

|| :

|| :

%

(,)

(,)

(,)

(,)

(,)

% ,

- - :

.(Kotler& Keller, 2011)

)
Deng et al., 2010; Lin and Wang,
(Chiu et al, 2005 ; Chou, 2009 ; Lin et al,: 2003) (2006

()
()

(Palmer & Koenig-Lewis, 2009; Fyall et al, 2003)

(Kotler, 2007) (Shammout, 2007)
()
()

(Egan,2008) ()

)
(
(Gilaninia et al, 2011)

(Hanna & Wozniak, 2001)

:

(Hawkins et al, (Schiffman & Kanuk, 2009)

.2013)

Zilkmund & Amico (2002) (Kotler, 2007)

Arnould et al (2002)

Ganassali et.al (2006)

(Peter & Olson, 2005)

(Hawkins et al, 2013)

(Hoyer & MacInnis, 2007)

(Schiffman & Kanuk,2009) (Hawkins et al, 2013)

(Solomon et al, 2013)

(Hoyer & MacInnis, 2007)

(Schiffman & Kanuk, 2009)

(Hawkins et al, 2013)

:

:

:

Blackwell et al (2005)

:

-

-

.(Schiffman & Kanuk 2009)

-

.(- -)

-

.()

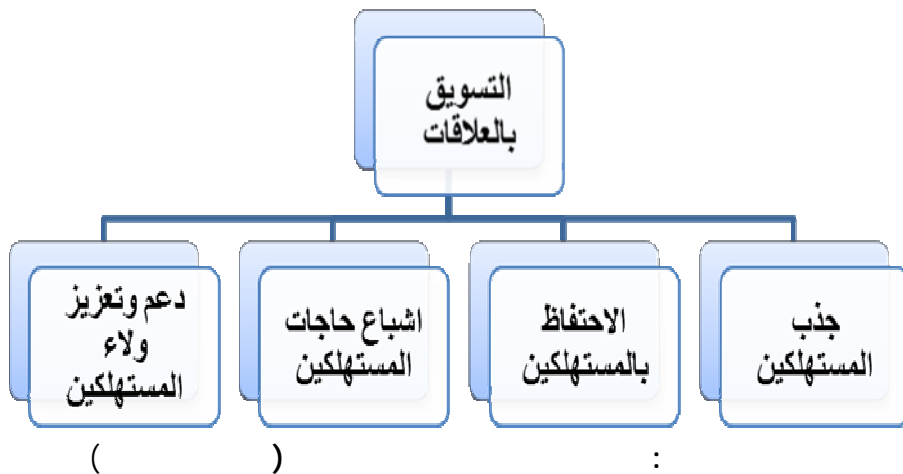
()

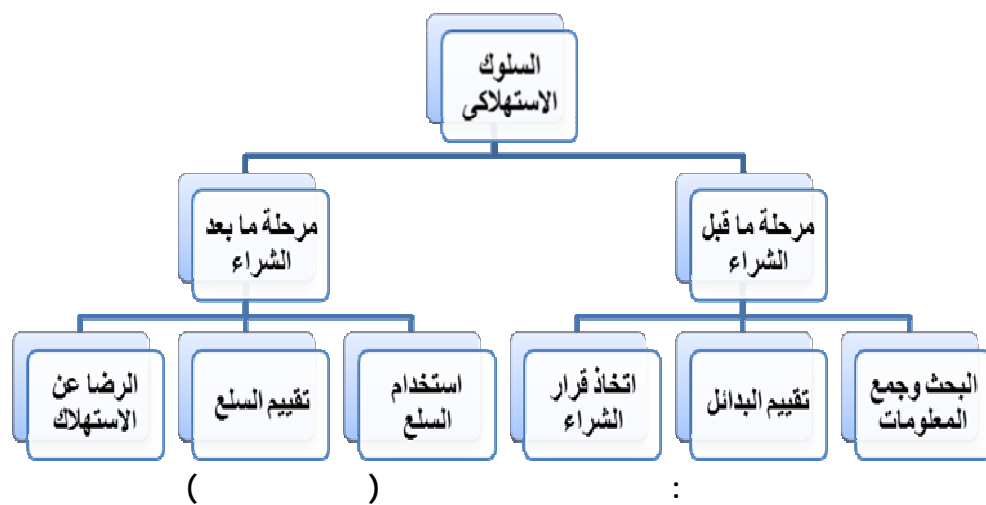
- :
-
-
: :
: :
: :
: :
-
-
)
() .(

:
:
(-)
:
:
-
-

(Nwakanma et al, 2011)

Chou (2009)





-) (-) :

(

- - -)

(- - - -) (

)

- - - -) (.(

) :

- - - -) (:

)

(- - -) (:

(- - - -) :

:

()

:

:

:

:

:

:

:

()

()

(-) (-)

(-) (-)

)

-

(- - -) (-

× $\frac{\text{المتوسط العام}}{\text{الدرجة القصوى للعبارة}}$

			%		
()	:				
()	:			= ÷	
(- -)	.%			-	
	%,			-	
<u>المتوسط العام</u>				.%	
× <u>التدرجية التصويي للعبارة</u>	.%	%		-	
%	:			-	
:	()				
:	, = ÷				
.%	,			:	
%	,			:	
	.%			-;	
.%	%			:	
:	(-)			-	
				.	
()	.	(-)		:	
	:			-	
	(- -)				
	(,)				
:	:			:	
	-;				
<i>Reliability</i>	:			-	
()	()				
	:			-	
(,)	(- -)				
(,)	.				
:	:			-	
	()				

Johnson & Selnes (2004)

Leisen & Hyman (2004)

Niculescu et al (2013)

:
()

(,) (% ,)
(% ,) (% ,)

Kotler (2007)

(,)
(,)
(,)
(,)
(,)
(,)
(,)
(,)
(,)
(,)

()

		:
	=	
,		
,		
,		
,		
,		
,		
,		
,		
,		
,		
,		
,		
,		
,		
-	,	
-	,	
-	-	% , % , % ,
		% ,

(,) (,)

(,)

.(,)

(,)

-

:

(,)

()

(,)

(% ,)

.(,)

(% ,)

(% ,)

(% ,)

						:
						=
-	-					
-	'	'	'	'	'	
-	-	%	,	%	,	%
		%	,			
-	-					
-	'	'	'	'	'	
-	-	%	,	%	,	%
		%	,			

()

(% ,)
(% ,) (,)

(% ,) (% ,)

.(-)
()

(,)
(,)

(,)

(,)

(,)

.(,)

(,)

.(,)

()

()

.(,)

(% ,)

(% ,) (,)

(% ,)

(% ,)

(,)

(,)

(,)

(,)

-

:

(,)

()

(% ,)

(% ,)

(,)

(,)

(% ,)

(% ,)

.(,)

.(,)

(% ,)

(% ,) (,)

(% ,)

(% ,)

(,)

.(,)

(% ,) (,)

(% ,) (,)

(% ,) (,)

(,)

(,)

(,)

(,)

.(,)

(,)

(,)

(,)

(,) (,)

(% ,) (,)

.(,) (% ,)

(% ,)

(% ,)

.(,)

(,)

(,)

					:
=					
-	-				
-	-				
-	-	%	%	%	
		%			
-	-				
-	-				
-	-	%	%	%	
		%			
-	-				
-	-				
-	-	%	%	%	
		%			
-	-				
-	-				
-	-	%	%	%	
		%			

.(,)

Gomez et al (2004)

:

:

-)
(

Chen & Chen

(2014)

()

(,) (,)

(,)

.(,)

.(,)

)

.(

Chou (2009)

(,)

(,)

(, - ,)

(,)

:

-	-	/	/	/	/	/
**		***	***	**	*	***
	**	***	***	**	**	
*	**	***	***	**		*
**	**	***	***	***	*	***
***	*	*	***			
*	***					
*		***	***	**	***	*
***			***			
***	***	***	***	*	*	*

(,) * (,) ** (,) ***

(,)

(, - ,)

Jham and Khan (2008)

:

(,)

t test

()

(,)

(,)

(,)

:

	=		=	
" "				
/'	/'	/'	/'	/'
/'	/'	/'	/'	/'
/'	/'	/'	/'	/'
/'	/'	/'	/'	/'
/'	/'	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'
/'	-	/'	/'	/'

(,)

Chen & Chen (2014)

.

Chou (2009)

(,)

.

(,)

:

.

One Way ANOVA

.

:

()

(,)

.

(, -)

t

(,)

test

.(,)

.

()

_____ :

	_____	_____	_____	_____	_____
" "					
	-				
	-				
	-				

_____ :

" "					

L.S.D

_____ : _____ ()
_____ (, - , - ,)

(, - ,)

. (,)
:

-

:

-

-

-

-

-

-

-

:

-

- Arnould, Eric, Price, Linda, & Zinkhan, George Martin. (2002). *Consumers*: McGraw-Hill.
- Blackwell, Roger D, Engel, James F, & Miniard, Paul W. (1995). *Consumer behavior*, 8th. New York: Dryde
- Chen, Wen-Jung Chen & Chen, Mei-Liang (2014) Factors Affecting the Hotel's Service Quality: Relationship Marketing and Corporate Image, *Journal of Hospitality Marketing & Management*, **23**: 1, 77-96,
- Chiu, Hung-Chang, Hsieh, Yi-Ching, Li, Yu-Chuan, & Lee, Monle. (2005). Relationship marketing and consumer switching behavior. *Journal of Business Research*, **58(12)**, 1681-1689.
- Chou, Hsiu-Jung. (2009). The effect of experiential and relationship marketing on customer value: A case study of international American casual dining chains in Taiwan. *Social Behavior and Personality: an international journal*, **37(7)**, 993-1007.
- Deng, Zhaohua, Lu, Yaobin, Wei, Kwok Kee, & Zhang, Jinlong. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, **30(4)**, 289-300. doi: <http://dx.doi.org/10.1016/j.ijinfomgt.2009.10.001>
- Egan, John. (2008). *Relationship marketing: exploring relational strategies in marketing*.; 3rd edition. Prentice Hall, NJ.
- Fyall, Alan, Callod, Christine, & Edwards, Brenda. (2003). Relationship marketing: The challenge for destinations. *Annals of tourism research*, **30(3)**, 644-659.
- Ganassali, S, Cerchiello, P, Hennings, N, Kuster, I, Moscarola, J, Santos, CR, Zucchella, A. (2006). Young people purchase-decision patterns: a European comparative analysis.
- Gilaninia, Shahram, Almani, Amin Mohammadi, Pournaserani, Amir, & Javad, Seyyed. (2011). Relationship marketing: A new approach to marketing in the third millennium. *Australian Journal of Basic and Applied Sciences*, **5(5)**, 787-799.

- Lin, Neng-Pai, Weng, James CM, & Hsieh, Yi-Ching. (2003). Relational bonds and customer's trust and commitment-a study on the moderating effects of web site usage. *Service Industries Journal*, **23(3)**, 103-124.
- Narteh, Bedman, Agbemabiese, George Cudjoe, Kodua, Prince, & Braimah, Mahama. (2013). Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry. *Journal of Hospitality Marketing & Management*, **22(4)**, 407-436.
- Niculescu, Mihai, Payne, Collin R, & Krishnan, Vijaykumar. (2013). One-to-One and One-to-Many Business Relationship Marketing: Toward a Theoretical Framework. *Journal of Business-to-Business Marketing*, **20(2)**, 51-64.
- Nwakanma, Hudson, Jackson, Annette Singleton, & Burkhalter, Janee N. (2011). Relationship marketing: An important tool for success in the marketplace. *Journal of Business & Economics Research (JBER)*, **5(2)**.
- Palmer, Adrian, & Koenig-Lewis, Nicole. (2009). An extended, community focused, experiential framework for relationship marketing. *Journal of Customer Behaviour*, **8(1)**, 85-96.
- Peter, JP, & Olson, JC. (2005). *Consumer behavior and marketing strategy*. York: McGraw Hill Companies, Inc.
- Schiffman, Leon G.; Kanuk, Leslie Lazar. (2009). *Consumer Behavior*. Prentice Hall, Upper Saddle River, NJ, 2009.
- Shammout, Ahmad Bahjat. (2007). Evaluating an extended relationship marketing model for Arab guests of five-star hotels. Victoria University Melbourne.
- Solomon, Michael, Bamossy, Gary, Askegaard, Soren, & Hogg, Margaret. (2013). *Consumer behaviour: a European perspective*; Publisher: Pearson; 5 edition (6 Jun 2013). <http://www.amazon.co.uk/Consumer-Behaviour-A-European-Perspective/dp/0273772724>.
- Zilkmund, William G. & Amico, Michael d'. (2002). *Effective Marketing*. Third Edition; USA: South – Western.
- Gomez, Miguel I, McLaughlin, Edward W, & Wittink, Dick R. (2004). Customer satisfaction and retail sales performance: an empirical investigation. *Journal of retailing*, **80(4)**, 265-278.
- Hanna, Nessim, & Wozniak, Richard. (2001). *Consumer behavior: An applied approach*: Prentice Hall Upper Saddle River, NJ.
- Hart, Susan, & Tzokas, Nikolaos. (2000). New product launch “mix” in growth and mature product markets. *Benchmarking: An International Journal*, **7(5)**, 389-405.
- Hawkins, Del I, Mothersbaugh, David L, & Best, Roger J. (2013). *Consumer behavior: Building marketing strategy*: McGraw-Hill Irwin.
- Hoyer, Wayne D., & MacInnis, Deborah J. (2007). *Consumer behavior*. Boston: Houghton Mifflin Co.
- Jham, Vimi, & Khan, Kaleem Mohd. (2008). Determinants of performance in retail banking: perspectives of customer satisfaction and relationship marketing. *Singapore Management Review*, **30(2)**, 35-45.
- Johnson, Michael D, & Selnes, Fred. (2004). Customer portfolio management: toward a dynamic theory of exchange relationships. *Journal of Marketing*, **68(2)**, 1-17.
- Kotler, Philip. (2007). *Marketing Management: Analysis Planning Implementation and Control*: Prentice-Hall of India.
- Kotler, Philip, & Keller, Kevin. (2011). *Marketing management 14th edition*: Prentice Hall.
- Leisen, Birgit, & Hyman, Michael R. (2004). Antecedents and consequences of trust in a service provider: The case of primary care physicians. *Journal of Business Research*, **57(9)**, 990-999.
- Lin, Hsin-Hui, & Wang, Yi-Shun. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. *Information & management*, **43(3)**, 271-282.

Relationship Marketing Practices as Perceived by The Consumer and Its Relations to His Consumption Behavior

Samhaa Samir Ibrahim Mohammed

Home Management and institutions Faculty of Home Economics Menofia University

ABSTRACT

The research aims to reveal the correlation between relationship marketing practices and its dimensions as perceived by the consumer, and his consumption behavior and its stages, and examine the differences in each of relationship marketing practices and its dimensions and consumer behavior and its stages depending on some socio-economic variables, and determine variables of relationship marketing practices which are most influence in the total score of the consumer behavior of the research sample.

The research used descriptive analytical approach. The sample of this study including 176 Participants from Menoufia governorate, have been selected as convenience sample. Research tools included general data form, Relationship Marketing Practices questionnaire as perceived consumer, Consumer Behavior questionnaire.

The results of this study reveled that: the Influence of sellers on the consumer's decision was 21.59%,. A positive statistically significant correlation was observed between monthly income and consumer behavior at (0,001), and between educational level and consumer behavior, and between relationship marketing practices and consumer behavior.

There was statistically significant differences in the perception of the research sample of relationship marketing practices and its dimensions at (0001) in favor of females. And in the evaluation of the goods at (0.05) in favor of males, and in support and strengthen the loyalty of consumers of the product at (0.01) in favor of urban areas, and in assessing the goods at (0.05) in favor of rural

There was statistically significant differences in the perception satisfy the needs of the consumer practices for the benefit of the research sample individuals aged less than 35 years, also found statistically significant differences in assessing the goods and satisfaction for the top category at the age of 45 years and above.