Study of the Effects of Perceived Customer Relations and Corporate Mental Picture on Customer Loyalty Pasargad Bank of Golestan Province

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ABSTRACT

This research aimed at understanding the impact of perceived customer relationships company mental picture and customer loyalty perspectives in Bank discussed by various scholars and then discusses the Pasargad Bank Customer Feedback in Golestan Province, the views presented by them is used. The research methodology employed in this research field was performed and the manner and for the purpose of correlational research in one place. The population of the Golestan Province of all customers Pasargad Bank due to the limited number of branches in the Golestan Province, all three branches of the state, including cities, dome of Gorgan was selected and randomly selected samples from each unit. To gather the information and data required in this study is a questionnaire that has been set by the researcher 0.74 reliability and Cronbach’s alpha coefficient is estimated based on the validation of the measurement tool. The fourth chapter focuses on the analysis results; analysis of data for this study was descriptive and inferential statistics. Data describing the demographic variables and variables used in the estimation of absolute abundance, frequency, mean, standard deviation and variance are presented in tables assumptions and analysis tool was used confirmatory factor analysis and structural equation modeling. According to the survey results were analyzed dozens hypothesis that among these assumptions, all was confirmed.

INTRODUCTION

In addition to the acquisition of 21st century organizations concerned with preserving, creating an ongoing relationship behavioral loyalty of their customers in a word. Maintenance customers than attract new customers. Increase in profits of 25 percent to 95 percent, with only a mere 5% increase in customer retention cost is attainable. A key factor in enhancing agility and customer-oriented organization, as defined in orientation of all the goals, strategies and resources to attract and keep revolves around the customer. Therefore, customer loyalty is the key to business success this means that customer loyalty can be expected to increase market share and improved the profitability of the enterprise. During recent years, banks have been confronted with many challenges and most important of these challenges, expand and enhance their competitiveness in the knowledge and awareness of the customer. The intense competition among the Iranian banks due to the increasing number of private banks and public banks convert some privacy. However, such an approach seems to scheduled banks to understand their customers and better meet customer needs and trends to prevent other banks have not developed. The low cost of change in Iranian banks join the banks competing for customers; the absence of a loyalty program for customers of the banks to create lasting values arises. The banks providing the agents loyal customers, costs for bank customers increase displacement. Among the factors influencing customer loyalty, brand reliability banks. In fact, when the customers to compare the services of different banks with each other, usually what they are like brand image, or use the bank to decide. [3] However, recently it has been found that banking is a kind of identity crisis affected. The research studies related to the mental picture should be linked to financial performance targets that are of importance done. Mental picture part is mainly discussed in the scientific literature, people can bring images on a variety of products, brands and organizations are formed. Images to help people think about the property and the subsequent actions will affect them. The current situation
with regard to competition between banks, particularly private banks to make more profit and serve the interests of shareholders, directors and employees, the bank should pay special attention to dimensions of the relationship between banks and their customers and increase their loyal customers. In this study, the expressions of this deal how the client's mental picture and perceived value on customer loyalty will influence the bank?

Customer loyalty:
In today's competitive world of services provided by competing companies are becoming increasingly similar and other hard to serve customers in the long run absolutely exquisite surprised; because most innovative services quickly imitated by competitors and the market return. Hence, investment in customer loyalty an effective and efficient investment services for companies. Loyalty through increased revenue reduced costs to acquire new customers, reduce customer sensitivity to price and reduce costs for customers familiar with the way companies do business, leading to increased profitability. On the other hand, the high cost of acquiring new customers has led the early stages of a relationship with a new customer, not profitable, only in the later stages by reducing the cost of using such a loyal customer will be profitable relationship [12].

History of Loyalty:
The marketing concept of customer loyalty, is "Copland in 1923 attempt Churchill's attention in" back in 1942. Since then, the concept of loyalty in marketing literature has been raised as an issue and several experimental studies was designed and carried out to explain this concept.
But at present, articles, studies and considerable research in marketing and related concepts have been done [7] In 1978, Jakob Chesnutt and the concept of loyalty, and other concepts related to the subject of extensive research conducted during which more than 300 articles on the loyalty of their customers were analyzed. Departments in their efforts to this study was carried out systematically on the question of loyalty, Chesnutt Jacob and 50 varied methods to identify loyalty and seeking to understand it was concluded:
There is a strong tendency to perceive and recognize the loyalty but after reading this series, we determined

Customer loyalty is defined as:
Given the importance of relationship marketing at Lehigh recent years, especially in the manufacturing and service industries, notions of fidelity is considered. A number of authors on the relationship between customer loyalty and business performance are emphasized. Barroso Rmario Castro and Martin (1999), believe that loyal customers will not only raise the value of trade it allows businesses to lower their costs to attract new customers than to keep. Oliver (1999), notes that many of the definitions in the literature, this problem was losing the industrial section in which they are reported, what the consumer does not care about any of them to philosophy and sense of loyalty. According to Jacob and Kamyzy (1973), based on reducing stigma there is no accident, over time by deciding what units as part of a person, family or organization should be applied. Different definitions of loyalty that continues to review them:
Oliver (1999) defines loyalty as follows:
"Loyalty to a strong commitment to repurchase a product or service referred to above in the future, if the product despite the brand or the potential impact of the marketing efforts of competitors to be purchased Larson and Susana (2004) argue:
"Loyalty to engage in a transaction with the customer to purchase certain goods and services to be repeated" Sayl (1992), brand loyalty as a behavior in its definition. So it tends to purchase a brand is continuing. Jacob and Chesnutt (1978), psychological meaning of loyalty in an attempt to show that tries to distinguish it from the definitions of behavior (frequent purchase). Their analysis suggests that sustained buying as an indicator of loyalty will be worthless buy it because of convenience or preference if consumers stay loyal to a brand and discontinuous purchases can be put on the mask of loyalty. In the past, however, as the number of repeat purchases and loyalty the relative size of the purchase of a brand defined. Much of the existing literature in this field is the problem with what the customer is doing; Deals and Roy did not know the meaning of loyalty pays less. Customer Loyalty purchasing behavioral responses skewed (that is, from the time of the decision-making unit, family, or an organization to benefit from a number of brands they occur. It clearly defines the difference between the buying habits to buy and exclusivist to show loyalty. Roy knew that loyalty involves a process of evaluating various options and it is based on various criteria. Another definition of loyalty is presented which includes the obligation of the customer: Loyalty deep commitment to buy a product or service again in the future lead that means buying the same brand again despite environmental influences and marketing efforts of competitors to change behavior [7].

Mental picture:
Many of the concepts developed in the past have been associated with the mental picture, mental picture, according to Gestalt principles reflect the opinions and feelings of the client. A good mental picture as a vital
aspect of an organization's ability to maintain its position in the market viewed. Definition mental picture problem the mental picture is not directly known.

Mental picture can be seen as the outcome of mental status or behavior; verbal explanations might be openly expressed. What should be noted, it's possible that some collectively and shared among the group. Mental picture reflects the issues that exist in the mind of the customer, corporate image as a filter; it affects the customer's perception of the organization's operations. 

In other words, the mental image of the company is the customer's perception of a service organization. The output mental picture quality and functionality, price, external communication activities, physical locations, the adornment and cleanliness, competence and behavior depend on the staff. explain the "mental picture service acts as a filter." If a particular customer in mind to be a good corporate mental picture, problems that the client is associated with outcome or process, probably partly by mental picture, will be ignored. If the problem continues to occur, positive ultimately tarnished mental picture, and mental picture is negative.

In this case quality problems are likely to be worse than the reality of perception. "[8]. Why is loyalty important? Griffin [27], loyalty and purchasing cycles as indicated by the show ring repurchase. He knows this process as the most important reason is the attitude of loyalty there is no repeater supports that loyalty. When customers buy products that are not loyal to them, it will also buy a different brand product. [9] In today's competitive market to obtain a suitable position in the mind of the consumer so that the consumer is loyal to the company, among the important factors contribute to such a place of mind brand equity of a company. Brand equity is the marginal utility or value added a product by brand name like Coca-Cola, are created. Brand equity is considered as an asset for the company increases the flow of business. Brand equity is a multidimensional concept that can be enhanced by strengthening its dimensions; these measures include awareness, perceived quality, loyalty and associations [8].

Customer perceived value:
Perceived value is defined by the customer, the customer's perception of quality, social psychology, benefits and money. Customer value refers to the overall evaluation of the use of a product or service, based on his understanding of what paid. Value is considered as the highest level of abstraction costs and benefits that just does not apply. Loyalty is an important antecedent of perceived value. Because the long-term impact on customer loyalty, could lead to customer loyalty and will affect future transactions. Financial benefits derived from the value of loyalty programs. These advantages will allow customers to participate in loyalty programs. In the center of what customers value in their purchase transaction is pursued. Value can be achieved in different ways, but the general definition is consumers understand the intrinsic value of all benefits and costs of activities or objects that are in use [6]. Mort and Homme (2010) argue that customer perceived value comes from evaluating his feelings. One of the prerequisites of customer perceived value, customer satisfaction, trust, commitment, and customer loyalty. Monavareh (1991) Customer perceived value as defined by the ratio of perceived benefits and perceived disadvantages. Perceived disadvantages of all the costs that buyers face when buying from them, including things like price purchase, acquisition costs, transportation, installation, ordering, maintenance, risk of failure or poor performance. Perceived benefits of the combination of physical characteristics, features, service and technical supports in relation to the use of the product. Zythaml (1988) Customer perceived value to the customer as a comprehensive assessment of the desirability of a product or service based on the perception of what is received and what is lost is defined. This definition is similar to the definition Monavareh (1991), but noted that the perceived value of individual and subjective Zythaml and therefore varies among consumers. In addition, a customer may have the same product in other circumstances not otherwise perceive. However, it seems to have different meanings to different definitions of perceived value. In addition, these definitions are based on changes in consumer behavior have been proposed [13].

Research Objectives:
Main objective:
Effects of perceived customer value and corporate mental picture on customer loyalty Golestan Province Pasargad Bank

Secondary objectives:
Determine the impact of perceived value on customer loyalty
Determine the impact of perceived value on customer loyalty through long-term relationships (rather than short-term relationships)
Determine the impact of corporate image on customer loyalty
Determine the impact of corporate image on customer loyalty through long-term relationships (rather than short-term relationships)
Determine the effect of switching costs on customer loyalty
Determine the effect of switching costs on customer loyalty through long-term relationships (rather than short-term relationships)
Determine the impact of perceived value fee changes
Effect of a fee determined by the perceived value through long-term relationships (rather than short-term relationships)
Determine the impact on the cost of changing the company’s image
Determine the impact on the cost of changing the company’s image through long-term relationships (rather than short-term relationships)

**Hypothesis:**

*First hypothesis:*
The value of a customer has a positive impact on customer loyalty.

*Second hypothesis:*
Positively perceived value through long-term relationships (relationships than short-term) impact on customer loyalty.

*Third hypothesis:*
Impact on company image and customer loyalty.

*Fourth hypothesis:*
On a positive company image through long-term relationships (relationships than short-term) impact on customer loyalty.

*Fifth hypothesis:*
Changes in the costs indirectly, has a positive effect on customer loyalty.

*Sixth hypothesis:*
Costs are positive changes through long-term relationships (relationships than short-term) impact on loyalty.

*Seventh hypothesis:*
Customer perceived value positively influences the cost shifts.

*Eighth hypothesis:*
Positive customer perceived value through long-term relationships (rather than short-term relationships) affect change fee.

*Ninth hypothesis:*
Corporate image has a positive effect on price changes.

*Tenth Hypothesis:*
On a positive company image through long-term relationships (rather than short-term relationships) influences the cost shifts.

**Methodology:**
The objective of the present study was based on cross-sectional descriptive survey. To collect the required data from the questionnaire survey were used. Criteria and indicators based on 5-fold range of the Likert measured by Cronbach's alpha reliability test well. The population and sample size:
The population of this research consists of Pasargad Bank customers that due to the limited number of branches in the Golestan Province Golestan Province, each branch in the province, including the cities of Gorgan and dome are chosen and the elements of each unit were randomly selected. The sample size for estimating the proportion of the population is calculated by the following formula:

$$n = \frac{z^{2}{\alpha}/2}{\varepsilon^{2}} \times(p \cdot q)$$

Where $$z^{2}{\alpha}/2$$ is critical for normal distribution level $$\alpha$$. Reliability is 0.95 assumed in this study. 0.95$$\alpha=1$$.
0.05α =
0.25α/2 =
1.96Zα/2 =
Sample size = n
Population variance = (p-q)
P: parameter is unknown because no studies have been done in this regard so that the information on estimates and not on the basis of the formula is deemed to be 5.0, which is the product of 0.25 (pq) = , the maximum variance is considered [1].
ε Parameter or estimated maximum error in this study is such that the amount is considered 0.05. Accordingly, the sample size is:

\[ n = \frac{\varepsilon^2 \cdot q^2}{\left(0.5 \times 0.5\right) \times (p,q)} = 384 \]

The 384 questionnaires were distributed to the customers.

Data collection method:
Data in this study is the library field.

Analysis of data:
The study collected data from the questionnaires were analyzed in two ways:
The data from the surveys described in the environment of the measures of central tendency and dispersion as well as the reliability of Cronbach's alpha assumptions and analysis tool was used confirmatory factor analysis and structural equation modeling.

Inferential:
In analytical, always researcher with the sampling and select a small sample of a larger group known as community called statistical or population deals. Researchers using data and information obtained from sampling to estimate and predict the characteristics of the population under study.

The results of hypotheses testing:
A total of ten main hypothesis of this study is to analyze the conceptual model and examined which of these hypotheses, each hypothesis was confirmed ten. Results for each of the hypotheses are summarized below.

The first hypothesis test results:
This thesis examines the influence of "customer perceived value" on "customer loyalty" deals. To investigate the relationship of bivariate regression is used. According to the results of regression (0.382 = β and 0.000 = sig) can be said significant influence on customer loyalty and perceived value for a unit increase in perceived value, 0.382 units, increase in customer loyalty there. Accordingly, we conclude that no matter how improved customer perceived value, customer loyalty and more.

The second hypothesis test results:
This thesis examines the influence of "customer perceived value" on "customer loyalty" through the interaction variable "length relationship" deals. Variable regression analysis between perceived value and long-term relationships calculated the standardized beta value of this relationship (β2) number (0.049) is obtained. Regression analysis of long-term relationships and customer loyalty also calculated standardized beta values (0.185) are calculated. Since the final value obtained 0.38 beta value (0.000 = sig), the results show the variable "perceived customer value" on "customer loyalty" through "long term relationship rather than a short-term relationship," the effect is positive and significant, and this hypothesis is confirmed. Accordingly, it can be concluded that the more "perceived value" is greater and longer-term customer relationship with the bank, "customer loyalty" and more. Bank Pasargad managers must continuously create value for customers, bank declared its allegiance to improve, to finally see this through positive word of mouth communication increases the profitability of the bank.

The third hypothesis test results:
This thesis examines the influence of "corporate image" over "loyalty" deals. To investigate the relationship between the bivariate regressions is used. According to the findings of the regression (0.637 = β and 0.000 = sig) can say that mental picture now has significant influence on loyalty And for an improvement of the mental picture, 0.637 unit increase in customer loyalty comes into existence. Accordingly, we conclude that whatever mental picture of Pasargad Bank improved customer loyalty and increased customer. The fourth hypothesis test
results this thesis examines the influence of "corporate image" through the influence of confounding variables "during a relationship" to "customer loyalty" deals. Regression analysis of the company's image and long-term relationship between two variables were calculated as standardized beta value of this relationship ($\beta_2$) x (0.215) obtained. Regression analysis of long-term relationships and customer loyalty are also calculated standardized beta values (0.185) are calculated.

Since the final beta value obtained 0.66 and value (0.000 = sig) is the results indicate that the variable "corporate mental picture" on "customer loyalty" through "long term relationship rather than a short-term relationship" is positive and significant impact this hypothesis is confirmed.

The fifth hypothesis test results:
This thesis examines the influence of "cost shift" to "customer loyalty" deals. To investigate the relationship between the bivariate regressions is used. According to the findings of the regression ($0.353 = \beta$ and 0.000 = sig) can say the cost has significant influence on loyalty and that for a unit increase in the cost of relocation for the client, the amount of 0.353 unit increase in customer loyalty comes into existence. Accordingly, we conclude that the rising cost of relocating the bank is declared at 95% increase in customer loyalty.

The sixth hypothesis test results:
This thesis examines the impact of the variable "cost" to the "customer loyalty", with variable effects "during sex" deals. Regression analysis between two variable displacement costs and long-term relationships calculated the standardized beta value of this relationship ($\beta_2$) number (-0.039-) is obtained. Regression analysis of long-term relationships and customer loyalty also calculated standardized beta values (0.185) are calculated. Since the final value obtained 0.35 beta value (0.000 = sig) is the results show that the variable "cost" to the "customer loyalty" through "long term relationship rather than a short-term relationship" has a significant positive effect this hypothesis is confirmed and on this basis, it can be concluded for those of bank customers that their relationship with the bank for longer, their loyalty is high cost.

The seventh hypothesis test results:
This thesis examines the effect of "customer perceived value" of the "cost" deals. To investigate the relationship of bivariate regression is used. According to the results of regression ($0.473 = \beta$ and 0.000 = sig) significant influence on customer perceived value can be said that transport costs are for every one unit increase in perceived value, 0.473 unit increase in the cost of relocating clients there. Accordingly, it can be concluded that much improved customer perceived value, cost displacement becomes more important and therefore more loyalty.

The eighth hypothesis test results:
This thesis examines the effect of "customer perceived value" of the "cost" variable effects "during sex" deals. Regression analysis between two variables, perceived customer value and cost is calculated as the standard beta relationship ($\beta_2$) x (0.049) is obtained. Regression analysis of long-term relationships and customer loyalty also calculated standardized beta values (-0.039) is calculated. Since the final value obtained 0.47 beta value (0.000 = sig), the results of the analysis of research data shows that there is a significantly positive effect variables and we can conclude that whatever the customer perceived value and quality of the relationship improves, the lack of sensitivity of the customer's bank also increased. Pasargad Bank as a result can be achieved through improvement of empathy, communication, quality of service, lost value, perceived value, trust, commitment and satisfaction leading to higher insensitivity of the bank clients and consequently higher prices to customers request and increase the profitability of shareholders is possible.

Ninth hypothesis test results:
This thesis examines the effect of "corporate image" of the "cost" deals. To investigate the relationship of bivariate regression is used. According to the results of regression ($0.510 = \beta$ and 0.000 = sig) mental picture can be said that the company has significant influence on transport costs and for an increase in activities to improve the image of the bank customer in mind, 0.510 units, increase in the cost of change to occur. Accordingly, it can be concluded that much more prominent and better image bank customer in mind desire to go to other banks reduced. It can therefore be concluded that the Bank Pasargad through the improvement of the reliability of use the bank increases, increase the willingness of banks to provide services for customers to use.

Hypothesis test results:
This thesis examines the effect of "corporate image" of the "cost" to the influence of confounding variables "correlation length" deals. Variable regression analysis between corporate image and cost calculation the standardized beta value of this relationship ($\beta_2$) x (0.21) is obtained. Regression analysis of the relationship between long-term and cost are also calculated standardized beta values (-0.039) is calculated. Since the final
amount and the amount of beta obtained 0.510 (0.000 = sig), the results of the analysis of research data shows there is a significant positive effect and, accordingly, it can be concluded if they Pasargad Bank credit to customers and establish long-term relationship with the bank, tend not to use the services of the bank reduced.

**The ultimate model:**

According to the results of the investigation, according to the results of model tests showed almost all indicators show that the model is appropriate fitness model and all assumptions are confirmed, it can be concluded that the conceptual model of the sample approved and has integrity.

The ultimate model is shown in Figure 1.

![Diagram](image)

**Fig. 1:** The ultimate model

**Conclusion:**

A strategic and long-term brand equity for companies that may be in helping the customer relationship related issues such as customer retention and profitability, he called behaviors. The brand is a powerful tool for customer relationship Management Company. The brand can be two ways to add value to the company. Consumers are beginning to attract publicity and awareness and then as a reminder about purchasing, retain current customers. The good points are the consumer brand names. Consumer rating means that customers show loyalty to the names. In other words, companies that have marks and trade names are those of their consumer rating insurance policies were advancing in opposition to their competitors [5] The results of the present research results and Lauren Lane (2003), Rygy et al (2009), Wang (2010) and Chung Yu Wang (2011) have variable effects on customer perceived value and customer loyalty is measured. Ranjbarian and Barari (2009) in their study concluded that a relationship marketing strategy through communication has a positive effect on customer loyalty. In our research on the relationship between customers loyalty was measured. Davood Rezaei (2012) own research found that customer perceived value and quality of its customer effectiveness. In our research of perceived value on customer loyalty was measured and reached the same conclusion. Mr. Ali Asadpour (2013) in their study suggested that perceived value and switching costs in general have a positive impact on loyalty and this effect is stronger in long-term relationships rather than short term.

In this study, we also found similar results with the two components. In today's competitive environment, organizations are looking to build loyal customers for their services, should pay more attention to the factors.
that create loyalty. The conceptual model used in this study is that the rate of change is the background and past research. Including the impact of the relational model as a moderator of these factors on loyalty is intended while Gronroos Studies (1990), this variable was measured with a direct impact and assumptions that affect being accepted. Handling costs as one of the variables affecting customer loyalty has been examined. Some research workers direct influence on customer loyalty to drive this factor is considered. Cholo (2009), Ydyno Ozer (2005), Lam (2004), Lioko Ningam (2001) and the research is intended as an influential variable. For example, Wang (2010), perceived value, service quality and corporate image affect our clients and the influence is up or down depending on customer handling fees vary. The study was considered as mediating variables that affect the fidelity were demonstrated. The result is that the Bank Pasargad to reach a high level of communication with their customers. Identify the value provided to each client and provide value to our customers with this price rise will be greater customer loyalty. This study concluded during the period under study lead to customer loyalty is customer relationship with the bank, however, this increases customer loyalty is the result of a relationship is always it could be because customers of other banks and their services are not needed awareness and because of this lack of knowledge will not accept the cost of transportation.

REFERENCES