

## **Inspecting the connection between relational marketing and customer loyalty (Case Study: Insurance Companies of Birjand City)**

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### **Abstract**

Attracting and holding customers in the insurance industry of country, by regarding the activation of private insurance companies and information and communication expansion in international level, the possibility of comparing the services of different insurance companies in various places of world became so difficult. Also the intensity of competition in markets and perception of the importance of the customers' preservation for organizations, gradually caused them to step towards the establishing and preserving long term relation between customers and for keeping the conformity with the opinions of researchers, the relational marketing is the most suitable choice for accomplishment of this affair. Therefore, companies should continually supervise and control the interaction between themselves and customers and by recognition and integral knowledge of the customers' authentic needs and values to supply valuable services and goods for them and by attracting their satisfaction to establish loyalty among them. Beside that the relational marketing causes the companies to enjoy from the competitive advantages such as the decreasing of marketing costs, positive effect of chest to chest marketing, decreasing failure costs in marketing. The present research is a descriptive study which has been accomplished with correlational methodology of multi-variant Regression type and its statistical community is 152 people among the customers of insurance companies of Birjand city. The data collection instrument in

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this research has been questionnaires and also the data were analyzed by Regression method by the use of SPSS software. The research findings shows that with order of priority and importance, communications, aggression management, obligation and confidentiality has a positive and meaningful effect in the loyalty of the insurance companies' customers.

Key Words: Communications, Relational marketing, Customer loyalty, Insurance companies