

Recognizing Relationship Marketing Dimensions and Effects on Customer Satisfaction, Loyalty and Word of Mouth Advertisement

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Abstract: Relationship marketing process is a new approach which has been presented in 20th century and attracts the increasing attention. In a market in which a variety of companies competes and enjoys the competitive advantages, a company can be a winner that is able to create a positive long-term relationship with its customers and tries to enhance the customer satisfaction and loyalty. Satisfied and loyal customers are regarded as the best advertising channels and the best competitive advantages for the company. In fact, the company can advertise its products in the most appropriate and effective manner with the lowest costs. This advertisement which is created by the effective relationships of company and customers is called "word of mouth advertisement". In this paper, it has been tried to discuss the roles of relationship marketing through recognizing its process and dimensions as the newest tendency in marketing field in order to achieve the customer satisfaction, loyalty and word of mouth advertisement.

Introduction

In contrast to classic marketing theory which discusses to attract new customers and mainly emphasizes the transactions rather than establishing a relationship with the others, the companies have to attract new customers while keeping the old ones and establishing strong relationships with them with respect to the fact that the competition among companies has been intensified in order to attract customers for their products and services along with the increase of customer power in today's competitive world. Nowadays, world is full of changes and variations in technology, information, individual demands, consumers and worldwide markets. Thus, the companies are more likely to be successful if they can create and keep better relationships with their customers. Here, it necessitates the recognition of relationship marketing. Companies which establish positive relationships with the customers are able to achieve their satisfaction and loyalty. Their satisfied and loyal customers are conversed

into the best advertising channels which contribute to sell the products and increase the profitability without high costs. Katler (1992) stated that the companies had to move from short-term transactional targets towards long-term relational ones. Webster (1992, p14) analyzed the current changes in marketing activities and reported that the perspectives have been led from "the emphasis on transaction and academic theories" to "the emphasis on relationship and market exchanges" which seem to concentrate on creating long-term relationships with customers and forming and managing strategic agreements. Ndubisi (2003) found that the only stable and real strategy is to establish the interactions with the customers in order to develop the trade which enables a business to understand their needs and present the superior value (Ndubisi and Wahl, 2005, p543).

Relationship marketing formation

Idea of establishing the relationships with the customers in order to achieve benefits has not

been unrecognizable for the first merchants. However, a conceptual framework was slowly created for understanding the relationships and studying their nature. For many years, marketing concentrated on the attraction of customers instead of the retention of them. Although relationship marketing has been introduced as the forerunner of effective strategy to attract, sustain and enhance the relationships of customers, there exist few empirical studies which investigated the fundamental assumptions and were considered as the bases for the researches on relationship marketing (Ward and Dagger, 2007, p281). Relationship marketing was first defined by Berry (1983, p25) in the literature related to the services and entitled as "attraction, retention and improvement of customer relationships". Relationship marketing aims to create long-term satisfying interactions with the customers, suppliers and distributors in order to achieve and keep long-term business priorities. With respect to the relationship marketing, companies' emphasis moves from the fixed transactions towards the long-term beneficial relationships which may be observed as mutual beneficial ones by the customers (Kinard and Capella, 2006, p360).

Concept of relationship marketing has been appeared in the field of service and industrial marketing in late 20th century. One of the most important contributions to this field was the plan suggested by Hunt (1993) which confirmed that the basic element of marketing may be the management of transactions; though Berry (1983) has defined the relationship marketing as a strategy for the attraction, retention and enhancement of customer relationships. According to this approach, companies should be significantly interested in the retention of stable relationships with the customers rather than occasional transactions. In addition, other studies indicated that companies could achieve some competitive advantages by the retention of long-term relationships with the customers due to the

increase of their satisfaction (Molina et al., 2007, p254).

According to Sheth, three following elements resulted in relationship marketing in late 1980 and early 1990.

1- Energy crisis: 1970 energy crisis followed by the inflation accompanied with the downturn led to the excess capacity and high costs of raw materials. By intensifying the competition of all the groups, it was necessary to concentrate on the retention of customers instead of profitability which led to establish continuous relational exchange against temporary transactional one.

2- Services marketing: At that time, services marketing emerged as a new field. Lots of articles on basic differences of services and products including intangibility, inseparability, mortality, simultaneity and interactivity were published. Afterwards, relationship marketing concept was first presented by the article of Berry in American marketing literature in 1983.

3- Suppliers participation: In industrial marketing, many companies attempted management processes of key customers and national and international ones and implemented several programs for the improvement and enhancement of trade share of every customer in order to have few relationships with the suppliers. Of course, it was discussed concerning quality in 1980 (TQM philosophy) and its main purpose was to decrease the number of suppliers for improving the quality with low costs. Finally, their participation led to relationship trade (Sheth, 2002). Adamson et al. (2003) addressed such reasons as more informed and more complicated customers, considerable technological changes, increased competition and little distinction of products in business environment with regard to the development of relationship marketing. Consequences of relationship marketing approach involve the increased costs of customers and their shares' retention, positive word of mouth

advertisements, purchase intention, resistance to dissatisfaction and resistance to competitive options (Aurier and Lanauze, 2012, p1603).

Relationship marketing levels

Berry and Parasurman (1991) have defined relationship marketing in three levels.

First level: Financial bonds with the emphasis on the attraction of consumers to be converted into the fixed customers through price strategies

Second level: Social links including custom services. Services are offered in this level to suggest unique relationships for the customers. Companies aware of the importance of relationship start try to establish the relationships with customers.

Third level: Structural link involving long-term interactions of companies and customers. It facilitates to provide the custom services and various ones and value the customers.

Chen (2003) assumed that there is a difference between relationship marketing and common trade marketing. For example, trade marketing is mainly based on the sale not services, relationships and commitments. Relationship marketing is a customer-based one and pays more attention to customer services, customers and commitments. Relationship marketing tries to create a series of relationships within the company, obtain the values predicted by customers and establish the relationships with large groups (Lin and Loo, 2010, p17).

Relationship marketing types

Berry and Wang (2008) have mentioned that there are three types of relationship marketing applied by the companies in order to stimulate the customer loyalty. As the establishment level of marketing relationships is higher, the relationship between customers and companies is stronger.

Three types of the above-mentioned relationship are as follows:

1- Financial relationships: Financial relationships are based on the use of price incentives in order to promote the customers for purchasing the products and services while keeping the loyal customers by providing cheaper products and giving gifts to the customers in long-term periods. However, competitive advantage obtained by the company by the help of these criteria usually is a short-term one. Berry and Parasuraman (1991) claimed that financial relationships are developed by the companies which offer the price incentives in order to encourage the customers to purchase the products or services.

2- Social relationships: they indicate the creation of long-term relationships with the customers through social networks and individuals. In this respect, companies consider the customers as different individuals and try to meet the needs of various customer groups by the means of custom services. As compared to financial relationships which are based on price incentives, social ones enable the companies to enjoy more competitive advantages since their replacement is of more difficulty and suitability to enhance the customer retention. God and Senhuta (2000) pointed out that when there are close interactions between business partners, they are more likely to be depended on each other and they are able to affect satisfaction, commitment and trust of that part. Wilson and Momalaneni (1986) showed that commitment of relationship retention will be stronger when stronger individual relationships and social links exist between the members within a business relationship (Yu and Tang, 2013, p111).

3- Structural relationships: When companies provide more custom services and emphasize high quality services and long-term relationships including trust, satisfaction and commitment, structural relationships are appeared. In last strategy, companies are forced to provide the

integrated services or supply the innovated products in order to satisfy the customers' demands. Han et al. (1993) demonstrated that by the dominance of complex purchase conditions, the companies with stronger structural relationships can offer multiple custom services with the added value. They are able to achieve more trust, satisfaction and commitment while keeping long-term relationships with the customers as compared to those with weak relationships. Furthermore, Lin et al. (2003) and Rodriguez and Wilson (2002) confirmed that structural relationships have positive impacts on trust, satisfaction and commitment which are regarded as the bases for the relationship quality (Yu and Tang, 2013, p111).

Relationship marketing dimensions

Identifying key dimensions of relationship marketing is important because through understanding these dimensions, relationships can be developed and success can be achieved. These key dimensions are as follows:

- Trust
- Commitment
- Social bond
- Empathy
- Good experience
- Internal relationship marketing
- Communications (Rashid, 2003, p742).

According to literature, relational exchange – against transactional one- is established when the exchange is specified by social and emotional bonds like trust and commitment, involves the arranged long-term interactions between the parts and is based upon common benefits and responsibilities. In such circumstances, it is assumed that the emphasis on the customer retention, sale development through mutual sale and customer persuasion and purchase repetition through long-term loyalty creation may be more effective ways for achieving stable competitive advantages as compared to discrete transaction

management and traditional strategies for acquiring new customers (Dimitriadis, 2010, p298).

From another respective, the above-mentioned variables of relationship marketing include trust, commitment, competence, equality, empathy, conflict elimination and communication or confidential information (Ndubisi and Wahl, 2005, p543). Exact review of the existing literature demonstrated that relationship marketing has been defined with respect to the limited relational evaluation and organizational culture. Relational evaluation perspective focuses on basic blocks of relationship building such as trust, empathy, bonds and interactions. Despite market-based approach which pays attention to the production, distribution and accountability to the market intelligence, relationship marketing refers to the implementation of its concept in practice. Sin et al. (2005) believe that relationship marketing is a one-dimensional component consisting of six parts that are trust, bond, communication, common values, empathy and interaction (Hau and Ngo, 2012, p222). In the following, every part is discussed.

Communication

Communication is defined as the understanding of consumers from the interaction of seller and buyer in a friendly and personal manner (Naoui and Zaiem, 2010, p137) which is regarded as one of relationship marketing components serving as glue to sustain the cohesion of distribution channels (Hau and Ngo, 2012, p222). It refers to the frequency and quality of information sharing between two parts and plays important roles in creating values and stronger relationships (Naoui and Zaiem, 2010, p137). Making them aware is the responsibility of relationship creator. By enhancing the quality, value, performance and other features, customer priorities are met and probable customer is convinced and encouraged to make purchase decisions. Communications

inform the customer about what the company is doing in order to compensate their dissatisfaction (Ndusisi et al., 2007, p226).

Trust

Trust is a variable considered as the basis of relational exchanges in the west. Trust is formed in the individual relationships. Individual characteristics including competence, honesty and reliability play crucial roles in creating trust. It leads to more implementable individual guaranties and affects the relationships, feedbacks and problem solving; finally, it creates more appropriate attitudes regarding mutual loyalty and long-term relationships (Leonag et al., 2005, p529). Trust will be created if one of the parts relies on the confidence and honesty of another part (Teo and N. Soutar, 2012, p678). Trust is established on the basis of experience, satisfaction and empathy. High levels of it result in the creation of more positive attitudes which in turn, increase the empathy and customer orientation levels and vice versa. Low levels of trust may be of completely different effects; how can you empathize with a person who is not trustable (Rashid, 2003, p743).

Bond

Bonds refer to the development of emotional relationships between two companies which try to achieve an appropriate goal in a unified manner. Long-term relationship of seller and buyer requires the development of bonds between the company and its customers. In fact, bonds are of significant importance for the success of seller-buyer relationship since bonds form the norms for them. Also, the development of strong bonds between the seller and buyer causes to limit the potential conflicts of them. Customers having strong relationships which are established by such bonds are more satisfied than those without these bonds (Hau and Ngo, 2012, p222). Sellers and buyers with strong individual relationships are considerably engaged in sustain the company

more than those with no social bonds. According to relationship marketing, bond is based upon the development and reinforcement of consumers' loyalty which may directly and indirectly lead to the dependency feeling and attachment to the company (Rashid, 2003, p743).

Common value

It refers to the extent by which the parts' opinions on features and importance of behaviors, targets and policies are in common. High levels of common values result in strengthening the feeling of connection and long-term relationships and significantly influence the development of relational commitment (Hau and Ngo, 2012, p222). Common value is defined as common beliefs on behaviors, targets and policies; whether they are important, suitable and correct or not. Existence of common targets and values causes to create more commitment to the relationship (Taleghani et al., 2011, p159). As the relationships are considerably strengthened by the means of common values, customers are considerably satisfied (Hau and Ngo, 2012, p226). Common value can be presented as common beliefs of two parts concerning behaviors, targets and policies. Common values and targets increase the commitment to the relationship (Jafarizadeh and Zarei, 2012, pp 4-5).

Empathy

Another component of relationship marketing is empathy resulting in taking the situation into consideration by one of the parts from the perspective of his/her partner. It is defined as the attempt to understand a person's tendencies and goals. Without empathy for understanding and accepting the buyer's needs, appropriate consequences are unlikely to be achieved. It facilitates the seller-buyer relationship and reinforces the buyer understanding of performance procedures in the industries (Hau and Ngo, 2012, p222). In first stages, empathizing with the customer is important but as the

relationship is developed, two parts' empathy will be of considerable importance. Being interested in another part develops individual and business relationships and presents a more positive perspective (Rashid, 2003, p742). Laolack represented the empathy as paying attention to each customer. He believed that a successful company is the one which knows its customers completely and pays attention to their individual priorities, needs, expectations and problems (Chantal Ammi, 2007, p23).

Interaction

Existence of interactions is necessary for relationship marketing. Interactions are the processes which enable the customers to have the interactions and share the information with the company. It allows the accountability of company regarding the customers. Without stabilizing the interactions, company will have less satisfied customers since they are not able to state their needs, demands and problems (Hau and Ngo, 2012, p222). According to empirical studies, customers who are appropriately behaved have positive understandings of services provider and less complaints; on the other hand, they are more loyal with a cooperative behavior, pay higher prices and estimate the services quality at higher levels (Abu-EL Samen et al., 2011, p350). Zaballa (2004) indicated that if companies acquire and analyze valuable information about the customers and obtain the common values, they will be able to achieve the customers' loyalty (Liang and Zhang, 2011, p155).

Recognition of relationship marketing effects on satisfaction, loyalty and word of mouth advertisements

First, every mentioned variable is shortly discussed.

Customer satisfaction

Customer satisfaction is regarded as an important concern for the companies which intend to improve the quality of products and services and keep loyal customers in a highly competitive market. Fundamental intention to emphasize the customer satisfaction is the fact that more satisfaction can create a stronger competitive situation for the company while increasing the market share and profits (Awwad, 2012, p529). Satisfaction is an emotional state caused by the evaluation of all the dimensions of a business relationship. Satisfaction influences the quality of future interactions and evaluations (Naoui and Zaiem, 2010, p137). Satisfaction from products and services has been empirically examined as a variable and its effects on the buyer decisions, the reduction of losing a customer and negative word of mouth advertisements have been confirmed. Expectations' confirmation/rejection assumption predicts that satisfaction is achieved by trying to satisfy their expectations and rejecting them will result in dissatisfaction whereas confirming them positively will result in satisfaction (Leoneg et al., 2010, p137). Lots of points on satisfaction have been addressed as variables for successful relationships. This component is related to the experience, trust, commitment and promise fulfillment. Hokat (1998) reported that trust has direct impacts on commitment; the intermediate of trust-commitment relationship is known as satisfaction from the services provider and relative dependence. Creating complete satisfaction does not mean their needs' fulfillment but it involves going beyond their expectations (Rashid, 2003, p743).

Customer loyalty

Customer loyalty has been discussed by Copleland (1923) and Churchill (1942). At that time, the concept of loyalty was addressed as a scientific subject in literature of marketing and several empirical studies were designed and

conducted in order to describe and explain this concept (Abdolvand and Abdoli, 2008, p7). Recent research advances in the field of relationship marketing are stemmed from the evidence of customers' loyalty advantages considered as one of vital assets based upon the concept of customers' life value and its effects on brand value (Arier and Delanoze, 2012, p1603). Loyalty has been defined and utilized in a variety of ways while applying the attitudinal, behavioral and combined approaches. Marketing literature refers to the importance of internal loyalty called as "actual loyalty" based on the attitudes in comparison with the external one based on short-term pricing and promoting advantages and costs of losing customers. In relationship marketing

literature, emotional commitment and trust have been introduced as the underlying elements of attitudinal loyalty. Emotional commitment and trust are positive consequences of one relationship and major reflections of relationship quality. As a result, the increased trust, emotional commitment and attitudinal loyalty of customers are altered as strategic targets followed by long-term profitability (Aurier and Delanoze, 2012, p1603). Purchase intentions and word of mouth advertisements constitute two parts of large loyalty component. Since the intention specifies the relationship retention, these two parts may be applied as loyalty yardsticks (Pollack and Alexandroy, 2013, p118).

Table 1: Researches conducted on Customer satisfaction and loyalty

Researcher	Year	Country	Industry	Analysis method	Result
Bloemer et al.	1998	Belgium	Bank	Multivariate regression	Satisfaction affects loyalty.
	2000	New Zealand	Hotel	Regression	Satisfaction affects loyalty.
Host and Anderson	2004	Denmark	Big companies	Structural equations	Satisfaction affects loyalty.
Marzo et al.	2004	Spain	Fashion retailer	Ward technique	Satisfaction affects loyalty.
	2005	America	Clothing	Structural equations	Satisfaction affects loyalty.
Aydin and Ozer	2005	Turkey	Cellphone	Structural equations	Satisfaction affects loyalty.
	2005	America	Brand clothing retailer	Structural equations	Satisfaction affects loyalty.
	2006	Portugal	Services	Structural equations and PLS	Satisfaction affects loyalty.
	2007	Turkey	Cellphone	Structural equations	Satisfaction affects loyalty.
	2007	Australia	Hotel	Regression	Satisfaction affects loyalty.
Bielen and Demoulin	2007	Belgium	Health care	Regression	Satisfaction affects loyalty.
Martin Consuegra	2007	Spain	Services	Structural equations	Satisfaction affects loyalty.
Macintosh	2007	America	Travel	Structural	Satisfaction

			agencies	equations	affects loyalty.
	2007	Australia	Marketing services	Confirmatory factor analysis	Satisfaction affects loyalty.
Dagger and O'Brien	2010	Australia	Services	Structural equations	Satisfaction affects loyalty.
Abu-El Samen Amjad et al.	2011	Jordan	Cellphone operators	Structural equations	Satisfaction affects loyalty.
Chang and Wang	2011	Taiwan	Online shopping	Structural equations and linear hierarchical regression technique	Satisfaction affects loyalty.
Herrera and Blanco	2011	Spain	Food products	Structural equations	Satisfaction affects loyalty.
	2011	India	Health care	-----	Relational satisfaction affects loyalty.
	2011	Taiwan	Department stores	Structural equations	Satisfaction affects loyalty.
Padmavathy	2012	India	Hotel	Structural equations	Satisfaction affects loyalty.
Kitapci et al.	2013	Turkey	Supermarket	Multivariate regression	Satisfaction affects loyalty.
Yu and Tang	2013	Taiwan	Insurance	Structural equations	Satisfaction affects loyalty.
Miquel Romero et al.	2014	Spain	Software	Structural equations	Satisfaction affects loyalty.
Sharifi and Esfidani	2014	Iran	Cellphone services centers	Structural equations	Satisfaction affects behavioral and attitudinal loyalties.
Dehghan et al.	2014	America	Students	Confirmatory factor analysis	Satisfaction affects loyalty.

Word of mouth advertisements

Actually, word of mouth advertisements are introduced as the center of marketing world. People talk about the advertisements they see and the information they read and this is the discussion which persuades a person to purchase a specific product with no intention for the materials' marketing. When a customer is satisfied and content, recommending your products or services will be converted to his/her unconscious goal. Main point is to establish a

huge relationship with the customers so that they always talk about your business. Acquiring the customers to sell the products through word of mouth advertisements is the best way for increasing the sale rate (Silverman, 2001, p2). Forty years ago, the concept of word of mouth advertisements was first published by William Wight in an article on classic marketing in Fortune Magazine. Although social networks have been studied in detail with respect to sociology, they have attracted the marketing researchers' attention in recent years due to the

detection of their harmful effects on the consumers' behavior (Ghafari Ashtiani, 2005, p50). Word of mouth advertisements indicate the unofficial relationship between individuals concerning the evaluation of one store, its products or services and its related experiences. Stimulating positive word of mouth advertisements among the consumers can be used as one of important marketing strategies because it has significant effects on the customers' purchase decisions. Generally, word of mouth advertisements may be a valuable and reliable source of information and demonstrate a positive

image of company. Their impacts on consumers' trust and behavioral intentions on Internet are of high importance (Ha and Im, 2012, p79).

In literature, it has been mentioned that word of mouth advertisements of loyal customers are really important for current and potential customers in the services organizations regarding the development of new business while contributing to new customers because the satisfied ones send positive messages on the services and their recommendations often play serious roles in consumers' purchase decisions (Rashid, 2003, p743).

Table 2: Researches conducted on the relationships of satisfaction and word of mouth advertisements

Researcher	Year	Country	Industry	Analysis method	Result
Spreng et al.	1995	America	Furniture	Structural equations	Satisfaction affects word of mouth advertisements.
Babin et al.	2005	Korea	Restaurant	Structural equations	Satisfaction affects word of mouth advertisements.
Carpenter and Fairhurst	2005	America	Clothing	Structural equations	Satisfaction affects word of mouth advertisements.
Macintosh et al.	2007	America	Travel agencies	Structural equations	Satisfaction affects word of mouth advertisements.
Halil Nadiri et al.	2008	Singapore	Airplane	Structural equations	Satisfaction affects word of mouth advertisements.
Kassim and Abdullah	2010	Qatar	Department stores	Structural equations	Satisfaction affects word of mouth advertisements.
Dimitriadis	2010	Greece	Bank	Structural equations	Satisfaction affects word of mouth advertisements.
Ng et al.	2011	Australia	Services	Structural equations	Satisfaction affects word of

					mouth advertisements.
Ha and Im	2012	America	Clothing	Structural equations	Satisfaction affects word of mouth advertisements.
Pollack and Alexandrov	2013	America	Hotel, hair saloon, phone operators	Structural equations	Relational and functional satisfactions affect word of mouth advertisements.
Kitapci	2013	Turkey	Supermarket	Multivariate regression	Satisfaction affects word of mouth advertisements.

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Elsevier											
Journal of Business Research	2							2		3	1
International Journal of Hospitality Management						1		1	1	3	
Tourism Management				1		2	1	2			
Journal of Retailing			1	1	1					1	1
Journal of Retailing and Consumer Services				1	2						1
Australasian Marketing Journal (AMJ)							1			1	1
Revista Española de Investigación en Marketing.										1	2
Annals of Tourism Research										1	1
BRQ Business Research Quarterly											2

Industrial Marketing Management								1	1		
Information & Management										1	1
Journal of Hospitality and Tourism Management								1			1
Journal of Interactive Marketing		1							1		
Cities											1
International Business Review									1		
International Journal of Information Management										1	
Journal of Air Transport Management					1						
Research in Transportation Business & Management..	<input type="checkbox"/>										1
Technological Forecasting and Social Change											1
<input type="checkbox"/> Tourism Management Perspectives										1	
	2	1	1	3	4	3	2	7	4	13	14
Year											
emerald											
Journal of service marketing	1	1	2	1	2	2	4	3	2	2	
managing service quality		1	1		1	3		3		1	
International journal of bank marketing	1	1	1		2		1			1	
Journal of service management							1		2		

international Journal of Contemporary Hospitality management			1				1			2	
The TQM journal					1	1		1		1	
journal of product & Brand management		1			1	1		1			
Online information review								1		2	
Internet research			1				1		1		
Management research review			1			2					
European journal of marketing							1			1	
Marketing intelligence & plane					2						
benchmarking						1		1			
journal of Fashion marketing and management		1				1					
Measuring business excellence						2					
International journal of education management							1		1		
Asia pacific journal of marketing and logistics							2				
European business review							1				
Business process management journal									1		
Baltic journal of management			1								
	2	5	8	1	9	13	13	1	7	10	

Relationship marketing	satisfaction	(Yonggui Wang et al.,2004) (Stefan Lagrosen,2005) (Wolfgang Ulaga, Andreas Eggert.,2006) (Arturo Molina et al.,2007) (Zhen Xiong Chen et al.,2008) (Michael A. Humphreys et al., 2009) (Concepción Varela-Neira, Rodolfo Vázquez-Casielles, Víctor Iglesias ,2010) (Priyanko Guchait et al., 2011) (Le Nguyen Hau, Liem Viet Ngo,2012) (Rajiv P. Dant et al.,2013)
	loyalty	(Yonggui Wang et al., 2004) (Chieh-Peng Lin, Cherng G. Ding,2005) (Norbert Schumacher,2006) (Tomas Palaima, Viltė Auruškevičienė,2007) (Rachel Hobbs, Jennifer Rowley,2008) (Hanaa Osman et al.,2009) (Tim Jones et al.,2010) (Tracey S. Dagger, Meredith E. David, Sandy Ng,2011) (Tim Jones, Shirley F. Taylor (deceased),2012) (Tsu-Wei Yu, Feng-Cheng Tung,2013) (Ali Dehghan et al., 2014)
	Word of mouth	(Roger Bennett, Anna Barkensjo, 2005) (Zhen Xiong Chen, Yizheng Shi, Da-Hai Dong, 2008) (Paul Sergius Koku, 2009) (Khaldoon “Khal” Nusair, Nan Hua, Xu Li, 2010) (Sandy Ng, Meredith E. David, Tracey S. Dagger, 2011) (Russell Lacey, 2012)
trust	satisfaction	(Bjoern Sven Ivens, 2004) (Paul Flanagan, Robert Johnston, Derek Talbot,2005) (Wolfgang Ulaga, Andreas Eggert, 2006) (Yolanda Polo Redondo, Jesús J. Cambra Fierro, 2007) (Amarjit S. Gill, 2008) (Norizan Mohd Kassim, Salaheldin Ismail, 2009) (Roland Kantsperger, Werner H. Kunz, 2010) (Vincent P. Magnini, Gyumin Lee, BeomCheol (Peter) Kim,2011) (Jae-Eun Chung, Leslie Stoel, Yingjiao Xu, Jing Ren, 2012) (Parves Sultan, Ho Yin Wong, 2013) (Jacob Guinot , Ricardo Chiva , Vicente Roca-Puig, 2014)
	loyalty	(Johanna Gummerus et al 2004) (Seigyoung Auh, 2005) (Jyh-Shen Chiou, Chung-Chi Shen, 2006) (Nelson Oly Ndubisi et al.,2007) (Marianne Horppu et al., 2008) (Anyuan Shen, A. Dwayne Ball, 2009) (Roland Kantsperger, Werner H. Kunz , 2010) (Irene Gil-Saura et al., 2011) (M.Y. El-Bassiouni, M. Madi, T. Zoubeidi, M.Y. Hassan, 2012) (Muslim Amin, Zaidi Isa, Rodrigue Fontaine, 2013)

	Word of mouth	(Gye Soo Kim,2005) (Noel Albert, Dwight Merunka,2013)
<i>bonding</i>	satisfaction	(Morgan W. Geddie, Agnes L. DeFranco, Mary F. Geddie,2005) (Arun Sharma,2006) (Natalie Hedrick, Michael Beverland, Stella Minahan,2007) (Thor Indridason, Catherine L. Wang,2008) (Mehmet Karakuş, Battal Aslan,2009) (Le Nguyen Hau, Liem Viet Ngo,2012) (James W. Peltier, John A. Schibrowsky, Alexander Nill,2013)
	loyalty	(Jean McDougall, David Chantrey,2004) (Seigyoung Auh,2005) (Oswald A. Mascarenhas, Ram Kesavan, Michael Bernacchi,2006) (Natalie Hedrick, Michael Beverland, Stella Minahan, 2007) (Sven Kuenzel, Ewa Krolikowska,2008) (Regan Lam, Suzan Burton, Hing-Po Lo ,2009) (Pavlos A. Vlachos et al,2010) (Peter Kenning et al ,2011) (Melissa L. Moore, S. Ratneshwar, Robert S. Moore ,2012) (Yi-Chieh Wang, Rian Beise- Zee,2013)
	Word of mouth	(Sven Kuenzel, Ewa Krolikowska,2008) (Pavlos A. Vlachos, Aristeidis Theotokis, Katerina Pramataris, Adam Vrechopoulos, 2010)
<i>communication</i>	satisfaction	(Yvonne Brunetto, Rod Farr- Wharton, 2004) (Ruth C. King et al., 2005) (Nor Shahriza Abdul Karim et al., 2006) (Mark van Vuuren et al., 2007) (Irene Gil Saura et al.,2008) (Jules Carrière, Christopher Bourque, 2009) (Prodromos D. Chatzoglou et al.,2010) (Murad Mohammed Al- Nashmi et al., 2011) (Yi Ding, Kai- Hin Chai, 2012) (Tariq Malik,2013) (Michael Daniel Clemes , Xin Shu , Christopher Gan, 2014)
	loyalty	(David J. Therkelsen, Christina L. Fiebich,2004) (Serkan Aydin, Gökhan Özer, Ömer Arasil, 2005) (Heejin Lim, Richard Widdows, Jungkun Park, 2006) (María José Sanzo et al ., 2007) (Irene Gil Saura et al .,2008) (Ilias Santouridis, Panagiotis Trivellas,2010) (Li- Wei Wu, 2011) (Rachel Ashman, Delia Vazquez,2012) (Michael Daniel Clemes , Xin Shu , Christopher Gan,2014)
	Word of mouth	(Minxue Huang, Fengyan Cai, Alex S.L. Tsang, Nan Zhou,2011)

<i>Shared value</i>	satisfaction	(Timothy L. Keiningham et al.,2005) (Luo Lu, Robin Gilmour, Shu- Fang Kao, Mao- Ting Huang,2006) (Suzanne C. de Janasz, Scott J. Behson,2007) (Arto Saari, Tarja Takki,2008) (Kaija Collin,2009) (Edward Kasabov, Alex J. Warlow,2010) (Morris B. Mendelson, Nick Turner, Julian Barling,2011) (Yohanes Kristianto, Mian M. Ajmal, Maqsood Sandhu, 2012) (Chia- Wen Chang, Ting- Hsiang Tseng, Arch G. Woodside,2013) (Lerzan Aksoy,2014)
	loyalty	(Jenni Romaniuk, John Dawes,2005) (Regan Lam, Suzan Burton,2006) (Wade Jarvis, Cam Rungie, Larry Lockshin,2007) (Mario J. Miranda, László Kónya,2008) (Nizar Souiden, Frank Pons,2009) (Janet Turner Parish, Betsy Bugg Holloway,2010) (Paul Williams, Earl Naumann,2011) (Russell Lacey,2012) (Gavin Lees, Malcolm Wright,2013)
	Word of mouth	(Camila A. Alire,2007) (Andrew Needham,2008) (Cindy M.Y. Chung, Qianyi Tsai,2009) (Sang- Eun Byun, Brenda Sternquist,2010) (Hokey Min, Hyesung Min,2011) (Fusun F. Gönül, Franklin J. Carter Jr,2012) (Philipp Klaus et al.,2013)
<i>empathy</i>	satisfaction	(Clare Chua Chow, Peter Luk,2005) (Rade B. Vukmir,2006) (Anita Zehrer, Harald Pechlaner, Frieda Raich,2007) (Zhen Xiong Chen, Yizheng Shi, Da- Hai Dong, 2008) (Hong Qin, Victor R. Prybutok,2009) (Hua Yang, Nigel Coates,2010) (Penny Yim King Wan, Elizabeth I. Man Cheng,2011) (Jackie Lai- Ming Tam,2012) (Hussein M. Al- Borie, Amal M. Sheikh Damanhour,2013)
	loyalty	(Ishak Ismai et al .,2006) (Chris Baumann et al.,2007) (Cheng Yu Sum, Chi Leung Hui,2009) (Jackie Lai- Ming Tam,2012) (Olgun Kitapci et al.,2013)
	Word of mouth	(Huseyin Arasli et al.,2005) (Mary Ann Hocutt, Michael R. Bowers, D. Todd Donovan,2006) (Zhen Xiong Chen, Yizheng Shi, Da- Hai Dong,2008) (Cheng Yu Sum, Chi Leung Hui,2009) (Salih Turan Katircioglu, Salime Mehtap- Smadi, Ceyhun Kiliñ, Doğan Ünücan,2012)
<i>Reciprocity</i>	satisfaction	Luo Lu,2011
	loyalty	(Rosalind McMullan,2005) (Sharyn Rundle- Thiele,2006) (Rosalind McMullan, Audrey Gilmore,2008) (Jose Antonio Martínez García, Laura Martínez Caro,2009)

	Word of mouth	(Alessandra Mazzei, Vincenzo Russo, Alberto Crescentini,2009)

Relationship marketing roles in customer satisfaction, loyalty and word of mouth advertisements

In recent years, relationship marketing activities are mainly evaluated in relation to business profitability. However, as profitability can be influenced by many variables, it seems that a comprehensive method should be examined and the concept of relationship marketing should be defined. At least, two key elements of customer loyalty and word of mouth advertisements are evident in the literature related to relationship marketing. Loyalty can be attributed to the behavior of purchase re-intention and activated by the help of company's marketing activities. Loyalty is one of initial stages of relationship marketing and has been studied by many researches on the profitability considering a theoretical and empirical approach. Positive word of mouth advertisements may be defined as all unofficial communications between a customer and the others about evaluating the products and services while stating the appropriate experiences, recommending them to the others and displaying them clearly. Word of mouth advertisements have powerful forces to affect the future purchase decisions, especially when the provided services are of high risks for the customers and it contributes to attract new ones as relational partners concerning the services. Attracting new customers has been interpreted as a part of relationship marketing concept by many advocates. Thus, a key challenge is to identify and understand this fact that controlled background variables can influence its

consequences in terms of management. Henining and Tora et al. (2002) suggested satisfaction as an intermediate of relational advantages and two above-mentioned consequences (customer loyalty and word of mouth advertisements). Customer satisfaction is the fundamental element in the marketing exchange process because it contributes to the success of services provider. In addition, customer satisfaction is more likely to be one of necessary factors for predicting their behaviors and purchase re-intention. If customers' expectations are satisfied while buying products or applying services, it will be more probable to achieve the customers' purchase re-intention. Therefore, satisfaction is an essential factor in order to acquire the loyalty of customer who proposes his/her typical company to the others. It is very crucial to specify the positive relationships between satisfaction in general, relational satisfaction in particular, loyalty, word of mouth advertisements and purchase re-intention and explain the conditions under which satisfaction is developed. Customer satisfaction involves lots of elements whereas relational advantages may be of direct effects (Molina et al., 2007, p254). Christy et al. (1996), Ivans and Laskin (1994) and Shani and Chalasani (1992) reported that implementing the relationship marketing increases customer loyalty (Yu and Tang, 2013, p111).

High quality relationship marketing leads to the increase of element values in a relationship though personal satisfaction. Since services satisfaction includes mental, emotional and feeling factors and these factors are affected by relationship marketing, it can be assumed that

appropriate relationship marketing has a positive relation with services satisfaction. In fact, emotional component of satisfaction is more important than its cognitive one (Bennett and Barkensjo, 2005, p83). Retention of long-term relationships with the customers and increase of their satisfaction and loyalty are closely related to the companies' profitability. Kerasbi et al. (1990) pointed out that quality of such relationships plays vital roles in affecting the customers' loyalty.

Other studies on the correlation of relationship quality and customer loyalty have shown that when customers are informed of better services quality, they will have more tendencies towards the retention of relationship with the desired company. It has been indicated that high levels of relationship quality cause the increased loyalty, purchase re-intention, continuous interaction and tendency to recommend it to the others. Relationship marketing aims to enjoy the customer loyalty and create a value in their lives by the means of establishing long-term relationships. Christy et al. (1996), Ivans and Laskin (1994) and Shani and Chalasani (1992) suggested that implementing this type of marketing helps to enhance the customer loyalty (Yu and Tang, 2013, p111). Furthermore, it has been found that word of mouth advertisements are high among the groups with strong relationships in contrast to those with weak relationships (Wertz and Chew, 2002, p141).

If customers trust the company, they will show the behaviors of purchase re-intention and word of mouth advertisements. Duit et al. (2008) proposed a specific model in which trust has been addressed as one of important intermediary factors between justice perceptions and loyalty. They realized that customer trust developed by fair recovery of services is of direct impacts on their attitudes and behaviors toward the services providers. Kim et al. (2009) confirmed that trust is positively related to customers' word of mouth

advertisements and purchase re-intention. It has been specified that satisfaction results in the increased customer retention and positive word of mouth advertisements (Wen and Chi, 2013, p307). Garbarino and Johnson (1999) found that trust to an organization could be attributed to future goals of customers. Whereas power of future goals involved word of mouth advertisements, mentioning positive points of the organization to the others according to the behaviors they assessed and trust to an employee were of direct positive effects on tendency towards positive word of mouth advertisements (Garbarino and Johnson, 1999, p71).

Discussion and Conclusion

According to the discussions, the importance of relationship marketing roles in profitability can be realized. Thus, Companies have to change their thoughts on the relationships with the customers and try to have loyal customers regarded as strong potentials for the revival of company instead of new ones. We are not able to understand the customers' demands and needs based on our guesses but rather we must listen to their wants. For this, knowing the customers closely and creating continuous long-term relationships with them can inform the company from their needs and expectations and contribute to plan and design the marketing strategies. Therefore, recognizing relationship marketing dimensions and planning strategies in order to strengthen these dimensions are important requirements which should be paid attention by all the marketers and experts

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