

Identification and Prioritization of Strategies to Attract and Manage Customer Loyalty in Different Clusters of Saderat Bank in Zahedan City

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Abstract: The current study aimed at identifying and prioritizing the strategies for attracting the customers in Saderat Bank of Zahedan City. The statistical population included all the managers of Saderat Banks branches in Zahedan who were 140. The sample size was calculated as 103 persons using Morgan table. The sampling method was simple random sampling. The measurement instrument included a researcher-made questionnaire with 24 items in Likert 5-scale. The questionnaire validity was affirmed by the experts, managers and then, the supervisory professors. In order to calculate the validity of the items, the Cronbach's alpha was used and the value was calculated as 0.87 which is indicative of a proper validity. The SPSS19 was used for data analysis. The results of the current study indicate that: services' quality is effective on the customer attracting in Zahedan City's Saderat Bank. The lending appeal is effective on the customer attracting in Zahedan City's Saderat Bank. Responsiveness is effective on the customer attracting in Zahedan City's Saderat Bank. The customers' satisfaction is effective on the customer attracting in Zahedan City's Saderat Bank. Advertisement is effective on the customer attracting in Zahedan City's Saderat Bank.

Key words: Customer attracting, customers' satisfaction, advertisement, services quality, sampling method

INTRODUCTION

It is now more than two decades that the state banks are trying to play a dynamic role as an economic axis in the countries macro-investments and serving the people. However, regarding the societies changes, per capita growth and change in living conditions and constant development of technology, the state banks have also came to know that merely provision of the current services and routine activities is not enough and these economic institutes need to attract and maintain the customers as well as applying the marketing in their activities (Zanjani *et al.*, 2009).

With the advances in concept of marketing and competition, the commercial institutes, including the banks have found out that they should satisfy their customers in order to achieve their goals. It must be admitted that the markets are limited and customers are scarce. Today, the organizations that seek success search for the methods and ways to control the market leadership. It is now more than two decades that the state banks are trying to play a dynamic role as an economic axis in the countries macro-investments and serving the people. However, regarding the societies changes, per capita growth and change in living conditions and constant development of technology, the state banks have also came to know that merely provision of the

current services and routine activities is not enough and these economic institutes need to attract and maintain the customers. One of the most important factors for success is customer orientation. So, the banks compete with each other to attract customers.

Among the ways for attracting the customers to the banks are the value creation in attracting deposits due to many competitors, creating more choice for the customer and the way of serving (Hamidzade and Noorian, 2013). In terms of services, it is required to pay attention to the variety, quality, newness, guaranty, service standards and numerous other things. Also, provision of the banking services through the internet, transferring the money through telephone banking and using the modern computer systems in all branches are among the banking services (Tahvildari, 2011). Also, another marketing instrument which can be effective if conducted successfully, can be entrepreneurial is the influential advertisement. The customers have different needs and Saderat Bank, by identification and value making of these needs through the TV advertisements, can meet them and encourage the audience to use these services.

Regarding what have been mentioned so far, the current study aimed at evaluation, identification and provision of the strategies for attracting customers to the Saderat Bank of Zahedan City.

Research questions

Main question:

- What are the strategies for attracting customers to the Saderat Bank of Zahedan City?

Subsidiary questions:

- What is the effect of services quality on attracting the customers to the Saderat Bank of Zahedan City?
- What is the effect of lending appeal on attracting the customers to the Saderat Bank of Zahedan City?
- What is the effect of responsiveness on attracting the customers to the Saderat Bank of Zahedan City?
- What is the effect of satisfaction on attracting the customers to the Saderat Bank of Zahedan City?
- What is the effect of advertising on attracting the customers to the Saderat Bank of Zahedan City?

MATERIALS AND METHODS

The current study is of descriptive-survey type, so the data collection was done through the questionnaire and documentary studies. The theoretical framework was data was obtained from the documentary studies and the field data were collected through the questionnaire. Therefore, the questionnaire is the data collection instrument. The questionnaire used in the current study is a researcher-made one with Likert 5-scale. Since the questionnaire is researcher-made, for affirming its validity, the experience of the managers and experts of the field of management were used and finally, by the guidance of the supervisory professor, 24 questions were confirmed. The validity coefficient of the questionnaire's items was calculated by the use of SPSS and Cronbach's alpha and the total validity coefficient was calculated as 0.87. The statistical population included all the managers of Zahedan City Saderat Bank branches who were 140 persons. Among this population, 103 were chosen as the samples using Morgan table. The sampling method was simple random sampling. The descriptive and inferential statistical procedures were used for the data analysis as for the descriptive procedures, the frequency tables, percentages, graphs, mean, mode and index and dispersion indices such as standard deviation and variance were used. The t-test was used as inferential statistics.

RESULTS AND DISCUSSION

In this study, we deal with the investigation of research questions and hypotheses testing.

Main question: What are the strategies for attracting customers to the Saderat Bank of Zahedan City?

In order to respond to the first question, actually, by one-sample t-test, we can conclude which customer attracting variable in Saderat Bank of Zahedan City is above average. The results of these tests will also be evaluated for the subsidiary questions. Therefore as is indicated, all the variables services quality, lending appeal, responsiveness, customer satisfaction and advertisement are above average and actually, these variables are seen as strategies for attracting the customers to the Saderat Banks of Zahedan City.

Subsidiary questions

First: What is the effect of services quality on attracting the customers to the Saderat Bank of Zahedan City?

The one-sample t-test was used or responding to the first research question. In this test, the obtained mean for the services quality has been compared to the average value which is 3. In case the hypothesis on mentioned variable mean being >3 is approved, the first hypothesis is approved. The results of this test are summarized in Table 1.

Regarding the above table, since the significance level for the services quality is $<5\%$ error level and also the upper and lower limit are positive, it can be inferred that this variable's mean has a significant difference with the mean value (3). Therefore, it can be concluded that services quality's effectiveness on customer attraction in Zahedan City's Saderat Bank is above average.

Second: What is the effect of lending appeal on attracting the customers to the Saderat Bank of Zahedan City?

The one-sample t-test was used or responding to the second research question. In this test, the obtained mean for the lending appeal has been compared to the average value which is 3. In case the hypothesis on mentioned variable mean being >3 is approved, the second hypothesis is approved. The results of this test are summarized in Table 2.

Regarding the above table, since the significance level for the lending appeal is lower than 5% error level and also the upper and lower limit are positive, it can be inferred that this variable's mean has a significant difference with the mean value (3). Therefore, it can be concluded that lending appeal on customer attraction in Zahedan City's Saderat Bank is above average.

Third: What is the effect of responsiveness on attracting the customers to the Saderat Bank of Zahedan City?

The one-sample t-test was used or responding to the third research question. In this test, the obtained mean for

Table 1: The results of the first hypothesis

Variable	Mean	t-statistics	Degree of freedom	Significance level	Lower limit	Upper limit
Services quality	4.05	16.904	102	0.000	0.9241	1.1698

Table 2: The results of the second hypothesis

Variable	Mean	t-statistics	Degree of freedom	Significance level	Lower limit	Upper limit
Lending appeal	3.96	15.959	102	0.000	0.8430	1.0823

Table 3: The results of the third hypothesis

Variable	Mean	t-statistics	Degree of freedom	Significance level	Lower limit	Upper limit
Responsiveness	4.10	20.690	102	0.000	0.9954	1.2065

Table 4: The results of the forth hypothesis

Variable	Mean	t-statistics	Degree of freedom	Significance level	Lower limit	Upper limit
Satisfaction	3.72	10.098	102	0.000	0.5793	0.8625

Table 5: the results of the fifth hypothesis

Variable	Mean	t-statistics	Degree of freedom	Significance level	Lower limit	Upper limit
advertising	3.81	11.674	102	0.000	0.6750	0.9513

the responsiveness has been compared to the average value which is 3. In case the hypothesis on mentioned variable mean being >3 is approved, the third hypothesis is approved. The results of this test are summarized in Table 3.

Regarding the above table, since the significance level for the responsiveness is <5% error level and also the upper and lower limit are positive, it can be inferred that this variable's mean has a significant difference with the mean value (3). Therefore, it can be concluded that responsiveness on customer attraction in Zahedan City's Saderat Bank is above average.

Forth: What is the effect of satisfaction on attracting the customers to the Saderat Bank of Zahedan City?

The one-sample t-test was used or responding to the forth research question. In this test, the obtained mean for the satisfaction has been compared to the average value which is 3. In case the hypothesis on mentioned variable mean being >3 is approved, the forth hypothesis is approved. The results of this test are summarized in Table 4.

Regarding the above table, since the significance level for the satisfaction is lower than 5% error level and also the upper and lower limit are positive, it can be inferred that this variable's mean has a significant difference with the mean value (3). Therefore, it can be concluded that satisfaction on customer attraction in Zahedan City's Saderat Bank is above average.

Fifth: What is the effect of advertising on attracting the customers to the Saderat Bank of Zahedan City?

The one-sample t-test was used or responding to the fifth research question. In this test, the obtained mean for the advertising has been compared to the average value

which is 3. In case the hypothesis on mentioned variable mean being higher than 3 is approved, the fifth hypothesis is approved. The results of this test are summarized in Table 5.

Regarding the above table, since the significance level for the advertising is <5% error level and also the upper and lower limit are positive, it can be inferred that this variable's mean has a significant difference with the mean value (3). Therefore, it can be concluded that advertising on customer attraction in Zahedan City's Saderat Bank is above average.

CONCLUSION

About the main question which is "What are the strategies for attracting customers to the Saderat Bank of Zahedan City?" the results indicate that the services quality, lending appeal, responsiveness, customer satisfaction and advertisement are taken as strategies for attracting the customers to Zahedan City's Saderat Bank. The results of the current study are in line with the results of Hashemi's study titled "an evaluation of effective factors on customer attraction" which showed that paying attention to the quality and variety as well as the treatment of employees are the most important factors in customer attraction and the bank authorities, by the use of modern instruments, provision of services and clarifying the service provision processes, increase the services rate and facilitate them.

About the first question which is "What is the effect of services quality on attracting the customers to the Saderat Bank of Zahedan City?" The results indicate that services quality has an above average effectiveness on customer attraction in Zahedan City Saderat bank. These results are in line with those of Poorheidari *et al.* (2010)'s

work titled “evaluation of Kerman Province Telecommunication Organization’s services quality from different aspects for attracting and maintaining the customers” which showed that there are significant differences between customers’ expectations and the organization’s performance in terms of each of six aspects which can be indicative of lack of full satisfaction with the services provided by the telecommunication organization.

About the second question which is “What is the effect of lending appeal on attracting the customers to the Saderat Bank of Zahedan City?” The results showed that the lending appeal has an above-average effect on customer attraction in Zahedan City Saderat bank. These results are in line with those of Chou et al work titled “the facilities provided by the banks and the customers’ expectations” which indicated that the customers expect secure and precise services from the banks. The ATM machines ranked third among the factors affecting the customer attraction which conform to the high expectation of the customers.

About the third question which is “What is the effect of responsiveness on attracting the customers to the Saderat Bank of Zahedan City? The results indicated that responsiveness has an above-average effect on customer attraction in Zahedan City Saderat bank. These results are in line with those of Gohari’s work titled “the effective factors on the banks customers’ satisfaction” which showed that the highly satisfied customers share their positive experience with others and become a means for advertising in favor of the organization or bank and consequently reduce the costs of attracting new customers.

About the forth question which is “What is the effect of satisfaction on attracting the customers to the Saderat Bank of Zahedan City?” The results indicate that the customer’s satisfaction has an above-average effect on customer attraction in Zahedan City Saderat bank. These results are in line with those of Wang and Hing Polo’s work titled “the relationship between the services quality, customer satisfaction and their behavioral inclinations in China’s telecommunication industries” showed that all the factors effective on quality including empathy, communication with others, size and physical appearance and reliability in customer perception of service quality and their satisfaction are effective.

About the fifth question which is “What is the effect of advertising on attracting the customers to the Saderat Bank of Zahedan City?” The results indicate that advertisement has an above-average effect on customer attraction in Zahedan City Saderat bank. These results are in line with those of Hamidzade and Noorian’s work titled

“identification and evaluation of advertisement effectiveness on customer attraction (a case study of Iran’s Bank Saderat)” which proved that although the TV has the highest share in informing, internet has also a high percentage among the other informing media. Also, the audience pay more attention to the advertisements when they are about the bank awards (Robinson, 2006). They also concluded that this kind of messages remain in the audience’s mind for a longer time.

SUGGESTIONS

- Saderat Bank properly invest on increasing the quality of services
- It try to be responsive most of the times
- The personnel and employee highly value and respect their customers
- More efforts for proper services to the customers.
- The bank provide a secure investment condition for the customers’ deposits
- The bank utilize various plans for attracting the investments
- The employees of the bank’s branches put the quickness as their biggest concern
- The employee’s behavior must be proper and ethical.
- If possible, try to satisfy the customers with the interest rate.
- By providing appropriate services and facilities, try to keep the customers of the Saderat bank loyal to it

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