

Employing Price Policies to Achieve Customer Loyalty: an Analytical Study of the Opinions of a Sample of Customers of Korek Telecom Companys

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Abstract: The issue of price policies and customer loyalty recent decades has received prominent attention by most researchers, That is, the goal of the current study lies in diagnosing the relationship between price policies and customer loyalty, by identifying the role played by (price policies) Its dimensions (stay, maximization of porn, market share leadership, product quality). Its dimensions (stay,profit maximization, market share, product quality. the effectiveness of dealing with customer loyalty by its dimensions (behavioral ,situational).As for the second main hypothesis (there is an impact of the price policies in customer loyalty, and therefore in order to diagnose this relationship, the opinions of 110 employees of the Korek Telecom Company. were surveyed, and (100) were recovered, valid for analysis, at a rate of (91%), Use SPSS.V24,a set of statistical methods were adopted, such as the arithmetic mean, standard deviation, correlation coefficient Person, regression coefficient, deviation coefficient R2 and Cronbach's alpha coefficient to test the validity of the study's hypotheses. The study determined the first main hypothesis, which is that there is a statistically significant correlation between the price policies and customer loyalty, The results were summarized to the existence of a correlation and a statistically significant effect of the price policies knowledge creationto indicate the socialization of the employees of the Korek Telecom Company, which improves dealing with customer loyalty in order to ensure the development and balance between the price policies the skills of dealing with customer loyalty among the employees of the Korek Telecom Company.

Keywords: price policies, customer loyalty.

INTRODUCTION

Business organizations face challenges that constitute an obstacle to their development and growth ,It seeks to, which requires facing these challenges and knowing their size and their impact on the performance of the organization, and that the success and distinction of organizations depends to a large extent on their ability to adopt the concept of customer loyalty in order to keep pace with changes and developments related to the nature of the activities and work of the organization, which prompted the researcher to pay attention to the issue of pricing policies As a vital strategic goal to gain customer loyalty, Long-term business relationships with customers represent a major bet for organizations, especially in the industrial sector or the service sector. However, any tension in the relations between the organization and its customers represents a future loss, as maintaining a business relationship with the current customer is less costly in the case. The general public is five times more likely to attract new

98	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 5 Issue: 9 in Sep-2022 https://www.grnjournals.us/index.php/AJEBM
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customers, and it may even reach ten times as in the telecommunications sector. It is difficult to enter a sector whose customers are characterized by high loyalty to the organization or the brand as an effective barrier to the entry of new competitors, and for it to be so, communication with the customer must be permanently strengthened for portfolios On the level of his loyalty and his increase, so the study came to shed light on pricing policies (an independent variable) and customer loyalty (a dependent variable).

First: the Theoretical framework

1- **price policies:** can have several meanings depending on the specific context. It can mean rent, tuition, fees, fare, rate, interest, fees, installments, fees, dues, appraisal, power of attorney, salary, commission, wages, even bribery and income taxes (Schwartz 1981). “Money given or specified as consideration for the sale of a particular thing.” It is also defined as the quantity of one thing that is exchanged or claimed in exchange or sale for another or the cost at which something is obtained. More detailed definitions of value concepts. Price can mean a fair return or equivalent in goods, services, or money for something to be exchanged, or the monetary value or monetary value of something (Mish 1995), the amount of cash customers have to pay for a product or service (Grewal et al. 1998).

Prices can also be adapted through the use of discount rates (quantity, functional, seasonal discounts, and payment terms) and exchange (barter, promotional); discrimination pricing (customer segment, product format, location, and time); Pricing psychology promotional pricing (loss leaders, special exceptions rates, cash discounts, low interest financing, longer warranties, free maintenance); and geographical pricing (FOB-Origin, region, base point, and freight absorption). However, feedback from both buyers and competitors must be considered before changing prices (Allvine 1999; Assael 1990). While the price policy dimensions are: stay; Organizations in general seek the goal of survival, as this goal has become a necessity for them, because their success in the market means their survival and continuity in work, especially tech organizations, that have distinct brands, and for this reason organizations must know that not adding value (Add value) for their products means that they have failed(Grewal et al. 1998). Maximizing profits; Through this goal, organizations get to maximize and increase profits by estimating demand, cost and various prices so that they choose the price that brings them a high profit or a high cash flow. However, this price is not easy to achieve due to the difficulty of accuracy in estimating demand and cost. It largely ignores the effects on other elements of the marketing mix, as well as competitors' reactions and price constraints(Schwartz 1981). Leading the market share; There are organizations that seek to be the leaders in the market by following a low-cost strategy to achieve good profitability in the long run, or by linking their price policy with the quality of the product obtained by the consumer when compared to competing products. This means that organizations take the other elements of the marketing mix(Allvine 1999). Product quality ; Some organizations have high quality products, so if the organization wants to set a goal for it In leading the industry it represents, it should focus on product quality and this needs scientific research and development, which leads to an increase in the resulting costs in investment and high costs in production And the accompanying supplies, and skilled labor and hands that provide their services in an elegant manner to their customers(Schwartz 1981)..

2- **Customer loyalty** :Because of the importance of customer loyalty, many organizations have taken to providing programs to develop customer loyalty to ensure. (Al-Rubaie & Al-Nazer, 2010) Maintaining customer loyalty is a cornerstone for the success of any organization, as it achieves the organization's survival with the rest of the elements. This is due to special changes. (Baron & Harris, 2003) Customers and Psychological Behavior Leonard & Benntt (2000) see that loyalty is the repetition of the purchase process resulting from preference, and in the same (context ,2002) he defined it (Kottler, 2003)he defined it as the measure of the customer and his desire for a reciprocal participation in the activities of

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the organization. (Stone, 2003) defined loyalty as a set of goals aimed at increasing the relationship of customers with the organization and continuity in purchasing its products without the need for competitors,(Casalo et al 2010). as a firm commitment of customers to repurchase the preferred product in the future. Others see customer loyalty as a tendency to choose and prefer a product. From describing loyalty, such as (Palmatier et al,2007) as the intention of customers to perform behaviors that indicate the motives for maintaining relationships, and communicating with the organization price, **While the dimensions of customer loyalty are: Situational dimension:** Most purchases are made based on the customer's trends and perspectives. When the customer forms a relationship with the organization or a particular brand, he shows a great deal of trust towards it (Robinson: Loyalty Loyalty, Camille 2005). The disintegration of the customer or the intention to restore the purchase, which is considered a good indication of the loyalty (2006, Eliwa. (Also, the positioned loyalty can be expressed by the position of the Zabo and the previous one that is the previous one, and it is the one who has the same. (Nicholas,2004). **Behavioral dimension:** Reflects customers' behaviors that involve measuring the volume of purchases or

Measuring the probability of repurchasing it in the future, as the frequency of purchase of the same product is a behavioral indicator of loyalty. It is also considered the stage at which the customer switches from the intention to the actual use, and it is expressed through the level at which he uses the product and how much money and time he spends on the product.(Shih,2011).

A- Research Methodology

First- the research problem

The main problem of the research is how to create customer loyalty through price policies and reach the largest market share of Korek Telecom's services. According to the above research problem, the basic questions that the research seeks to address can be asked as follows:

1. Does the price policy contribute to influencing the creation of customer loyalty in the research group company?
2. What is the reality of the price policy in the research community company?
3. Are there obstacles to the use of price policies in the research community company?

Secondly. research importance

The importance of the research stems from the following points:

1. The current research acquires its importance through the importance of its variables.
2. The research contributes to supplying scientific libraries with two topics (price policies and customer loyalty).
3. Draw the attention of company officials in the research sample to the importance of price policy and its use in increasing customer loyalty and retention
4. Other researchers benefit from the research results and recommendations in conducting deeper and more comprehensive studies on research variables, especially crisis management.

Third: Research objectives

The current research includes a set of goals that it seeks to achieve, which are as follows:

1. Knowing how to determine the price policy in the studied company.

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2. Identifying the dimensions of the price policy and how to adapt it to achieve the desired goals in the studied company.
3. Knowing the relationship between price policy and customer loyalty.
4. Providing a practical vision of how to employ the price policy to influence customer loyalty.
5. Providing a set of recommendations that help the research sample in the studied company to be committed to developing and achieving a balance between the price policy and the dimensions of customer loyalty.

Fourthly. default search form

Figure 1 depicts the research's hypothetical model, which depicts the nature of the interaction between the research variables as follows:

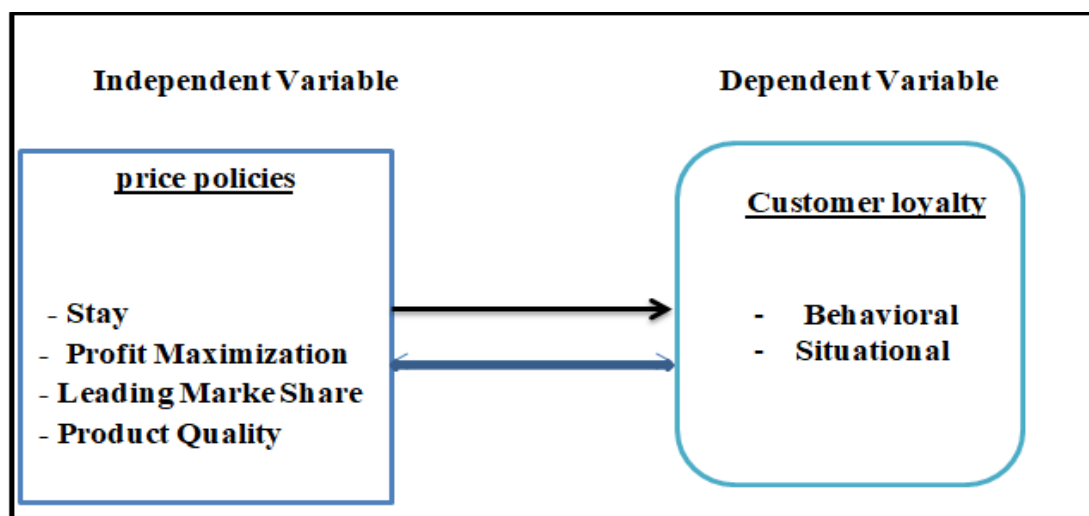


Figure (1)
hypothetical research model

V. research hypothesis

The first main hypothesis / (there is a statistically significant relationship between price policies and customer loyalty with its dimensions (survival, profit maximization, market share leadership, product quality) from which the following sub-hypotheses emerge:

1. Price policies are statistically correlated with behavioral customer loyalty.
2. Price policies are statistically correlated with emotional customer loyalty.

The second main hypothesis / (there is a statistically significant effect between price policies and customer loyalty with its dimensions (survival, profit maximization, market share leadership, product quality) from which the following sub-hypotheses emerge:

1. Price policies have a significant effect on behavioral customer loyalty.
2. Price policies have a significant effect on emotional customer loyalty.

Third: Study methodology and procedures

The sample

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The population of the study is Korek Communications Company, and the sample that can be accessed was represented, and the questionnaire was distributed to 110 customers, and because of cases of apology or incomplete cases that are not valid for analysis, (10) forms were excluded. Thus, the number of valid forms for study and analysis is (100) only.

Table (1) presents the characteristics of the research sample in terms of demographic information represented by (age, gender), frequencies and percentages have been extracted to describe the research sample. The results of the table show that the most frequent age of the research sample was within the age group (31-40) and that the predominant proportion of the research sample was (40%), while the percentage (3%) was the least .

Table (1)
Coding and characterization of the questionnaire

No.	Variables	Target categories	Fi	Relative
1	Gender	Males	75	75%
		Female	25	25%
		Total	100	100%
2	Age	- 30	7	7%
		31-40	40	40%
		41-50	40	40%
		51-60	10	10%
		61-	3	3%
		Total	100	100%
3	Career Title	executive	15	15%
		Technical	24	24%
		Engineer	43	43%
		Associate observant	18	18%
		Total	110	100%
4	Academic qualification	Higher Diploma	7	7%
		M.A.	60	60%
		PhD	33	33%
		Total	100	100%

Fourth- Measurement Tool

1. Price Policies

The researchers used the scale (Hossini, 2012), which is four-dimensional, and each dimension consists of (3) paragraphs according to a five-point Likert scale (strongly agree) - (strongly disagree). The Cronbach alpha coefficient for each of the dimensions of this variable reached (0.875, 0.77, 0.979, 0.774), and this indicates the presence of internal consistency in the answers of the research sample towards this scale.

2. Customer loyalty

It was based on the (Won & Shoal, 2003 scale) to measure the customer loyalty variable, which includes two dimensions (behavioral and emotional) and Cronbach's alpha coefficient for each dimension, respectively, reached (0.799, 0.747), which indicates the presence of internal consistency in the answers of the research sample towards this scale.

data analysis tools

The study used a number of appropriate statistical methods to describe and analyze the study data, which included the arithmetic mean, standard deviation, and the simple correlation coefficient

Statistical description

Table (2) presents the statistical description of the study variables. As noted through the arithmetic mean, all the variables were close to the level of moderation, and the standard deviation indicates the consistency of the answers received towards these variables.

Table (2)
Correlation Matrix and Statistics Summary (N = 100)

Var.	X	X1	X2	X3	X4
X	1				
Y	.773*	1			
Y1	.768*	.740**	1		
Y2	.876*	.665*	.660*	1	
Means	1.79	0.70	0.660		
SD.	1.03	1.44	1.21	1.53	

* $p < 0.05$; ** $p < 0.01$.

5- Hypothesis testing

1. Correlation hypothesis

The matrix of correlation coefficients in Table (2) shows that there are statistically significant correlations at the level of (1%) or (5%) among most of the study variables, and this provides support and acceptance for the first main hypothesis.

2. Impact Hypothesis

The second main hypothesis

Table 3) results of the regression analysis indicate that there are significant influence relationships at the level (0.01-0.05) statistically (there is a significant statistical effect between price policies in its dimensions (stay, profit maximization, market share leadership, product quality) and customer loyalty with its dimensions (behavioral), emotional (this supports the validity of the sub-hypotheses and thus the second main hypothesis is accepted.

Table (3)
The results of the second main hypothesis test

regression path			regression coefficients	t	R ²	F
Y1	<---	X	.707	5.877**	0.77	**46.160
Y2	<---	X	.744	4.867*	0.76	*36.306
Y3	<---	X	.877	5.367**	0.66	*45.780
Y4	<---	X	.723	*4.333	0.76	**39.93

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Discuss the results

The results of the description and diagnosis showed that the market share leadership index is the effective indicator, In determining customer loyalty trends compared to other indicators, which gives the impression that Market share leadership makes it highly flexible to respond to sudden developments as well as Korek Telecom's adoption of quality as a way to increase its market share. The results of the study indicate.

The interest of employees in the studied telecommunications companies to motivate their employees to achieve the performance of the studied company by understanding (behavioral customer loyalty, and situational customer loyalty) for the society in which it operates by improving price policies in a basic way that contributes to achieving institutional excellence and achieving the desired goals, as well as The studied companies' interest in developing their capabilities by giving their employees more independence in developing their abilities to complete their work in order to enhance their ability and talents to implement. Individual creative ideas through learning, creativity and acquiring new skills. The study also recommended encouraging employees to develop the quality of their services and keep abreast of all innovations and innovations, which leads to the creation of a distinctive brand of the company's studied performance level and meets the needs of its customers and the need to distinguish employees and thus achieve the loyalty of its customers. From other companies by attracting talented and highly skilled individuals to be a key point for generating more ideas towards developing the company's services, increasing market share, reducing prices and thus obtaining customer loyalty.

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