AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: http://www.aensiweb.com/aeb.html

Studying the Effect of relation-based marketing tactics affect on the quality of relations, word of mouth advertising, customer loyalty to the mobile operators in Tehran

[1]Somayyeh Hosseini, [2]Elham Faridchehr, [3]Nader Gharibnavaz

[1]Student of Master Degree in Business Management/Minor Marketing Department of Business, Faculty of Management, Shahre Ghods Science and Research Branch, Islamic Azad University, Shahre Ghods, Iran.
[2]Assistant Professor, Department of Business, Faculty of Management, Shahre Ghods Science and Research Branch, Islamic Azad University, Shahre Ghods, Iran.
[3]Assistant Professor, Department of Business, Faculty of Management, Shahre Ghods Science and Research Branch, Islamic Azad University, Shahre Ghods, Iran.

ARTICLE INFO

Article history:
Received 25 March 2014
Received in revised form 20 April 2014
Accepted 15 May 2014
Available online 5 June 2014

Key words:
Relation-based marketing tactics, relation quality, brand image, oral advertising, customer loyalty.

ABSTRACT

Based on the increasing importance of the customers in obtaining the advantages for the organizations, the concepts of loyalty and oral advertising are the factors considered by the organizations. The aim of the present research is investigating the effect of relation-based marketing tactics on quality of relations, oral advertising, and customer loyalty of the mobile operators in Tehran. The population of the present study includes the Hamrahaval and Irancell operators' agents in Tehran. The sample of the study includes 4 regions of Tehran. The measurement tool is a questionnaire. 400 questionnaires were distributed but only 384 of them were completed and then analyzed by Smart PLS software. The result of the study indicated that the variable of perceived service quality affects the relation quality and all these variables and cost of changing the brands and the hypotheses are confirmed. Moreover, the variable of perceived suggestions affected the relation quality, all these variables and the variable of cost for changing the brand and two variables of trust and customer commitment are affected by the relation quality and affect the customer loyalty and the hypothesis is confirmed. However, only the hypothesis related to trust in oral advertising is confirmed and finally the variable of brand changing cost affected the oral advertising and the hypothesis is confirmed.

To Cite This Article: Somayyeh Hosseini, Elham Faridchehr, Nader Gharibnavaz., Studying the Effect of relation-based marketing tactics affect on the quality of relations, word of mouth advertising, customer loyalty to the mobile operators in Tehran. ***Adv. Environ. Biol., 8(9), 1-9, 2014***

INTRODUCTION

Statement of the Problem: Nowadays, the shoppers have a lot of choices for shopping. On one hand, the companies have also found that the cost of attracting new customers have been five times more than maintaining the old ones and losing one customer is not only losing selling a product but it is means losing the whole process of the stoppings which the customer could do during his life [10]. So, according to the fact that competitive environments are more disordered and customers are the only source of profit for the companies now and in future. The most important issue that seller face with is not providing the highly qualified services and products but is to create and maintain customers who are royal and have long term profits for the company [11].

However, a good customer who has higher profit for the company always has the possibility to be lost since the competition is tense for having such a customer [5]. In this condition, relation-based marketing can be a replacing tool for creating continuous relationship with the customer. Relation-based marketing both in academic and practical area has been widely considered during the last decades and at the end of 20th it began to dominate the marketing field [3]. Communication services companies are not exception and are looking for different management techniques for maintaining their customers, since these companies created a positive image of their brands and improved and developed their selling services to have distinguished costs for their customers who in most cased do oral advertising due to their satisfaction of the services and products and are loyal to the brand. So, the main issue of this present research is investigating the effect of relation-based marketing tactics on relation quality, customer loyalty and oral advertising of the customers receiving the operating services of Hamrahaval and Irancell.

Corresponding Author: Elham Faridcheh, Assistant Professor, Department of Business, Faculty of Management, Shahre Ghods Science and Research Branch, Islamic Azad University, Shahre Ghods, Iran.

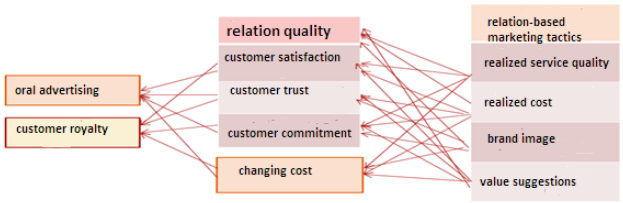
Theoretical Bases:

Various definitions of the researches and theorists are suggested for relation-based marketing including: relation-based marketing is a combination of the activities which aim at creating the long term link between an organization and its customers for providing the mutual advantages [7]. Relation-based marketing is for the customers who consider mutual advantages and these advantages are divided during the life of the customer. Different views exist about relation-based marketing. Relation-based marketing is defined as attracting, maintaining and increasing the customer relations. Based on the definition given by Beeri and Parasorman, relation-based marketing points to marketing activities for developing and maintaining the beneficial contractions.

There are various ways for marketers to perform relation-based marketing tactics which affect customer maintenance and loyalty. James Taylor suggests that relation-based marketing can be followed through quality, price perceptions, valuable suggestions, replaced attractions and others. Tseng [11] stated that tactics of direct post electronic, tangible awards, interpersonal relations, preferred behavior and membership can increase the long lasting relation and satisfaction, trust and commitment. Pand & Mang [9] also provided using the relation tactics in service quality, brand, price perception and valuable suggestions. Gummesson [4] defined relation-based marketing in managing the relations, interactions and networking. These relations should be developed and the benefits of the stakeholders should be provided. In fact all the internal and external partners including staff, customers, sponsors and sellers are considered in the definition given by Gummesson.

Gronors defines relation-based marketing as recognizing, maintaining and increasing the relationship with customers and other stakeholders so that the goals of all is provided. It is not surprising that in this disordered environment with fast changes, the companies had to change their strategies toward the market and focus on long lasting relations which are very important in maintaining the customers. In the present era, customer-orientation has strategic role in maintaining the customers. In this research, the researcher studies the perceived services, price perceptions, brand image and value orders.

Conceptual Model:



Research Method:

Population of the study includes all the customers of telephone operators of Hamrahaval and Irancell in Tehran and random sampling was used for collecting the data. Sample volume was used for unlimited population. Based on this formula, 384 people were selected as the research sample. In order to extract the questionnaire, standard international questionnaires were used. Spss.16 was used for analyzing the data. The Cronbach alpha for all the questions was 0.779. So, it can be concluded that the questionnaire had acceptable reliability. One way t-test was applied for testing the research hypotheses.

Service quality variable:

As can be seen in table 1 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 1: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Service quality	-8/938	379	0/000	-0/342	-0/417	-0/266

Price perception:

As can be seen in table 2 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 2: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Price perception	-12/895	379	0/000	-0/441	-0/508	-0/374

Brand Image:

As can be seen in table 3 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 3: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Brand Image	-14/693	379	0/000	-0/561	-0/636	-0/485

Value offers:

As can be seen in table 4 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 4: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Value suggestion	-5/269	379	0/000	-0/257	-0/353	-0/161

Customer Trust:

As can be seen in table 5 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 5: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Customer trust	-9/411	379	0/000	-0/371	-0/449	-0/394

Customer satisfaction:

As can be seen in table 6 the significant of 0.000 is less than α=0.05 so the research hypotheses is accepted.

Table 6: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Customer satisfaction	-13/174	379	0/000	-0/556	-0/639	-0/473

Customer Commitment:

As can be seen in table 7 the significant of 0.000 is less than α=0.05 so the null hypotheses is not accepted.

Table 7: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Customer satisfaction	-12/201	379	0/000	-0/416	-0/484	-0/349

Switching cost:

As can be seen in table 9 the significant of 0.000 is less than α=0.05 so the null hypotheses is not accepted.

Table 9: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Switching cost	-14/817	379	0/000	-0/464	-0/526	-0/402

Oral Advertising:

As can be seen in table 10 the significant of 0.000 is less than α=0.05 so the null hypotheses is not accepted.

Table 10: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Oral advertising	-16/862	379	0/000	-0/434	5-	-0/384

Customer Loyalty:

As can be seen in table 11 the significant of 0.000 is less than α=0.05 so the null hypotheses is not accepted.

Table 11: one way t-test.

	Test=3					
	T	df	sf	The mean	Confidence level%95	
					lower	upper
Customer loyalty	-8/193	379	0/000	-0/333	-0/413	-0/253

Structural Equation Modeling:

Figures 1, 2 and Table 1 illustrate the results of testing the main research hypothesis using structural equation modeling. The model in Figure 1 shows significant numbers and figure 2 represents standardized coefficients (R) and causal relationship between the variables. Table 1 shows R, t values and the results of testing the hypotheses.

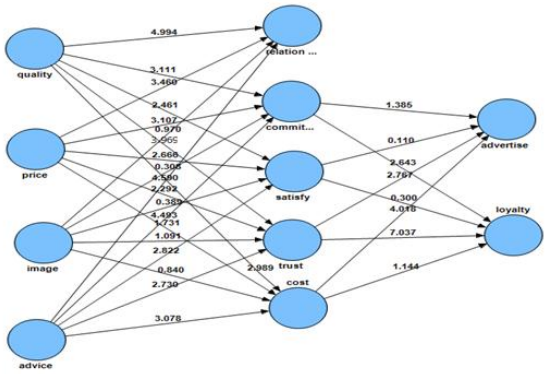


Fig. 1: Research Model in meaningful mode.

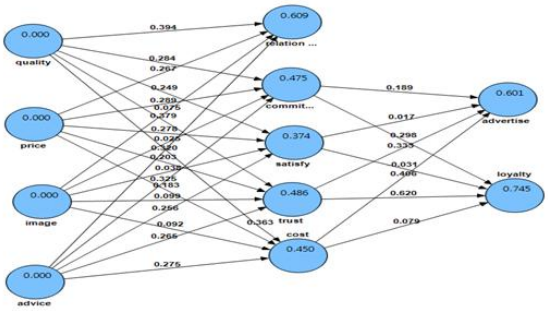


Fig. 2: research model in Standard Estimation Mode.

GOF index is used to fit the model. GOF amount of research model is 0.52, indicating a strong fit of the model.

Hypothesis 1: Perceived service quality has a significant impact on the quality of relationships.

Table 12: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination (R^2)	t-statistics	Correlation coefficient	Path Coefficient(β)
Perceived quality	0.609	4.994	0.640	0.394

Based on the t statistics of perceived quality is at the 99 percent of confidence level and has significant impact on relation quality, so the first hypothesis is confirmed.

Hypothesis 1-1: The quality of perceived service by customers has a significant impact on customer satisfaction.

Table 13: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	Path Coefficient(β)	t-statistics
Perceived quality	0.374	0.410	0.257	2.41*

Based on the t statistics of perceived quality is at the 95 percent of confidence level and has significant impact on customer satisfaction, so the hypothesis 1-1 is confirmed.

Hypothesis 1-2: The quality of perceived service by customers has a significant impact on customer trust.

Table 13: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Perceived quality	0.504	0.550	4.240**	0.405

Based on the t statistics of perceived quality is at the 99 percent of confidence level and has significant impact on customer trust, so the hypothesis 1-3 is confirmed.

Hypothesis 1-3: The quality of perceived service by customers has a significant impact on customer commitment.

Table (15) Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand)

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Perceived quality	0.477	0.467	3.470**	0.298

Based on the t statistics of perceived quality is at the 99 percent of confidence level and has significant impact on customer commitment, so the hypothesis 1-2 is confirmed.

Hypothesis 1-4: The perceived quality of service by customers has a significant impact on switching cost.

Table 17: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand)

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Perceived quality	0.446	0.564	3.424**	0.366

Based on the t statistics of perceived quality is at the 99 percent of confidence level and has significant impact on switching cost, so the hypothesis 1-4 is confirmed.

Hypothesis 2: The price perception has a significant impact on relation quality.

Table 18: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand)

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Price perception	0.609	0.598	3.469**	0.267

Based on the t statistics of price perception is at the 99 percent of confidence level and has significant impact on relation quality, so the hypothesis 2 is confirmed.

Hypothesis 2-1: The price perception has a significant impact on relation quality.

Table 19: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Price perception	0.504	0.509	2.463**	0.201

Based on the t statistics of price perception is at the 99 percent of confidence level and has significant impact on customer trust, so the hypothesis is confirmed.

Hypothesis 2-3: The price perception has a significant impact on customer commitment.

Table 20: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Price perception	0.477	0.525	3.251**	0.281

Based on the t statistics of price perception is at the 99 percent of confidence level and has significant impact on customer commitment, so the hypothesis is confirmed.

Hypothesis 2-4: The price perception has a significant impact on brand change.

Table 21: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient (β)
Price perception	0.446	0.459	1.669	0.162

Based on the t statistics of is at the limit of -1.69 and + 1.69, the price perception does not have significant impact on brand change, so the hypothesis is not confirmed.

Hypothesis 3: The brand image has a significant impact on relation quality.

Table 22: Path coefficients, t-statistics and the coefficient of determination (dependent variable: trust in the brand).

Predictor Variable	The coefficient of determination (R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Brand image	0.609	0.417	0.970	0.075

Based on the t statistics of is at the limit of -1.69 and + 1.69 , the brand image does not have significant impact on relation quality, so the hypothesis is not confirmed.

Hypothesis 3-1: The brand image has a significant impact on customer satisfaction.

Table 23: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer trust).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Brand image	0.374	0.304	0.251	0.024

Based on the t statistics of is at the limit of -1.69 and + 1.69 , the brand image does not have significant impact on customer satisfaction, so the hypothesis is not confirmed.

Hypothesis 3-2: The brand image has a significant impact on customer satisfaction.

Table 24: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer trust).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Brand image	0.504	0.399	0.861	0.080

Based on the t statistics of is at the limit of -1.69 and + 1.69 , the brand image does not have significant impact on customer trust, so the hypothesis is not confirmed.

Hypothesis 3-3: The brand image has a significant impact on customer commitment.

Table 25: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer commitment).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Brand image	0.477	0.327	0.1	0.008

Based on the t statistics of is at the limit of -1.69 and + 1.69 , the brand image does not have significant impact on customer trust, so the hypothesis is not confirmed.

Hypothesis 3-4: The brand image has a significant impact on switching cost.

Table 26: Path coefficients, t-statistics and the coefficient of determination (dependent variable: switching cost).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Brand image	0.446	0.360	0.838	0.089

Based on the t statistics of is at the limit of -1.69 and + 1.69, the brand image does not have significant impact on switching cost, so the hypothesis is not confirmed.

Hypothesis 4: The value suggestion has a significant impact on relation quality.

Table 27: Path coefficients, t-statistics and the coefficient of determination (dependent variable: relation quality).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.609	0.518	4.590**	0.320

Based on the t statistics and confidence level of 99, the value suggestion has significant impact on relation quality, so the hypothesis is confirmed.

Hypothesis 4-1: The value suggestion has a significant impact on customers' satisfaction.

Table 28: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer satisfaction).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.504	0.443	3.483**	0.280

Based on the t statistics and confidence level of 99, the value suggestion has significant impact on customer trust, so the hypothesis is confirmed.

Hypothesis 4-2: The value suggestion has a significant impact on customers' trust.

Table 29: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer trust)

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.374	0.413	3.532**	0.280

Based on the t statistics and confidence level of 99, the value suggestion has significant impact on customer satisfaction, so the hypothesis is confirmed.

Hypothesis 4-3: The value suggestion has a significant impact on customers' commitment.

Table 30: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer commitment).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.477	0.490	5.052**	0.348

Based on the t statistics and confidence level of 99, the value suggestion has significant impact on customer satisfaction, so the hypothesis is confirmed.

Hypothesis 4-4: The value suggestion has a significant impact on switching cost.

Table 31: Path coefficients, t-statistics and the coefficient of determination (dependent variable: switching cost).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.446	0.445	3.361**	0.297

Based on the t statistics and confidence level of 99, the value suggestion has significant impact on customer satisfaction, so the hypothesis is confirmed.

5: customer satisfaction has a significant impact on oral advertising.

Table 32: Path coefficients, t-statistics and the coefficient of determination (dependent variable: oral advertising).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Customer satisfaction	0.602	0.554	0007	0.001

Based on the t statistics at the limit of -1.69 and +1.69, the customer satisfaction has no significant impact on oral advertising, so the hypothesis is not confirmed.

Hypothesis 6: The customer satisfaction has a significant impact on customer royalty.

Table 33: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer royalty).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Customer satisfaction	0.744	0.654	0.262	-0.028

Based on the t statistics at the limit of -1.69 and +1.69, the customer satisfaction has no significant impact on customer royalty, so the hypothesis is not confirmed.

Hypothesis 7: The customer trust has a significant impact on oral advertising.

Table 34: Path coefficients, t-statistics and the coefficient of determination (dependent variable: oral advertising).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Customer trust	0.602	0.554	3.085**	0.335

Based on the t statistics and confidence level of 99, the customer trust has significant impact on oral advertising, so the hypothesis is confirmed.

Hypothesis 8: The customer trust has a significant impact on customer royalty.

Table 35: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer royalty).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Customer trust	0.446	0.445	3.361**	0.297

Based on the t statistics and confidence level of 99, the customer trust has significant impact on customer royalty, so the hypothesis is confirmed.

Hypothesis 9: The customer commitment has a significant impact on oral commitment.

Table 36 Path coefficients, t-statistics and the coefficient of determination (dependent variable: switching cost).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Customer commitment	0.602	0.641	1.846	0.220

Based on the t statistics at the limit of -1.69 and +1.69, the customer commitment has no significant impact on oral advertising, so the hypothesis is not confirmed.

Hypothesis 10: The customer commitment has a significant impact on customer loyalty.

Table 37: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer royalty).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Value suggestion	0.744	0.719	2.750*	0.292

Based on the t statistics and confidence level of 99, the customer commitment has significant impact on customer royalty, so the hypothesis is confirmed.

Hypothesis 11: The switching cost has a significant impact on oral advertising.

Table 38: Path coefficients, t-statistics and the coefficient of determination (dependent variable: oral advertising).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)
Switching cost	0.602	0.641	4.362	0.387

Based on the t statistics and confidence level of 99, the switching cost has significant impact on oral advertising, so the hypothesis is confirmed.

Hypothesis 12: The switching cost has a significant impact on customer royalty.

Table 39: Path coefficients, t-statistics and the coefficient of determination (dependent variable: customer royalty).

Predictor Variable	The coefficient of determination(R^2)	Correlation coefficient	t-statistics	Path Coefficient(β)

Value suggestion	0.744	0.719	1.207**	0.083

Based on the t statistics at the limit of -1.69 and +1.69, the customer commitment has no significant impact on oral advertising, so the hypothesis is not confirmed.

Results and Suggestions:

The results of the present study showed that the perceived quality of the service has significant effect on relation quality, customer satisfaction, customer commitment and switching cost. In addition price perception affects the relation quality, customer satisfaction, trust and commitment. The price perception does not impact the switching cost. The image of the brand does not affect the relations with the customers, satisfaction, trust to the customers, customer commitments and switching cost.

So according to the results, it is suggested that the operator agents of Irancell in Tehran pay more attention to customer relationship and its quality or marketing tactics so that they could change their customers to royal ones and gain competitive advantage for the related companies. In addition, it is suggested that the researchers study the case without the limits of sampling. Future researches could consider various services such as airlines and railways with wider sampling.

REFERENCES

[1] Ravald, A., C. Grönroos, 1996"The value concept and relationship marketing" European journal of marketing, 30(2): 19-30.
[2] Annika Ravald, Christian Grönroos, 1996. "The value concept and relationship marketing", European Journal of Marketing, 30(2): 19-30.
[3] Egan, J., 2001. Relationship Marketing: Exploring Relationship Startegies in Marketing, Pearson Education Limited. ISBN 0273-64612-5.
[4] Evert Gummson, 1994."making relationship operational",International journal of service industry management, 5(5): 5-20.
[5] Gary, P. and J. Byun, 2001. ”Customer Relationship Management”.University of California, pp.1-57, How many dimensions?” journal of services marketing, 21.
[6] Jones, T., S. Taylor, 2007. ”The conceptual domain of services loyalty,
[7] Lovelock, 1983. Christopher H. Lovelock; Classifying Services to Gain Strategic Marketing Insights. Journal of Marketing, 47: 9-20.
[8] Parasuraman, et al., 1991. A. Parasuraman, Leonard L. Berry, Valarie A. Zeithaml." Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria", 420-450.
[9] Peng, Leong yow & Wang, Qing, 2006. " Impact or Relationship Marketing Tactics (RMTs) on switchers and stayers in a competitive Service Industry", Journal of Marketing Management, 22: 25-59.
[10] Philip kotler, Gary Armstrong, 1999. marketing: introduction, person us Imports & Phipes, paper back, 736 pages.
[11] Tseng, Yi Ming, 2007. “The Impacts of Relationship Marketing Tactics on Relationship Quality in Service Industry”, The Business Review, Cambridge. summer, 7(23): 10-314.