

The Study of Relationship Customer Relationship Management Dimensions with Competitive Advantage and New Customer Attracting with Emphasis on Role of Customer Loyalty Mediation (Case Study: Goldiran Company)

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Due to the competitiveness of the home appliance industry and the variety of brands offered, attracting new customers and retaining current customers requires a comprehensive review of the factors affecting the issue. This research examines the relationship between Customer Relationship Management dimensions with competitive advantage and attracting new customers, with emphasis on the role of customer loyalty mediation in Goldiran Company. This research has been based on the type of applied objective and in terms of collecting field data. A questionnaire was used to collect information. The statistical population of the research is the stores of the Goldiran home appliance stores in Guilan province with 30 stores. For sampling, according to the small size of the researcher's community, they have gone to all the stores and distributed the questionnaire among the store managers and customers who are traveling. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. SPSS and SMART PLS2 software were used to analyze the data. All the hypotheses of this research were confirmed. These include the relationship between customer relationship management with a competitive advantage and attracting a new client with an emphasis on the role of mediation of customer loyalty, the relationship between customer complaints response with customer loyalty, the relationship between customer-orientation and customer loyalty, the relationship between

customer empowerment and customer loyalty, The relationship between customer's knowledge with customer loyalty, the relationship between customer loyalty with competitive advantage, the relationship between customer loyalty and new customer attraction) is significant. The results show that the strongest impact is the impact of customer loyalty on new customer acquisition.

Keywords : New Customer Attraction, Customer Relationship Management, Competitive Advantage, Customer Loyalty.

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