it can be said that all levels of investment to build a relationship with our customers realize a significant relationship with the brand promise. But three factors, corporate marketing, and marketing activities (positive) and marketing base (negatively) as predictors criteria are entering the final regression equation. In other words, these three factors can significantly impact than other factors on the dependent variable; it means to have to Fulfill the brand promise.

## Conclusion and Recommendations

The aim of this study was to evaluate the association of the investment to build a relationship with the customer to fulfill the brand promise. by a review of the research literature, relationship marketing, and customer relationship management becomes clear that few studies on levels of investment have been building a relationship with the customer. The results of this research show that levels of investment to build a relationship with customers that include:

Basic Marketing (negative), reactive marketing, marketing responsible, active marketing and corporate marketing, will lead to the fulfillment of the brand promise. In other words, all activities build relationships with customers Since the customer for the first time uses of products and services till As long as the customer has been identified as a key customer and can help fulfill the brand promise. Results show among the investment levels using the fifth level mean collaborative marketing has the priority of brand promise fulfilled. Because in today competitive markets and also customer relationship marketing is an inevitable subject. Creation of this relationship in every industry is different from another and in every level of levels about creating relationship with customers with the goal of making them loyal and after that achieving more benefits in comparison with competitor, there`s different cost and on the company ability on coming the promises true to the customers will have lots of effect. Due to the efficiency of building relationships with customers, these costs can be considered as an investment. Levels of investment costs in building relationships with customers from the first level (basic marketing) to level five (marketing cooperative) increase. now in different industries due to the market, and customer profitability (profit or less) different results using different levels of investment profits and realizing the



promises made to customers will follow. The highest level of marketing is investment partnership which Tries to work with customers to advance the company's plans and increase productivity, can have the most benefit for the automotive industry and fulfill the promises made to customers. Generally, can say The experts say work with customers to advance the company's plans and fulfill their promise, despite the cost of this type of marketing can bring the best result for the company. The next priority active marketing emphasis on Develop relationships and close interaction with customers and Commitment and promise to them are that every communication with customers, based on their needs and be operationally modified. The basic marketing refers solely to provide quality services placed third. And negatively affect the fulfillment of their promises. The reason for this must be found in nature-based marketing that doesn't set communications after the purchase as the priority. Following this philosophy will lead to myopia marketing and brand will have a negative impact on the realization of the promise. Now, according to the results offered the following suggestions:

*Design and product development based on customer needs:*

1. The importance of the needs of customers while offering a new product
  2. The design of effective advertising based on customer characteristics
  3. creating fan clubs brand
  4. a creation of customer relationship management system to get their views
  5. establish the identity of the brand that features your customers use to retrieve
- Special to convert satisfied customers into loyal 6 - investments and become loyal customers to advocate and lover

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