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

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(Gilaninia et al, 2011)

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Zilkmund & Amico (2002) (Kotler, 2007)

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Ganassali et.al (2006)

(Peter & Olson, 2005)

(Hawkins et al, 2013)

(Hoyer & MacInnis, 2007)

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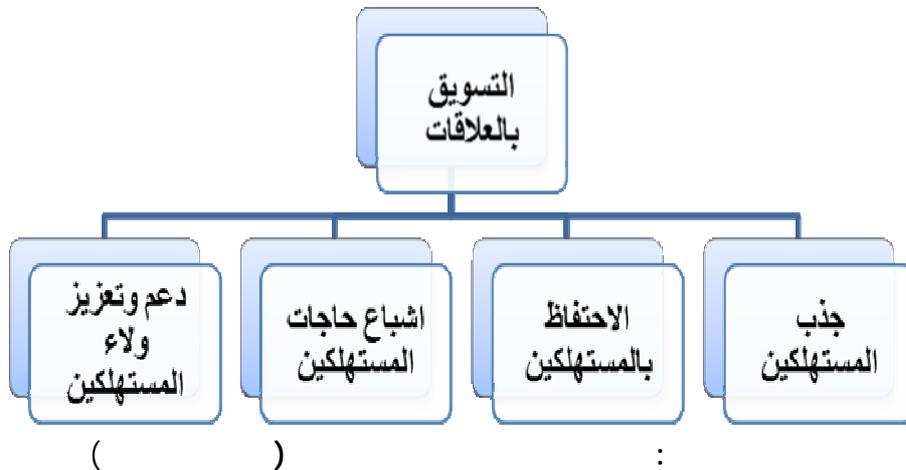
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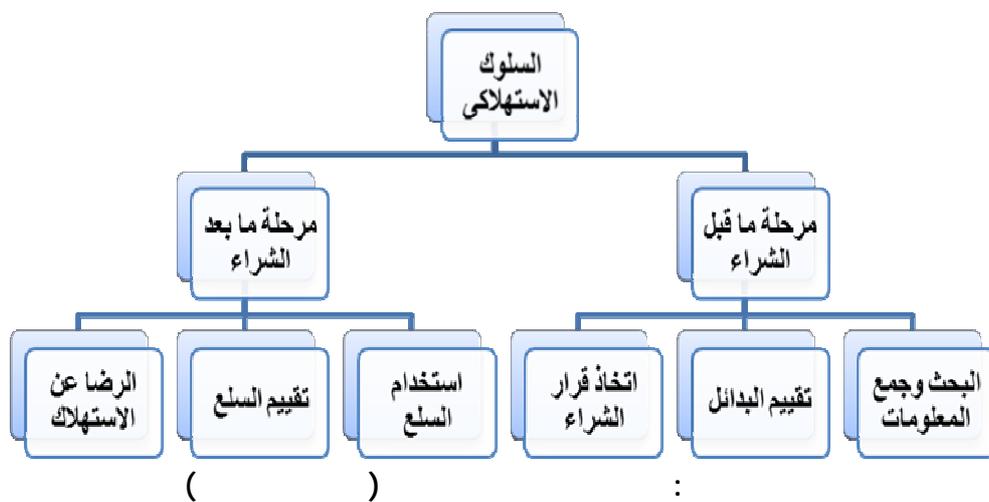
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Relationship Marketing Practices as Perceived by The Consumer and Its Relations to His Consumption Behavior

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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.