

The Role of Relationship Marketing in Improving the Organizational Image

"An Empirical Study on food beverage industrial company"

Yomna Osama, Mohmed Wahba and Reem Elmasry

Arab Academy for Science Technology and Maritime Transport, Egypt

Abstract

This research aimed at highlighting the role played relationship marketing strategies in improving the organizational image of companies, since the relationship marketing is a communication activity that ensures the company to communicate with different clients, so as to achieve a positive understanding between them, so highlights the role that can be activated by the operators Marketing of relations in the delivery of a good organization image from the methods of communication practiced in the marketing of relations, by apply a questionnaire distributed on the employees working in EDITA food beverage in Egypt ,through data collection and analysis through using SPSS28 & AMOS26 ,the results indicated the existence of direct and positive relationship between marketing by relations and organizational image .

Keywords: organizational image, Relationship Marketing

1. Introduction

Led development happening in marketing thought to directing the service institutions towards the adoption of a customer oriented approach to customer and the consolidation of relations with the customer, that in view of the role that plays this trend in the success of these institutions , and this premise is to focus on closer relations good of all parties affecting and affected Actively institutions means and methods of communication accepted it, with the goal of consolidating the relationship and to achieve understanding of common and positive between them and between their clients and thus attempt to market and establish a good image about institution subject of the image of mind has become the most important concepts that suspended interest by the party institutions service because her from job marketing Serve the objectives of general and marketing at the same time, but the problem of which become faced by the institutions is the lack of stability of the image of any lack of constancy impressions of the derived from the institution of the clients that deal with, especially external customers , this deliberately these institutions to embrace the idea that image depending on the number of entries, and perhaps the entrance , which has become dependent on it so much in the process of improving its image is the entrance Communicative - based on the relationships of public as a campaign planner of communications integrated , which aims to improve the image of the institution among all customers entering and leaving the institution(Jamal ,2017)

The marketing function is of great importance , especially in light of the increasing and continuous development of the activity of economic institutions , which pushes these

institutions to follow the most important developments and various modern trends in it, especially with the difficulty of keeping pace with the acceleration in technological, social and economic changes, as the institution is a dynamic element that grows and develops and influenced by these variables, which are active in the atmosphere of competition intense and varied and surrounded by risk in the markets, local and international, and which forced it to re-structuring their positions in order to enhance their chance in the growth and survival, which has become dependent on the extent of their ability to adapt and to achieve excellence for the rest of the competitors, and achieve enterprise excellence competitive than through their ability to earn a site they can to meet the needs and desires of customers and a value higher than that offered by competitors, and especially with the increasing awareness of the customers due to the revolution of information and communication, which allows them as enormous of data from various sources, and it became institutions today are looking for ways best that enable the status quo, than by giving the importance of marketing for by changing strategies earlier, which was designed to attract customers only to Strategies for new guarantees to attract the customer and earn his loyalty to be considered a partner institution, and it configures a bridge connecting between the enterprise and its customers, and this is known as marketing relations. (Lewis, 2002)

Began the concept of the picture of mental organizations to emerge with the ends of the century, the nineteenth century, when they realized that organizations and leaders of political importance of the study and knowledge of its image established in the minds of customers different, during the period of time specified. (Al Musabih, 2010)

The mental image of organizations is one of the most important foundations and main gains that the organization's administrations take into account, and attach a great degree of importance, and the term mental image began to appear in the sixties of the last century, when the American writer (Lee Bristol) Publish in writing about the development of image of the organization explained from which the impact of the large, which can be achieved by the image of mental organizations in achieving many of the advantages of the long-term and short. (Dwidar, 2013)

The growing interest in the subject's mental and its importance for communities and organizations in view of the value that performed in the formation of opinions, and the formation of impressions true towards her, and the creation of behaviour positive individuals towards the institution, where he became the composition of the picture of good goals seeking to most organizations that seek success.

The recognized organizations the importance of the study and measure the image of mind existing in the minds of their audiences, in order to adopt policies and strategies that are working to improve impressions and knowledge of mental clients and working institutions of modern to develop its image with the public, and keen to find a niche for its image when others, in order to achieve acceptance of its products and services and marketing to a wider Scope, whether the product is physical, intellectual or cultural. (Ajwa, 2008)

The marketing relationships focuses on increasing knowledge of the needs and desires of customers and to understand and learn about the services that wishes by these customers, in addition to the ability of marketing relationships to build relationships and close with customers so transformed this relationship from considering the customer a person frequenting and deals with the institution to be considered a partner or a party from its edges.

It is important to every institution that works to differentiate its products and performance of by adopting strategies of marketing relations, but that access to this goal needs to be the possibilities of large and has to be to be the institution's jewel to be provided, and should be have the ability also to creativity in dealing with the customer and satisfying him and generating a kind of mutual trust and commitment between them and the institution, and this trust has increased recently as a result of the continuous development of marketing and the emergence of digital marketing or as some call it e-marketing, and the success of this type of marketing depends on the Internet, and the so-called e-commerce, which is characterized by fast high-performance multi- and perhaps these determinants are, which are the pillars for the development of the institution to its relationship with the client.

Of the importance of adults that are unique or characterized by the organization for others even remain able to compete, and even characterized by organizations from each other and have the advantage of competitive should the layout of the image of a mental focus on differences accurate, such as: quality of service or item, and the speed of delivery, and safety or confidence, the picture mental reflect on the level of certain of the performance quality required to achieve and stick to it, because the image of mental perceived is the rule of clients and the results of comparing them between their expectations and their understanding of the commodity or service provided. (Christopher, 2001)

And as the basis for achieving success and growth, as well as continuity in the market depends on the ability to attract and retain to the largest number of customers and then carry out the development of their loyalty to the institution which, which requires the achievement of responding effectively to the needs and desires of customers and strengthen the levels of satisfaction with the presentations marketing provided by party founder of, and for that it was worthy to each institution small and medium adopt the approach modern can to achieve this a goal for. (Soleimani, 2012)

The image of mind of the topics that interested organizations must measure in a structured and put them of their priorities when drawing their plans and implementation of the decision a, for its role in shaping the behaviour of community that our by the organizations.

Lies the importance of the study in being gathered between the two variables to them the importance of vital organizations, The study describes the importance of the growing image of organizations, and marketing relations with the public beneficiaries, and the role of the primary, which can be played in creating the organization status required in the mind of customers' beneficiaries.

Based on that it can determine the importance of the study in the follows:

- The study is a new addition and support for research efforts in the field of organizations' image.
- The study considers the extent aware of the researcher first of its kind on the food sector customers in the Arab Republic of Egypt, where he helps to build a perception of theoretical integrated on the concept of marketing relations and the concept of the picture of mental and components and their importance and how to manage.

2. Methods

This study presents the results of a quantitative research being applied at a single company with the aim of determining the impact of relationship marketing practices on the organizational image.

The data were collected from EDITA food beverage in Egypt. Data were collected using a questionnaire administrated and applied on the study sample.

The population size of the company is 740 employees and accordingly 450 questionnaires are to be distributed randomly in the Company. The questionnaires collected back were 388 and were used in the statistical analysis of the Study.

The gathering of the data was accurately to achieve the Study's objectives. The Study population were employees from different levels and from different departments in the organization.

For the purpose of this study, a questionnaire has been adopted from elzahraa (2016). The questionnaire was close-ended questions and respondents were asked to rank their agreement with the statements indicated through 5-Likert scale to measure relationship marketing variable; a second questionnaire to determine to the organizational image.

SPSS28 and Amos26 were used in statistical analysis to determine the questionnaire validity and reliability, hypothesis testing.

3. Results

The study starts from the first main hypothesis: "there is a statistically significant relationship between market relations and the improvement of the organizational image".

It is subdivided from:

The first sub- hypothesis: There is a statistically significant relationship between focusing on customer retention and improving the organizational image.

Table (2): Analysis of the correlation coefficient between the dimension of focus on the customer and improving the organizational image.

variable	R	P-value	indication
Focus on customer retention	.745**	<.001	Statistically significant

It is also evident from the statistical results presented in Table (2) that there is a positive and strong correlation between the variable focus on customers and improving the mental image of the institutions, where the value of the correlation coefficient ($R=.745$ It is a

statistically significant value at a significant level <0.001 . This leads to the acceptance of the first sub-hypothesis, meaning that the result is acceptable with a confidence level of 99.99%.

The second sub-hypothesis: "there is a statistically significant relationship between good communication with customers and improving the organizational image."

Table (3): Analysis of the correlation coefficient between the dimension of high contact with customers and the improvement of the organizational image.

variable	R	P-value	indication
High contact with clients	.678**	$<.001$	Statistically significant

It is also evident from the statistical results presented in Table (3) that there is a positive and strong correlation between a high communication variable with customers and the improvement of the mental image of institutions, where the value of the correlation coefficient ($R= .678$ It is a statistically significant value at a significant level <0.001 . This leads to the acceptance of the second sub-hypothesis, meaning that the result is acceptable with a confidence level of 99.99%.

The third sub-hypothesis: "there is a statistically significant relationship between building trust with customers and improving the organizational image."

Table (4): Analysis of the correlation coefficient between the dimension of building trust with customers and improving the organizational image

variable	R	P-value	indication
Building trust with the client	.882**	$<.001$	Statistically significant

It is also evident from the statistical results presented in Table (4) that there is a positive and strong correlation between the variable of building trust with the client and improving the mental image of the institutions, where the value of the correlation coefficient ($R= .882$ It is a statistically significant value at a significant level <0.001 . Which leads to the acceptance of the third sub-hypothesis, that is, the result is acceptable with a confidence level of 99.99%.

Fourth sub-hypothesis: "there is a statistically significant relationship between quality in the performance of employees and improving the organizational image."

Table (5): Analysis of the correlation coefficient between quality in the performance of employees and improving the organizational image

variable	R	P-value	indication
Quality in the performance of employees	.716 **	<.001	Statistically significant

It is also evident from the statistical results presented in Table (5) that there is a positive and strong correlation between the quality variable in the performance of employees and the improvement of the mental image of the institutions, where the value of the correlation coefficient (R= .716 It is a statistically significant value at a significant level <0.001. This leads to the acceptance of the fourth sub-hypothesis, meaning that the result is acceptable with a confidence level of 99.99%.

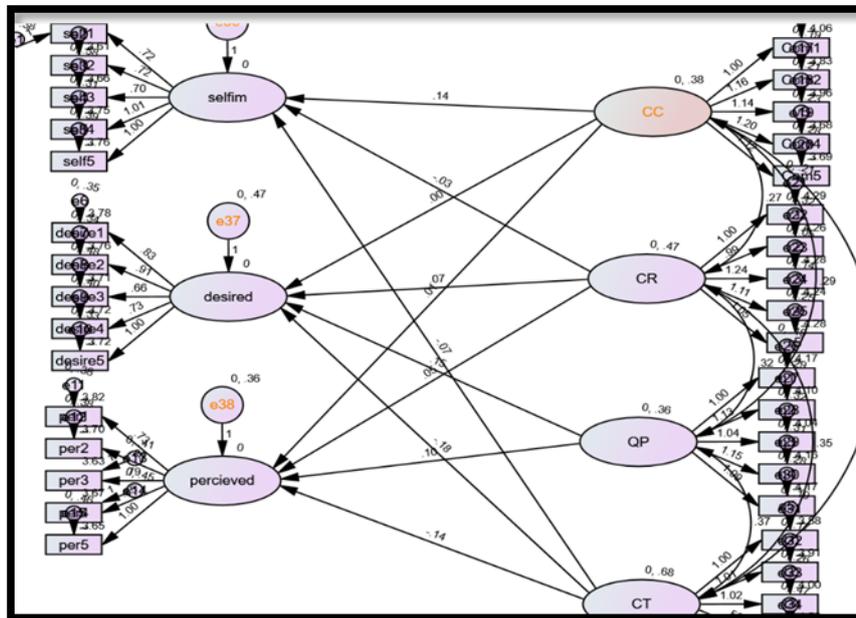
Table 7: The Model Fit Indices for the effect of Research variables on Intention to Leave

Indices	Suitable range	Model measurement
χ^2	0	1.571
Degree of freedom	0 or more	4
GFI	.95 or more	.999
AGFI	.95 or more	.988
CFI	.90 or more	1
RMSEA	0.08 or less	.000

Table 7 shows the goodness of fit (GFI) indices for the path analysis model, Chi square value are equal to zero, denoting that the model was completely fitted. Besides, goodness of fit index were equal to 1, which implies a good model.

. On the other hand, the root mean square error of approximation (RMSEA) was much higher than the suitable range; however, this difference was not statistically significant due to the insignificance of P close. Therefore, the overall model was considered as good.

The path analysis model conducted for the effect of Research variables on organizational performance is illustrated in Figure 1.



4. Conclusion

The current study aimed to test the existence of a statistically significant relationship between relationship marketing and the organizational image, applied by application, to the employees of Edita Food Industries.

By analyzing the questionnaire data obtained from a sample of 388 individuals from the study sample of clients and employees, the following results were reached:

Most of the responses of the study sample to the variables of marketing with relationships and organizational image came to a high degree.

From the statistical analysis to test the hypotheses of the study, the following was found:

- There is a positive direct statistical relationship with significant significance between the relationship marketing practices and the organizational image of the employees of Edita Food Industries.

The strongest of the variables was a correlation with the organizational image of building trust with the client, and the least correlated with a high connection with clients.

In light of the results that have been reached, the researcher recommends the following:

- The necessity of the food sector companies' keenness to increase the managers' practical experience, which reflects the support of marketing relations, which will greatly affect the improvement of the mental image of the organization.

- The interest of the senior management of companies to create and encourage managers and workers to innovate, innovate and develop in the field of their business and outside it, by

focusing on strengthening ties and communication in formal and informal occasions and seeking to improve the mental image.

In dealing with the subject of this study, the researcher faced some difficulties, which were as follows:

- First: The entire sample did not respond in answering the questionnaire and the difficulty in collecting the questionnaire due to the conditions of the Covid-19 pandemic.

Future research points:

Future research should be directed towards:

First: Conducting more comparative studies between the productive and service sectors.

Second: Applying the model to other sectors and a larger sample to facilitate generalization of the results of the study.

Third: Measuring the model through the role of the mediating or modifier variable, such as: customer loyalty, brand

References

- Yassin, Mahmoud Youssef. The reality of relationship marketing practices and their impact on building loyalty as seen by commercial bank customers in Irbid Governorate (Doctoral dissertation, Yarmouk University).
- Hung- Che , Wu,(2014), "The effects of customer satisfaction, Perceived Value, corporate image and service quality on behavioral intentions in gaming establishment " ,Asia Pacific Journal of Marketing and logistics vol.26 No. 4.
- Olusanmi C, et. Al.(2015),Impact of Corporate Social Irresponsibility on the Corporate Image and Reportation of Multinational Oil Corporations in Nigeria , In Corporate Social Irresponsibility ; Achallenging concept Published online ; 09 Mar.
- Mai, et.al. (2015), Exploring the Corporate image formation process, Qualitive Market Research ; An International Journal, Vol. 18 Iss 1,.
- Vegholm ,(2011),The Role Of Corporate Image In The Process Of Company Takeovers. Megatrend Review, 8(1)25-35,.
- Sadeqa Zahraa,(2016), Management of the Mental Image of Institutions According to the Marketing Approach to Relationships, University of Abi Bakr Belkaid, Faculty of Science, Economics and Commerce, Algeria.
- Mohammed abasi niko, Mohammad Hussein askarinia, ali akbar khalafi,ehsan namdar joyami,(2015), Investigating the effect of the relationship marketing tactics on customer's loyalty, academic journal of economicstudies, vol1,n1.