

عنوان مقاله:

Study the effect of marketing mix from the customer s perspective (4C) on the competitiveness of insurance companies (Case: Tehran insurance companies)

محل انتشار:

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خلاصه مقاله:

Insurance companies are included among companies that operate in competitive conditions and so the competitiveness of companies active in this field is important. In this study, the impact of marketing mix on the competitiveness of the company is investigated. Popular customer value, customer cost, ease of purchase and customer relations, constitute Customer-centric Marketing mix and Quality, innovation, customer responsiveness and efficiency are the pillars of competitiveness of the company. The research is a practical study of the correlation function. The population of the study is all clients of insurance companies in Tehran and a sample is selected from 384 clients. A questionnaire was used to collect the data. Cronbach's alpha coefficient was calculated for reliability and also the validity and content validity has been calculated. The relationship of variables with the confirmatory factor analysis was conducted by LISREL 8.8 software techniques. Overall, the results of this study have shown that Standardized factor loading of customer-centric marketing mix impact on the competitiveness of the company is 89/0. The amount of influence is indicating a significant impact of customer-centric marketing mix on the company competitiveness. Popular customer value and customer cost have a Modest impact on the competitiveness of the insurance companies. On the other side, two elements Easy to buy and relationship management have a huge impact on competitiveness of Insurance companies

کلمات کلیدی:

competitiveness, sustainable competitive advantage, marketing mix, Customer orientation, Insurance

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