Electronic customer relationship management and brand personality on customer satisfaction

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Abstract: Marketing is at a stage in its evolution that other organizations not only do not think of finding new customers, but also nowadays, one of the most important goals of marketing is demand management in the ladder of satisfying customers by pushing customers to keep customers satisfied. This study aimed at investigating the relationship between relationship management with the electronic customer and brand personality and customer satisfaction conducted in Parsian Bank of Ardabil. The nature of the study is an applied research and analysis of data is correlation. The population of the bank's customers sample was 385 people. The data collected from the questionnaire is based on the principles of e-CRM and customer satisfaction and its validity and reliability have been confirmed by scientific methods. 89/0 reliability with Cronbach's alpha is approved. The results of this study show that understanding customer needs, information availability, dependability and customer satisfaction, service quality and brand personality has a direct and significant relationship with Parsian Bank customer satisfaction.

Keywords: brand personality, customer satisfaction, loyalty, customer relationship management, electronic

INTRODUCTION:

Brand personality is considered acore and the nearest factor in customer decisions when choosing [12]. In classical literature, economy, labor, capital and land are considered three main elements of the main sources of wealth. But this model is not able to explain how a product with performance, quality and beauty similar to another one is sold three times the price of other goods .policies in marketing explain phenomenon with the brand identity for the client. A favorite of customer in choosing a product or valid brand. In many markets, the brand creates identity for a particular product and binds them to a specific group of society. Psychologically, such goods In addition to appearance, creates personality and confidence for the customer, so the customer is ready to pay the price for it differently. In addition, subconsciously, the top brand for customer means better a quality product. The customers buy a brand product since they believe that the money was paid for a valuable thing. The factis that the brand, such as capital and technology and raw materials, add value to an organization. Customer and organizations both benefit from brand advantages. When consumers experience a brand once they will feel more comfortable with it, and the desire to use the product again goes up. Trade in conflict not about the product

quality, performance and other aspects of their product and make customers bear less risk. Brand owners as well as their meaning are part of their wealth. Charming and attractive brand personality concept in the marketing world today. Brand share can be achieved through good management, customer relationship and respect for him and he needs to be developed successfully. There is a positive relationship between enterprise performance and reliability for an increase in credit to the company to increase market share and increase market share, increasing the company's value. The reputation of the company in the past performance of financial and social dimension arises. A name and morally, to increase the company's credibility and the credibility of such a loop is to strengthen the brand [11]. Today's world of rapid change and widespread of all sizes. There is no doubt that all countries around the world compete in enjoying the benefits of economic, social, cultural and ....especially get a greater share of revenues and profits and thus improve quality through the use of information technology The focus will be intense the quality of service makes a valuable product for the customer and their loyalty is a virtue.

Given the importance of the role of the customer in terms of marketing, the weakness may be a

lack of effective communication and continuity of the relationship with customers [7]. Also in the new business processes, gain critical role in customer satisfaction and organizational goals are allocated to senior managers know well their success in achieving the goals of the organization is dependent on customer satisfaction. On the other hand, cannot be said that all customers are equally involved in the success of the organization. The key customer satisfaction will be more sensitive. Therefore, it is necessary to organize a system to attract and retain customers to design and implement a system that can manage a good relationship between the organization and the customer. Today, these systems are known as customer relationship management systems and CRM software on the market with the name of the organization that may be able to make in the way of customer satisfaction [2].

Since the implementation of the high costs associated with traditional advertising managers always try to reduce the use of these methods. A reduction in advertising, marketing, customer relationship management and business growth as the best way to promote and maintain focus. With smart use of information technology and knowledge-based organizations have moved to the organization and customer relationship management are also more efficient this way. (Neely et al., 1391) in the marketing world today is charming and attractive brand personality concept. Aaker (1996) brand personality core variables in the decision-making closer to the customer's purchase. The consumer brand identity represents the foundation of a good branding. Efficient and proper management are in addition to the brand's personality, to achieve goals such as customer satisfaction, loyalty and profitability is also very effective [10]. Brand personality, human characteristics that can be attributed to the brand. These features are part of the brand's identity. acres, says' brands with their own definition of human personality, promise to their consumers. "These features, like picture of the organization's activities in the consumer's mind are created. The characters, their relationships with consumers on the basis that it is formed. What is certain

is that all brands have character. If the character design organizations do not, as a result of their activities, the review will form the characters in the consumer's mind (promoting packaging, 1387,7). Kotler and Keller (2005) argue that consumers often choose brands that fit with their image. However, sometimes the consumer brand that fits their ideal image and social image or choose there. Thus, the brand personality may be a function of the expression and stability of your character at the time. Also (1994) pointed out that brands have their own character, so users may see products based on the character and would prefer the perceived image of their choice.

Doyle (1990) stated that a successful brand you know how to distinguish your character, to customer perception of the brand's unique character has facilitated the strong relationship they develop with [9].

The establishment and development of e-CRM in the relationship with the customer in less time and with greater speed and power is competitive in today's rapidly changing environment increases. On the other hand with information technology customers are demanding that through communication channels such as e-mail, website and channels of such service is to them. The main objective of this study was to investigate the relationship between electronic customer relationship management (e-CRM) brand character Corp Bank city of Ardabil is on customer satisfaction.

Conceptual model
Farhadi et al. (2012), Abedini (1391), Ghazi Moghaddam and colleagues (1393), Ismaili et al. (2014) and Nili and colleagues (1391) reviewed the concept of management of relationship with electronic customer and customer satisfaction and loyalty of customers and the relationship between these two concepts were based on studies done and the brand personality taken from Yi Lin Lang was also adopted as conceptual model, thus the framework of this research is based on variables whcich cause customer satisfaction as dependent variable and management of relationship with customers and brand personalityas independent variable.
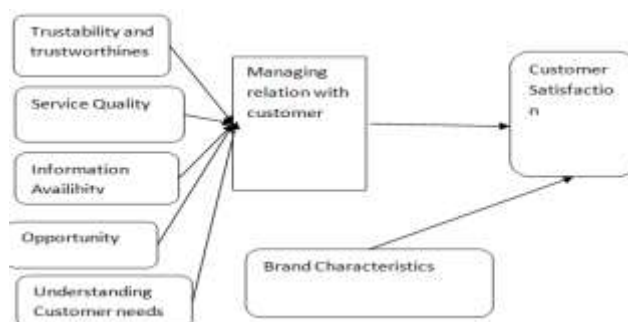

Fig-1: The conceptual model

Hypothesis

- There is a significant relationship in the quality of service on customer satisfaction of Parsian Bank.
- There is a significant relationship in the availability of information for customer satisfactionin Parsian Bank.
- Saving time for customer satisfactionin Parsian Bank has a significant meaning.
- There is a significant relationship in reliability and validity for customer satisfaction inParsian Bank .
- There is a significant relationship in understand customer needs of customer satisfaction in Parsian Bank .

Methodology, population, sample, data collection and data analysis of the research

This research is a descriptive survey .Since this study examines the relationship between customer relationship management, brand character satisfaction customers, this type of application is considered an applied one.

The study population is 93 years of Parsian bank customers.

$$\frac{1.96^2 \times 0/5 \times 0/5}{0.05^2} = n = \frac{Z^2 \alpha/_2 \ P.q}{\varepsilon^2}$$

In this study, a questionnaire developed by the researchers, was used as the primary means of collecting information and using Likert scale data needed for the study were collected. Confirmed the validity of expert personnel raising of teachers, and the research findings in this area were used. Reliability using Cronbach's alpha was calculated. Cronbach's alpha coefficient calculated in this study using SPSS version 89 which due to its height of 7 /. Percentage measurement, so reliability is considered high.

Data analysis is done in two parts: (1) test the hypothesis that use of descriptive 2. Pearson correlation coefficient were analyzed using SPSS software.

SURVEY FINDINGS

Table-1: describing demographic variables

variables		frequency	Frequency Percentage
Age	20-30	21	5.5
	31-40	83	21.5
	41-50	210	54.5
	51-60	48	12.5
	61به بالا	23	6
Gender	female	283	73.5
	male	102	26.5
Education	Under-graduate	55	14.3
	Diploma	81	21
	Associate	78	20.3
	Bachelor	139	36.1
	Master	32	8.3

Hyposesis Results	SIG	Homogeny coefficient	Survey Hyposesis
Confirmed	0.000	0.599	Hyposesis 1: there is a meaningful relation between service quality and satisfaction in customer of Parsian Bank
Confirmed	0.000	0.601	Hyposesis 2: there is a meaningful relation between information availibility and satisfaction in customers of Parsian Bank
Confirmed	0.000	0.651	Hyposesis 3: there is a meaningful relation between time conservation and satisfaction in customers of Parsian Bank
Confirmed	0.000	0.507	Hyposesis 4: there is a meaningful relation between trustability and trustwortiness and satisfaction in customers of Parsian Bank
Confirmed	0.000	0.613	Hyposesis 5: there is a meaningful relation between understanding customers' needs and satisfaction in customers of Parsian Bank
Confirmed	0.000	0.701	Hyposesis 6: there is a meaningful relation between brand characteristics and satisfaction in customers of Parsian Bank

RESEARCH RESULTS

The survey found that more than 36 percent of respondents have a Bachelor's degree, and 54 percent age 41 to 50 are particles.

As Table 1 is observed between electronic customer relationship management and brand personality on customer satisfaction at a significant level (0.05%) of Kyfyft Services (r = 599) the availability of information (r = 601 (, saving time (r = 651), reliability assurance (r = 507), understanding customer needs (r = 613), brand personality (r = 701) is positive and significant relationship .max correlation between customer satisfaction and brand personality with the slightest connection increased reliability electronic components, customer relationship management and brand personality, customer satisfaction also increased, with 95% confidence it can be said that the null hypothesis is confirmed eNOS approaches.

Conclusions and recommendations Research

First hypothesis: The Pearson correlation coefficient was found, correlation between the quality of service and customer satisfaction is equal to 599/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, meaning that there was a significant correlation between quality of service and customer satisfaction. And since this is a significant positive relationship can therefore be said to be improving services to increase customer satisfaction. The results of the study hypothesis with Farhadi and colleagues (2012), Indigo Ahmad Abadi et al., Judge prior et al. (1393) and Abedini and colleagues (1391) is consistent.

The second hypothesis: The Pearson correlation coefficient was found, correlation between the availability of information on customer satisfaction is to 601/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, ie the correlation between the availability of data is customer satisfaction. And since this is a significant positive relationship can therefore be said that the availability of information is increased customer satisfaction. The results of the study hypothesis with indigo Ahmad Abadi et al., Judge prior et al. (1393) and Abedini and colleagues (1391) are consistent

Hypothesis: The Pearson correlation coefficient was found, after saving time correlation between customer satisfaction is equal to 651/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, ie the correlation between customer satisfaction is saving time. And since this is a significant positive relationship can therefore be said to save time is to increase customer satisfaction. The results of the study hypothesis with Farhadi and colleagues (2012), Indigo Ahmad Abadi and colleagues Abedini and colleagues (1391) are consistent

Fourth hypothesis: The Pearson correlation coefficient was found, the correlation coefficient between the dependability and customer satisfaction is equal to 507/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, ie the correlation between dependability and customer satisfaction there. And since this is a significant positive relationship can therefore be said to increase the reliability and ensure customer satisfaction is increased. The results of this hypothesis, the judge prior et al. (1393) and Abedini and colleagues (1391) are consistent

Fifth hypothesis: The Pearson correlation coefficient was found, correlation between the perceived needs of customers with satisfied customers is equal to 613/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, meaning that there was a significant correlation between understanding customers' needs with customer satisfaction. And since this is a significant positive relationship can therefore be said to be increasing understanding customer needs, increasing customer satisfaction. The results of the study hypothesis with Farhadi and colleagues (2012), Indigo Ahmad Abadi et al., Judge prior et al. (1393) and Abedini and colleagues (1391) are consistent

Sixth hypothesis: The Pearson correlation coefficient was found, the correlation coefficient between the brand personality and customer satisfaction is 613/0. The significance level of 0.000 was obtained. And the smaller 05/0 and 05/0, which means that the significant level H0 hypothesis is rejected and the hypothesis is accepted, meaning that there was a significant correlation brand personality with customer satisfaction. And since this is a significant positive relationship can therefore be said to increase brand personality is to increase customer satisfaction. As mentioned, one important goal of any company is to have satisfied customers. Because keeping old customers four to six times less expensive than creating new customers, better management is a top priority to create strategies that satisfy the (brand) develops and maintains them. According to research conducted customer satisfaction Mark directly affected by the discontent of the mark

(brand) that is collected over time and is also influenced by the quality of the product. A strong brand and good character can be consumer (ie fans) emotional performance, enhance image, increase brand loyalty tends to keep, offer to try a new brand or brand development and brand for an additional price to pay. You can differentiate the brand personality is the main basis when there is no difference between little or no difference to the brand.

However, in line with developments in information and communication technology, organizational dynamics, cost savings and the growth of e-commerce organizations to use a proper mechanism to attract, retain and keep loyal customers, which lead causing a new technology called ecrm been sent. With the advent of digital ecrm other companies should take advantage of customer relationships as an option to look at, but it must be irrefutable need to know. Of course not, but it empowered ecrm traditional marketing obsolete. One of the enablers of IT tools that marketers can exploit them to develop an online technology.

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