

The effect of customer relationship management and its significant relationship by customers' reactions in LG Company

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Abstract

Abundant and diverse channels providing customers access to information and distribution of goods to choose a product competitive space, reduce their loyalty to the supplier. For this reason, the question of how to communicate effectively with customers and their survival, including the most important issues affecting the durability and stability of the company's competitiveness and profitability in them. The main objective of this study was to examine the relationship between customer relationship management and customer response among customers in Tehran LG Company. The method used in this study is a descriptive survey. Also, due to the potential application of the research results in the area of Tehran's research group. In this Survey we used questionnaire. In order to Analysis the validity of the survey instrument used structural equation modeling approach. After confirming the validity of the study is to Analysis the assumptions of regression. The analysis results showed that Internet service and customer response, brand development, and the customer support and response to price, brand development, brand preference, purchase castle and finally the reaction to price support and marketing, brand development, brand preference and intend to buy a significant relationship was observed.

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1. Introduction

In new world, possibility of production and lots products services causes increases the ratio of supplies to demands. Thus. Producers have no choice just to satisfy customers. Bazar and supply are not defined in limited instruments, more. Experiences showed that organization which pay more attention to customers, products, bazar,

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sell, buy, competition, advertisement, quality, ... wouldn't be successful and would lose their funds too. With the emergence of competitive economic, customer-center and customer satisfaction concepts has been the base of the base of work and organizations that haven't pay attention to these concept and will omit from bazar (Tavalai, 2008). Relationship marketing is following creating relationship with targeted customers to motivate them to buy from that organization in future again, and motivates others to buy, too. The best approach of keeping customers is highly satisfied them and paying attention to their values. As the result customers will be loyal to that company. Customer relationship with management is due to give more value to customer and achieving tangible and intangible benefits in this relationship an customer relationship management is being a competitive advantage. Today customers are along with organizations' members in good productions, and give services and competitive skills, and capability. Therefore, effective management in relationship with customers and creating and giving values to them is the most important subject that is interested by researchers and organization managers. According to customers viewpoint, bazar's productions are not so different from each other. Thus, if one brand of a production is not in hand, the other brand will be substituted by customers, which shows the lack of customer loyalty. Price competition lost its positions and market-oriented organizations, concentrated on new instruments and customer-center in marketing to keep and improve customers' loyalty instead of competition on cost. This study investigates on the research project in the framework of statement of problem, significant of the study, question goals, and key words.

2. Statement of problems

Customers' access to lots of information about products and their distributions for choosing one products in the competitive atmosphere causes lack of customers' loyalty toward producers of them. Therefore, having effective relationship with customers and saving them, is the most effective concept in being permanent and profitable companies (Feizi, 2008). Heavy investment of different agencies has been on customers' relationship management. However, various records shows that its performance has high risk. As Gartner recorded that success in this plans is less than 30% and justifying the cost is hard, too (Rigbee et al, 2002). Indeed, the effect of customer relationship management in different areas especially in service dimension is inevitable and cannot be ignored because of its high risk. Since the importance of using customers relationship management in public sector, which is the main competitive instrument and get permanent advance in competitions in most of countries, it is important to plan and edit mechanism to decrease risks and simplifies its management. As the researchers concluded that of the main reason of the customer relation management failure is the lack of appropriate instrument and criteria to evaluate relationship with customers (Kruter, 2003). Like the other concept, if this organizational concept can't be evaluated, it can't be managed, too. Therefore, it is important to have comprehensive instruments to systematically evaluate customers relationship management (Leken, 2002). As the importance of customer-center in marketing, the main loss is lack of effective permanent relationship with customers.

On the other hand, in past customers expected producers to deliver on time, high quality, cheap products and services. Commercial is relation-based. Distribution chains are powerful. As distributing of products was wide, the main competition was keeping services and developing products to customers and simplifying customers buying, instead of keeping the relationship with customers. But today, organizations are in complicated and dynamic environment and competition among organization is increased, products' life is decrease and organizations come to decline. In many cases produces productions have the same qualities and customers decide what to buy (Kotler & Armstrong 2011) customer-center is reveal by prioritize allocation resources on providing the higher value and customers' satisfaction (Naroor & Slater, 1990). There are various definitions for customer-center. Naroor and Slater called customer-center as enough comprehending of customers' purposes to provide higher a continuous values (Haman, 1990). In other word, they found customer-center as an organization cultures that provided higher values for consumers by the most effective and creative a necessary behaviors. Vashpend et al (1993) defined customer-center as collection of beliefs that prefers customers' needs and interests and pay attentions to customers benefits instead of other beneficiaries such as organization owner, managers and staff. One of the aspect of organizations customer-center is companies attention to customers' responses and reactions. Today's customer-center and their reaction and satisfaction to companies products and services consider with customer relationship management. The more customer relation management, the more customer relation is considered. Today's Iranian companies' organizations don't pay attention to customers' reactions. In other word, most of sellers purpose is just

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