BRAND LOYALTY IN CREATING RELATIONSHIP MARKETING PRACTICES: A STUDY ON GSM OPERATORS[1]

MARKA SADAKATİ OLUŞTURMADA İLİŞKİSEL PAZARLAMA UYGULAMALARI: GSM SEKTÖRÜNDE BİR ARAŞTIRMA

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Abstract

Relationship marketing is based on the efforts of businesses to attract potential customers and to establish and maintain long-term relationships with the customers they own. Applications such as gifts, discount applications, points, cards to strengthen customer relationships belong to relational marketing. The GSM sector has become synonymous with technology and is a large sector that realizes these applications. The aim of managers when using these applications is to create a customer base that is dependent on them and to gain brand loyalty. The thought guiding the study is that relationship marketing practices have an impact on brand loyalty. The data of the study are collected through a face-to-face questionnaire method with 323 participants from GSM users. The regression analysis was conducted on the data by using the SPSS 24.0 program and the results are interpreted in the light of the established hypotheses. According to the findings of the research, the perception of brand loyalty does not change depending on the type of GSM operator used by the participants, the duration of the participants' use of the GSM operators, age, profession, and income of the participants. However, brand loyalty perceptions differed significantly by 54% according to the education level of the participants. The hypotheses of the study are verified and it is concluded that relationship marketing practices have a significant and positive effect on both behavioral brand loyalty and attitudinal brand loyalty. The study is expected to contribute to both the academic marketing literature and managers.

Keywords: GSM Sector, Relationship Marketing, Behavioral Brand Loyalty, Attitudinal Brand Loyalty

Öz

İlişkisel pazarlama; işletmelerin potansiyel müşterileri çekme, ellerinde olan müşteriler ile ise uzun ömürlü ilişkiler kurma ve sürdürme çabasına dayanmaktadır. Müşteri ilişkilerini güçlendirmek için hediye, indirim uygulamaları, puan, kart vb. uygulamalar ilişkisel pazarlamaya aittir. GSM sektörü teknoloji ile özdeşleşmiş geniş bir sektör olup bu uygulamaları gerçekleştirmektedir. Yöneticilerinin bu uygulamaları kullanırken amaçları kendilerine bağımlı müşteri kitlesi oluşturmak ve marka sadakati kazanabilmektedir. Çalışmaya yön veren düşünce; ilişkisel pazarlama uygulamalarının marka sadakati üzerinde etkisi olduğudur. Çalışma verileri bu amaç kapsamında, GSM kullanıcıları arasından 323 katılımcı ile yüz yüze anket yöntemi gerçekleştirilerek toplanmıştır. Elde edilen veriler SPSS 24.0 programı kullanılarak regresyon analizi uygulanmış olup çıkan sonuçlar kurulan hipotezler ışığında yorumlanmıştır. Araştırmanın bulgularına göre, marka sadakati algısı katılımcıların kullandığı GSM operatörünün türüne, katılımcıların GSM operatörlerini kullanma süresine, katılımcıların yaşına, mesleğine ve gelir durumuna göre değişmemektedir. Bununla birlikte, marka sadakati algıları katılımcıların eğitim durumlarına göre %54 oranında önemli farklılıklar göstermiştir. Çalışmanın hipotezleri doğrulanmış ve ilişkisel pazarlama uygulamalarının hem davranışsal marka sadakati üzerinde hem de tutumsal marka sadakati üzerinde anlamlı ve olumlu etkisi olduğu sonucuna ulaşılmıştır. Çalışmanın hem akademik pazarlama dünyasına hem de yöneticilere katkı sağlaması beklenmektedir.

Anahtar Kelimeler: GSM Sektörü, İlişkisel Pazarlama, Davranışsal Marka Sadakati, Tutumsal Marka Sadakati

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Introduction

In the information age, the similarities between products increase in the fast and intense competition environment brought by technology, and only brands that can engage customers in marketing processes and win loyal customers can survive. Here, customers want to buy not only that product but also emotional experiences that make them feel, from the image of the brand to their awareness (Morrison and Crane, 2007). All these developments present opportunities along with threats from businesses in the market (Shocker et al., 1994). Businesses' ability to turn these threats into opportunities will begin with changing their marketing strategies to be customer-centric. One of the popular marketing strategies, "Relationship Marketing", was first mentioned in the service sector by Berry in 1983 (Grönroos, 1999). In this study, Berry referred to relational marketing as "attracting customers, establishing and maintaining relationships with them" (Berry, 1983, p. 25). In this context; The main purpose of the relational marketing approach is to create loyal customers and establish long-term relationships with them (Ravald and Grönroos, 1996).

Relationship marketing activities have shown to have a positive effect on business performance and staff satisfaction (Sharma and Sheth, 1997). It is found to be effective in new product success (Campbell and Cooper, 1999). It has been found to increase the strategic competitive advantage in the market (Ganesan, 1994). Relationship marketing activities have proved to be important in the banking sector.To continue to be successful in the corporate sector, small banks need to invest in long-term relationship marketing infrastructure to support the customer-focused approach (Adamson et al., 2003, p. 347)).

Branding that provides communication between consumers and businesses is the focus of long-term relationships (Davis, 2000). The relationship that emerges as a result of the experiences of the consumers about a brand causes the consumer to become dependent on the brand. Sometimes this situation may occur as a result of the personality, morality, or environmental impact of the consumer without any experience. For this reason, establishing positive relationships with consumers, and thereby establishing brand loyalty are among their primary goals (Salzer-Mörling and Strannegård, 2007). In this sense, marketers have a great duty to determine the marketing practices that will lead to and develop brand loyalty. Behavioral brand loyalty, which represents the repetitive buying behavior of consumers for certain brands, which means consumer loyalty to a brand, has a high financial return to the business (Aaker, 1991; Dick and Basu, 1994). On the other hand, attitudinal brand loyalty, which is formed as a result of the consumer having a positive place in his perception without any purchase, has an important role in the reduction of advertising costs (Dick and Basu, 1994). Many studies are encountered in the literature, from the origin of brand loyalty to its emergence. Many of these studies appear to focus on brand trust, brand awareness, perceived quality, and customer satisfaction. This study differs from other studies because it mostly focuses on whether marketing strategies have an impact on brand loyalty.

1. Relationship Marketing

The concept of relationship marketing emphasizes aftersales relations. In the understanding of relationship marketing; as the aim is to establish a balance between marketing efforts to win new customers and keep existing customers, efforts are made to maintain the relationship with customers after the sale. The key theories of relationship marketing are not only customer acquisition and sales transactions, but also customer continuity and the importance of increasing the number of customers.

Relationship marketing is to establish, maintain, develop, and commercialize long-term customer relationships that involve mutual benefits with customers (Grönroos, 1990, s. 5).

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Relationship marketing is the individualization, maintenance, and interaction of relationships for a long time and continuous strengthening for the mutual benefit of both parties through value-added contacts (Shani and Sujana, 1992, s. 44).

All employees, from the lowest department to the top department, must strive to establish long-term relationships with customers based on trust and loyalty.

Table 1. Comparison of traditional marketing and relationship marketing

	Traditional Marketing	Relationship Marketing
Target	• Making sales. • Sales are results and are a measure of business success.	• Creating long-term customer relations. • Sales relationship is seen as the factor in initiating. • Target is to maintain relationships.
Customer Understanding	• Customer satisfaction is not considered and customer information is not used. • Customer value is purchased. There are independent customers and businesses.	• Customer loyalty is aimed at ensuring customer satisfaction. • Customer value is created as a result of interaction with the customer. • There are customers and enterprises in a one-to-one relationship.
Performance Criteria	• Evaluation is made according to product and prices.	• Evaluating based on problem-solving expertise.
Marketing Focus	• New customers are tried to be acquired. • Focus on products only understanding of making sales.	• It is aimed to acquire new customers and to obtain existing customers. Like the deal that focuses on the service, there is an understanding of making sales. • Tries to create an individualized relationship.

Source: (Jüttner ve Wehrli, 1994; Aydın and Tavukçu, 2019).

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1.1 Relationship Marketing Applications

The likelihood of a customer buying a service again depends on the degree of satisfaction and satisfaction experienced in the initial purchase. If the customer is very unsatisfied, unsatisfied, or unstable at the initial purchase, this will reduce the possibility of maintaining the relationship with the business. If the customer is satisfied with the initial purchase result, in most cases the customer is expected to increase the probability of repurchase. Beyond that, if the customer is very satisfied and the enterprise has exceeded the expectations of the customer with the service it provides, then the possibility of re-purchase will increase. Most of the time, businesses cannot distinguish between their satisfied and very satisfied customers in terms of loyalty to the business. Satisfied customers may choose it if they find another supplier that will give the same or more satisfaction. The main relationship marketing practices are given below (Kotler, 2000, s.184).

- Create and use active software of the brand to record customer data,

- The membership card application collects the points offered to the customers by the brand and the personal information of the customers through these cards as well as the repetitive purchase behaviors.

- Loading points based on the amount of shopping made on cards

- Gift application for special occasions

- Brand representatives communicate with customers at specific intervals

- Inclusion of customers in the organization by taking into consideration their needs, demands, and expectations.

- The efforts of the store employees, where the brand is offered for sale, to establish sincere and long-lasting relationships with customers

1.2 Advantages Applications of Relationship Marketing

The benefits of relationship marketing practices are given below (Odabaşı, 2000).

- Advantages of the close relationship with customers,

- Advantages arising from developments in customer satisfaction, which may arise through relationship marketing practices,

- Financial benefits of relationship marketing for the organization.

2. Brand Loyalty

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Brand loyalty, which is one of the most important aspects of brand value, is defined as the intention to buy the same brand regularly in the future as a result of the consumer's positive attitude towards a brand. According to Aaker (2014), brand loyalty is the ultimate goal of brand management, and if an enterprise wants to test the weakness or power of its customers' loyalty, it can easily control whether consumers still prefer the product by increasing the price of their products according to the same segment products in the market. So; it states that brand loyalty can be measured according to the number of different products purchased, the percentage of purchases, and future purchase intent. The customer can only accept the price changes and changes in the characteristics of the product and continue purchasing   if he//she is loyal to that specific brand. Brand loyalty is the consumer attitude from the previous use and shopping experience of a product to the brand preference and can be measured from the re-purchase rate of the same brand. Brand loyalty, which we can define as the repetition of the consumer and the continuous preference by the same brand, indicates the degree of customer engagement and loyalty (Aaker, 2007, p.58).

Another issue that today's marketing world places importance on is the sense of brand loyalty of customers. Loyalty to the brand brought by the sense of addiction means continuity of sales in terms of business. Here the concept of loyalty; frequency of purchasing from a product or service and constantly preferring the products or services of the same business (Zeithaml et al., 1996; Dick and Basu, 1994). Brand loyalty is the strength of the relationship between the customer's positive attitude and protection behavior towards a brand (Dick and Basu, 1994: 106). Brand loyalty is the consistency in a client's behavior to buy a brand's product or service over and over again, although there are brands that provide more favorable campaigns and benefits (Oliver, 1999, p.40). Brand loyalty is divided into behavioral and attitude perspective. Behavioral loyalty criteria are defined as purchasing behaviors observed at a certain time.

Behavioral Brand Loyalty: If the customer constantly purchases the brand that he/she buys in each purchase, instead of competing brands, this customer can be considered as a loyal customer for that brand category. In a nutshellis the amount and frequency of a customer purchasing the same brand from a particular company compared to competing companies. In this theory, it is assumed that the consumer preference is reflected by the behavior of the consumer and therefore focuses on the consumer purchasing information about the brand as an indicator of customer loyalty (Karaçuha, 2004, p.48). According to Wulf and Odeberken-Schröder (2003), behavioral loyalty explains brand loyalty as a repeat purchase concept. The behavioral aspect of loyalty allows customers to repeat the act of purchasing from the business. There is no absolute loyalty in behavioral brand loyalty. For example, a traveler can always purchase from the same airline company, as it has the most affordable price. But with another airline starting a flight on the same lines, the customer can switch to this competing airline.

Attitude Brand Loyalty: In general, an attitude refers to the bias of the individual against any subject around him. 20th-century researchers associate attitude with the tendency to approach and avoid something. The attitude of the individual towards a subject may arise from the advice of others, from any advertisement, visual, belief, and culture. It may not have to be realized by direct experience. The attitude of consumers towards the brand can also be evaluated in this way. They buy the same product or service from only one brand instead of competing brands, sometimes just because of their beliefs, sometimes just because of the logo. Looking at brand loyalty from this point of view, that is, liking the brand more can be called attitude brand loyalty. The operational dimensions of this approach are the tendency to purchase preferences and advice to the environment, etc. can be created as. Brand loyalty is a biased (non-haphazard) behavioral response expressed over time according to one or more alternatives from many brand groups and is a function of psychological (decision-making, evaluation) processes (Dick and Basu, 1994). Accordingly, brand loyalty reveals both the attitude towards a particular brand and repurchase behavior. In this framework, a relatively low attitude with low purchasing means no loyalty, while a relatively low attitude with high purchasing means false loyalty. Satisfaction from the service provider is seen as the main determinant of brand loyalty as attitude based behavior. Because without satisfaction, customers do not have a positive attitude towards a certain brand compared to their competitors. As a result, the customer loyal to the brand buys more, receives services at less cost, is less sensitive about price, advises other customers about products and services, reacts less to problems, and provides valuable information to the brand.

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Brand loyalty has five levels (Aaker, 1991, p:58-60):

First level: Consumers who are completely indifferent to the brand and are not loyal. These consumers can be called exchangers or price buyers.

Second level: Consumers who are satisfied or at least dissatisfied with the brand's product or service. These consumers can be expressed as habit buyers.

Third level: Consumers who are satisfied with the brand's product or service and can bear the cost of replacing the brand.

Fourth level: They are consumers who love the brand. The preferences of these consumers can be based on a connotation such as a symbol, a lot of experience of use, or a high-quality perception. They can be expressed as friends of the brand as they have an emotional bond with the brand.

Fifth level: Top-level consumers are committed to the brand, proud to discover or use the brand. This is extremely important for consumers as a brand, functional, or an expression

of who they are. Since these consumers trust the brand very much, they recommend the brand to other consumers.

A brand with a positive image in the market and in the consumer significantly reduces the promotional and marketing efforts. The customer, who is satisfied with the performance provided by the brand, creates brand loyalty as it is protected by the brand and satisfied with the brand every time. Consumers like and love brands that meet their needs and wants correctly. If the experience with the brand is positive, this will prepare the ground for brand loyalty in the consumer. The focus of loyalty is brand performance, the more satisfied the consumer is with the performance of the brand, the greater the brand loyalty (Oliver, 1999, p. 36).

To increase brand loyalty, it is necessary to define the customer profile that can meet consumer needs and desires to increase current and potential consumer satisfaction and provide more objective benefits. Brand loyalty to businesses; provides competitive power, superiority, and the difference in the market.

3.   Field Research

3.1 Data Set and Method

The purpose of this study is to examine the impact of relationship marketing practices on brand loyalty. The data collection technique used to obtain the data is a survey application. The survey of the research consists of three parts. The first part consists of questions containing demographic information of the participants. The second part consists of 13 questions regarding relationship marketing practices. These questions are adapted from the scale used in the study titled "Relationship Marketing in the Service Sector: A Boutique Comparison in Boutique Hotels and Five Star Hotels" conducted by Karakas et al. In the third part, there are a total of five questions about brand loyalty, and the survey questions are analyzed by Johnson et al. in 2006 and are adapted from the "Evolution of Loyalty Intentions" study, which includes both behavioral and attitudinal brand loyalty factors. The survey consists of 18 questions, excluding the demographic section. The universe of the study are the customers of five GSM operators.Simple random sampling method is preferred in the study. The questionnaire prepared within the scope of the study was conducted to the operator customers in Karabuk and 323 fully and filled forms are obtained. The hypothesis of the study is tested by regression analysis in SPSS 24.0 program.

3.2 Model of the Research and Hypotheses of the Research

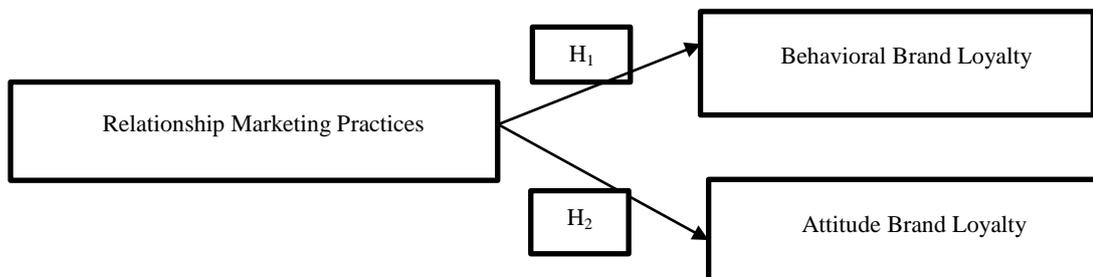The model of the research is given in Figure 1.

Figure 1. The model of the research

The hypotheses analyzed in the study according to the model given in Figure 1 are given below.

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H_1: Relationship marketing practices have a positive effect on behavioral brand loyalty.

H_2: Relationship marketing practices have a positive effect on attitude brand loyalty.

3.3 Reliability Tests of the Scales

According to George and Mallery (2003), alpha value higher than 0.9 is good; between 0.8-0.9 acceptable; 0.7 to 0.8; 0.6-0.7 is suspicious; weakness between 0.5-0.6 and below 0.5 is considered unacceptable (Gliem and Gliem, 2003, p.87).

3.3.1 Reliability Analysis Findings of the Scale Regarding Relationship Marketing Applications

To test the reliability of the scale, the Cronbach Alpha coefficient, which is the most frequently used method to measure internal consistency, is calculated. The results are given in Table 2.

Table 2. Reliability Analysis Findings of The Scale Regarding Relationship Marketing Applications

Cronbach's Alpha	N of Items
,919	13

According to Table 2., the scale is accepted to be reliable since the calculated coefficient values are within the acceptable limit range. (,919)

3.3.2 Reliability Analysis Findings of the Scale Regarding Brand Loyalty Applications

To test the reliability of the scale, the Cronbach Alpha coefficient, which is the most frequently used method to measure internal consistency, is calculated. The results are given in Table 3.

Table 3. Reliability analysis findings of the scale regarding brand loyalty

Cronbach's Alpha	N of Items
,690	5

According to Table 3., the scale is accepted to be reliable since the calculated coefficient values are within the acceptable limit range. (,690)

3.4 Reliability Tests of the Scales

Factor load value is a coefficient that explains the relationship between items and factors. The load values in the factor in which the items are located are expected to be high. If there is a cluster of items that are highly correlated with a factor, this finding means that those items together measure a concept-factor. The factor load of a variable of 0.3 indicates that the variance explained by the factor is 9%. The variance at this level is noteworthy and generally, regardless of the sign, 0.60 and above load value is high; the load value between 0.30-0.59 can be defined as medium sizes and taken into account when subtracting the variable. Factor load values can also be examined in terms of statistical significance as a correlation value. However, it should not be forgotten that low correlation amounts will increase as the sample increases (Kline, 2014). Factor load value is sometimes called factor coefficient.

3.4.1 Factor Analysis of the Scale Used in Relationship Marketing Applications

Factor analysis findings of relationship marketing practices are given in Table 4.

Table 4. Factor Analysis Findings of Relationship Marketing Practices

Items	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
My operator provides discounts and promotions for long-term customers.	6,694	51,489	51,489	6,694	51,489	51,489
My operator encourages me to become a customer in the future.	1,178	9,060	60,548			
My operator provides cumulative points programs.	,899	6,915	67,463			
My operator presents timeless gifts.	,738	5,680	73,143			
My operator's employees produce quick solutions to my problems.	,594	4,568	77,711			
My operator's employees communicate with me.	,503	3,866	81,577			
My operator takes care of my needs.	,478	3,674	85,251			
My operator's employees help me resolve my personal requests.	,415	3,195	88,446			
My operator values my opinion of the services they offer.	,368	2,830	91,276			
I receive special occasions greeting cards or gifts from my operator.	,338	2,597	93,873			
My operator makes an effort to learn my feelings and thoughts.	,309	2,376	96,249			
My operator offers personalized services according to your needs.	,274	2,111	98,360			
My operator offers me extra discounted packages as I am a regular customer.	,213	1,640	100,00			
Extraction Method: Principal Component Analysis.						

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**,926**
Bartlett's Test of Sphericity **Approx. Chi-Square**		**2303,683**
df		**78**
Sig.		**,000**

According to Table 4, the KMO value is greater than 0.60 and the questionnaire is valid and usable (,926). Barlett's sphericity test result is p <0.01. Also, the relationship marketing practices questionnaire has been gathered on a single factor.

3.4.2 Factor Analysis of the Scale Used in Brand Loyalty

Factor analysis findings of relationship marketing practices are given in Table 5.

Table 5. Factor Analysis Findings of Brand Loyalty

Items	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
I will continue to use my preferred operator.	2,289	45,777	45,772	2,289	45,772	45,772	1,944	38,875	38,875
I defend if someone else makes a negative comment about my operator.	1,075	21,50 0	67,275	1,075	21,502	67,275	1,420	28,400	67,275

Even if the competitors of my preferred operator make a price reduction, I will continue to use this operator again.	,693	13,85	81,127							
The high price of the operator I prefer does not affect my purchase decision.	,591	11,81	92,939							
If I lose the line of my preferred operator, I will buy it again.	,353	7,061	100,000							
Extraction Method: Principal Component Analysis.										
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					**,669**				
	Bartlett's Test of Sphericity			**Approx. Chi-Square**		**242,627**				
				df		**10**				
				Sig.		**,000**				

According to Table 5, the KMO value is greater than 0.60 and the questionnaire is valid and usable (,669). Barlett's sphericity test result is p <0.01.

Table 6. Rotated Component Matrix of Brand Loyalty

	Component	
Items	1	2
Item 3	,835	
Item 2	,821	
Item 1	,734	
Item 5		,840
Item 4		,784
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

As a result of returning the scale of brand loyalty three times, it reached a two-factor structure as in the study in which the questionnaire is taken. The first factor in the study is named "Behavioral Brand Loyalty". The second factor is called "Attitude Brand Loyalty".

3.5 Demographic Finding

The demographic finding of the participants is given in Table 6.

Table 7. Demographic Findings

		Frequency	Percent			Frequency	Percent
Operator Type	Operator of A	122	37,8		-18	12	3,7
	Operator of B	117	36,2		19-25	95	29,4
	Operator of C	31	9,6	**Age**	26-32	96	29,7
	Operator of D	48	14,9		33-39	65	20,1
	Operator of E	5	1,5		40+	55	17,1
	Total	323	100,0		Total	323	100,0
Year Range	Less than 1 year	27	8,4		-2900 TL	77	23,8
	1-2 years	41	12,7	**Income**	2901TL-3500 TL	55	17,0
	2-5 years	83	25,7		3501TL -4500 TL	49	15,2
	5-10 years	84	26,0		4501TL -5500 TL	38	11,8

	10-15 years	50	15,5	5501TL -6500 TL	55	17,0
	More than 15 years	38	11,7	6500 TL+	49	15,2
	Total	323	100,0	Total	323	100
Education Status	Primary Education	10	3,1			
	High School	58	18,0	Not Worked	6	1,9
	Associate Degree	125	38,7	Worker	46	14,2
	Undergraduate	64	19,8	Engineer	19	5,9
	Graduate	66	20,4	Artisan	35	10,8
	Total	323	100,0	Teacher	21	6,5
				Officer	37	11,5
				Doctor	103	31,9
				Nurse	14	4,3
				Other Healthcare Professionals	11	3,4
				Academician	31	9,6
				Total	323	100,0

According to Table 6, the majority of the participants use the A operator, the duration of use is between 5-10 years, undergraduate graduates, and the age range is between 19-32 years old and consists of doctors with an income of over 5500-6500 TL.

3.6 ANOVA Test Findings in Investigation of Brand Loyalty According to Demographic Data

In Table 8, findings obtained from ANOVA Test analysis of brand loyalty perceptions according to the type of GSM operator used by the participants are given.

Table 8. ANOVA test findings in the investigation of brand loyalty by GMS operator type

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,929	4	1,232	2,503	,043
Within Groups	114,740	233	,492		
Total	119,669	237			

According to Table 8, brand loyalty perception doesn't change according to the type of operator used by the participants. (p=,043)

In Table 9, the findings obtained from ANOVA Test analysis of brand loyalty perceptions according to the year interval in which participants used the GSM operators.

Table 9. ANOVA test findings in the investigation of brand loyalty by GMS operator type

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,236	5	,047	,092	,993
Within Groups	119,433	232	,515		
Total	119,669	237			

According to Table 9, the perception of brand loyalty doesn't change according to the usage period of these operators of the operator types used by the participants. (p= ,993)

Table 10 shows the findings obtained from the ANOVA Test analysis of the brand loyalty perceptions according to the educational level of the participants.

Table 10. ANOVA Test Analysis Findings of Participants' Perceptions of Brand Loyalty by Educational Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,088	4	2,022	4,222	,000
Within Groups	111,581	233	,479		
Total	119,669	237			

According to Table 10, the perception of brand loyalty varies according to the education level of the participants. (p=,000) The perception of brand loyalty varies by 54% compared to high school graduates.

Table 11 shows the ANOVA test analysis findings of the participants' perceptions of brand loyalty by age.

Table 11. ANOVA Test Analysis Findings of Participants' Brand Loyalty Perceptions by Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,228	6	,871	1,759	,108
Within Groups	114,441	231	,495		
Total	119,669	237			

According to Table 11, there is no significant difference in participants' perceptions of brand loyalty by age. (p=,108)

Table 12 shows the ANOVA test analysis findings of the participants' perceptions of brand loyalty by the job.

Table 12. ANOVA Test Analysis Findings of Participants' Brand Loyalty Perceptions by Job

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,728	9	,859	1,749	,079
Within Groups	111,941	228	,491		
Total	119,669	237			

According to Table 12, there is no significant difference in participants' perceptions of brand loyalty by the job. (p=,079)

Table 13 shows the ANOVA test analysis findings of the participants' perceptions of brand loyalty by income status.

Table 13. ANOVA Test Analysis Findings of Participants' Brand Loyalty Perceptions by Income Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,943	9	,549	1,092	,370
Within Groups	114,726	228	,503		
Total	119,669	237			

According to Table 13, there is no significant difference in participants' perceptions of brand loyalty by income status. (p=,370)

3.7 Relationship Marketing- Behavioral Brand Loyalty Relationship Finding

Table 14, Table 15, and Table 16 show the results of the regression analysis of the effect of relationship marketing practices on behavioral brand loyalty.

Table 14. Relationship Marketing- Behavioral Brand Loyalty Relational Finding Table

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	,648[a]	,420	,418	,63244
a. Predictors: (Constant), Relationship Marketing Practices				

Table 15. Relationship Marketing-Behavioral Brand Loyalty Relational Finding ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,391	1	68,391	170,987	,000[b]
	Residual	94,395	236	,400		
	Total	162,787	237			
A. Dependent Variable: Behavioral Brand Loyalty						
B. Predictors: (Constant), Relationship Marketing Practices						

Table 16. Relationship Marketing-Behavioral Brand Loyalty Relational Finding Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	β		
1	(Constant)	1,176	,155		7,579	,000
	Relationship Marketing Practices	,665	,051	,648	13,076	,000
a. Dependent Variable: Behavioral Brand Loyalty						

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According to Table 14, Table 15, and Table 16 relationship marketing practices have a significant and positive effect on behavioral brand loyalty. (p <0.05; R^2 =, 420)

Therefore, the "H$_1$: Relationship marketing practices have a positive effect on behavioral brand loyalty." hypothesis is confirmed in the study. Relationship marketing practices have a positive impact of 64.8% on behavioral brand loyalty (β=,648).

Table 17, Table 18, and Table 19 show the results of the regression analysis of the effect of relationship marketing practices on behavioral brand loyalty.

Table 16. Relationship Marketing-Attitude Brand Loyalty Relational Finding Table

Model	R	R^2	Adjusted R^2	Std. The error of the Estimate
1	,338[a]	,114	,111	,87574
a. Predictors: (Constant), Relationship Marketing Practices				

Table 17. Relationship Marketing-Attitude Brand Loyalty Relational Finding ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,376	1	23,376	30,480	,000[b]
	Residual	180,995	236	,767		
	Total	204,371	237			
a. Dependent Variable: Attitude Brand Loyalty						
b. Predictors: (Constant), Relationship Marketing Practices						

Table 18. Relationship Marketing-Attitude Brand Loyalty Relational Finding Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	β		
1	(Constant)	1,816	,215		8,451	,000
	Relationship Marketing Practices	,388	,070	,338	5,521	,000
a. Dependent Variable: Attitude Brand Loyalty						

According to Table 17, Table 18, and Table 19 relationship marketing practices have a significant and positive effect on attitude brand loyalty. (p <0.05; R^2 =,114)

Therefore, the "H_2: Relationship marketing practices have a positive effect on attitude brand loyalty." hypothesis is confirmed in the study. Relationship marketing practices have a positive impact of 33.8% on attitude brand loyalty (β=,338).

Conclusion and Limitations

Relationship marketing with consumers is a type of marketing that aims to establish long-term relationships and maintain and a strategic resource for a business, it is considered to be a trend towards modern marketing and successful relationship (Laroche et al., 2012). The establishment of strong relationships with the customers of the business and making it sustainable depends on the brand's competitive power (Coelho et al., 2019). Brand loyalty is one of the basic dimensions that make up this power (Aaker, 1991).Brand loyalty, one of the topics that continue to be studied in the field of marketing, is one of the important dimensions of the brands. Brand loyalty, which means loyalty to the brand by the consumer, is also the building block in the relations between the brand and the consumer (Aaker, 1991; Fournier and Yao, 1997).

It has strategic importance for businesses due to their low competitive cost, sustainable competitive advantage, efficiency, and profitability. Marketing approaches explained brand loyalty in two types, behavioral and attitudinal. New approaches to digitalization and globalization and marketing have been developed and the consumer purchasing decision mechanism has differentiated as a result. These changes, studies, and acceptance of relationship marketing, which is accepted as a new marketing understanding based on relationships for product or service markets, are effective in the process of brand loyalty in current studies conducted at the brand level for product markets (Grönroos, 1994). In line with the current studies in the literature that examine the formation of brand loyalty through relational concepts, this study also examined the formation process of brand loyalty and proposed a model by developing hypotheses in line with the relationships between the concepts that contribute to the process. In the light of the data collected as a result of the questionnaire applied to participants residing in Karabük province, the hypotheses put forward in the study are confirmed by using regression analysis.

According to the findings of the study, the perception of brand loyalty does not change according to the type of GSM operator used by the participants, the duration of the participants' use of GSM operators, the age of the participants, their occupation, and income status. However, perceptions of brand loyalty differed significantly by the participants' educational status by 54%. According to the results of the regression analysis of the study's

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hypotheses, "Relationship marketing practices have a significant and positive effect on behavioral brand loyalty." The result has been reached. On the other hand, and "Relationship marketing practices have a significant and positive effect on attitudinal brand loyalty." The result has been reached. These results confirm some evaluations that investigate brand loyalty with different concepts, even if there are no identical studies and models in the literature.

When the literature is analyzed, it is seen that few studies include relational concepts and models developed to predict consumer behavior. Among these studies, Chaudhuri and Holbrook (2001); "In addition to brand trust, the brand sense is also effective on attitudinal and behavioral loyalty, that is, brand loyalty." Dick and Basu (1994); "Brand loyalty is higher in situations where positive emotions and feelings exist.", Matzler et al., 2008); "Brand sense affects brand loyalty.", Gundlach et al. (1995); "Commitment is associated with positive emotions and the commitment that can be created at the emotional level in the long term will provide a stable consumer return to the business."

This study will contribute to the literature on the formation of brand loyalty in the context of relational marketing, and at the same time provide suggestions to inform companies that want to take a step forward in competition in product or service markets, and to integrate relational marketing practices into their businesses in line with current approaches. The findings of the research also include evaluations that can be considered important for businesses. Businesses that want to create and increase brand loyalty in a competitive environment shaped by the speed of technology, special campaigns, gifts, etc. for consumers. They need to include relationship marketing practices that will strengthen relationships. For the study, an analysis is made over the participants using a GSM operator by selecting a single product class. Therefore, the participants using the GSM operator that constitutes the sample of this study do not represent the main body that includes all consumers. To make a comprehensive generalization for the results resulting from the research, it is thought that it would be beneficial to repeat the model foreseen for the study for different product classes, and also the studies with larger samples will contribute to the generalization of the results.

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